



1685 West Higgins Road
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6/22/2022

Re: Addendum #1: Website RFP Questions and Answers

The following addendum is to relay the questions and answers in reference to the HEParks.org Website RFP. These 23 questions are presented in the order received.

1. Is there a scoring matrix/selection criterion?

There is not a matrix for the selection. Selection is based on the presentation, cost and if the company/site can produce the product we require

2. What is the average level of traffic to the site on a day-to-day or monthly basis?

HEParks.org had 65,000 page views in May.

3. Do you have a budget you are able to share?

While we have a budget, we have some flexibility built into our capital project budget. However, if the project is to go over \$100k we may have to push the start date back into the next fiscal year budget beginning January 2023.

4. Does the budget include tech support and hosting?

Yes, the budget is to include support and hosting.

5. Do you have a desired launch date? Is there a specific event driving the launch date?

The desired launch date is at the End of November. Winter program registration begins December 1, 2022.



6. What Percentage of your traffic is mobile?

Roughly 70% of our website traffic is mobile.

7. Explain what you mean by updated forms and tables?

Our tables, such as the ones found on <https://www.heparks.org/parks-facilities/seascape>, while functional are out of date. They need modern styling. They also do not translate well on mobile. Our contact forms, for example <https://www.heparks.org/parks-facilities/parks/memorial-tree-bench/> need styling.

8. You mention needing ADA accessibility does this include AAA standards?

No, we realize that reaching 100% accessibility is not possible and AAA standards are tough. We want to reach an overall goal of 80%. Our main focus is on the A and AA standards.

9. Are all registrations handled through RecTrack?

All HEParks registrations are handled through RecTrac. The Golf Course uses a different registration system.

10. Do you have any hosting service preference?

We prefer for hosting to be managed by our vendor – either cloud based or on their own local servers.

11. How many unique landing pages would be there?

Right now we have 335 unique pages and we are looking for something around 60-80. We will have many document landing pages because of our needs (reports, schedules etc).

12. Can we use another translation service other than Google?

Yes, other translation options can be used other than Google. At this time a simple solution is best. Our main needs are English, Polish, Japanese, Spanish, Hindi, Punjabi and Urdu.

13. Explain the need for the RecTrac API Module.

Since last August HEParks no longer uses a printed or digitally published program guide. We currently use a custom module that



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pulls in real-time class information from RecTrac API it is very important that we keep that aspect of the website. See <https://www.heparks.org/youth-sports/gymnastics/>

14. Explain what you are looking for in the Events Section.

Events are some of our most important community programs. Our event system on our homepage is lackluster as are the internal event pages. We would like for customers to have the ability to share and download the event to their personal calendar.

15. Will the entire site will not be ported over?

No, the entire site will not be ported over. HEParks.org currently has over 10,000 files and images from the past 13 years, most which are not being used. The C&M Staff are currently reviewing the content and media files for the new site.

16. How many levels of access do you need?

For access, we will need a maximum of three levels of site manager-two minimally. We encourage our staff to update their program pages and require a level that allows users to edit the content on their page but does not allow them to create new pages or change navigation etc. (editor level)

17. Can a North American Headquartered company use their offshore employees to collaborate with our US-based team on this project, or do you require 100% of the work done in the US?

We do not require all of the work to be completed on-site or instate. We only require that should immediate needs occur we are able to reach people immediately.

18. What platform is currently used for Membership and how does that need to integrate with the website?

Currently, our membership accounts are handled through RecTrac. We will need a register now and/or View my Account button in the header.



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19. For your Current Website, what is the server capacity and monthly bandwidth?

HEParks.org is currently hosted through our vendor and we do not have this information.

20. Who is in charge of adding content to the website?

The C&M staff, as well as project managers, add content to the site.

21. What Future business needs do you anticipate?

For the website we want to continue pushing the page to better serve our customers. SEO options in the future are services we would consider.

22. How many hours of “ongoing maintenance” have you averaged over the last year or two?

We average three hours a month. However, many months we do not use all of the maintenance hours and have used those “banked” hours to improve the site.

23. How many and what types of templates do you anticipate requiring for the new site design

Right now HEParks.org currently has four templated pages along with custom block editor blocks.

For any questions, please contact Katie Burgess at Kburgess@heparks.org or at 847-781-3672.

END OF SECTION