



Snyderville Basin Special Recreation District

Request for Proposal (RFP) for: **Website Redesign Services**

RFP Issued	January 15, 2024	4:00PM
Last Day to Submit Questions	January 24, 2024	4:00PM
Q & A Posted to Website	January 29, 2024	4:00PM
Proposals Due	February 8, 2024	12:00PM
Evaluation of Proposals	Week of February 12, 2024	
Approval of Service Agreement by SBSRD Board	March 8, 2024	
Announcement of Selected Company	March 9, 2024	
Anticipated Start of Contract	March 11, 2024	

Contact for Request for Proposal:
Matt Wagoner, District Superintendent
matt@basinrecreation.org
www.basinrecreation.org

GUIDELINES FOR APPLICANTS

I. Introduction

The Snyderville Basin Special Recreation District (the “District”) is requesting proposals (the “Proposal(s)”) from qualified and motivated outside website design and development firms (the “Proposer(s)”) to renovate the existing Basin Recreation website and to provide ongoing services as needed to help support staff in the future. The current site, found at www.basinrecreation.org, was built in 2017 and due to operational growth at the District, the website needs to reflect that evolution by staying current and creative in website design, providing a functional user experience, and remaining effective to staff needs. Further, the District seeks to ensure that its website is built on safe and reliable technology, integrates with multiple software platforms, and provides a straightforward content management system to be operated internally.

II. District Information

Snyderville Basin Recreation, a Special Service District, is located within the unincorporated Snyderville Basin area near Park City in Summit County (the “Basin”) and lies thirty (30) miles east of Salt Lake City, Utah. The Basin area has a population of approximately 6,200 people.

The District owns and manages nearly 2,300 acres of open space, has built and/or maintains 170 miles of trails, and works with Summit County and state and local organizations on planning and conservation issues. The District also operates an 87,000-square foot indoor fieldhouse facility, comprised of an indoor turf field, multipurpose gymnasium, cardio machines and weight rooms, an indoor running track, and outdoor pool, and serves over 265,000 visitors a year. Additionally, the District owns and operates several outdoor park facilities, which includes a bike park, a skate park, groomed cross-country trails, sports facilities, ponds, community areas, and dog parks. Finally, the District manages popular recreation programs, fitness classes, camps, and community events that have grown without pause over the last decade to serve the residents in the Basin and surrounding areas.

III. Background Information

Basin Recreation’s current website, built in 2017, averages 62,897 views per month. The District’s audience consists of visitors from all ages and backgrounds in our community and beyond. Due to a diverse set of operations, the website must appeal to the parent seeking a youth program for their child, an outdoor enthusiast looking to find their next trail adventure, or a fitness patron looking for lap lane availability or a monthly fitness schedule. The website must be intuitive and the navigation straightforward, as most of the visitors are looking for a particular piece of information.

IV. Scope of Work

The Basin Recreation website is a key element in the organization's marketing and communication efforts and is pivotal to users looking for general information, as well as user's visiting with a specific goal in mind. It is a vital revenue generator but also a storytelling platform for the organization.

While the current site is not necessarily outdated, there are many areas that could be optimized to provide a better user experience. Visitors interact with multiple platforms on their journey, creating the need for organized navigation. The ability to interface with and support these platforms is essential and must allow for simplistic and cohesive transitions.

A Basin Recreation website visitor could be looking for a wide range of information. This requires the site to be diverse to its users but also create uniformity throughout. While some are visiting to sign up for a recreation program, others are interested in viewing an interactive trail map to show the latest grooming maintenance. Our audience could be visiting to view a PDF pool schedule, complete a fillable birthday party form, submit an employment application, or book a pavilion rental. Content should be easy to find depending on the user's need with a desire to prioritize action over information. The current website appears to be somewhat text and link heavy, which encourages stagnant optics and often outdated information. The information architecture for the user could be optimized by organizing content in an efficient and logical manner for primary target audiences, while preserving deeper content structures to meet secondary audience needs.

Staff conducted an informal user feedback survey to understand sentiments towards the current site and to assist with the vision and goals of the new website. The general feedback was that the website navigation is often unintuitive, information is difficult to find, and designs can be cluttered and inconsistent. Survey results will be posted along with the Q & A on the website on January 29th.

The primary objectives and goals of the website redesign project are listed below. Basin Recreation is open to all recommendations for innovative design and modern technologies that will optimize the user experience.

- Complete a concentrated initial look into the Google Analytics of the current website to inform the redesign efforts.
- Review provided branding documents to solidify brand consistency and create uniform appearance.
- Review current website governance, site management, and staffing and provide recommendations for any changes, including an evaluation of the current website management, site support, and hosting.
- Focus on user experience.
- Create an engaging and easy to navigate user experience.
- Improve and propose information architecture and content migration strategy.
- Integrate third-party platforms, including DaySmart Recreation, Mindbody, ArcGIS, and VolunteerLocal in page design, layout, and navigation.

- Integrate API's, including social media channels and email marketing software.
- Provide examples of web form designs.
- Provide recommendations for a third-party calendaring platform.
- Incorporate a useful and robust search option.
- Develop a website with a simple and robust content management system.
- Conduct a potential SEO audit to incorporate SEO best practices to increase both the quality and quantity of website traffic.
- Incorporate SEO best practices to increase quality and quantity of website visibility and traffic, including easy to update SEO on CMS backend.
- Follow web standards.
- Follow ADA compliance.
- Be optimized for fast loading, particularly on mobile devices.
- Develop a responsive site where visitors can access the site in its entirety from a wide variety of devices and be designed to automatically detect screen resolution to optimize user experience.

Basin Recreation will obtain ownership of all design, code, and content of the website upon completion of the project. Basin Recreation does not authorize the use of any proprietary code throughout the scope of this project.

V. **Budget**

Cost proposals must be submitted to accomplish the scope of work outlined above, including any costs for ongoing post-deployment maintenance, hosting, support, and upgrades, including hourly rates for service and shall be submitted in a separate, sealed envelope labeled "Cost Proposal." The proposal must include a cost breakdown, with optional add-on items identified. Offers made in accordance with this RFP must be good and firm for a period of ninety (90) days from the date of proposal opening to the date of contract execution.

VI. **Proposal Requirements**

- a. **Summary Statement** – Provide a brief statement that summarizes your qualifications in relation to the unique and general requirements of this project.
- b. **Proposed Project Team Organization/Performance on Past Projects** – Define the proposed project team and identify the lead person for the project. Please indicate if a third party will participate in the project. Provide information on at least three (3) similar type/sized projects that demonstrate your ability to accomplish a project of this scope and size. Provide a reference for each project listed above including contact information.

- c. **Proposed Project Schedule** – Provide a schedule for the project that includes individual phases as applicable. The proposed project schedule should list important dates and projects benchmarks and include the expectations and responsibilities of the District.
- d. **Proposed Project Approach** – Outline the process from design through development, any special approaches, and the plan for timely completion. Innovation and alternatives to the scope proposed here are welcome. Please also provide information on available training for District staff.
- e. **Testing and Support Plan** – Provide information on your firm’s testing and quality assurance process. What kind of ongoing support does your company offer? Will there be a specified point of contact for support needs? Please also provide information regarding the ongoing security of the website.
- f. **Anticipated Fees** – Include all fees for this project, including design, development, and software acquisitions necessary for development and maintenance of the website. Please include details of any fees for ongoing support. Also include ongoing hosting and maintenance fees. **All fee information must be submitted as a separate document from the proposal (in a sealed envelope) to allow for an independent analysis of fees.**
- g. **Statement on Immigration Status** - Pursuant to Utah Code Annotated 63G-11-103, The District is prohibited from entering into any contract for the performance of services with any successful proposer who does not provide The District with proof of registration and participation in a federally approved immigration status verification system. Failure to provide the required proof may be grounds for rejection of a successful proposal.
- h. **License** - All bidders must be properly licensed to conduct business in the State of Utah. All bidders shall provide evidence that the firm is licensed to do business in the State of Utah with their bid. Proof of all applicable professional licenses is required.

VII. Evaluation and Criteria Process

Proposals will be evaluated according to the following criteria:

Criteria	% of Points
Project team and relevant vendor experience (including references)	20%
Approach to project	15%

Timeline of project	15%
Creativity in addressing needs	10%
Ease of content management system and ongoing support	20%
Cost	20%

The District may consider as incomplete any proposal not prepared and submitted in accordance with the provisions herein and may waive any informalities or reject such proposal for lack of formality.

Basin Recreation reserves the right to conduct discussions with offerors who submit proposals determined to be qualified of being selected for award, followed by an opportunity to make best and finals offers.

Basin Recreation shall negotiate with the highest ranked firm. If a mutual agreement cannot be negotiated, Basin Recreation will enter into negotiations with the second highest ranked firm. The final recommendation must be approved by the District’s Administrative Control Board before any contract may be signed.

VIII. Inquires

All questions regarding this RFP should only be submitted via email to:

Matt Wagoner, District Superintendent
matt@basinrecreation.org

Questions must be received no later than 4:00pm on Wednesday, January 24, 2024. Responses to requests for explanations and questions shall be made in the form of an addendum and posted to the District’s procurement webpage on Monday, January 29, 2024 and can be found here: <https://www.basinrecreation.org/about/district-information/procurement/>

Any other information and/or supplemental instructions shall be in the form of a written addendum and posted on the same site. Addenda issued to bidders shall become part of the Contract Documents and all proposals shall include the work described in the addenda.

In order to maintain the fair and equitable treatment of everyone, bidders shall not unduly contact or offer gifts or gratuities to the District, any Board member, employee or agent of the District, users or selection committee members in an effort to influence the selection process or in a manner that gives the appearance of influencing the selection process. This prohibition applies before the RFP is issued as the project is developed and extends through the award of a contract. Failure to comply with this requirement may result in a disqualification in the selection process. Bidders

should be aware that selection committee members will be required to certify that they have not been contacted by any of the bidders in an attempt to influence the selection process.

IX. Submission Instructions

Any proposal not received before the date and time specified shall not be accepted. Faxes and/or electronic copies of proposals are not permitted. All bidders must deliver or mail three (3) copies of the proposal.

Submit all material no later than **Thursday, February 8, 2024 at 12:00pm to:**

Snyderville Basin Special Recreation District
Attention: Matt Wagoner
5715 Trailside Drive
Park City, UT 84098

The selected proposer will be required to enter into a written contract with the District on or before Monday, March 11, 2024 in order to provide the services required in the RFP.

The District reserves the right at any time during the RFP process to reject any proposal if it determines that the firm submitting the proposal is not responsible or the proposal is not responsive or does not meet mandatory minimum requirements in this RFP.

This RFP does not commit the District to award a contract, to pay any costs incurred in the preparation of proposals to this request or to procure or contract services. The District reserves the right to accept or reject any or all proposals received as a result of this request or to cancel in part or in its entirety the RFP, if it is in the best interest of the District. The District also reserves the right to amend or modify the project scope prior to the award of contract, as necessity may dictate.

Submittals become the property of the District. All information submitted in the proposal becomes public record upon completion of the procurement process. If any proprietary information is contained in or attached to the proposal, it must be clearly identified by the vendor. However, the District reserves the right to release the entirety of any RFP submitted, in accordance with state law.

If an offeror submits a proposal that contains information claimed to be business confidential or protected information, the offeror must submit two separate proposals:

1. One redacted version for public release, with all protected business confidential information either blacked-out or removed, clearly marked as "Redacted Version"; and
2. One non-redacted version for evaluation purposes clearly marked as "Protected Business Confidential".

Pricing may not be classified as business confidential and will be considered public information. An entire proposal may not be designated as "PROTECTED", "CONFIDENTIAL" or "PROPRIETARY" and shall be considered to be non-responsive unless the offeror removes the designation.

The final recommendation must be approved by the District’s Administrative Control Board before any contract may be signed.

X. Timeline

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