

REQUEST FOR PROPOSAL
Website Redesign and Implementation
RFP Submission Deadline:
May 12, 2023
at
Viking Park Community Center
Attention: Jennifer Gilbert
4374 Old Grand Avenue
Gurnee, IL 60031

District Overview

The Gurnee Park District, located in northern Lake County, Illinois, serves over 30,000 residents in the Village of Gurnee as well as a secondary population of non-residents residing in neighboring communities of Waukegan, Wadsworth, Mill Creek, Grandwood Park and Wildwood. A five-member Board of Commissioners governs the Park District.

The district maintains 28 park sites and operates two recreation centers, a 75,000 sq. ft. fitness facility, FitNation, and an outdoor aquatic facility. For more information, go to the district website at gurneeparkdistrict.com.

Since 1968, the Gurnee Park District has strived to deliver programs and services that meet the mission of “Promoting Fun. Preserving Nature.” This mission encompasses everything the park district stands by in its goal to provide fun and exciting activities and events to the community while working to preserve green land and nature for current and future generations. Further, as a nationwide leader in our field, Gurnee Park District’s vision is to be the premier provider of community-driven and innovative park and recreation experiences, while maintaining financial stability.

The Gurnee Park District is requesting proposals from qualified vendors to design, develop, train and support a new website based on strategy findings and recommendations presented to the district in late February, 2023. This RFP includes recommending a new Content Management System (CMS) to support the website as well as hosting options. All licensing costs, ongoing fees and any other relevant costs associated with this initiative should be included.

All relevant strategy documentation is included with this RFP. The strategy has been approved by Gurnee Park District as a roadmap to design and development of the new website.

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Introduction and Scope of Project

Gurnee Park District embarked on a website redesign of gurneeparkdistrict.com, and its connected microsites for FitNationGurnee.com, GoGurnee.com and GurneeDays.com in September 2022. From the beginning, Gurnee Park District viewed this project as two-phased: a Digital Strategy & Technical Research phase and a Design & Development phase. The current website, which launched in January 2016 and has approximately 50,000 monthly page views, is described as having confusing navigation, complicated click paths and an outdated design. In addition, the microsites mentioned above are vanity domains that are contained within the Gurnee Park District website and will remain as such going forward. FitNation and Gurnee Days have specific user needs that lend themselves to different branding and target markets, while still being a part of the overall Gurnee Park District site. Gurnee Park District will select one (1) vendor to complete both the Design and Development phases of this project. If the applying vendor plans to sub-contract out any work, the sub-contractor's information and work examples will be required.

The Digital Strategy & Technical Research phase occurred between November 2022 – February 2023, with a selected vendor. The strategy provided key digital marketing deliverables, including a site map, user personas, and technical integrations and recommendations. Gurnee Park District now feels they are in the best position to move forward with the design and development of the site.

The Design phase is the next phase of the project, with plans to begin in May 2023. The Design phase would include creating prototypes of key pages from the site map as identified in the Digital Strategy. Design should be focus on mobile first, with adherence to accessibility standards while incorporating the Gurnee Park District branding.

When Design is complete, the project will move into the Development phase of the project. The development effort will work in the selected CMS platform to bring the gurneeparkdistrict.com site to life. The hope is the new website will be ready for the public in October 2023.

This is a request for a proposal. All companies submitting a proposal should be very clear, addressing all the specified items and fees for creating the design and implementation. The Gurnee Park District reserves the right to limit and adjust the scope of work, if necessary, negotiate adjustments to the accepted Proposal accordingly. The district is looking to work with one Chicago/Milwaukee metropolitan area web vendor to handle all facets of the job (no outsourcing to third-party vendors).

Timeline for Vendor Selection

- April 12, 2023 RFP Issued and open for proposals
- April 26, 2023 Vendor Question Submissions Due
- May 5, 2023 Responses to Vendor Questions Due
- May 12, 2023 RFP Submissions Close
- May 15 - 26, 2023 Selected Vendor Presentations
- May 31, 2023 Vendor Selection
- June 12, 2023 Project Kick Off
- January 2024 Launch of New Website

Digital Strategy & Technical Research Summary

Digital Strategy

The purpose of the digital strategy was to learn through surveys, focus groups and data analysis how the current Gurnee Park District website is being used, both externally and internally. It is also critical to note that FitNationgurnee.com is a revenue-generating website and needs to be given emphasis. Analysis was not conducted on subdomains.

The following deliverables were provided to Gurnee Park District by their chosen vendor and are provided in full in the Appendices:

Site Map

The [Site Map](#) was defined by using the focus groups, survey results, keyword and content analysis, as well as conversations with the Gurnee Park District team. The site map includes a high level and a detailed view, as well as a Key to indicate top level, drop-down options, 2nd and 3rd level pages, and utility navigation.

User Personas

Gurnee Park District has three primary personas – Parents, FitNation Adults and Seniors – and one secondary persona – Gurnee Park District staff. The persona information includes overview, website use cases, website visit frequency and website challenges. A summary of each primary persona is below, with details found in Appendix A: Digital Strategy Presentation slides 85 – 89:

- *Parents*: Find themselves using the website to lookup program information, including registration; searching for community events, and finding it difficult to register their children for programming.
- *FitNation Adults*: They use the website the least but when they do use it, they are focused on the FitNation membership and day pass purchases, as well as class schedules. They may use the website for other purposes but find the FitNation app more suitable for their needs.
- *Seniors*: Social opportunity is the focus of this persona. They participate highly in FitNation classes but unlike the FitNation Adult persona, the Seniors rely heavily on the website for up-to-date information.

Content Inventory

The Content Inventory is a spreadsheet of the pages on the Gurnee Park District site as of the time the inventory was created. The spreadsheet accounts for numerous events that have passed and it is Gurnee Park's District hope that their future CMS will allow for automatic archiving/clean-up when an event has passed. Details of the content inventory can be found in Appendix B: Content Inventory.

Digital Strategy Presentation

The presentation, in Power Point or PDF version, contains the summary of the data analysis and the recommendations for the future Gurnee Park District website. The leading recommendations are:

- Prioritize key information and guide users to relevant programs via the site map
- Build landing pages for programs and parks to assist in SEO
- Retain key information users are looking for in both the sitemap and on key pages
- Include strong calls-to-action on each page
- Embed RecTrac/WebTrac information into the Gurnee Park District website to limit the frequency with which users jump between the two websites.

The full Digital Strategy Presentation can be found in Appendix A.

Technical Research

As a component of the Digital Strategy, Technical Research focused on tools embedded within the current Gurnee Park District website while looking ahead for future needs/wishes of the district. Conversations took place with Gurnee Park District IT department leaders, as well as contact people with the 3rd party integration platforms.

Through our Digital Strategy and Technical Research, the following were identified as critical to creating the future website:

- **One Content Management System to manage all websites.**
 - It has been recommended that gurneeparkdistrict.com, FitNationGurnee.com, GoGurnee.com and GurneeDays.com all be maintained within the same Content Management System (CMS).
- **Integration of 3rd party platforms critical to Gurnee Park District's success:**
 - *WebTrac/RecTrac, by Vermont Systems.* The selected vendor will be required to integrate with the Vermont Systems' API to pull course data into gurneeparkdistrict.com.
 - The current user experience requires a user to click on "Register" on the Gurnee Park District website, only to be taken to a different website where the user then has to begin their search for the course or class the user is interested in. This is resulting in frustration as users are finding the class description doesn't match their expectations, or they are finding the class or program is at capacity. [Highland Park District](#) is an example of what Gurnee Park District would like to strive for.
 - There are currently two API options.
 - V1 - The [API documentation](#) currently available refers to the V1 API which is still supported but no new API endpoints will be added to this version of the API.
 - V2 – The API documentation for V2 can be found here <https://app.swaggerhub.com/apis/VermontSystems/RecTracAPI>. Vermont Systems is working to create a Helpjuice article that includes the V2 API and how to begin using it.
 - It is recommended the selected vendor work with the appropriate contact at Gurnee Park District to learn how the V2 API can work for the future website.
 - Additional information about Vermont Systems:
 - The WebTrac API is a RESTful API.
 - The WebTrac API is not currently an "Open API". Vermont Systems is currently developing their API Governance and Pricing strategy which will likely include a Free Tier; however, third-party vendors wishing to integrate with Vermont Systems directly will likely be required to sign a partner agreement which may or may

not include a financial obligation dependent upon the integration and target audience.

- Throttling is based on request count or storage. The V2 API currently limits API calls to return a maximum of 999 results and includes paging to fetch the next set of results beyond the max. The default number of results returned in most endpoints is 10. VS will be instituting Rate Limiting as part of their API Governance Strategy; however, this does not currently exist. As of the writing of this RFP, Vermont Systems is still in the process of defining the parameters of this API and will need to be finalized at the time of development.
- Rainoutline
 - Utilize Rainoutline's *Statusified* API to display information related to event delays and cancellations directly on the Gurnee Park District website.
 - Current state is a user must leave the Gurnee Park District website to view the information.
 - Ideal scenario would allow the user to view timely information, including group class cancellations.
- Paycom
 - Continue to embed content from Paycom into display job posting information on Careers page. Paycom does not make job posting data accessible through their API.
- iClassPro
 - Add links to prompt parents to register for the iClassPro parent portal after registering for swim classes in WebTrac.
- Constant Contact
 - Gurnee Park District has a "subscribe" button in the footer of the website. Integration of this form. Future plans include being more targeted to gather leads for FitNation, GO Gurnee and specific programs.
- **Have search capability that allows the user to find general information, as well as class details such a descriptions, schedules, cancellations, and registration for active programs, and employment opportunities all through the Gurnee Park District website.**
 - Current state is there are separate searches required for the website and the classes or offerings.
 - There is a reference to Google Search Appliance that should be removed, if not if this has not been removed at the time of project inception.
 - Ideally, search results should be able to be managed by the Gurnee Park District team so they can feature certain results during different times of the year. Search results should display the newest upcoming events and programs as top results.

- **Event Management that allows for regular purging of past events.**
 - The current CMS archives past events but has no implemented way of deleting events that are no longer needed.
 - Gurnee Park District would like to be able to define how long an event should be archived and then have a background task run on a regular basis to clean the archives.
 - In addition, Gurnee Park District would like to apply a purging schedule to their press releases, with expired releases being removed after X number of years.
- **Site Translation**
 - Gurnee Park District wants to be able to offer the website in a variety of languages through an automated process– currently offered in Spanish, Polish, Russian, Filipino, Chinese (Simplified and Traditional) powered by Google Translate.

Website Requirements

Requirements – Design

Based on the Digital Strategy findings, the following are considered requirements of the Design phase of the project:

- Design with mobile first mindset with emphasis on user friendly navigation
- Intuitive, consistent page layouts with modern look and feel with ability to incorporate text, imagery, video and graphics.
- Web style guide with a custom component library, allowing content managers to mix and match elements for unique content
- Creative ways to feature social media feeds on pages
- Ability to use Social Share throughout the site
- Design needs to meet current accessibility standards for WCAG 2.2 Level AA and W3C. Additional requirements for accessibility can be found in Appendix C.
- User testing of the prototypes to ensure design is speaking to the audiences as intended

Requested Prototypes/Page Templates include:

- Mood Board – expectation is this would be approved before prototyping would begin.
- Home Page Template
- View All Programs Page Template
- Program Detail Page Template
- Department Landing Page Template (e.g. [Youth Leagues & Sports](#))
- Department Detail Page Template (e.g. [Soccer](#))
- Find a Park Page Template, with filter
- FitNation Landing Page Template
- Event Listing Template
- Event Detail Template
- Staff Listing Template
- Staff Detail Page Template (with email icon)
- WebStyle Guide

In this case, prototypes are defined as interactive, high-fidelity designs. Gurnee Park District would like for quotes to include two rounds of revisions.

Gurnee Park District suggests reviewing the requested prototype(s) for the Department page with each individual department as they have varying needs. The recommended Youth Leagues and Soccer pages are some of the more robust department pages. Using these templates for input from other department page designs and functionality is recommended.

There are multiple departments for Gurnee Park District. Please factor time for feedback and revisions for this step in the design process.

Requirements – CMS - Content Managers

The following are considered CMS baseline requirements from a Content Manager perspective:

- **Easy to update and maintain** – provide a mechanism for non-technical personnel to update content, including uploads of photos, videos, documents, links, etc.
- **Version History** – content managers should be able to see a previous version of the web page or file/image and be able to restore the former version with ease.
- **Workflow** – content editors should have the ability to set up workflow that would allow for saving drafts. If desired, the content team should be able to define and implement a workflow for authoring and editing before publication.
- **Scheduling Updates** – content managers should have the ability to determine when they want content to be live or hidden on the site.
- **Calendar** – content managers should be able to easily create events and schedule them to be archived at a particular point after the event has concluded. Calendar should also be able to be filtered in a variety of ways (audience, event type, etc.) depending on where the calendar is displayed on the site.
- **Sharing** – allow visitors to easily share content to social media platforms and possess the ability to add new or popular social media systems in the future.
- **Searching** - allow visitors to perform a full-text search to find specific information and enable narrowing of search results. Content Editors should have the ability to manage terms so key/featured content will display at the top of the results and/or take users directly to that page.
- **Document Management** – content managers must be able to upload documents (mainly PDFs) to site and easily update to new versions, when needed.
- **Seasonal Program Guide** - The site must support posting our [seasonal program guide](#). The long-term goal is to eliminate the Seasonal Program Guide from the website.

Requirements – CMS - Technical

The following technical requirements should be considered:

- **Content Management System** – preference will be given to a mature, proven, well-known CMS that supports multiple user accounts, add/edit/publish granular permissions, and a rich text editor that requires little to no HTML knowledge for average users to edit content.
- **Style sheets** – text characteristics should be controlled mainly by judicious application of style sheets. These can be static CSS pages or generated by database operations and should be designed to minimize formatting at the tag level.
- **URL remapping** – ability to simplify URLs to verbally direct visitors to pages, such as "gurneeparkdistrict.com/soccer".
- **Emergency notifications** – A scrolling or other highly visual-highlighted area on the homepage. A separate one for daily alert notifications.
- **Integration points** – CMS needs to be able to easily integrate with a variety of 3rd party platforms including:
 - [Vermont Systems / Webtrack/RecTrac](#) – used for registrations
 - [Team Sidelines](#) – used for sports team league management
 - [Rainout Line](#) – used for announcements of updates or cancellations
 - iClassPro – parent portal for the swim school
 - [PAYCOM](#) – iframes in current open employment positions at GPD
 - Constant Contact – shows on initial page load to the site
 - Translation widget
- **Search engine optimization** – pages should be structured for indexing by modern methods, with the capability to designate certain pages to remain un-indexed.
- **Embedded video** – directly uploaded or third party-linked videos of special events, facility tours, and other promotions.

Requirements – Technical

- **Hosting** – The provider should be reliable and robust in accordance with industry best practices.
- **Website protection** - should include SSL (TLS 1.2) encryption, Malware protection, automatic website backups, software updates, and plug-in updates.
- **Minimal browser intrusion** – Eliminating plug-in prompts, Active-X prompts, etc., is required.
- **Development environment** – Provider should have a development/staging server environment. Load balancing is not required currently.

Requirements – Analytics

The following are considered requirements pertaining to analytics set up and tracking:

- Install and configure GA4, Google Tag Manager (GTM) and Looker Studio (formerly Google Data Studio) for the new website.
- Provide training to Gurnee Park District team for how to understand data generated.
- Ability to have regular status and statistical reports (daily, weekly and monthly)
- Quote should include Big Query configuration as an option

Requirements – Support

The following are requirements pertaining to support for the Gurnee Park District team:

Training

- CMS Training will be provided to the Content Managers.
 - Content Manager training for a minimum of five employees (one group session)
 - Administrator training for 2 -3 individuals, as needed.
- CMS vendor should have a documentation site available for general questions.
- CMS vendor should have a support desk that can be reached for higher level requests.

Content

- Content migration needs from the current website to the new website will be assessed by the selected vendor. Gurnee Park District may opt to assist with this process to save budget dollars.
- Site should have a heavy focus on Search Engine Optimization. Gurnee Park District would like assistance in creating/editing content to influence rankings in search results.
- CMS vendor should provide an ongoing website support plan with fees associated for services.

Logistics

The point of contact for all questions related to this RFP is Jennifer Gilbert, and all inquiries related to this RFP should be directed to jgilbert@gurneeparkdistrict.com.

Proposals to include, at a minimum:

- **Project Work Plan** - includes project management flow for tasks, key milestones, target deadlines, developer/district staff timelines, and payment schedule.
- **Costs** - includes clear breakdown of costs for initial specified work, recurring expenses for maintenance, and hourly rate for additional customization and future expansion.
- Provide an **extensive portfolio of examples** of completed projects, with contact information for references.
- **Conduct a kickoff meeting with district staff** to discuss the project's goals, timeline, and parameters.
- **Conduct design and development kickoff meetings with the district website team** about the vision and goals of the project along with desired outcomes, including navigation, functionality, applications, style, and design direction.
- **Provide a beta site for testing**, available to the district's website team throughout the project.
- **Attend scheduled progress update meetings/conference calls** with the district website team. Cadence would be determined at the kickoff meeting.
- **Respondent should indicate which content management system (CMS) will be used**. Respondent should also list any other software used to create the site, including all graphics software, and indicate any software licenses or maintenance the district will need to purchase, if applicable.
- **Deliver site architecture, all image files** including buttons/patterns, HTML/CSS templates, content management system (CMS) files, background code, and scripts.
- **Fee includes creating a clean file system** without unnecessary files and directories created during the testing.
- A seamless transition from the current website to the enhanced website. **Migrate most of the existing site's information to the new site**. The park district may elect to take some responsibility for data entry tasks to reduce costs, if necessary.
- **Provide website management and usage training to the district's website team before launch**, including a screenshot tutorial of the essential elements of management.
- **Work with current website vendor/host and district IT department/vendor** (if necessary) to redirect site, recommend and then load onto a hosting service, test, troubleshoot and launch site, emphasizing security, stability, and compatibility.
- Complete approved project and launch site to the satisfaction of the district website team within the timeline specified and acceptance by both parties.
- The **Vendor shall employ industry standard practices to ensure the security of the owner's network and data systems**. Vendor's employees must maintain the confidentiality of the Owner's sensitive information and records. Vendor shall guarantee that, upon completion of the project, the Owner's passwords and other sensitive account information are purged from Vendor's records.

- **Any vendor in receipt of this RFP is prohibited from using any intellectual property of the district**, including, but not limited to, all logos, registered trademarks, or trade names of the district, at any time without the prior written approval as appropriate.

After Proposals are Submitted

Following review by park district staff, a "short list" of candidates will be selected from the proposals received and scheduled for an interview and brief presentation (in person or via web conference).

The Gurnee Park District retains the right to withdraw or amend this RFP at any time prior to execution of a contract and to accept any proposal it determines in its sole discretion to be in the best interest of the Gurnee Park District.

Instructions to Vendors

In responding to this RFP, the Vendor accepts full responsibility to review and understand the RFP in its entirety, and in detail, including making any inquiries to the district as necessary for clarification and information. Failure to make such a review or inquiry shall not excuse the Vendor from performing the duties and obligations imposed under the contract terms. Once the award has been made, failure to have read all the conditions, instructions, and specifications of this contract shall not be cause to alter the original contract or to request additional compensation.

The criteria outlined in the scope of the project must be met. Proposals must include a cost proposal as described in this RFP. All costs for this project should be presented in a flat rate, fee for service format.

The point of contact for all questions related to this RFP is Jennifer Gilbert, Director of Marketing/Community Relations. All inquiries related to this RFP should be directed to jgilbert@gurneeparkdistrict.com.

Deliver one (1) sealed hard copy of your proposal to:

Gurnee Park District
Attn. Jennifer Gilbert
Viking Park Community Center
4374 Old Grand Avenue
Gurnee, IL 60031

Deliver one (1) digital copy of your proposal via email to

jgilbert@gurneeparkdistrict.com
Subject line: 2023 GURNEE PARK DISTRICT WEBSITE REDESIGN

Proposal Format

Proposals shall contain the following sections:

Title Page:

- Include company name, address, web address, phone and fax numbers, email address, and contact person.
- This should be signed by the person authorized to sign on behalf of the company.

Proposal:

- Describe the development process, project stages, milestones, and testing plan.
- Explain the ability to deliver the project in the timeframe noted in the RFP.
- List fees as requested in the RFP.
- Provide a listing of any items which need to be broken out as itemized options.
- Please list how the fees will be broken down throughout the project.
- All hardware, software, and service should be listed in separate line items on proposals. (The Gurnee Park District reserves the right to purchase hardware, software, and maintenance/service contracts from other sources to obtain the best market rate.
- Recommendations for hosting should include pricing.)

Individual Cost Pricing:

- Development and launch of the new site.
- The one-year maintenance agreement cost.
- Maintenance agreement for beyond one year.

Qualifications:

- List 3 website addresses that reflect the best work of the company.
- Briefly list the company's role in each project.
- Provide reference information for three clients.
- Describe the company's experience producing sites for government, park district, and community-focused organizations.
- Provide a company profile, including length of time in business and any current lawsuits pending, and a list of any projects in the past five years that were not completed.
- Describe the company's project management process.
- Identify the key individuals to be involved in these projects, precisely identify their roles, and provide a resume of each, focusing on experience with similar projects.
- Discuss the company's testing and support plan, including design philosophy and approach.

Contract Requirements

The Gurnee Park District and "Owners" will be known as one and the same. The word "Vendor" shall mean the party is entering into the contract to perform the work covered by these specifications and his or their legal representatives or authorized agents.

1. **PROPOSAL STRUCTURE:** On proposals, all hardware, software, and services should be listed as separate line items. Gurnee Park District reserves the right to purchase hardware, software, and maintenance/service contracts (if necessary) from other sources to obtain the best market rate.

2. **REQUIREMENTS OF VENDORS:** The Vendor submitting the Proposal shall be actively engaged in the nature of the project described and have adequate specialized resources to do the work. Each Vendor shall submit with his Proposal a list of no less than three different website projects, at least one that is a government agency that the firm has finished in the last two years.

3. **ACCEPTANCE OR REJECTION OF PROPOSALS:** The Gurnee Park District will accept or reject proposals within sixty (60) days and reserve the right to accept or reject any or all proposals or combine or separate any of the specified sections of work if it is in the best public interest. All proposals become the property of the Gurnee Park District.

4. **INSURANCE REQUIREMENTS:** The Vendor shall obtain insurance of the types and in the amounts listed below.

a. Commercial General and Umbrella Liability Insurance Company shall maintain commercial general liability (CGL) and, if necessary, commercial umbrella insurance with a limit of not less than \$1,000,000 each occurrence. If such CGL insurance contains a general aggregate limit, it shall apply separately to this project/location.

CGL insurance shall be written on Insurance Services Office (ISO) occurrence form CG 00 01 10 93, or a substitute form providing equivalent coverage, and shall cover liability arising from premises, operations, independent contractors, products-completed operations, personal injury and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract).

District shall be included as an insured under the CGL, using ISO additional insured endorsement CG 20 26 or a substitute providing equivalent coverage, and under the commercial umbrella, if any. This insurance shall apply as primary insurance with respect to any other insurance or self-insurance afforded to District. Any insurance or self-insurance maintained by District shall be excess of Company's insurance and shall not contribute with it.

b. Professional Liability Insurance Company shall maintain professional liability and, if necessary, commercial umbrella liability insurance with a limit of not less than \$1,000,000 each wrongful act arising out of the performance or failure to perform professional services.

c. Business Auto and Umbrella Liability Insurance If applicable, Company shall maintain business auto liability and, if necessary, commercial umbrella liability insurance with a limit of not less than \$1,000,000 each accident. Such insurance shall cover liability arising out of any auto including owned, hired and non-owned autos.

Business auto insurance shall be written on Insurance Services Office (ISO) form CA 00 01, CA 00 05, CA 00 12, CA 00 20, or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage equivalent to that provided in the 1990 and later editions of CA 00 01.

d. Workers Compensation Insurance Company shall maintain workers compensation and employers liability insurance. The commercial umbrella and/or employers liability limits shall not

be less than \$1,000,000 each accident for bodily injury by accident or \$1,000,000 each employee for bodily injury by disease.

If District has not been included as an insured under the CGL using ISO additional insured endorsement CG 20 26 under the Commercial General and Umbrella Liability Insurance required in this Contract, the Company waives all rights against District and its officers, officials, employees, volunteers and agents for recovery of damages arising out of or incident to the Company's work.

e. General Insurance Provisions

1. Evidence of Insurance

Prior to beginning work, Company shall furnish District with a certificate(s) of insurance and applicable policy endorsement(s), executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth above.

All certificates shall provide for 30 days' written notice to District prior to the cancellation or material change of any insurance referred to therein. Written notice to District shall be by certified mail, return receipt requested.

Failure of District to demand such certificate, endorsement or other evidence of full compliance with these insurance requirements or failure of District to identify a deficiency from evidence that is provided shall not be construed as a waiver of Company's obligation to maintain such insurance.

District shall have the right, but not the obligation, of prohibiting Company from beginning work until such certificates or other evidence that insurance has been placed in complete compliance with these requirements is received and approved by District.

Failure to maintain the required insurance may result in termination of this Contract at District's option.

Company shall provide certified copies of all insurance policies required above within 10 days of District's written request for said copies.

2. Acceptability of Insurers For insurance companies which obtain a rating from A.M. Best, that rating should be no less than A VII using the most recent edition of the A.M. Best's Key Rating Guide. If the Best's rating is less than A VII or a Best's rating is not obtained, the district has the right to reject insurance written by an insurer it deems unacceptable.

3. Cross-Liability Coverage If Company's liability policies do not contain the standard ISO separation of insured's provision, or a substantially similar clause, they shall be endorsed to provide cross-liability coverage.

4. Deductibles and Self-Insured Retentions Any deductibles or self-insured retentions must be declared to the district. At the option of the District, the Company may be asked to eliminate such deductibles or self-insured retentions as respects the district, its officers, officials, employees, volunteers and agents or required to procure a bond guaranteeing payment of losses and other related costs including but not limited to investigations, claim administration and defense expenses.

5. Subcontractors Company shall cause each subcontractor employed by Company to purchase and maintain insurance of the type specified above. When requested by the District, Company shall furnish copies of certificates of insurance evidencing coverage for each subcontractor.

f. Indemnification Company shall indemnify and hold harmless the District and its officers, officials, employees, volunteers and agents from and against all claims, damages, losses and expenses, including but not limited to legal fees (attorneys' and paralegals' fees and court costs), arising out of or resulting from the performance of the Company's work, provided that any such claim, damage, loss or expense (i) is attributable to bodily injury, sickness, disease or death, or injury to or destruction of tangible property, including the loss of use there from, and (ii) is caused in whole or in part by any wrongful or negligent act or omission of the Company, any Subcontractor, anyone directly or indirectly employed by any of them or anyone for whose

acts any of them may be liable. Such obligation shall not be construed to negate, abridge, or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to any party or person described in this Paragraph. Company shall similarly protect, indemnify and hold and save harmless the district, its officers, officials, employees, volunteers and agents against and from any and all claims, costs, causes, actions and expenses including but not limited to legal fees, incurred by reason of Company's breach of any of its obligations under, or Company's default of, any provision of the Contract.

5. **EQUAL EMPLOYMENT OPPORTUNITY:** The Vendor shall take such efforts to attract minority employees and propose and carry through such an affirmative action program and make such reports as may be necessary or required to meet any rules, laws, or regulations affecting the work to ensure equal employment opportunity members of minority employees. The Vendor shall not deny or refuse any person employment in any capacity on the grounds of race or color, nor shall any person be discriminated against in any manner by reason thereof.

6. **ASSIGNMENTS AND SUBCONTRACTS:** Nothing contained in the contract documents shall create any contractual relationship between any subcontractor and the Owner. The Owner retains the right not to allow subcontracting of work.

7. **SECURITY:** The Vendor shall employ industry standard practices to ensure the security of the Owner's network and data systems. Vendor's employees must maintain the confidentiality of the Owner's sensitive information and records. Upon completion of the project, the Vendor shall guarantee that the Owner's passwords and other sensitive account information are purged from the Vendor's records.

8. **PAYMENT:** Progress payments can be requested by the Vendor, subject to attaining project milestones. Final payment may be made after the final acceptance and completion of the project. The final payment or any provision in the contract documents shall not relieve the Vendor of the responsibility to correct any defects in the work performed.

9. **REJECTION OF PROPOSALS:** The Gurnee Park District reserves the right to reject any proposal and waive any informalities, irregularities, or technicalities and accept any proposal it determines in its sole discretion to be in the best interest of the Gurnee Park District.

10. **ILLINOIS HUMAN RIGHTS ACT:** All successful vendors must comply with the provisions of the Illinois Human Rights Act (Act) dealing with equal employment opportunities (Section 2-105, 775 ILCS 5/2-105), including equality of employment opportunity and the regulations of the Department of Human Rights of the State of Illinois and also must provide for the adoption and implementation of written Sexual Harassment Policies. The contract with the successful Vendor will provide for this requirement. The statutory provisions setting forth what such policies shall include as a minimum under the Act are on file with the district and available to the Vendor upon request.

11. **TAXES:** The Gurnee Park District is a tax-exempt entity. If requested, the Park District will submit its tax-exempt number to material suppliers.

Appendix A – Digital Strategy

Digital Strategy Deck – link to document in Teams, if that is the preferred method to share it. If a link, we could link it earlier in the document as well.



Appendix B – Content Inventory

Content Inventory spreadsheet – link to document in Teams, if that is the preferred method to share. If a link, we could link it earlier in the document as well.

Address	Page Title	Meta Description
https://www.gurneeparkdistrict.com/	Community-driven and innovative park and recreation experiences - Gurnee Park District	Gurnee Park District located in Gurnee, Illinois is the premier provider of community-driven recreation services and programs including aquatics, art, crafts, before and after school
https://www.gurneeparkdistrict.com/32-gurnee-days/130-gurnee-days-sponsorship-application	Gurnee Days - Sponsorship Application - Gurnee Park District	Gurnee Park District, a municipal governing agency, provides parks, recreation facilities including aquatics, special events and fitness plus much more!
https://www.gurneeparkdistrict.com/about-us	About Us - Gurnee Park District	Gurnee Park District Aquatics
https://www.gurneeparkdistrict.com/aquatics	Aquatics - Gurnee Park District	At Hunt Club Park Aquatic Center, we offer fun, summer aquatic opportunities for the community
https://www.gurneeparkdistrict.com/aquatics/aquatic-center	Aquatic Center - Gurnee Park District	Gurnee Park District, located in Gurnee, Illinois was named Gold Medal Award Winner for recreation services and programs including aquatics, art, crafts, before and after school
https://www.gurneeparkdistrict.com/aquatics/pool-rentals	Pool Rentals - Gurnee Park District	Hunt Club Park Aquatic Center is a beautiful, outdoor swimming facility that instills confidence and exploration in a safe environment. Come join us, and dive into the possibilities!
https://www.gurneeparkdistrict.com/aquatics/season-passes	Season Passes - Gurnee Park District	Did you know? Your pass will pay for itself if you visit the Aquatic Center at least once a year. Gurnee Park District has been teaching swim lessons for over 40 years. During this time to love swimming at an affordable price.
https://www.gurneeparkdistrict.com/aquatics/swim-lessons	Swim Lessons - Gurnee Park District	Gurnee Park District strives to provide you and your family with premier family-fun activities
https://www.gurneeparkdistrict.com/awards-menu-item-3	Awards - Gurnee Park District	Gurnee Park District, located in Gurnee, Illinois was named Gold Medal Award Winner for recreation services and programs including aquatics, art, crafts, before and after school
https://www.gurneeparkdistrict.com/capital-projects	Capital Projects - Gurnee Park District	Gurnee Park District, located in Gurnee, Illinois was named Gold Medal Award Winner for recreation services and programs including aquatics, art, crafts, before and after school
https://www.gurneeparkdistrict.com/contact-us	Contact Us - Gurnee Park District	Gurnee Park District, located in Gurnee, Illinois was named Gold Medal Award Winner for recreation services and programs including aquatics, art, crafts, before and after school
https://www.gurneeparkdistrict.com/events	Events - Gurnee Park District	Gurnee Park District, located in Gurnee, Illinois was named Gold Medal Award Winner for recreation services and programs including aquatics, art, crafts, before and after school
https://www.gurneeparkdistrict.com/events/27024/magic-class	Magic Class - Gurnee Park District	Gurnee Park District, located in Gurnee, Illinois was named Gold Medal Award Winner for recreation services and programs including aquatics, art, crafts, before and after school
https://www.gurneeparkdistrict.com/events/37853/christmas-in-july	Christmas in July - Gurnee Park District	Gurnee Park District, located in Gurnee, Illinois was named Gold Medal Award Winner for recreation services and programs including aquatics, art, crafts, before and after school

Appendix C – Accessibility

Although the actual recommended guidelines for website accessibility are not yet law, the Justice Project Civic Access is citing web accessibility in its settlement agreements. Using these agreements as a guide, we would recommend the following for web accessibility.

1. Designate an employee as the web accessibility coordinator who will be responsible for coordinating website compliance. The web accessibility coordinator should have experience with the requirements of Title II of the ADA, the Web Content Accessibility Guidelines (WCAG) version 2.0, and website accessibility generally. The unique environment of the world wide web mandates specific skill, language and protocols, so it is recommended to have a trained ADA Coordinator for this purpose.
2. Adopt, implement, and post online a policy that its web pages will comply with WCAG 2.0 AA, published by the World Wide Web Consortium (W3C), Web Accessibility Initiative (WAI), available at www.w3.org/TR/WCAG.
3. Distribute the policy to all employees and contractors who design, develop, maintain, or otherwise have responsibility for its websites, or provide website content, technical support, or customer service.
4. Provide training to website content personnel on how to conform all web content and services with, at minimum, WCAG 2.0 AA.
5. Assess all existing web content and online services for conformance with, at minimum, WCAG 2.0 AA, by:
 - a. performing automated accessibility tests of its website and all online services, using an automated tool approved by the United States, to identify any accessibility barriers.
 - b. enlisting individuals with different disabilities, including at minimum individuals who are blind, deaf, and have physical disabilities (such as those limiting the ability to use a mouse), to test its pages for ease of use and accessibility barriers.
6. Provide a notice, prominently and directly linked from the homepage, instructing visitors to its websites on how to request accessible information. The link should provide several methods to request accessible information, including an accessible form to submit feedback, an email address, and a phone number (with TTY) to contact personnel knowledgeable about the accessibility of the website.
7. Provide a notice, prominently and directly linked from the homepage, soliciting feedback from visitors to its websites on how to improve website accessibility. The link should provide several methods to provide feedback, including an accessible form to submit feedback, an email address, and a phone number (with TTY) to contact personnel knowledgeable about the accessibility of the website.

8. Your entity may rely on third parties for some of their website infrastructure such as scheduling. You must ensure that your websites and all online services, including those websites or online services provided by third parties upon which members of the public participate in or benefit from services, programs, or activities, comply with, at minimum, WCAG 2.0 AA.