



Request for Proposals (RFP)

Website Redesign Addendum

Thank you for your interest in the Centerville-Washington Park District's RFP for a website redesign. We've compiled all questions received prior to the September 18, 2026, 4:30 p.m. EST deadline. Answers are consolidated below. We have made our best effort to respond to each question received within this narrative.

Consolidated Responses to Vender Questions

1. Vendor Qualifications

The Centerville-Washington Park District requires the following from all vendors before contracting:

- An IRS Form W9 (or W8 for non-US provider)
- Certificate of Insurance listing CWPDP as Additionally Insured (General Liability \$3M occurrence/\$5M aggregate)

In addition, non-US companies are required to be licensed by the Ohio Secretary of State to transact business in Ohio. Onsite work is not required.

Prior park district or municipal website experience is not required but will be weighted more favorably in the evaluation stage. Please showcase your previous work that is the closest match to our requirements. Please respond to the entire RFP, not just certain portions. We are looking for a vendor to take on the full project.

CWPDP does not have a developer on staff, so all developer work would be taken on by the selected vendor.

2. Current Website Vendor

The current website is fully managed in-house. It was developed in 2016 and handed over as a final product with no additional ongoing support offered. The designer is no longer doing web work and will not be involved in this project.

3. Site Launch

Q3/Q4 site launch is desired to make sure we are not launching during a heavy summer camp registration period. We receive many visitors to our site during that time, and a new site could cause unnecessary confusion for our residents. We are happy to work with the chosen vendor to determine the best launch timeline.

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4. Project Budget

A budget range has not yet been determined for this project. We are currently early in the budget process for next year and will be looking over the proposals to determine what to include in our budget ask for 2027. Budgets will officially be approved by the board in January 2027. Redesign, hosting and on-going maintenance should be proposed as separate prices.

5. RecDesk API

We have confirmed with RecDesk that a read-only API is available for a \$600/year annual fee. We will work with RecDesk to get access to the API at the beginning of the project. This will be added to our annual RecDesk subscription fee and should not be considered in your pricing structure. Coordination with RecDesk support is possible as part of the project. We currently have access to their testing accounts which will be made available to project finalists. We have not attempted an integration in the past and were only recently made aware of this possibility.

Staff currently spend approximately 60 hours per year on reentering programs from RecDesk to the website. While saving staff time to spend on other projects is a priority, the main reason for our request to integrate these processes is to reduce manual entry error. Sometimes things get changed on one system but not the other, which causes confusion for our residents, making it a customer service issue. Another issue is the calendar plugin has been customized, and we are not able to update the plugin as new versions are launched. We are open to a similar solution if RecDesk integration cannot be achieved successfully, but on-going site maintenance would need to cover updating any customized plugins as needed.

Prior direct experience integrating with RecDesk is not mandatory. Respondents may propose an appropriate solution based on the available integration methods if it achieves the same goal. We do not believe an iframe will achieve this goal.

RecDesk will remain the transactional location for program registration. The program information on cwpd.org should be searchable and include: program photo, title, time, location, registration deadline, description and a link to RecDesk to register for the program. Once a program has reached capacity or has been canceled, we would like it to self-remove from cwpd.org. However, we are currently unsure if this is possible.

We also use RecDesk for Facility Reservations, but we do not need any integration for this portion. Other than this website integration issue, we have been pleased with our experience with RecDesk. We would prefer to remain with them, but switching to another provider could be explored. This would take a bigger CWPD-wide discussion before consideration.

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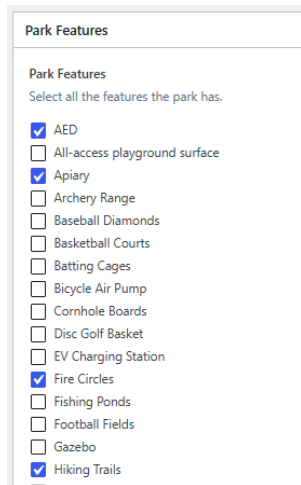
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6. Athletic Field Status API

The athletic field status page is the most visited page on our website. Staff update the page via Rainoutline.com and an API is used to display that information on our website. We are happy with how this process works on the current site and would like to keep it similar. We will be retaining our subscription to Rainoutline.com.

7. Park Finder



The screenshot shows a 'Park Features' sidebar with a title 'Park Features' and a subtitle 'Select all the features the park has.' Below this is a list of features with checkboxes. The checked features are AED, Apiary, Fire Circles, and Hiking Trails. The unchecked features are All-access playground surface, Archery Range, Baseball Diamonds, Basketball Courts, Batting Cages, Bicycle Air Pump, Cornhole Boards, Disc Golf Basket, EV Charging Station, Fishing Ponds, Football Fields, and Gazebo.

The Park Finder feature was built into WordPress and all data is kept there. Each park page has a list of amenities and staff check off which amenity each park offers, as shown on the left. This powers the park finder filter on <https://cwpd.org/parks/find-a-park/>

Filtering by amenities, as it exists now, is essential for launch. We are open to suggestions on additional features, such as accessibility features, distance from user current location, trail type, trail distance, etc. If the search results provided more helpful information than just the park name, such as showing the locations on a map, we think that would be useful for our website visitors.

Please feel free to share your suggestions for this feature. There is no requirement to keep the same WordPress feature. We are more interested in how it works for the user than

how it was built. As park features change regularly, staff will need to be able to make changes in the future.

8. Park Pages

For the 51 park pages, you may assume the 10 largest parks will get the more robust custom content/structure, and the remaining parks would use a simpler version of the same template. Content will be provided. Writing new content is not in the scope of work. All pages should be live at site launch. The 10 largest parks are as follows: Activity Center, Bill Yeck, Forest Field, Iron Horse, Grant, Oak Creek South, Oak Grove, Robert F. Mays, Schoolhouse and Yankee.

9. Content Migration

Cwpd.org currently has 305 traditional published pages. We anticipate half of those pages will need to be migrated to a new site. In addition, there are 300 blog-style posts and 1,700 media items. We are actively working to reduce those prior to migration and expect to retain approximately 15% of these. The vendors are not expected to determine which content should be removed, though suggestions are certainly welcome.

Centerville-Washington Park District staff are available to assist with the content migration, responsibilities to be determined as the project progresses. No prior events

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will need to be migrated. We will start fresh with the current season when the site is launched.

We do expect there may be information architecture improvements that will impact the migration effort.

10. WCAG 2.1 Level AA Compliance

Full compliance is expected at site launch. PDFs are included, but Centerville-Washington Park District staff will remediate those in house. However, if your company has a product to assist with that, please include that as part of the proposal. The site will be audited by a third party to ensure compliance and the vendor will be expected to make any adjustments based on the audit report. Accessibility is the main driver of this redesign.

Accessibility of the RecDesk community portal is outside the scope of work.

11. Content Management System

CWPD does not have any preference for remaining on WordPress versus moving to another CMS, provided the proposed platform satisfies the requirements in the RFP. We will want the ability to assign users to a certain role. Not all users should have access to the entire back end of the website. We currently have 15 staff with access to the site under 5 different permission levels. However, these levels are for the full site and are not limited to specific content sections. We are comfortable maintaining that approach. Content approvals are not absolutely necessary; however, the site admin currently receives notifications when content changes are made. Minimally, we would like to retain that capability.

The current site uses Page Builder by SiteOrigin for page layouts.

12. Hosting

DataYard has been a trusted partner hosting our website for quite some time. We have no concerns about continuing to use their services. They will support a separate staging site, secure SSH/SFTP access, database access, automated backups, security/WAF controls, and current WordPress/PHP requirements. While it is our preference to remain with DataYard, we are open to change if there is a compelling reason to do so.

We currently have a 99.999% uptime guarantee.

Data location must remain the United States or Canada.

13. Foundation Pages

The Foundation is just a few years old and has its own logo. Official brand standards have not been developed, but we can share some brochures issued by the Foundation for brand guidance. The Foundation is currently fundraising for a pickleball court project, but projects and donation targets will vary year by year.

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We do not have a separate domain for the Foundation, but ideally it would follow its own information architecture, with a URL such as foundation.cwpd.org. It will not require donation processing or e-commerce functionality.

14. CWPDP Branding

Brand guidelines will be shared after the project is awarded, but back issues of the CWPDP newsletter can be found on <https://cwpd.org/about/press-and-publications/> to give vendors an idea of our typical brand look. Brand colors are those found on this letterhead! The Park District's tagline is Explore your community's BIG Backyard.

Original park photographs are required. We will supply all photography. No stock photos will be used on the live site but may be used as placeholders during site development.

15. Site Visual Design

While we do have creative staff, we expect the visual portion of the web redesign to be handled by the selected vendor.

16. CWPDP Newsletters

The Park District has a quarterly printed newsletter that is mailed out to the community. It is also available on the website as an accessible PDF. In addition, we offer a monthly e-newsletter. We use MailChimp to send the e-newsletters. While it is possible to sign up for the e-newsletter on the website, it is not currently integrated with MailChimp. All subscribers are added manually. It is possible to integrate, but it did not work well with our current website design. This is something we are open to exploring, though current subscriber numbers do not make this an absolute project must.

17. Project Stakeholders

Main point of contact will be Carrie Dittman, Marketing & Communications Supervisor. Kristen Marks, Executive Director, will also be involved in the project. We are governed by a three-member board of commissioners who will have final budget approval.

18. Language Translation

The current website uses WordPress Google Language Translation plugin for the top 14 languages spoken by residents of Centerville-Washington Township. We would like to keep those languages and are open to adding more but are not tied to the Google Translation service. Other services may be proposed. We are not expecting manual translation services.

19. Site Analytics

The website currently uses Google Analytics. Access will be made available during the discovery portion of the project. Our website traffic primarily comes from

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Google Search first, with direct visits the second highest source. Small numbers are referred through ChatGPT, Bing and Facebook. We have had 173K page views to date in 2026 and had 238K page views in 2025.

20. SEO

CWPD expects the vendor to provide SEO strategy, but will manage SEO in-house once the site is live. We would also like to site to be optimized for AI searches, such as ChatGPT. Currently ChatGPT is pulling old information.

21. Discovery

We are happy to help recruit residents to participate in usability research about the site, including residents of various ages and abilities. We would like to have our residents tell us the pain points of the site, as opposed to us using occasional comments received as our only directive. We have access to heatmap data, but that is several years old.

22. Current Site Issues

While we do not often receive negative feedback about the website, we are aware of the following issues with the site. We hope discovery will bring to light any additional issues.

- Slow and unhelpful search results
- Scrolling to find the most frequently visited pages instead of having them at the top of the page
- Site load times can be slow
- Some information is difficult to find on mobile – especially our careers page.
- Newsletter is too low on the home page
- Alert banner could use improvement

23. Payment

Milestone invoicing during the project is available. We cannot pay any for services until work begins and project milestones are reached.

24. References

Three to five references are preferred. Please include project URL and contact information (name, title, email and phone) for the project lead.

25. Proposal Evaluation

All evaluation criteria will be weighted equally. We do not have a page limit or file size limit for submissions. We prefer PDF submissions, but other formats are acceptable.

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Finalist presentations may be held virtually or in person. We anticipate contacting selected vendors to schedule those by early November.

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