



LAKE COUNTY FOREST PRESERVES
www.LCFPD.org

Preservation, Restoration, Education and Recreation

DATE: January 7, 2019
TO: Jessica Vealitzek, Chair
Operations Committee
FROM: Katherine Hamilton-Smith
Director of Public Affairs and Development

Agenda Item# 8.3

RECOMMENDATION: Recommend approval of a Resolution awarding a Contract for converting the District's public website (LCFPD.org) and intranet to a responsive design to AmericanEagle.com, Des Plaines, IL, in an amount not to exceed \$90,000.00.

STRATEGIC DIRECTIONS SUPPORTED: Communications, Education and Outreach; Public Access and Connections; Organizational Sustainability.

FINANCIAL DATA: Funding for the Responsive Website Conversion project was approved as part of the adopted FY2018/19 Budget for \$90,000.00 in account 91124100-805200.

BACKGROUND: The District's current website vendor is AmericanEagle.com. Staff recommends that the District's public website and employee intranet be converted to a responsive design, which means the content of our website would automatically rescale to fit the screen size of the device being used to view it. A responsive design creates dynamic changes to the appearance of a website, depending on the screen size of the device (mobile phones to tablets to desktop monitors). Conversion to a responsive design would allow the District to use AmericanEagle's current technologies in website design and functionality. It would also eliminate the need for staff to maintain the District's two separate website versions (desktop and mobile), creating efficiencies as only one set of code and content would need to be updated rather than two. With more public demand and increased use of mobile phones and tablets to make online purchases, our e-commerce pages also would be converted so customers could purchase dog permits, shelter rentals and register for programs from their mobile phones and tablets, which is not possible to do on the current mobile version of our website. This project also supports redesigning the website with ADA compliance in mind.

REVIEW BY OTHERS: Chief Operations Officer, Director of Finance, Public Affairs Manager, Purchasing Manager, and Corporate Counsel.

**LAKE COUNTY FOREST PRESERVE DISTRICT
LAKE COUNTY, ILLINOIS**

**A RESOLUTION APPROVING A CONTRACT TO CONVERT THE DISTRICT'S PUBLIC
WEBSITE TO A RESPONSIVE DESIGN**

WHEREAS, the Lake County Forest Preserve District (the "District") desires to purchase services to convert its public website (the "Services") to a responsive design; and

WHEREAS, the Director of Public Affairs and Development and the Purchasing Manager have determined that the Services require personal confidence; and

WHEREAS, AmericanEagle.com, the District's current website host and developer, has submitted a proposal for the Services (the "Proposal"); and

WHEREAS, the District's staff, the Purchasing Manager, and the Operations Committee have reviewed the Proposal and recommend that the Board of Commissioners (i) find that the Proposal submitted by AmericanEagle.com be determined to be the proposal that is most advantageous to the District, and (ii) award a contract for the Services to AmericanEagle.com (the "Contract") in an amount not to exceed \$90,000.00 (the "Contract Price"); and

WHEREAS, the Board of Commissioners hereby finds that the Proposal for the Services submitted by AmericanEagle.com is the proposal that is most advantageous to the District;

NOW, THEREFORE, BE IT RESOLVED by the Board of Commissioners of the Lake County Forest Preserve District, Lake County, Illinois, **THAT:**

Section 1: Recitals. The recitals set forth above are incorporated as part of this Resolution by this reference.

Section 2: Award of Contract. The Executive Director (or his designee) is hereby authorized and directed to negotiate the Contract in the amount of the Contract Price, provided that the Contract shall (i) provide for a contract price not to exceed \$90,000, (ii) be in a form approved by the District's Corporate Counsel, and (iii) be consistent with the Proposal.

Section 3: Execution of Contract. After completion of such negotiations, the Contract shall be awarded to American Eagle. The Executive Director of the District is hereby authorized and directed to execute the Contract for the Services in the amount of the Contract Price.

Section 4: Payments. The District Treasurer shall make payments under the Contract only pursuant to and in accordance with the Contract terms.

Section 5: Effective Date. This Resolution shall be in full force and effect from and after its passage and approval in the manner provided by law.

PASSED this _____ day of _____, 2019.

AYES:

NAYS:

APPROVED this _____ day of _____, 2019.

Angelo D. Kyle, President
Lake County Forest Preserve District

ATTEST:

Julie Gragnani, Secretary
Lake County Forest Preserve District

Exhibit No. _____

Revised December 3, 2018

PROPOSAL

DESIGN SERVICES FOR LAKE COUNTY FOREST PRESERVES



**LAKE COUNTY
FOREST PRESERVES**

PRESERVATION, RESTORATION,
EDUCATION AND RECREATION

Presented to Jackie DeMasi by:

Joanna Morrissey, Digital Strategist, Americaneagle.com



americaneagle.com

PROJECT OVERVIEW

Lake County Forest Preserves is interested in graphic design services for their website to refresh the look and feel, and provide a responsive experience.

To ensure that all your needs are met, Americaneagle.com promises a sincere commitment to providing new, intuitive responsive designs that will help users navigate the site and will be fully functional on desktop, tablet, and mobile. To achieve this, Americaneagle.com will deliver on the following project services:

Planning & Project Management: Americaneagle.com provides skilled project planning and management throughout the lifecycle of the project. The project will begin with a planning phase to fully identify all the specifications of the project and will set up a project timeline with a full outline of all project tasks, deliverables, and associated dates. Your project manager will keep the project on track and will be your interface to all team members to deliver a successful project.

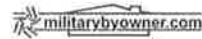
Responsive Graphic Design: Americaneagle.com will design a customized graphic layout that appeals to your target audiences. We gather information about your business, your goals, your audiences, and your landscape to create a new site design that generates results and ensures the best possible experience for your users. The website will feature a responsive design, allowing the site to function in a visually appealing, user-friendly way across all platforms (desktop, tablet, mobile). This not only increases your potential audience but also, to a certain degree, future-proofs your site against developing technologies with different display dimensions.

Front End Development: Once the graphic compositions are complete, Americaneagle.com moves into front-end development to produce the website's templates and establish the site's styles, interactions, performance, and accessibility. Americaneagle.com follows industry best practices for front-end development, utilizing the latest well-tested and supported languages and approaches to create functional, efficient, and innovative websites.

WCAG 2.1 and Accessibility Compliance: In order to help Lake County Forest Preserves keep up to date on accessibility regulations and maintaining a long term plan for compliance, Americaneagle.com will work alongside Lake County Forest Preserves in a joint effort of both parties.

Timeline: Americaneagle.com estimates an 8-month timeline for this project. The timeline relies upon LCFPD meeting approvals, milestones, and other requests for content and information. This timeline is based on the assumption all milestones for feedback, content, etc. will be met. If LCFPD delays milestones, feedback and/or approval dates, the timeline and go-live date may be impacted.

OUR EXPERIENCE



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“We are very pleased with the bold, modern look of our new site since the graphic refresh. Americaneagle.com has an exceptional graphic design team that we are proud to have the opportunity to work with.”

Alexis Bascombe

Marketing Coordinator - Agriculture Federal Credit Union



Forest Preserve District of Will County • www.reconnectwithnature.org



Minnesota Department of Health • Strategy & Design Work



Park Ridge Historical Society • www.parkridgehistorycenter.org



City Parks Alliance • In Development



South Dakota Department of Tourism • Design Concept



Maricopa County Parks and Recreation • www.maricopacountyparks.net



Illinois MTSS Network • Branding
www.ilmtss.net

Logo Designs



Envelopes



Business Cards



Letterheads



Whirlyball • Branding
www.whirlyball.com

Logo Design



Color Palette



Envelope



Business Cards



Letterhead



Social Media Icons and Banners





Thinkflorist • Branding Guidelines
www.thinkflorist.com

Logo Use



Primary Color Palette



App Icon and Avatar



Business Cards and Merchandise

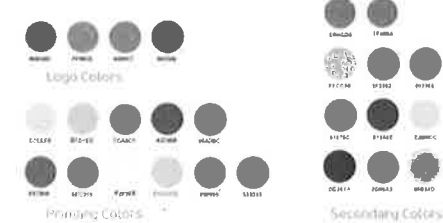


Photography



NYC Department of Education • Style Guide
schools.nyc.gov

Color Palette

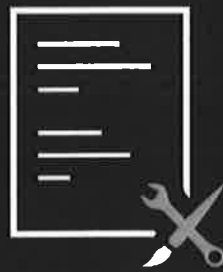


Iconography



Typography





SCOPE OF WORK

A TAILORED APPROACH FOR
LAKE COUNTY FOREST PRESERVES

PROJECT MANAGEMENT & CONSULTING

APPROACH

Americaneagle.com's approach to managing projects has been refined over the years based on client feedback and as a result, we're continually building the expertise of our team members, which is shared within the organization and leveraged with new projects. Americaneagle.com's project management services are integrated into every phase and service throughout the engagement, ensuring that there is effective communication, that the project stays on task, and that Americaneagle.com resources are able to execute their tasks and deliverables according to the agreed upon methodology and timeline established between all parties.

To navigate the phases of development and manage a successful project, Americaneagle.com adopts the following project philosophies:

Project Success Factors

- Commitment to timely decision making, reviews of deliverables, and sign-off
- Active participation by all stakeholders and subject matter experts
- Completion and dissemination of project deliverables within the timeframe
- Commitment from key content owners to be available to assist with content development & review
- A commitment to manage scope to achieve timelines
- Development of a communication plan that defines how and when information should be communicated
- Coordination of regular status meetings as defined by project stakeholders to gauge the success of the team
- Communication of issues to the project management team will be prompt and escalated where appropriate

Project Techniques

Americaneagle.com will use several techniques to manage the project and communication effectively. These techniques will include but are not limited to the following:

- Create a detailed project plan
- Monitor the progress of the project in relation to schedule and cost by tracking to the overall project plan
- Conduct weekly project status meetings / conference calls
- Distribute weekly project status reports
- Prepare meeting agendas and notes
- Ensure the quality of the project and all Americaneagle.com deliverables
- Identify, track, heighten awareness of and facilitate the resolution of issues
- Manage change requests

STRATEGY & DOCUMENTATION

In addition to the above techniques that guide the project, Americaneagle.com starts every project with consulting and planning to ensure that the project is set up for success from the beginning and establishes a reference point for all work to follow. Initial project meetings held by Americaneagle.com and Lake County Forest Preserves will enable your Project Manager(s) to prepare the following:

Project Charter

The project charter will build a solid foundation for your project and ensure that all project team members are on the same page. Included in this document is:

- Project Team Members / Roles
- Project Overview
- Project Objectives/Goals/KPIs
- Project Tools
- Project Risks
- Communication Plan
- Escalation Procedures
- Scope

Project Plan / Timeline

The project plan outlines tasks for all phases of the project. It will outline the start date, end date, status, and the resources or organization responsible for each task. The project plan is a living document and will be updated during the project. You will see highlights of the updates in the weekly status emails.



DELIVERABLES

- ✓ **PROJECT CHARTER (PDF)**
- ✓ **PROJECT PLAN (PDF)**

CREATIVE

Great design is more than just aesthetics. We employ thoughtful design to create a meaningful experience for your brand and your audience. Our award-winning creative team brings each brand's personality and positioning to life through compelling, integrated experiences that engage audiences and produce results.

APPROACH

The foundation of any great design is built through understanding where you're currently positioned and where you want to go. We gather information about your business, your goals, your audiences, and your landscape to create a benchmark that is uniquely yours and for your users. Our main focus is the user. We take time researching your marketing, defining the required content, and mapping UX workflows to ensure the best possible experience for your users. Americaneagle.com uncovers the following:

Needs: What are the project goals? What are the pain points of your current digital experience? What will measure the success of the project?

Risks: What are the project risks? What hurdles do we have to overcome?

Brand: What is your brand about? What are the core values? Are there branding guidelines? What consistencies in current design and marketing do we need to follow?

Competitors: Who are your main competitors? What are they doing well online? What can we do better?

Audience: Who is your target audience? What are their demographics? What are those users trying to achieve?

Analytics: What do the current analytics tell us? What is getting clicked on the most? What are the most viewed pages? Where are users dropping off?

Information Architecture: What is the high-level navigation structure? Where can we improve on it? Does this make sense to the target audiences? What are the most valuable pages for our audience?

User Interface: What are the important elements on the most valuable pages? What are the main calls to action? What are the site shell elements for header and footer?

Conversion: What are the main macro and micro conversions for each of our audience segments? How are we mapping those conversions paths?

CREATIVE BRIEF

This stage will describe the projected tone for the site and outlines usability features. It defines the site hierarchy, by determining what the most important features/pages are on the site and how the interface should be presented to optimize the user experience.

- **Design Guidelines:** We will begin to uncover the design and branding strategy for the Lake County Forest Preserves online presence. We will analyze your organization's branding standards and determine how the brand will be best presented in the online environment to the targeted audience(s) without sacrificing the functionality of the application(s).
- **Page Evaluation:** Americaneagle.com will evaluate the pages within the website to identify which of these are the most important for the success of your site. We will then create a process flow that shows how your users navigate to those pages. Additionally, we will define the elements that are present on each of these pages.
- **Sites, Styles, Goals, and Business Processes:** We will create a comparison of your site(s), styles, goals, and business processes. This step in the process outlines how all these aspects are tied together.
- **Basic Site Map:** The site map will be an overview of the pages within your website and show where these pages can be viewed. This will provide Lake County Forest Preserves with an overall understanding of how their site is organized and clearly define all the resources the website has to offer.

CONCEPT DEVELOPMENT

With this foundation in place, Americaneagle.com will begin with the creation of a homepage concept. Based on feedback gathered from Lake County Forest Preserves, edits or additional concepts will be created until the homepage design accurately reflects the vision desired by Lake County Forest Preserves and approval has been provided. After approval of the homepage design, Americaneagle.com will create the interior page and most valuable page design compositions for your review and approval. Americaneagle.com also conducts a creative review internally to ensure that the graphics fully capture all the above information and are aligned with key performance indicators. With both client and internal approvals in place, we finalize the graphic files for cut and front-end development.

TECHNOLOGIES

- Adobe Creative Suite
- InVision: Prototyping and Collaboration Platform



DELIVERABLES

- ✓ CREATIVE BRIEF
- ✓ HOMEPAGE DESIGN (PSD)
- ✓ FOUNDATION HOMEPAGE (PSD) –Follows structure of main homepage, with different colors.
- ✓ ECOMMERCE HOMEPAGE (PSD) “Buy a Permit”
- ✓ “Fern” Homepage (PSD) Follows structure of main homepage with different colors.
- ✓ Ecommerce Interior Template 1 (PSD)
- ✓ Ecommerce Interior Template 2 (PSD)
- ✓ Ecommerce Product Page/Item Template (PSD)
- ✓ Foundation Interior Template 1 (PSD)
- ✓ Foundation Interior Template 2 (PSD)
- ✓ Interior Template 1 (PSD)
- ✓ Interior Template 2 (PSD)
- ✓ Interior Template 3 (PSD)
- ✓ Interior Template 4 (PSD)

*We will provide one initial concept for each screen and two rounds of revisions for the homepage, and up to two rounds of revisions for interior designs.

FRONT-END DEVELOPMENT

Once the graphic compositions are approved, Americaneagle.com moves into front-end development to produce the website's templates and establish the site's styles, interactions, performance, and accessibility. Americaneagle.com follows industry best practices for front-end development, utilizing the latest well-tested and supported languages and approaches to create functional, efficient, and innovative websites.

APPROACH

Mobile Up: Americaneagle.com takes a "mobile up" approach to development. Determining what will be the best interface in small screens usually scales well as the browser size increases. This approach prevents sites from becoming overly complex or overly simple in a way that would degrade the user experience on one device or another. Rather, it allows for a site experience that considers all devices and the impacts to the user.

Responsive Design: Americaneagle.com utilizes a fluid responsive grid framework to ensure the website will be viewable in screen sizes from mobile phones to desktop monitors. With the grid framework, content layout can be stacked and as a user increases their browser size the content will flow to fill in the available space.

Progressive Enhancement: Not all browsers support the latest front-end development techniques. As such, progressive enhancement is an important aspect to development at Americaneagle.com, in which we create a simplified experience for the lowest common denominator and layer in modern techniques on top. This approach ensures that the site is fully functional across all browsers, while the experience is enhanced and maximized for users operating on modern browsers.

Performance: Americaneagle.com uses front-end development techniques to improve site performance and download speed. We utilize image optimization, caching, lazy loading, minification, concatenation, and many other load reduction techniques. During discussions and planning we determine which techniques and designs will help with the needs of the site.

WCAG 2.1 AND ACCESSIBILITY COMPLIANCE

In the U.S., there are two main accessibility compliance standards for sites of various industries and government levels. For Federal agencies, there are Section 508 regulations, which are amendments added in 1998 to the Rehabilitation Act. For state and local municipalities as well as public accommodations, there is also the Americans with Disabilities Act (ADA) which is enforced by the Department of Justice. There is a fair amount involved with keeping up to date on accessibility regulations and maintaining a long term plan for compliance. In order to help reach those needs, Americaneagle.com will work alongside Lake County Forest Preserves in a joint effort of both parties. Standards wise, to better align with these U.S. and potential international regulations, WCAG (Web Content Accessibility Guidelines) 2.1 A and AA levels will be a focal point for planning, design, and development. If further levels of requirements are needed, Americaneagle.com will scope out the work involved with Lake County Forest Preserves. During the project, a testing plan will also be discussed to help facilitate 3rd party and/or internal QC review.

WCAG 2.1 guidelines fall under 4 main principles: Perceivable, Operable, Understandable, and Robust. There are also multiple levels: A, AA, and AAA. As noted before, Americaneagle.com focus on A and AA guidelines. These concepts and levels dictate many success criteria such as:

- Readable content with sufficient contrast ratios and font sizing
- Properly labeled images and alternative text for media
- The ability to navigate pages, utilize functionality, and traverse layouts without a mouse
- Ways for users to skip redundant navigation
- Correct heading and labeling structures for pages, forms, and data tables
- Error messaging and instructions for functionality to help reduce confusion

*Please be aware that full compliance with the standards above may restrict some of the website's creative flourishes and features. The limitations will be discussed with Lake County Forest Preserves during the early planning stages and during the graphic design phase. Further webmaster content, editor reviews, and business decisions from Lake County Forest Preserves can influence compliance as well. It will be important for Lake County Forest Preserves to plan out content governance and ongoing maintenance aimed towards accessibility during the project. Americaneagle.com cannot make any guarantees about future interpretations of the WCAG 2.1 Guidelines or ADA

Accessibility, nor can we provide you with any legal advice regarding current or future matters. If you have any legal concerns, we encourage you to seek competent legal counsel for advice.

Americaneagle.com has vast experience implementing compliant sites from organizations like Lake County Forest Preserves, to the federal government, including the development project for www.whitehouse.gov.

Americaneagle.com will devote up to 70 hours to redesigning the Lake County Forest Preserves site in a WCAG 2.1 AA compliant manner. Any unused hours from this 70 hour allotment can be applied to other items designated by the Forest Preserve or added to LCFPD's retainer.

Should it become evident that more time will be necessary to complete the work, your Project Manager will let you know as soon as possible and will provide a quote to complete the remaining work at that time.

TECHNOLOGIES

- HTML5
- CSS3
- Javascript



DELIVERABLES

- ✓ **FLAT HTML FILES**
- ✓ **RELATED CSS & JAVASCRIPT FILES**
- ✓ **TEMPLATES (HTML)**
- ✓ **WCAG 2.1 AND ACCESSIBILITY COMPLIANCE (Up to 70 Hours)**

GENERAL EXPECTATIONS & ASSUMPTIONS

BROWSER COMPATIBILITY

Americaneagle.com will establish compatibility with multiple browsers and multiple platforms. We will design and test the new site in the two latest vendor supported browser versions at the time of launching your site. Additional browsers or browser updates can be added at an additional cost. Specifically, this will include:

Supported Devices:

Americaneagle.com will design and test the responsive site for optimization in the following device versions:

- Latest version of Safari and Chrome at time of site launch available on the latest version of Apple iOS on the iPhone and iPad.
- Latest version of Chrome, Firefox and Native Browser (if available) at the time of site launch available on the latest version of Android OS on phone and tablet.
- Latest Version of Windows Phone.

IMAGE USE

It is the responsibility of the client to provide images and other digital assets for use on the website. It is the client's responsibility to obtain proper permission to use any images provided to Americaneagle.com. Logo development and image manipulation are not included as part of this proposal.

STOCK PHOTOGRAPHY

If the client does not have any images, stock photography can be purchased for use. Americaneagle.com can help with photo research, but it will be the client's responsibility to pay for any images used in the design.

EQUAL OPPORTUNITY EMPLOYMENT

Americaneagle.com maintains our healthy working environment by adhering to our policy to provide equal employment and individual opportunity to all job applicants and employees without regard to race, color, religion, sex, age or national origin. Americaneagle.com is committed to the provisions outlined in the Equal Opportunity Clauses of Executive Order 11246 (41 CFR 60-1.4), section 503 of the Rehabilitation Act of 1973 (41 CFR 60-741.5(a)), section 402 of the Vietnam Era Veterans Readjustment Act of 1974 (41 CFR 60-250.5(a)) and the Jobs for Veterans Act of 2003 (41 CFR 60-300.5(a)), as well as any other regulations pertaining to these orders.

TESTING

Americaneagle.com will utilize/run the detailed test plan created for LCFPD before providing LCFPD with the beta test site.

BROWSER COMPATIBILITY

Mac

- Chrome
- Safari
- Firefox

PC

- Chrome
- Internet Explorer
- Firefox
- Edge

INVESTMENT

ITEM	ONE TIME COSTS
Creative Design + Responsive + WCAG 2.1 and Accessibility Considerations	\$90,000
TOTAL INVESTMENT	\$90,000

TERMS & WARRANTY

PAYMENTS	PAYMENT MILESTONES
30% of Total Amount Due	Upon SOW/Proposal Signing
20% of Total Amount Due	Upon Acceptance of a Detailed Project Plan
30% of Total Amount Due	At Presentation of Beta Test Site
20% of Total Amount Due	Upon Launch and Final Acceptance of Deliverables

In the event that Lake County Forest Preserves has not accepted or provided feedback or required deliverable(s) on the beta test site within any sixty (60) day period after presentation of the beta test site, such beta test site shall be deemed accepted as of the sixty-first (61st) day.

All information, logos, addresses, pictures, domain names, and website are property of Lake County Forest Preserves. Americaneagle.com will provide Lake County Forest Preserves with a perpetual, royalty-free license to any programming code created by Americaneagle.com, with the exception of the Broadcast Email System and the Hawk Search Tool. This allows Lake County Forest Preserves to continue to use the code, even if no longer an Americaneagle.com client; however, Lake County Forest Preserves may not resell the source code to other companies or web developers.

CONTRACT ACCEPTANCE

Name

Signature

Date