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**May 16, 2017**

**ADDENDUM #1**

**Plainfield Park District**

**Website Design - RFP**

This addendum becomes part of and modifies, amends, and clarifies the above mentioned RFP. All provisions and requirements of the RFP shall remain in effect except as specifically changed in this addendum. Below is the list of revised items in addendum #1.

1. Does the Park District have a CMS or technology preference?
  - No, we do not have a technology preference but had Wordpress in mind, or something similar to Wordpress.
  
2. Will all existing website content be migrated to the new website?
  - No, we would like the website redesigned, forms updated and site map restructured.
  
3. How many staff members will require training on the CMS?
  - 2-5 members.
  
4. Page 7 Section 3 of the RFP mentions "Dashboard Development"?
  - a. I.e. is this an administrative dashboard or a public facing dashboard?
    - Administrative dashboard
  
5. The RFP mentions integration with the Park District registration system. It appears that the current website links out to WebTrac for online registration. Will the new website continue to link out or does the District have a vision for deeper integration with WebTrac (i.e. programs, search results etc.)?
  - We will still be using WebTrac for our registration system.
  
6. The RFP mentions Google maps integration, can you elaborate on what is meant by this?
  - a. Is this referring to the parks and facilities map (<http://plainfieldparkdistrict.com/VW-Systems/Map/map.htm>)? – We would like patron to be able to get to our parks using Google maps and Google driving directions. We believe, as the site is displayed currently, it looks clutter and is hard to use.
  
7. Is the Park District seeking hosting costs as part of this RFP process?
  - Yes, we will need monthly hosting costs included in bid.

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**Recreation  
Administration  
Center**  
23729 W. Ottawa St.  
Plainfield, IL 60544  
Phone: (815) 436-8812

**Heritage Professional  
Center**  
24023 W. Lockport St.  
Plainfield, IL 60544  
Phone: (815) 254-2992

**Streams Recreation  
Center**  
24319 Cedar Creek Ln.  
Plainfield, IL 60586  
Phone: (815) 439-4557

**Normantown Equestrian  
Center**  
12151 S. Normantown Rd.  
Plainfield, IL 60585  
Phone: (815) 254-1950

**Maintenance Shop**  
22500 W. Lockport St.,  
Plainfield, IL 60544  
Phone: (815) 436-2029



8. What is driving the project timeline?

- The Marketing Dept. would like this project completed at the end of 2017 to focus on the new Park District building that will break ground sometime in 2018.

9. Has the Park District identified any websites it likes the look and feel of or looks to for inspiration? If so, will that list of sites be shared with vendors?

- <http://www.dgparks.org/>
- <http://www.ahpd.org/>
- <https://bataviaparks.org/>
- <http://lombardparks.com/>

10. Has a budget been identified for this project? If so, will that information be shared with vendors?

- Yes

11. What is the budget for this project?

-\$30,000

12. Are there any consultants involved in this RFP process?

-No

13. Are there any additional systems to consider for our response, such as CRM or other databases, etc?

- No, we do not have a technology preference but had Wordpress in mind, or something similar to Wordpress.

14. Will we be provided with a test login for any section of the site that is expected to be part of this RFP response?

- Not sure how to answer this question? Do you need access to our current website or new website?

15. Can you tell us about who will be involved in the project from the PPD? Has a project team been identified? Has this team worked together before? Have PPD decision makers been identified?

- The company that is chosen will be working with the 2 people in the Marketing Dept. on this project and will present to our leadership team in the middle of the project and present to our board at the end of the project.

16. Would you be interested in reviewing your brand as part of this process (logo, colors, typography, etc.)? – No, we currently have brand standard and color standards already in place.



17. Would you be able to share more details on your analytics so it can inform our research approach?

- The Plainfield Park District is located in Will and Kendall Counties, and encompasses all of Plainfield Township and portions of Wheatland Township in Will County and Na-Au-Say Township in Kendall County, including areas of Bolingbrook, Crest Hill, Joliet, Plainfield and Romeoville, as well as some unincorporated areas. The Park District boundaries cover more than 43.04 square miles or approximately 27,545 acres and serves a population of more than 100,000 people. The Park District is ranked 9th largest in the State of Illinois based on population served.

- Currently our printed brochure is the first resource people use when interacting with the PPD, second is the website with our Facebook site being 3<sup>rd</sup>. The Facebook page has approximately 3,700 followers. Our Constant Contact enews has over 2,100 followers, Twitter has approximately 1,200 people following.

18. Would you be able to facilitate access to different user groups during our research?

- Yes, We would try

19. Does the PPD have a dedicated project manager for this project?

- Yes, the Marketing Manager

20. Has the PPD completed any user research or studies at this point in preparation for the website project? Would it be possible to have access to any of this research to better tailor our proposal to the PPD's needs?

- Yes, we did a survey with our Constant Contact followers that could be shared with the chosen company.

21. At this point in the PPD's internal RFP or discovery process, has the PPD identified any metric or anecdotal benchmarks for measuring success?

- No, not at this time.

22. Are there elements of your existing sites that you think are successful or that you would like to use as a benchmark for this project?

- No, we are looking for a complete overhaul.

23. Is there any specific event or issue that is driving this desire to change your digital strategy?

- Our current website hasn't been updated for at least 8 years, if not longer. We can only make updates using Dreamweaver from one computer station. We want to be able to make updates easier using any location that has Internet access and be able to add pages ourselves as needed.



24. What is the goal, from PPD's perspective, for what the vendors relationship will be long term?  
- We would like a long-term relationship. One that we can call anytime, during business hours, and receive help with our site, when needed.
25. In the deliverables for the creative design work shall we use Sketch file format or the Adobe PhotoShop/ Illustrator is mandatory?  
- Yes, our files are designed in Microsoft Word, InDesign, Photoshop and Illustrator.
26. For Style Guide, please clarify whether there are any existing standard style guide or color scheme followed by District?  
- Yes, we currently have brand standard and color standards already in place.
27. Park District registration system portal - Is this system that already exist and separate from the Park website? Can we get the API or Integration guide or any other technical document for integrating into this Registration System Portal?  
- Yes, once the company is chosen we will share that information.
28. For Events Management, who are all the users that can create events and sets pricing? Do we need to integrate Online Payment process (Ecommerce) for this event booking?  
- No, we use our WebTrack system for those needs.
29. For Events Management, are there any separate forms for sponsorship for an Event and their payments? Or the sponsors management done offline by the Park District?  
- Sponsorship management is done offline by the PPD.
30. "easy to use table-making tool for site" - Does this mean a Content Management System in back end should have provision for creating HTML tables using simple tools without coding knowledge?  
- Yes
31. "external athletic league organizer" - Is this a third-party website information page (one page) that we need to integrate into Park District website through iFrame?  
- We need it to link to other websites, such as the Plainfield Athletic Club, Plainfield Soccer Association and Plainfield Junior Cats.
32. May we have the details of the hosting provider and hosting plan details of current website?  
[Visionary Webworks](#)  
[info@eParkDistrict.com](mailto:info@eParkDistrict.com) | Phone: 630.372.7338 | [www.eparkdistrict.com](http://www.eparkdistrict.com)