

# REQUEST FOR QUALIFICATIONS

## McLean County Regional Planning Commission Website Redesign and Development

Issue Date

November 6, 2017



McLean County Regional Planning Commission

115 E Washington Street, Suite M 102

Bloomington, IL 61704

[www.mcplan.org](http://www.mcplan.org)

## I. About MCRPC

The McLean County Regional Planning Commission (MCRPC) was created by the McLean County Board in 1967 as a Metropolitan Planning Organization (MPO) and a Regional Planning Commission to coordinate growth and development in the County. It was restructured in 1993 and was given a renewed focus on long range planning for Bloomington, Normal and McLean County.

**Vision:** MCRPC is the leader for planning tomorrow's McLean County.

**Mission:** We bring expert planning, deep local knowledge and vibrant public participation as we shape our future to promote opportunity, livability and sustainability.

### Core Values

Regionalism: We believe regionalism is the cornerstone of our existence, and our unique regional perspective provides us the vantage point to address issues that extend beyond traditional boundaries.

- We are the catalyst for building consensus from diverse viewpoints.
- We provide forums that facilitate regional dialogue.
- Our planning process promotes regional unity.

Governance: We feel policy decisions are best made by the level of government closest to the people.

- We directly involve local governments in our decision-making process.
- Our process operates through the Commission, an executive board of local government and agency representatives.
- The Commission is supported by the Executive Committee and numerous study, technical, and policy committees.

Service: We serve the planning needs of communities of McLean County individually and collectively.

- We advance the recognition that healthy communities balance diverse needs.
- We work collaboratively with local governments, area organizations, private entities and other public-private efforts to achieve that balance.

Innovation: We recognize our communities are best served by our ability to anticipate the consequences of dynamic change.

- We focus on innovative solutions to both existing and future challenges facing local governments and the region, grounded in respect for our history and culture.

Advocacy: We advocate on behalf of our regional community at all levels of government.

- We maintain an objective and impartial approach to issues.
- We adhere to strong standards of professionalism in all aspects of our work for the betterment of the Region.

Inclusion: We engage the public in an open and broadly participatory planning process.

- We seek active participation and welcome alternate views of all groups.
- We ensure that all citizens have the opportunity to observe, debate, question, and participate in the planning process.

Professionalism & Excellence: We provide high quality services through well-trained, technically proficient staff.

- We offer informed and professional technical assistance.
- We have a firm commitment to dedicated, high-quality public service.
- We hold ourselves accountable to municipalities, the public, and granting authorities.

## II. Project Scope

The MCRPC is seeking to enter into a professional services agreement with a qualified vendor to design, develop, and implement a new website for the organization. The intent of this RFQ is to solicit statements of qualifications from interested, experienced firms to replace the current website, [www.mcplan.org](http://www.mcplan.org), with a well-designed, intuitive website that simplifies content management and improves the end-user experience. The new design should reflect MCRPC's Vision and Values with a bold, fresh, clean look that is both dynamic and easily navigable.

MCRPC seeks to collaborate with a firm that can implement all the core functionality identified below and is capable of implementing the functionality listed in the "wish list" section as long as it is within the budgetary constraints. It is the intention of MCRPC to select a single vendor to provide all of the identified design, development, and implementation services specified. MCRPC will rely upon the expertise of the selected vendor to design how the new website will best fit the needs of the organization and its end-users.

### Core Features

- Site must be compliant with Title II of the Americans with Disabilities Act.
- Content Management System with the following capabilities:
  - Ability to add, edit, delete, name, or rename any site pages or contents based on web page templates
  - Ability to add additional admin users and set permissions
- Responsive site design that adjusts to the end-user's viewing screen size.
- Prominent section for news and announcements including
  - Featured items
  - Social media integration
- Integration of Constant Contact or similar tool with ability to sign-up for mailing lists.
- Archive Center/Document Library
  - Agendas, minutes, newsletters, plans, and other documents can be stored in a searchable format.
  - Photo hosting
  - Ability to post webinars and presentations hosted on YouTube on the website
- Easy navigation and site search
- Calendar feature
- Color scheme that coordinates with agency logo and use of icons and graphics

## **Additional Features**

- Data dashboard integration (see Alberta Economic Dashboard example below)
- Searchable toolkit capability (see One STL example below)
- Integrated event registration with e-Commerce capability that allows people to register for events and pay for conferences in one place.

## **Websites below should be reviewed to understand desired features**

### **1. [www.cmap.illinois.gov](http://www.cmap.illinois.gov)**

Many features of this site are appealing including but not limited to 1) clean look of the site 2) organization of data and information 3) drop down functionality that enables easy navigation and the featuring within that.

### **2. <http://economicdashboard.alberta.ca/>**

Almost all the features of this site are appealing. MCRPC is currently working on publishing a similar dashboard of economic indicators utilizing a third party platform. However, there is an enormous amount of hard coding involved that increases inefficiencies and chances of human error.

### **3. <http://www.onestl.org/toolkit>**

Appealing features: Searchable text database

## **III. Submittal Requirements**

Qualified firms are invited to submit qualification packages on or before Friday, December 1, 2017 by 4:00 pm. Submittal should include, at a minimum, the following:

### **Letter of Transmittal**

- Authorized signature
- Brief summary of project approach

### **Firm Profile/Qualifications**

- Name and contact information
- Firm overview (years in business, number of employees, etc.)
- Project team
- Experience with and examples of public sector projects

Indicate if you are a freelancer who will provide both design and development or firm teaming up with other firms or freelancers to complete this project.

### **Project Development Approach**

- Brief description of website development process, including details such as technologies to be used.
- Additional features offered by the vendor. Indicate your experience with the additional features listed.
- Proposed timeline
  - To complete the website with Core Features
  - For each additional feature
  - If proposing this as a multi-phase approach, please provide approximate timeframes for each phase.
- Budget
  - Estimated project cost broken down between Core Features and each of the Additional Features
  - Describe your fee structure and how MCRPC will be charged
  - Fees or charges involved in post deployment support, maintenance, and upgrades

### **References**

- Provide three client references including contact name, telephone number, website URL, services provided and length of service.
- If responding as a team, provide a list of projects that you completed as a team.

### **Standard Service Contract**

- Provide an unsigned copy of your standard service contract for our review. Be advised that MCRPC may add or amend the terms.

One (1) hard copy of the qualification package must be mailed to the address identified in Section V: RFQ responses and inquiries section. Proposals can be submitted via email to Vasudha Pinnamaraju at [vpinnamaraju@mcplan.org](mailto:vpinnamaraju@mcplan.org). Request receipt notification if you do not receive one within 24 hours.

Submittals that are not received on or before the specified deadline will not be accepted. MCRPC reserves the right to request follow-up information or clarification from firms under consideration, reject any or all submittals, compare the relative merits of the submittals, and choose the vendor which will best serve the interests of the organization.

Each response to this RFQ shall be done at the sole expense of the proposing firm and with the express understanding that no claims against MCRPC for reimbursement will be accepted.

## IV. Schedule

Issuance of RFQ:	November 6, 2017
Submittals Due:	Dec 1, 2017
Interviews and follow up:	December 4, 2017 – December 29 2017
Firm selection:	No later than Jan 12, 2018
Site development: Features]	Mid-January – End of March 2018 [At a minimum Core
Potential launch date:	April 11, 2018 [MCRPC 13 <sup>th</sup> Annual Information Forum]

### Notes:

- Dates subject to change
- Updates to the RFQ and FAQ's, if any, will be published to MCRPC's website at [www.mcplan.org](http://www.mcplan.org).

## V. RFQ responses and Inquiries

All responses and inquiries regarding this RFQ should be directed to

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