



REQUEST FOR PROPOSAL PROFESSIONAL SERVICES FOR WEBSITE REDEVELOPMENT & BRAND STRATEGIES

NOTICES

Louisville Olmsted Parks Conservancy is soliciting requests for proposals (RFP) from qualified firms to provide professional website designs and branding services. The consultant team shall provide Design Development, Branding Strategies, and Scope of Work.

Submit proposal to:

Olmsted Parks Conservancy
1299 Trevilian Way
Louisville, KY 40213

Attn: Layla George

President & CEO
layla.george@olmstedparks.org

Attn: Jessica Holman

Director of Marketing & Corporate Support
jessica.holman@olmstedparks.org

INTRODUCTION

About Olmsted Parks Conservancy

In 1891, Frederick Law Olmsted, famed for creating Central Park in New York City, was hired to create a new system of parks here in Louisville. Aided by his two sons over the next 30 years, they proceeded to design 17 parks and 6 interconnecting parkways. The Olmsted Parks system was designed to give everyone—regardless of race, background, or wealth—access to the vital recreation and relaxation opportunities that great parks provide. Over a century later, Louisville’s Olmsted parks system remains a much-loved amenity for residents across the entire city.

Olmsted Parks Conservancy (“OPC”) was established in 1989 as an independent non-profit partner to Louisville Parks and Recreation. The Conservancy is dedicated to enhancing, restoring, and protecting Louisville’s Olmsted Parks and Parkways, connecting nature and neighborhood to strengthen our community’s well-being.

Thanks to ongoing financial support from members, Olmsted Parks Conservancy improves park facilities, provides high-level park maintenance through the Team for Healthy Parks, supports a robust volunteer program, and connects with park users through Friends of Olmsted Parks.

At Olmsted Parks Conservancy, we value diversity in all its forms for the same reason we value biodiversity in our parks: it makes communities more resilient, sustainable, and vibrant. Our parks are an intrinsic part of Louisville, and, as an organization striving for inclusivity, we commit to fostering diversity and respect both in nature and neighborhoods.

Solicitation Schedule

The following estimated schedule should be used as a working guide for planning purposes. OPC reserves the right to adjust this schedule as required during the solicitation process. OPC will make good faith efforts to notify potential professional firm(s) of adjustments to the schedule; however, ultimate responsibility for obtaining notice of changes lies with the professional firm(s).

SOLICITATION SCHEDULE	
EVENT TYPE	DUE DATE
Solicitation Notice Release	February 21, 2022
Proposal Submission	March 15, 2022
Professional Interview/Presentation (if necessary)	Week of March 28 th
Notice to Proceed	April 4 th
Planned Project Start Date	April 11 th
Planned Project Completion Date	6 to 9 months

Evaluation Process

The Evaluation Committee (EC) has the overall responsibility for all matters involving the solicitation, the evaluation schedule, and criteria metrics. EC will determine a short-list of professional firm(s) from the first evaluation and schedule presentations if needed.

Evaluation Criteria and Weight Values

Proposals will be evaluated using the following criteria and factors.

CRITERIA	CRITERIA FACTORS	POINT VALUE
Understanding of scope of work and quality of proposal	<ul style="list-style-type: none">• Demonstration of understanding scope objectives and limitations• Quality of technical approach	20
Firm and personnel experience	<ul style="list-style-type: none">• Qualification and experience of the professional firm(s) in providing high quality services of similar type or work in this solicitation• Availability of proposed personnel with the required skills and experience for the specific approach proposed• Viability and stability, as indicated by the firm's most recent financial statements• Share your experience and knowledge of our Olmsted Park system• Diversity of firm's ownership and personnel	40
Previous projects of similar nature	<ul style="list-style-type: none">• Provide summaries of three (3) case studies from inception to completion. Include a summary of the project scope, project schedule and budget.	35
Pricing Information	<ul style="list-style-type: none">• Proposed price, with rates and proposed hours of all proposed project staff	5
TOTAL POINTS		100

RFP SUBMITTAL REQUIREMENTS

Interested firms are encouraged to submit a Statement of Qualifications (SOQ) which shall include the following information:

- A. A narrative describing the project approach
- B. The firm's contact information includes the signature of an authorized representative from the firm.
- C. Professional summary of **key personnel** that will be assigned to this project. Provide information as follows:
 1. Task
 2. Person assigned
 3. Similar or representative project experience
- D. Sub-contractor firms to be included on the project team and their respective roles
- E. Share your experience and knowledge of our Olmsted Park system
- F. Diversity statement of firm, if applicable; percentage of diverse employees and owners
- G. 3 Case studies of firm's recent experience
- H. 3 References: names and telephone numbers of previous clients with a description of the type of project completed, information gathering process, and the date completed.

PRICING PROPOSAL

Include a summary of the project scope, project schedule and budget.

Provide a fee proposal for the items listed under the responsibilities of the consultant, where applicable. Additional items will be provided on a time and materials basis at the request of the owner.

- A. List hourly rates for the following, including rates per task, as applicable:
 1. Project management services
 2. Account management services
 3. Creative services
 4. Copywriting services
 5. Production services
 6. Research services
 7. Design development services

Public Records / Confidentiality

All proposals received have become the exclusive property of OPC. When a contract award is approved by OPC, all proposals submitted in response to this SOLICITATION shall become a matter of public record and shall be regarded as "CONFIDENTIAL" or "PROPRIETARY."

SCOPE OF WORK & SERVICES

Background & History

OPC's mission is to enhance, restore and protect Louisville's Olmsted-designed parks and parkways, connecting nature and neighborhood while strengthening our community's well-being.

Today, the Conservancy honors the Olmsted legacy by working with Louisville Parks and Recreation to carry out initiatives in our parks and parkways. Projects are executed for restoration, enhancement, and community connection. Oftentimes fulfilling multiple objectives at once, plans protect Olmsted Parks for the physical, social, economic, and cultural health of the park user and the entire community.

With momentum of the expansion of the park system, increased desire from the public, and significant investment in new services and amenities, OPC needs a website that helps us adhere to our purpose, fulfill our mission, hold true to our values, and help us achieve our vision. The contractor will work with OPC's designated Project Manager and a core team of staff to survey, build, test, roll out, and help maintain a new web presence that reflects the OPC brand and achieves the following:

Branding & Community Value

- Solidifies and enhances OPC's brand, including custom icons, buttons, and maps consistent with the brand
- Target audience includes donors, park users, park neighbors, volunteers, and stakeholders.
- Shows our value to the community; conveys OPC as a quality organization and parks as a positive, unifying experience
- Provide messaging about the benefits of parks and communicates OPC's vision: to make all our parks the most vibrant and inclusive parks in our community
- Features interactive mapping system that provides value to the individual and community
- Improves user experience, functionality, layout, and design with clear customer information, including language translations, ADA features and functionality across browsers and devices

OPC Functionality/Features

- Flexibility for growth and ability to update the site as needed
- Responsive on various platforms
- Search capabilities
- Integrates with other OPC systems, including but not limited to hosting, e-commerce and donation pages and social media channels.
- Interactive mapping to enhance the user's experience
- Functionality that could serve as an engagement tool through planning processes
- System will support the use and storage of video files, documents, html pages and pdf files and can show content in a variety of formats such as video platforms, news blogs, etc.

- Provides usage metrics via Google Analytics - Integrates or links to community engagement tools, such as surveys, Q&As, and social media platforms

Anticipated Completion

6 to 9 months

Project Drivers

Olmsted Parks Conservancy is seeking a new website that reflects the rich history and speaks to the future. We need to relay this in the look, feel and tone of the website. Adding value to the community, park users and stakeholders is a priority. Measures of success will consist of content arrangement, ease of navigation and capturing the emotional connection to our organization.

Termination Provisions

- a) Termination for Convenience – OPC may terminate this contract, in whole or in part, at any time with ten (10) days written notice to the professional firm(s). OPC shall pay the aggregate price of delivered service computed in accordance with the prices specified in the contract. If the professional firm has any property in its possession belonging to OPC, the professional firm will account for the same and dispose of it in the manner OPC directs.

In the event of breach or default by the professional firm(s), OPC shall be entitled to all its damages and reasonable expenses, and its cost to include, but not limited to its reasonable attorneys' fees incurred because of such default.

Term

This Contract shall commence on the ____ day of _____, 2022. The initial term of this Contract shall continue for up to 15 months or the completion of the project implementation and construction, unless otherwise terminated.

Compensation/Invoices

For its Services, Contractor is entitled to receive total payment not to exceed _____ (\$_____), invoiced as provided.

There shall be no other charges or fees for the performance of this Contract unless otherwise agreed to by both parties in writing. OPC shall make reasonable efforts to make payments within thirty (30) days of receipt of approved invoice.

The Contractor shall not be compensated or reimbursed for travel, meals, or lodging.

Contractor shall submit invoices via email to: layla.george@olmstedparks.org or jessica.holman@olmstedparks.org

Acceptance

If the Services are not acceptable to OPC, then OPC shall submit a letter of non-acceptance to Contractor detailing the deficiencies within sixty (60) days of delivery to OPC of the deficient Services. Acceptance of delivery of the Services shall not release the Contractor from liability for Contractor's other obligations and duties as provided herein.

Approval or acceptance by OPC of any of Contractor's Services under this Contract shall not constitute, or be deemed, a release of the responsibility and liability of Contractor, its employees, associates, agents or subcontractors for the exercise of skill and diligence necessary to fulfill Contractor's responsibilities under this Contract. Nor shall OPC's approval or acceptance be deemed to be the assumption of responsibility by OPC for any defect or error in the Services of Contractor, its employees, associates, agents, or subcontractors.

Taxes

OPC shall not be responsible for any taxes that are imposed on Contractor. The contractor understands that it cannot claim exemption from taxes by virtue of any exemption that is provided to OPC.

OPC Owned Data

OPC will own and retain rights to all its data. Some data will need to be disclosed to Contractor for purposes necessary for design and implementation. The contractor will treat OPC information as strictly confidential.

Notices

Any notice or changes are to be made in writing. In each case, such notice or other communication shall be made to the email addresses shown below.

Authority: Olmsted Parks Conservancy
 Layla George
 1299 Trevilian Way
 Louisville, KY 40213

Contractor: Name _____
 Address _____
 Attn: _____

IN WITNESS WHEREOF, OPC AND CONTRACTOR HAVE EXECUTED THIS CONTRACT AS OF THE DATE FIRST ABOVE WRITTEN.

Olmsted Parks Conservancy

Contractor

Layla George, President & CEO

By:

Date: _____

Title: _____

Date: _____