



# **New Orleans City Park Improvement Association Request for Proposals**

## **Website**

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[neworleanscitypark.com](http://neworleanscitypark.com)

## **1. Introduction**

New Orleans City Park Improvement Association (“City Park”) is a vital urban park, distinguished by its large number of sports and recreational activities, attractions for children, and natural beauty. Its 1,300 acres of lush parkland and waterways contain a rich array of recreational, educational, cultural, and environmental resources. For 170 years, City Park has played an important role in the region’s economic development infrastructure and in the economic vitality of its surrounding neighborhoods.

As a popular place to picnic, play a sport, wander through gardens, or take a boat ride, City Park hosts 11 million visits each year. Visitors have access to a wide variety of recreational spaces, including tennis, golf, soccer, softball, track, playgrounds, bicycle and walking trails. Its Tad Gormley Stadium seats 26,500 and hosts football games and track meets. City Park offers passive recreational spaces, such as the Botanical Gardens and Couturie Forest, as well as amusement areas, such as Carousel Gardens and Storyland. It also hosts annual events including Celebration in the Oaks and Scout Island Scream Park.

City Park continues to push forward with thoughtful progress. In 2019, the Louisiana Children’s Museum opened its doors onsite and the New Orleans Museum of Art Sydney and Walda Besthoff Sculpture Garden opened a 6-acre expansion. 2019 also brought the arrival of a City Park location of Café Du Monde and the addition of a large outdoor kitchen to the New Orleans Botanical Garden. Additionally, Storyland underwent renovations to restore the enchanted playground to its full splendor.

City Park maintains an extensive website ([neworleanscitypark.com](http://neworleanscitypark.com)), with the purpose of disseminating information about City Park to the public and driving revenue by encouraging visits to and usage of its many facilities and attractions. City Park generates 90% of its annual operating funds, making it one of the most entrepreneurial public parks in America. City Park is an equal opportunity employer, with a workforce of 110 employees.

## **2. RFP Information**

### *A. Overview*

New Orleans City Park is soliciting written proposals from qualified website design and development agencies to create and launch a new website utilizing a new CMS. The redesign must be done in accordance with generally accepted website standards, including ADA compliance, mobile accessibility, and secure web development practices. City Park requires reliable and secure hosting and maintenance services. These services must meet the criteria identified within this RFP.

Simultaneously, City Park is conducting an RFP for branding services. You are welcome to respond to both RFPs. Responding to one RFP and not the other will not impact the outcome. Responses to the Branding RFP and the Website RFP are due at the same date

and time.

This is an open and competitive process. City Park seeks to contract with an agency that can provide cost effective, quality services to improve the effectiveness of City Park's website. Find the specific items to be accomplished in the Scope of Services (Section 3) of this RFP.

The current website is run on Expression Engine and contains approximately 1,000 pages.

Goals of the new City Park website:

- Drive revenue
- Get information to the public, while storytelling
- Help staff do their job more efficiently (for ex: reduce time spent answering questions, eliminate a step of sending out registration forms, or manually processing signups)

This concept-to-completion production includes four (4) phases:

- Phase I: Discovery and Planning
- Phase II: Site Development and Testing
- Phase III: Launch and Live Testing and Tuning
- Phase IV: Maintenance and Hosting

City Park must have full ownership of the website and related files. City Park must also have full access to the website CMS and server to make any modifications desired.

Any software or services required to maintain the site and any costs associated for maintaining any proprietary applications or coding must be included in the proposal.

### *B. Inquiries and Interpretations*

City Park will hold a pre-bid meeting to facilitate the clarification of requirements:

**10:00 AM CST, Thursday, May 28, 2020**

New Orleans City Park Administration Building  
1 Palm Drive, New Orleans, LA

City Park **highly encourages** interested respondents to attend, but does not consider the meeting mandatory. *If you cannot attend and intend to respond, email Cathy Hoffmann, Manager of Purchasing and Contract Services, to be included in the recipient list for all addenda, including Q&A.*

**Cathy Hoffmann, Manager of Purchasing and Contract Services**

**choffmann@nocp.org**

Responses to inquiries which directly affect an interpretation or change to this RFP will be issued in writing by the Manager of Purchasing and Contract Services as an addendum and emailed to all parties submitting inquiries.

Respondents or their agents are prohibited from lobbying members of the Board of Directors or New Orleans City Park staff. Failure to comply with this clause shall be grounds for rejection of their RFP as non-responsive.

*C. Submittal Instructions:*

7 hard copies of proposals shall be submitted in a sealed envelope addressed as follows:

**RFP #10006-32 / Website**

**Attn: Cathy Hoffmann, Manager of Purchasing and Contract Services**

**New Orleans City Park Improvement Association**

**1 Palm Drive**

**New Orleans, LA 70124**

Proposals must be submitted no later than **2:00 PM CST, Friday, June 19, 2020.**

Late responses will not be accepted.

All submissions become the property of New Orleans City Park.

All submissions become part of public record.

*D. Committee Involvement*

The Director of Public Relations for City Park will serve as Project Manager for City Park and provide resource information via appropriate staff that may include copy content, photographs, and other information deemed necessary. The New Orleans City Park Website Selection Committee will serve as an oversight committee during the selection process.

The Website Selection Committee will include key staff and board members, as well as a representative from City Park's digital agency, Search Influence. The selected firm will work alongside Search Influence and City Park.

### 3. Scope of Services

#### A. Design Components

The selected agency shall utilize existing and new narrative and reorganize them in a more digestible manner, combining or dividing pages as necessary, as well as redesigning the site to accomplish the following:

1. Design for mobile users first, including a focus on speed. Over 70% of current website visitors are mobile.
2. Redesign the large blocks of content on the current site into a modern, more digestible layout.
3. Tell stories with photos, video, and animation to draw the visitor's eye to focal points on the page.
4. Improve findability of content with an updated approach to navigation.
5. Incorporate the updated New Orleans City Park brand, which will be simultaneously under development.
6. Allow visitors to see a calendar of events displayed uniquely in multiple contexts, based on best practices recommended by the selected firm. Calendar features should allow filtering and searching for events based on category, event name, location, date, etc. Examples of contexts include:
  - a. Main at-a-glance calendar
  - b. Events happening at a particular points of interest (i.e. Botanical Gardens, event on Botanical Gardens pages)
  - c. Events on specific days (i.e. Labor Day specific page)
  - d. Events happening today.
7. Create additional calls to action to drive visitors to conversion points (ticketing, party booking, wedding inquiries).
8. Integrate with existing ticketing and conversion systems and create new conversion methods to improve user experience, increase revenue, and improve efficiency of staff. See Appendix A for all known conversion points, related systems, and integration expectations. Samples include:
  - a. Online ticketing via Vivaticket (includes styling of off-site ticketing page)
  - b. Plan your birthday party via Party Central Software
  - c. Plan your wedding/private event via Caterese
  - d. Join City Bark via your recommended solution
9. Enhance website search functionality with Google Custom Search or other recommended solution.
10. A site warning system
11. OPTIONAL: Develop an interactive map that displays locations of interest within City Park. The map should include short descriptions, allow zooming, category filters, and driving instructions.

## *B. Design & Development Requirements*

Adhere to the following in the redesign:

1. Develop a mutually agreed upon CMS that meets modern expectations, including:
  - a. Ability to save pages and posts as drafts. Ideally, with capability to put a page or post into “approval” status for another team member to approve and publish.
2. CMS should be developed within the context of CMS best practices. Examples include:
  - a. Coding must not interfere with the ability to update the version of the CMS as new versions are released.
  - b. Edits to a block of content must be able to be made within the CMS by a non-developer.
3. All code must be compatible with all modern browsers including up-to-date versions of the following browsers: Firefox, Chrome, Opera, Edge, Safari, and legacy support for IE 11.
4. Site must have responsive layouts that automatically adjust and adapt to any device screen size, whether it is a desktop, laptop, tablet, or mobile phone.
5. Redesign the site using current versions of technology: PHP (v7.3 or later), MySQL (v5.7 or later), and HTML (v5.2 or later).
6. Code should be written using the Single Source of Truth (SSOT) data principle and S.O.L.I.D. design principles wherever possible to ensure code maintainability into the future.
7. Follow best practices of W3C.
8. Follow WCAG 2.1 (ADA) recommendations for accessibility.
9. Include existing Google Tag Manager container, which includes critical custom coding for Google Analytics E-commerce tracking and advertising pixels.
10. All code should be free of defects, bugs, SQL Injection points, or other programming errors. If any of the aforementioned are found within 90 days of site launch they shall be corrected free of charge.
11. The proposal must include any software required to maintain the site and any costs associated for maintaining any proprietary applications or coding.
12. Provide City Park with any graphics, buttons, icons, effects, and photos at time of completion in layered Photoshop psd files (or appropriate native file format).
13. City Park will own and have full accessibility to all code, content, photos, and custom features, including full rights of storage, presentation, and modification.

Your response should include any additional or alternative approaches to attain the goals listed.

## *C. Hosting & Maintenance Requirements*

The following are expected to be provided as part of an ongoing partnership.

1. Hosting to be managed by the chosen website development company.
  - a. The web development company will serve as the point of contact for issues that arise.
  - b. The site may be hosted either on servers that your company manages or with a third-party trusted hosting provider.
2. Maintenance will include the following services at a minimum:
  - a. Manage the health of the website and keep all tools and technology current to maintain operability, including (but not limited to) the CMS, PHP, and Javascript.
  - b. Version control and maintenance of accompanying tools, such as plugins or software extensions
  - c. Periodic website speed testing and tuning
  - d. Image and typeface licensing (if applicable)

#### *D. Timeline*

The current website runs on an outdated version of Expression Engine with several quirks and some broken functionality. As a result, City Park must develop and launch a new website according to schedule.

City Park aims to launch and test the live website in early February 2021.

#### *E. Budget*

A budget has not yet been set for this project.

Our consultants have guided us to expect the cost to be approximately \$75,000 for the design and development of the website.

All cost proposals must be good for 365 days from submittal.

### **4. Statement of Response**

All responses must be organized as requested below.

#### *A. Transmittal Letter*

Provide a transmittal letter that includes:

- Identification of all agencies inclusive of primary and partner agencies or contractors and areas of specialization.

- A brief statement of the project team’s unique qualifications and understanding of services to be provided.
- Citation of the individual who will serve as the primary point of contact for matters relating to the response.
- Identification of prior working relationships amongst team members.
- A statement to the effect the proposal shall remain valid for a period not less than 365 days from the date of submittal.

The letter should be signed by an individual authorized to commit the agency to the project.

You must clearly state in your proposal if the execution of work proposed by your company requires a partnership with another agency or hiring contractors. You must identify all partners and contractors, as well as the work they will perform.

Page limit: not to exceed two (2) pages

### *B. Prior Related Experience*

Include a summarized narrative of prior related experience(s) of the primary agency and any partners or contractors and identify the particular area of expertise by agency or contractor. City Park requires Website URLs or screen shots to illustrate past work, as well as brief narratives as described below. Graphics of similar related experience (not specific to website design) may also be included in this section.

Describe the work performed in succinct narratives and address the following questions:

1. What was the goal of the website?
2. What was the year built?
3. In what content management system was the website built?
4. What conversion points and systems were integrated into the site (ticketing, booking, signups, etc.)?
5. What was the philosophy utilized in organizing information?
6. What was the largest challenge you overcame in the project?
7. What programming languages, applications, services, or methods were utilized to create advanced features (such as interactive maps and calendars)?
8. How did the website redesign impact the client’s success?
9. Was the website designed from the ground up or based on predefined templates? If a template, why was it chosen?
10. What was the original and actual timeline for the launch of the website?
11. What was the budget?

Page limit: not to exceed ten (10) pages



### *A. References*

Provide a maximum of five (5) reference contacts for the projects listed above. The references must include client's name, client's main point of contact, email address, and telephone number.

Page limit: not to exceed two (2) pages

### *D. Staffing*

List the proposed project team. For each team member, include:

- Current title
- One (1) sentence summarizing their key responsibilities
- If your proposal leverages an agency partnership or contractors, indicate the individual's company and/or if they are a contractor
- Proposed role in this project
- Years of experience performing the proposed role
- Relevant experience

Proposed team shall not change once awarded, unless otherwise approved by New Orleans City Park.

Page limit: one-half (1/2) page per staff member assigned to the project

### *E. Approach and Schedule*

Provide a direct, to the point, narrative of your team's basic approach to address the Design Components (Section 3.A) and the Design Requirements (Section 3.B). Include answers to the following:

1. What CMS do you recommend and why?
2. What hosting configuration do you recommend and why?
3. City Park will go through the rebrand process concurrent with the beginning of the website redesign. Describe how the rebrand impacts your design timeline.
  - a. What work can you complete prior to the completion of the rebrand?
  - b. What must wait until after City Park completes the rebrand?
4. What is your approach to user testing?
5. What is your POV on the proposed timeline?
6. How do you assure a website launches on time?
7. How do you approach a rollback plan?
8. What City Park staff CMS training is included in your proposal?

Provide an outline of deliverables to be accomplished within each phase of the project as follows. Include an expected timeline for each phase and deliverable.

If partnering or using contractors, define the work each will perform.

- Phase I: Discovery and Planning, including initial mockups and wireframes
  - Ideal Timeline: August 2020
- Phase II: Site Development and Testing
- Phase III: Launch and Live Testing and Tuning
  - Ideal launch: February 2021
- Phase IV: Maintenance and Hosting

Page limit: not to exceed six (6) pages + one (1) page for timeline.

#### *F. Cost Proposal*

Organized according to the phases in Approach and Schedule (Section 4.E.), provide a table estimating the cost to complete the scope of services. At minimum, break down costs down by phase. Break down cost by deliverable where you deem appropriate.

Provide the cost for the optional Interactive Map (Design Component #10 in Section 3, Scope of Work) separate from the cost of the rest of the website.

Detail the expected cost of software licenses and add-ons and if you expect them as a one-time, monthly, or annual cost. Estimate any additional costs (such as travel) separately from professional fees.

If you have additional ideas for the website to better help us meet our goals and would like to make recommendations outside the requested scope, you may include those recommendations with an estimated cost in an addendum.

Include hourly rates for each staff person assigned to the project.

What fees do you charge for additional maintenance, beyond what you include in Phase IV: Maintenance and Hosting?

Reminder: All cost proposals must be good for 365 days from submittal.

Page limit: not to exceed two (2) pages.

## **5. Format**

Submittals must be letter-size (8 ½" x 11"). Number all pages of the submittal sequentially using numbers (1, 2, 3...). Include a table of contents with page numbers for each section of the response.

## 6. Selection Schedule

- |   |                    |
|---|--------------------|
| A. Issue Requests for Proposals                               | March 19, 2020     |
| B. Pre-bid meeting  | May 28, 2020       |
| C. RFP Response Submittal Due                                 | June 19, 2020      |
| D. Short-List Presentation Notification                       | July 8, 2020       |
| E. Presentations Conducted                                    | July 16 & 17, 2020 |
| F. Selection and Notification; Contract Negotiations commence | July 23, 2020      |
| G. Anticipated launch of new website                          | Feb. 4, 2021       |

## 7. Evaluation of Proposals

The Website Selection Committee will review and evaluate all complete responses. The Website Selection Committee will consider the following criteria in evaluation of the responses:

- A. Meets Minimum Requirements Set Out in RFP — 10%
- B. Prior Related Experience — 30%
- C. References & Staffing — 20%
- D. Approach & Schedule — 30%
- E. Cost - 10%

The committee will rank the responses in accordance with the above evaluation criteria to reach the top 3 firms. The top ranked responses may be invited to give a formal presentation before City Park reaches a final decision. The presentation will allow respondents to further discuss their qualifications with the committee and respond to questions.

City Park CEO shall make the final decision and selection of the website agency to redesign the City Park website, based on recommendations by the Director of Public Relations and the Website Selection Committee. Notwithstanding any statement or provisions to the contrary contained herein, the rankings and recommendations of the committee, and the presentations conducted may be considered, but shall not be binding.

## 8. Contract Terms

City Park will enter into negotiations with the selected agency. These negotiations will be directed to a formal contract between the primary agency and City Park. Depending on the cost and value of the services, City Park may opt to contract for some, all, or none of the services. City Park reserves the right to reject any and all submissions.