

### SNYDERVILLE BASIN SPECIAL RECREATION DISTRICT

WEBSITE REDESIGN SERVICES RFP Addendum 1: Responses to Questions

Thank you for your interest in the Website Redesign Services Request for Proposals.

Below are Snyderville Basin Special Recreation District's ("Basin Recreation" or the "District") responses to questions submitted as of Wednesday, January 24, 2024 (4pm). For ease of review, Basin Recreation has merged some of the responses into a few broad categories. Due to the number of inquiries, the questions are not repeated on this document. Some detail is omitted for the sake of brevity, but the more in-depth questions can be addressed after project initiation.

Additionally, the District pushed out an informal survey (during the month of January) asking for feedback about its current website. Those results/responses have been provided below.

#### **Bidder Eligibility**

- The District will only be accepting printed submissions as outlined in the RFP document.
- Submissions from outside of Utah will be accepted, but will have to be explicit about how they
  will be responsive to requests during the District's operating hours to be scored highly. If
  submitting from out of state, please provide a business license from wherever the organization
  is headquartered.
- It is preferred that at least the project initiation meeting is conducted in person at our offices in Park City, Utah. Not being able to meet in-person does not immediately eliminate the proposal but will be considered in the evaluation process.
- Proposals from outside of the country are not expressly excluded, but it is the responsibility of
  applicants to ensure they have the proper legal status to perform this work if awarded. The
  District cannot offer specific advice where legal consultation would be necessary.
- Throughout the project, less than five staff members will be part of the review/approval process, with only 2-3 people being part of the project team. After the new site has been

deployed, review/approval process of any necessary changes to the website will be handled by 2-3 staff members.

#### Budget

- The funding for this project is allotted from a pool of funds and therefore there is not a specific "not to exceed" number. Our previous website development project was roughly \$40,000, so a successful proposal would be closer to that number to score highly in the cost evaluation process. Cost is only one of several criteria by which the proposals will be evaluated.
- The District has budget for hosting and maintenance fees after the new site has been deployed.

#### **Timeline**

• The project should begin in March, but there is no specific deadline. A proposed 6-8 month timeline would be accepted.

### **Technology**

- There is no preference for a specific CMS, but staff is most familiar with WordPress and has been happy with the simplicity of the platform. Staff needs to make updates quickly and therefore it prefers most of the these changes to be made internally. A maintenance plan for more in depth changes and requests has been asked of the vendors to submit through the "Anticiptated Fees" section.
- It is expected that 2-3 staff members will require training on the new site.
- Not all content will be migrated to the new website. Many pages will have similar content, but few will be exact.
- Approximately 100 pages exist on the site today. We expect that number may decrease with the new website.
- The District is open to considering proposals with proprietary CMS as long as the content remains wholly owned by the District.
- Written documentation for the website, such as "How-to" guides, is not a requirement.
- An integrated contact form to book pavilions on the website would suffice, though the District is open to suggestions on other ways to manage that reservation system.
- Events are currently posted manually by staff through WordPress.

- While multiple language support was not originally included in the scope, if it were an available add-on the District would consider it.
- Our branding guidelines are simplistic. The current website displays the existing logo and a basic color palette. Staff looks forward to the expertise of the vendor to provide additional suggestions on branding.
- There are not currently any large strategic objectives that would impact the website in the nearterm. However, the District is open to proposals that consider emerging website functionality for the long-term.
- Most visitors to the website are booking a fitness class through Mindbody, registering for a recreation program through DaySmart, searching for an amenity, or looking for upcoming events.
- Rental rates for events and reservations should be easily configurable.
- Staff needs to make updates quickly to the Admin page and Board Meeting links therefore it prefers changes be made internally. A maintenance plan for more in depth changes and requests has been asked of the vendors to submit through the "Anticipated Fees" section.
- The District has no specific design inspiration in mind. We are open to the expertise of the bidders.
- Mobile responsiveness is a priority. A user should be able to access all information and navigate the site from any mobile device, tablet, or other device.
- The District expects the vendor to migrate some content to the new website with much of the written content undergoing significant edits during the process.
- Web accessibility is an important consideration for us as a public entity, but we will have to rely
  on the expertise of the vendor through the design process to identify where it would be prudent
  to prioritize resources.
- We need to be visible to local users and visitors to the area, but other SEO goals must be shaped by further consultation with the vendor.

### Integration

- Staff expects to integrate third-party platforms using both iframes and linking to external sites. Staff is happy to share all available API documentation after the contract has been awarded.
- Constant Contact is the District's current email marketing software and will need to be integrated into the website platform. The District also has Facebook and Instagram social media channels.

- The software currently used for District rentals and reservations (DaySmart) does not allow for an easy to navigate front-end calendaring solution. If vendors have a creative solution to this issue, the District would be interested in learning more about such alternatives.
- We expect 8-10 integrated fillable forms to be included on the new website. Examples of forms
  include a Birthday Party Request, Contact Us, Scholarship Application, and more. The forms
  should be customizable and the responses should sent directly to the staff member or team
  responsible.
- The District is open to suggestions on how to improve the integration of the third-party trail map platform, but the content is managed collaboratively with outside organizations so it should remain.
- All third-party platforms, including DaySmart, Recreation, Mindbody, and ArcGIS are
  represented on the current site. VolunteerLocal is an additional integration. VolunteerLocal is a
  newly purchased software and therefore the District is still learning about its integration
  requirements and capabilities.
- The software currently used for District rentals and reservations (DaySmart) does not allow for an easy to navigate front-end calendaring solution. If vendors have a creative solution to this issue, the District would be interested in learning more about such alternatives. Information that could be displayed: indoor/outdoor field and court reservations, pavilion rentals, event information, etc.
- Newly written content is not required for this project, but the District would be open to suggestions and feedback concerning content. Staff has a library of photos but would need to dedicate more time in updating its photo library to meet web standards.
- The primary goal with integrating the forms into the website is to make a seamless user experience, and have the forms sent directly to the staff member or team responsible.
- DaySmart Recreation is a recreational programming software where patrons can register for a
  variety of programs such as a basketball league, swim lessons, or summer camps. It also serves
  as the District's internal booking platform for fields and gymnasium space. Mindbody is a facility
  and fitness membership software that sells memberships and tracks registration for fitness
  classes and programs. VolunteerLocal is a software for creating events and tracking volunteers.
  All three are integrated using a combination of iframes or external links.
- Payments will continue to be taken through Mindbody and DaySmart Recreation, which are third party platforms.
- There are no user authentication systems in use on the current site. Accounts with third party integrations are secured via a username and password that are specific to the user.
- It is required to continue using the DaySmart platform, however we are open to suggestions on how to optimize the navigation and user experience.

#### **Hosting and Maintenance**

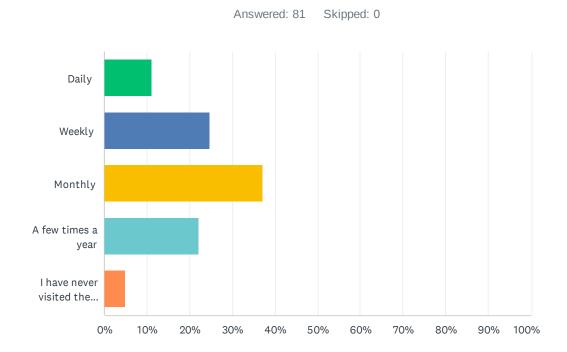
- Vendors will be expected to provide a hosting solution for the website. As stated in the RFP, under "Proposal Requirements, Anticipated Fees," the District is looking for pricing detail regarding ongoing hosting and maintenance fees.
- The District is looking for a straightforward content management system to be operated internally, with the option to consult ongoing support services for site maintenance or changes.
- There are 3-4 District staff members making consistent updates to the website. Most often they are updating facility hours, posting new pool schedules, creating events, or sharing updates.
- The District works with a vendor that created the current site. The District is open to exploring all their options, and our current provider is aware of the RFP opportunity.
- There is not a documented emergency response plan for the website that will need to be aligned with.

### **Performance Metrics/Survey Results**

- Current difficulties were outlined in the RFP and include navigation, inconsistent design, and difficulty finding information.
- The District does not have any KPI's or other expected performance metrics, however please see Addendum 2 for results from an informal survey disseminated to the public asking for feedback about its current website.

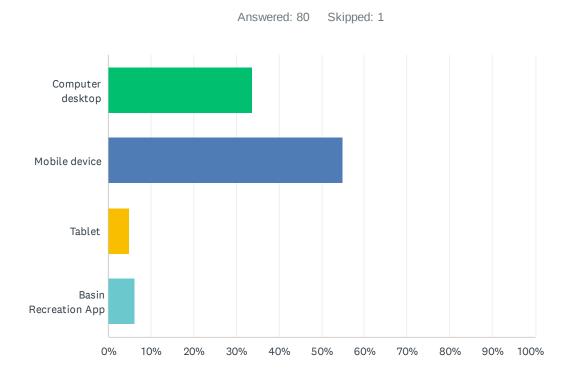
### **Addendum 2: Survey Results**

### Q1 How often do you visit the Basin Recreation website?



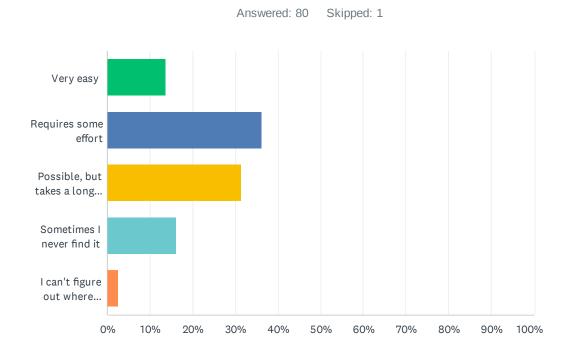
ANSWER CHOICES	RESPONSES	
Daily	11.11%	9
Weekly	24.69%	20
Monthly	37.04%	30
A few times a year	22.22%	18
I have never visited the website	4.94%	4
TOTAL		81

## Q2 What is your preferred method of browsing the Basin Recreation website?



ANSWER CHOICES	RESPONSES	
Computer desktop	33.75%	27
Mobile device	55.00%	44
Tablet	5.00%	4
Basin Recreation App	6.25%	5
TOTAL		80

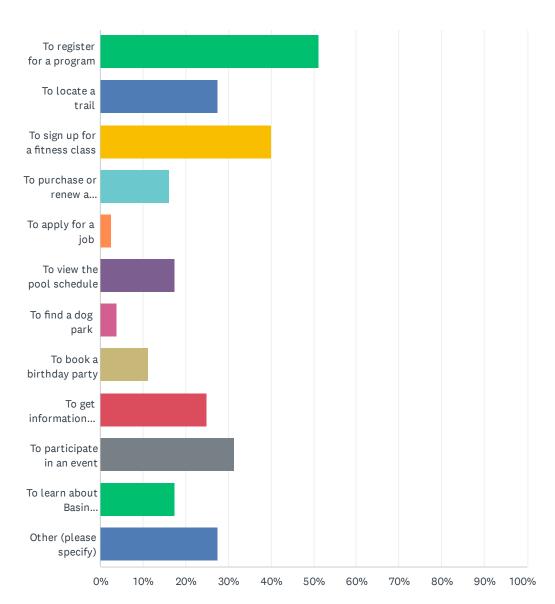
## Q3 In general, how easy is it to find what you are looking for on the Basin Recreation website?



ANSWER CHOICES	RESPONSES	
Very easy	13.75%	11
Requires some effort	36.25%	29
Possible, but takes a long time	31.25%	25
Sometimes I never find it	16.25%	13
I can't figure out where anything is	2.50%	2
TOTAL		80

## Q4 What are your main reasons for visiting the Basin Recreation website (select all that apply)?





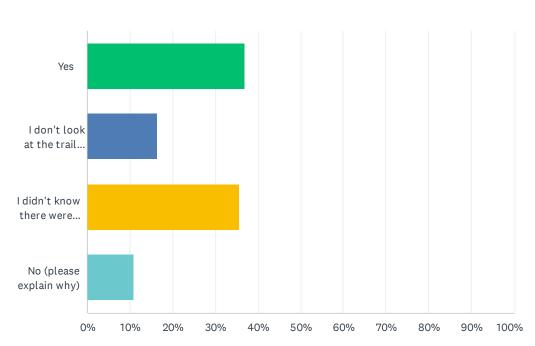
ANSWER CHOICES	RESPONSES	
To register for a program	51.25%	41
To locate a trail	27.50%	22
To sign up for a fitness class	40.00%	32
To purchase or renew a Fieldhouse membership	16.25%	13
To apply for a job	2.50%	2
To view the pool schedule	17.50%	14
To find a dog park	3.75%	3
To book a birthday party	11.25%	9
To get information about a Basin Recreation park and it's available amenities	25.00%	20
To participate in an event	31.25%	25
To learn about Basin Recreation	17.50%	14
Other (please specify)	27.50%	22
Total Respondents: 80		

#	OTHER (PLEASE SPECIFY)	DATE
1	To find the STATUS of trails	1/27/2024 10:35 AM
2	grooming report	1/24/2024 3:20 PM
3	Trail updates, closures due to school activities	1/16/2024 3:29 PM
4	Check "feels like" temperature at the pool	1/16/2024 5:24 AM
5	Check on parking issues at Summit Parks trailheads	1/10/2024 6:11 PM
6	Trails	1/10/2024 4:30 PM
7	Trail Conditions	1/10/2024 2:30 PM
8	Trail status	1/10/2024 11:20 AM
9	Trail conditions	1/10/2024 11:02 AM
10	Please please go back to selling tickets rather than passes!!	1/8/2024 7:00 AM
11	Trails report for grooming status	1/5/2024 12:53 PM
12	Winter trail grooming report	1/4/2024 5:26 PM
13	To find open field play times for kids, to find splash pad information, to find Tennis court information	1/4/2024 12:24 PM
14	Holiday hours	1/4/2024 9:38 AM
15	Finding the physical location of studios, Olympic room, and other facilities in the fieldhouse	1/3/2024 9:43 PM
16	To search for hours on holidays.	1/3/2024 9:15 PM
17	Must go to webpage to see no. Of class slots open.	1/3/2024 7:37 PM
18	To learn about programs for my kids and myself.	1/3/2024 6:59 PM
19	Winter ski grooming	1/3/2024 5:06 PM
20	Trails and Open Space, maps	1/3/2024 7:07 AM

В	asin Recreation Website Feedback	SurveyMonkey
21	Recent closures, any change in hours, or current news	1/1/2024 12:05 PM
22	To see hours of operation, and to find out who is in charge so I can send a comment or complaint.	1/1/2024 12:00 PM

# Q5 If you view the website for trail information, do you find the interactive maps helpful?





ANSWER CHOICES	RESPONSES	
Yes	36.99%	27
I don't look at the trail maps	16.44%	12
I didn't know there were trail maps on the website	35.62%	26
No (please explain why)	10.96%	8
TOTAL		73

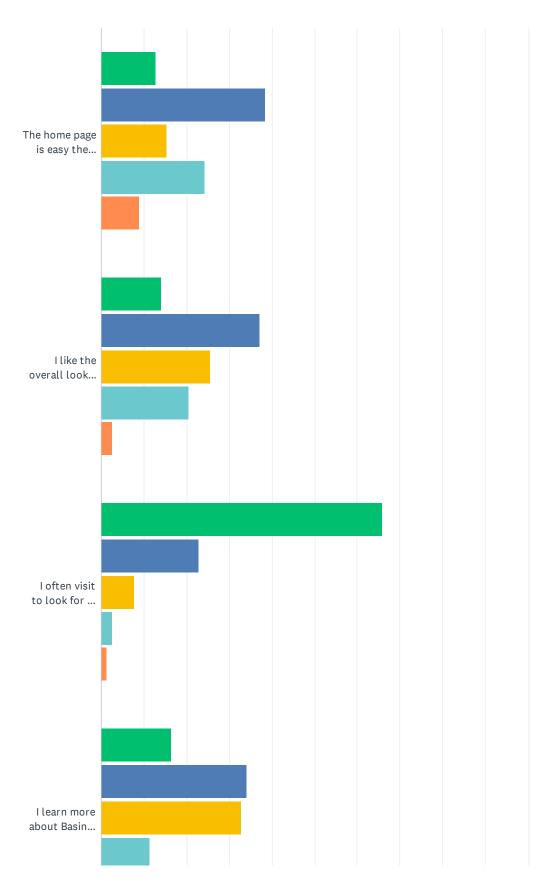
#	NO (PLEASE EXPLAIN WHY)	DATE
1	The trail maps are useless on a phone. PROVIDE A BUTTON TO OPEN THE MAP IN FULL SCREEN!!!	1/27/2024 10:35 AM
2	Actually somewhat helpful. Can't find specific trail openings and closures and better grooming details	1/16/2024 3:29 PM
3	I find it hard to locate all basin trails available	1/11/2024 8:18 PM
4	Does seem to get updated regularly	1/10/2024 5:29 PM
5	It doesn't load well on an iPhone and is tricky on a desktop.	1/10/2024 5:03 PM
6	They're not very good on Mobile. Even though I selected Trailside, it doesn't take me to that area. It gives me a map with a ton of black boxes, zoomed way out. If I didn't know where Trailside actually was, the landing page would be completely useless.	1/4/2024 12:24 PM
7	I can't find the trail information. My navigating the website. When you do find it, what is the difference between summer and winter trails? Most of the time I'm looking for conditions of a specific trail. I also don't know all the nick name areas for the trail groupings. Take round	1/3/2024 6:59 PM

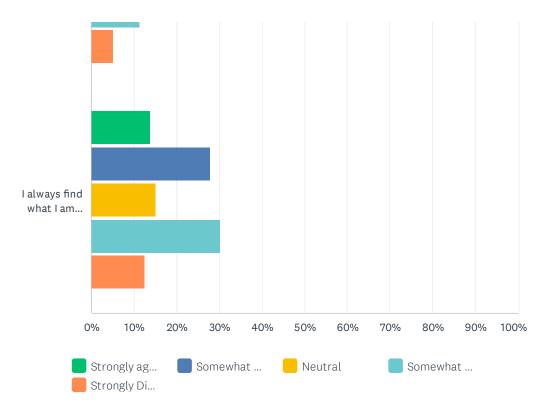
valley, there aren't signs that say you're at round valley, you have to have insider knowledge to know the trail groupings.

8 clunky and glitchy 1/2/2024 3:52 PM

### Q6 Please rate the statements below.



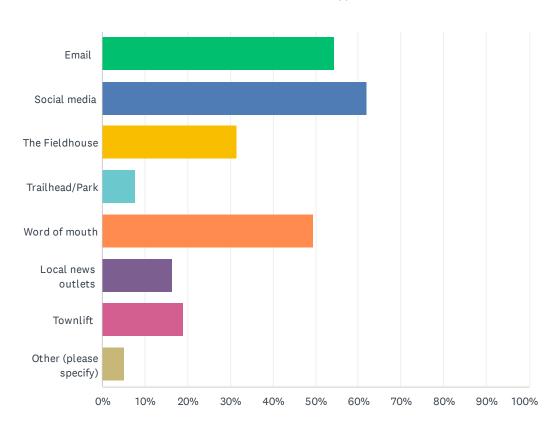




	STRONGLY AGREE	SOMEWHAT AGREE	NEUTRAL	SOMEWHAT DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE
The home page is easy the navigate.	12.82% 10	38.46% 30	15.38% 12	24.36% 19	8.97% 7	78	2.78
I like the overall look and feel of the website.	14.10% 11	37.18% 29	25.64% 20	20.51% 16	2.56%	78	2.60
I often visit to look for a specific piece of information.	65.82% 52	22.78% 18	7.59% 6	2.53%	1.27%	79	1.51
I learn more about Basin Recreation after visiting the website.	16.46% 13	34.18% 27	32.91% 26	11.39% 9	5.06% 4	79	2.54
I always find what I am looking for on the website.	13.92% 11	27.85% 22	15.19% 12	30.38% 24	12.66% 10	79	3.00

# Q7 How else do you get information about Basin Recreation other than the website (select all that apply)?





ANSWER CHOICES	RESPONSES	
Email	54.43%	43
Social media	62.03%	49
The Fieldhouse	31.65%	25
Trailhead/Park	7.59%	6
Word of mouth	49.37%	39
Local news outlets	16.46%	13
Townlift	18.99%	15
Other (please specify)	5.06%	4
Total Respondents: 79		

Social media posts are woefully out of date 1/16/2024 3:29	
	∌ PM
2 Instagram 1/4/2024 9:38	AM
3 My roommate works there 1/3/2024 7:23	PM

4

only when I ask at the desk and they never know the answer

1/1/2024 12:05 PM

## Q8 What features/improvements would you like to see in the future on the Basin Recreation website?

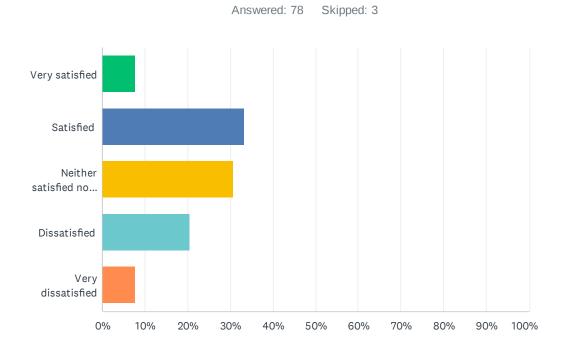
Answered: 49 Skipped: 32

#	RESPONSES	DATE
1	Always provide maps, even on the Basin Recreation Newsletters. You mention trailheads or other places, but I have no idea where they are. Please provide maps or links, or something. Just mentioning the name tells me nothing.	1/28/2024 8:08 PM
2	Provide mobile-friendly access to trail maps and trail status and conditions like groomed, open, etc	1/27/2024 10:35 AM
3	Easier class sign ups, more information regarding registrations (ex. If I never know when youth sign ups are happening)	1/24/2024 10:14 PM
4	Ability to purchase kids' memberships in parents' online accounts. Ability to cancel signups online instead of having to send an email.	1/24/2024 8:15 PM
5	Facebook page or push notification of grooming report.	1/24/2024 3:20 PM
6	Easier way to search for programs.	1/24/2024 2:21 PM
7	Better search function	1/24/2024 2:08 PM
8	The calendar page eg registering for camps is brutal so is day smart	1/24/2024 1:01 PM
9	The older version of the programs section was easier to navigate. I liked being able to enter my children's birthdays to see which programs they could register for.	1/24/2024 10:12 AM
10	easier access to events/extra events. It is very bulky to have to scroll thru registration tab to look at classes/clinics to sign up for.	1/17/2024 1:08 PM
11	Calendar with activities listed and when gym is closed. Easier navigation and sign up for activities other than classes. Pickleball Court reservation indoor and out FAQs, cost	1/16/2024 3:29 PM
12	Self booking party system	1/16/2024 1:38 AM
13	Easier searching for youth camps/clinics with clear dates and times as well as a listing of numbers registered (eg 45/50).	1/15/2024 9:34 PM
14	It is a bit difficult to find what you need. Also, I feel like there are a few different platforms incorporated that don't always communicate with one another. Mind body, the daysmart etc. Also, the PC Ice Arena uses daysmart as well and I can never sign in to basin if I've just signed into the rink.	1/15/2024 3:05 PM
15	Easier navigation, a site designed to be viewed from a smart phone would be ideal	1/12/2024 6:57 AM
16	Better mobile website navigation	1/11/2024 8:19 AM
17	Update the look and feel	1/10/2024 9:13 PM
18	something that talks about trailhead restrictions	1/10/2024 6:11 PM
19	An app or website that I could use for hiking & biking instead of AllTrails. It needs to work on my iPhone and the maps should work offline.	1/10/2024 5:03 PM
20	Not very user friendly and a poor UI. Hard to find information on specific happenings and events.	1/10/2024 3:53 PM
21	I am interested in group rides and trail conditions.	1/10/2024 2:30 PM
22	Easier to find programs, easier to see what programs are coming up in the future for planning purposes, sometimes you put in a birthday and it will show you a program is available to you,	1/10/2024 1:47 PM

but once you try to sign up it will tell you you aren't old enough to sign up for it. So, it can be confusing.

	containing.	
23	Water access inside the dog parks	1/10/2024 12:58 PM
24	Easy link to trail status, better search options for classes	1/10/2024 11:20 AM
25	Update trail conditions daily in shoulder seasons.	1/10/2024 11:02 AM
26	more intuitive navigation	1/7/2024 12:50 PM
27	n/a	1/6/2024 9:51 AM
28	It is difficult to access mind-body online to check if I am signed up. I do fitness & yoga classes, want to have quick access to verify what I am signed up for.	1/5/2024 12:53 PM
29	Easier event signup. The multiple apps are confusing too	1/4/2024 4:01 PM
30	Please add the ability to register and pay for a class if you are not a member.	1/4/2024 1:35 PM
31	Better site search capabilites Better way of viewing (or maybe sorting) upcoming events	1/4/2024 12:24 PM
32	Easier navigation for programs. Sometimes I can't find a program I know is available - I may find the program but can't find the correct age for my child.	1/4/2024 6:58 AM
33	easier to find kids programs	1/4/2024 3:59 AM
34	Please make member login clearly on the home page!!!!	1/3/2024 10:09 PM
35	Floor plan or directory of the fieldhouse 🧡	1/3/2024 9:43 PM
36	Clearly post any relevant info such as special holiday hours or events happening that might impact parking (like gymnastic matches, etc.) Easier access to fitness class sign up.	1/3/2024 9:15 PM
37	Have open class slots on the mobile app so I don't have to go to the webpage.	1/3/2024 7:37 PM
38	Easier and less friction points to find things	1/3/2024 7:23 PM
39	Better registration system	1/3/2024 4:21 PM
40	I would like playgrounds on the website	1/3/2024 1:21 PM
41	DaySmart doesn't always load correctly and can be kind of glitchy - the window that loads within the list of programs window when you click on a program to get a description makes things a bit difficult to see without a bunch of scrolling	1/3/2024 12:55 PM
42	Improved website navigation, more clearly understandable information. Easier to sign up for Trails and Open Space events and learn about these departments.	1/3/2024 7:07 AM
43	one login to register the family not having to click three times and be ported out to different apps to register	1/2/2024 3:52 PM
44	A few of the programs I have signed up for require me to go to a different site, i.e. swimming lessons. I could not find a link from the main website, if it's there.	1/2/2024 10:51 AM
45	Easier way to view which classes occur on which days of the week. Like a monthly overview. Then a more descriptive page to view info about the class and to sign up. It's awful right now.	1/2/2024 7:21 AM
46	Easier to navigate to trail maps, fitness class info, and program registration	1/1/2024 9:44 PM
47	Home page-any recent closures, change in hours, recent news. Trail map-date on which conditions reported, keep up to date on changes and info	1/1/2024 12:05 PM
48	A suggestion form for the fieldhouse, easy to find and use, and with management responses.	1/1/2024 12:00 PM
49	Easier to navigate to find kids programs. Easier to register for kids programs. More cohesive website, rather than what feels like multiple different systems.	1/1/2024 10:08 AM

### Q9 Please rate your user experience of the Basin Recreation website.



ANSWER CHOICES	RESPONSES	
Very satisfied	7.69%	6
Satisfied	33.33%	26
Neither satisfied nor dissatisfied	30.77%	24
Dissatisfied	20.51%	16
Very dissatisfied	7.69%	6
TOTAL		78

# Q10 Your feedback about the Basin Recreation website is important to us. Please share any additional comments below.

Answered: 22 Skipped: 59

#	RESPONSES	DATE
1	maps, always, every single time you mention a place	1/28/2024 8:08 PM
2	It's weird to me that you are a tax-supported entity competing with a non-profit (MTF) and for-profit (White Pine) in the nordic trail market. It seems like your funding limits your ability to respond to demand for trail-building, maintenance and grooming (cf your post the other day about how your crews have to take care of plowing before they can work on trails). So is there any way to create a companion foundation that could raise funds separately for trails?	1/27/2024 10:35 AM
3	We love basin rec, thanks for all you do for our community!	1/24/2024 8:15 PM
4	Love the staff	1/24/2024 7:29 PM
5	Please bring it into the 21st century	1/24/2024 1:01 PM
6	Do not want a bond this fall, people are being taxed out of the basin.	1/17/2024 1:08 PM
7	I'd like a runner across the screen that will tell you if something is cancelled or different hours. The "Camp" tab is also a bit confusing. Maybe call it SUMMER CAMP and then have all the summer programs there and a different tab for weekly youth programs.	1/15/2024 3:05 PM
8	Basin Rec is a wonderful resource. They really offer a lot to the community. I'm happy when I go there	1/14/2024 7:17 PM
9	need trailhead parking info	1/10/2024 6:11 PM
10	I wish you had a better social media presence. For example I love the daily updates from Mountain Trails and all of our resorts.	1/10/2024 5:03 PM
11	If I had my own ice skates why would I come to take lessons at the Winter sports extravaganza? This is typical of events put on by the basin rec.	1/10/2024 3:58 PM
12	You guys do a great job on the parks and staff is very friendly. Fantastic job! Thank you 😊	1/10/2024 12:58 PM
13	I spent over 30 minutes trying to renew my membership online this morning. Finally did it but have no idea what I did differently each time. I just tried to find my reservation for nordic skiing and it's nowhere to be found so my hunt begins again. I love the facilities and classes but the website could use some help.	1/7/2024 12:50 PM
14	I value basin rec and the services you provide to the community. I think my main website concern is within the mind body program, which may be beyond your control.	1/5/2024 12:53 PM
15	I didn't know you could find trail information on the site. It's very hard I navigate and it is not intuitive. Most of the time I go out to goggle to specifically search so it surfaces the page I need so I don't have to navigate the site.	1/3/2024 6:59 PM
16	we need a playground in the Jeramy Ranch Pinbrook area.	1/3/2024 1:21 PM
17	I DO appreciate that you provide a pdf of the kids summer camps all on one document in advance of registration dates - in addition to being able to see the list of programs and register through the BR website - please do not discontinue this!	1/3/2024 12:55 PM
18	I think that we should more clearly demonstrate which trails and open space properties are under our management. We should also have educational information on trail user ethics, leave no trace principals, and responsible recreator behavior around wildlife encounters.	1/3/2024 7:07 AM
19	keep the clicks to a minimum and make stuff easy to find and single login for all activities	1/2/2024 3:52 PM
20	I think all the sites Basin Rec uses to register for classes, etc should be linked together from the main website.	1/2/2024 10:51 AM

Basin Recreation Website Feedback		SurveyMonkey	
21	The website never changes even though there are changes in hours, conditions, etc., that should be noted.	1/1/2024 12:05 PM	
22	Overall the website is fine. No need to overhaul. Spend the \$ on cleaning the fieldhouse floor of dust,lint, hair, and dead bugs and keeping the equipment maintained. Thanks.	1/1/2024 12:00 PM	