

Ames Free Library

Request for Proposal

Website Redesign and Development



2015

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Summary

The Ames Free Library is accepting proposals to design and develop a new website for promotional and informational purposes to replace its existing site, which can be found at <http://www.amesfreelibrary.org>

Project Description

The Ames Free Library seeks an experienced vendor to redesign <http://www.amesfreelibrary.org> and implement technologies to meet objectives outlined in this document. This will be a concept to completion production from scoping to information architecture, design, development and deployment. The overall goal for the next website is to continue fulfilling the Library's goals with increased organizational control and flexibility in content and layout.

Organization Overview

MISSION STATEMENT

The Ames Free Library/Easton's Public Library provides materials and services to help the residents of Easton obtain information to meet their personal, educational, professional and recreational needs. Emphasis is placed upon supporting students of all ages, particularly stimulating younger children's interest and appreciation for reading and learning. The library serves as a learning and educational center for all residents of the community.

GUIDING PRINCIPLES

A free flow of ideas is necessary to a democratic society so that citizens may make informed choices about their personal lives, their group activities and associations, and their government.

Because a vibrant, connected, informed community ensures the future, the Library serves by collecting and organizing materials and related technologies, offering reader's advisory service and programs of interest to specific groups, and reference and referral assistance.

The Library believes in the freedom to learn, read and discover and serves all people without regard for age, sex, religious or ethnic background, political affiliation, educational ability or economic status.

The Library promotes literacy and a love of reading, but adapts and innovates to stay relevant to patrons' changing needs and interests. We are a learning organization and invest in our staff, technology, and infrastructure to improve service.

The Library enriches lives by fostering lifelong learning and by ensuring that every member of the community has access to a vast array of ideas and information.

Submission Timeline and Format

March 1: RFP Distributed
March 14: Deadline for Vendors to Submit Written Questions
March 18: All Questions with Written Answers Distributed to All Interested Vendors
April 1: Deadline for Submitting Proposals

Proposals received before noon on April 1 will be considered. Once proposals have been reviewed, we may ask for more information or for an in-person interview before a final decision is made. A decision is expected to be made no later than April 10. At that point, contract terms will be negotiated and a timeline will be finalized for the finished product.

All proposals must contain a written outline of costs, services to be provided, and a schedule of when those services will be delivered.

All price quotes should be inclusive.

The RFP Coordinator for this project is:

Jason M. Bloom
Assistant Director/Technology & User Experience
Ames Free Library
53 Main Street
N. Easton, Massachusetts 02356

Phone: (508) 238-2000x119

Email: jbloom@amesfreelibrary.org

Submissions must be in a PDF or MS Word document format and delivered by email to the RFP coordinator. All questions should be directed to the RFP coordinator. All submissions received after the due date will not be considered.

This RFP states the instructions for submitting proposals, the procedure and criteria by which a vendor may be selected.

The RFP should also include at least three references as well as the URLs for three separate websites the submitter has designed.

The Ames Free Library will negotiate contract terms upon selection. All contracts are subject to review by the Ames Free Library and the Library's Board of Trustees. The project will be

awarded upon signing of an agreement or contract which outlines terms, scope, budget and other necessary items.

Goals

The Library's overall goals of the website are:

- Provide a marketing venue so the community can know what the library has to offer in the form of programming, online materials, services and information.
- To communicate the Library's message.
- Public outreach.

All aspects of the website and project will be in the service of these goals.

The primary goals of the new website include:

- A modern Internet presence that professionally represents the organization.
- A site that is easily managed and maintained by non-programmers through an easy to use interface.
- The ability to provide current news and information.
- Retention of content and information from the existing website.

Current Situation

The Library currently has an older-looking website that was designed using HTML and currently utilizes an older version of Dreamweaver as the CMS.

Project Requirements

Intuitive and Easy to Navigate

The Website should undergo redesign and reorganization. The design should be visually appealing, have a unified look and feel and provide easy navigation throughout. We would be open to the possibility of having variable color palettes to differentiate between the adult, teen, and children spaces of the website, but they should be related enough so visitors clearly see they are still on the same website. The information structure should be easy to use and intuitive. The homepage should feature action items in line with the organization's goals.

Modern Web Design

The website should be developed using modern web design standards, compatible with modern browsers while providing graceful degradation for older browsers. Care should be taken to make sure the site meets all requirements for W3C accessibility standards. Website URLs should predominantly be clean URLs. Design should be responsive, capable of display in mobile phones and tablets up to the largest desktop monitors.

Content Management Framework

The Library would prefer a solution that is not entirely proprietary. The content management framework which seems to best meet our needs at this time is Drupal. As we already understand the relative merits of Drupal, vendors should not spend any space in their proposals describing, justifying, or praising, Drupal itself. Our preference would be to have the site designed using Drupal 7.

Retention of Existing Information

Content from the existing website should be able to be retained and repurposed to provide initial content for the new website. Existing valuable URLs should be 301 redirected to their new locations. In order to help keep costs down, the Library staff is open to the idea of taking a design framework built by the design team and entering the data ourselves with samples provided by the team.

Functional Requirements

Content Management System

The website should have a simple inclusive content management system allowing non-developer staff members the ability to create, edit, and remove website pages. Existing website pages must be migrated to the new website. Pages should allow for structural intra-relating and relationships with the other managed content. The Ames Free Library must be able to maintain full editorial control of content without dependence on outside contractors. Organizational self-sufficiency with the site is of great importance.

Distributed Content Management

Website administrators should be able to delegate content management of specific sections of the website to other users with those users having management power limited to those section(s).

Files

The site should allow for the upload and use of different media on a page. Images, streaming video and audio content should be embeddable into pages without needing to edit the page source directly. All files should be stored locally to the website. Other binary files should be allowed as downloads from the website. Existing files should be brought over to the new system.

Homepage

The Library understands that the homepage will be a special area of content management. It should be able to feature news items, links to important sections of the website, optional banners and embedded video content.

News

News items and other articles should be able to be created in the content management system. These items should have a presentation area on the homepage, preferably in the form of a rotating slideshow, and be optionally specified to be there. All news should be available via web syndication (an RSS feed). Similar spaces will be available on some of the other pages as highlighted below.

Google Analytics or Host-Provided Analytics

Our current domain is hosted by GoDaddy, which does not incorporate any analytics at this time. We are open to the possibility of migrating to a new host such as BlueHost, which does offer usage and visitor reports. We are equally open to the utilization of Google Analytics to evaluate the demographics that the website is reaching. Ultimately, the decision on any analytics solution would take into strong consideration the professional opinion of our chosen vendor.

Page Design

Masthead and Menu Design

Masthead

The Masthead should include the Ames Free Library logo, which will be provided for the vendor. The Masthead should also include the name of the library (Ames Free Library), the library slogan (*Where the community connects...*), the hours of operation, phone number, email address and street address.

Menu Structure

A simple line menu will provide the following options, with each having a dropdown menu for further subpages and information:

- Home (a simple link to the Library's homepage)
- About Us
- News & Events
- Books & More
- Resources
- Teens
- Children
- Contact Us
- Donate

Other Characteristics to Be Found on All Pages

Outside of the Masthead and Menu Structure at the top of the site, there are some characteristics the Library would like to have available universally on all pages. These include the following:

- A search box with a toggle allowing the user to choose to search the website or the library's online catalog (http://sails.ent.sirsi.net/client/en_US/easton)

Homepage

The Homepage should include the following items

- A slideshow highlighting up to 10 major announcements that the Library would want to share
- Links to all of our social media presences
- Facebook Feed
- Upcoming Events Feed
- Flickr Feed
- Link to MailChimp Newsletter Sign-up/Archive
- Link to Get a Library Card
- Link to My Account
- Link to Reserve a Museum Pass
- Link to Catalog

About Us

This page should include information or links relating to the following:

- Directions to the Library

- Staff List
- Policies/Forms page
- Library Services Page
- Technology FAQs
- History of the Campus
- Queset Rental

News & Events

This page should include information or links relating to the following:

- Event Calendar
- Newsletter Sign-up/Archive

Books & More

This page should include information or links relating to the following:

- Catalog Search
- e-Books
- Audiobooks
- Digital Magazines
- Book Club Hub

Resources

This page should include information or links relating to the following:

- Listing and summary of databases available through the Library
- Link to Learning Commons @ Queset House page
- Link to Local Info page
- Link to Easton History page

Adult Services

- A slideshow highlighting upcoming programs
- Contact information for Reference Department
- Link to Book Discussion Group page
- A space to highlight other news
- Link to Museum Pass page
- Link to Local Info page

Teens Services

This page should include information or links relating to the following:

- A slideshow highlighting upcoming programs

- Contact information for YA librarian
- A space to highlight other news
- Link to Homework help page
- Links to Books & Music Suggestion page
- Link to Colleges & Scholarships page
- Link to Summer Reading List page
- Link to Museum Pass page

Children's Services

This page should include information or links relating to the following:

- A slideshow highlighting upcoming programs
- Contact information for the Children's Librarian
- A space to highlight other news
- Flickr feed
- Link to Homework Help page
- Link to Summer Reading Lists page
- Link to Museum Pass page

Events

This page should include information or links relating to the following:

- A three day listing of current programs & events
- A link to an embedded program/events calendar
- A search function for program/events by keyword/tag

Donate

This page should include information or links relating to the following:

- Contact information for the Development Manager
- A link to the Library's Square Market online store
- A link to our Amazon Smile and Amazon Wishlist
- Space to highlight other news
- Space to describe donation programs etc.

Additional Pages

The ability for the Ames Free Library to create and/or remove new sub-pages as needs arise and change is a primary requirement.

Proposal Format

Proposals should include information outlined in this section:

1. Describe in detail the proposal to address the requirements outlined in this RFP.
2. Provide a timeline for the completion of the project outlined in this RFP.

3. Provide a brief history of the vendor and its experience providing web design for organizations like the Ames Free Library, particular focus should be placed on library websites.
4. Document examples of the vendor experience in designing/developing similar functionality to each of the project's requirements.
5. List the project team, including programmers and designers, and short biographies of each team member. Indicate any portions of the work, if any, which will be sub-contracted and to whom.
6. Provide a list of the vendor's previous library clients, indicating the length of service of each account. Include contact name, telephone number and website URL. A minimum of three references that may speak to projects of similar size and scope is required.
7. Describe the project process and methodology, including sample deliverables from past projects of similar size and scope.
8. Explain methodology for demonstrating to and training Library staff in the use of the new website.
9. Describe the fee structure and how the library will be charged. The costs involved may be categorized separately as redesign, implementation costs, maintenance costs, and software licensing costs. Also, include the firm's plan for post-deployment maintenance, support and upgrades, including hourly rates for service. Implementation costs should also be broken down as much as possible. The price quoted should be inclusive, if the price excludes certain fees or charges, a detailed list of excluded fees with a complete explanation of the nature of those fees must be provided. Items should be clearly identified as fixed cost, hourly estimates, or a combination of thereof.
10. Document choice of any non-Drupal content management framework; if proprietary, the firm is expected to explain reasons this choice is superior to other systems. Proposal should address migration of content from existing website to proposed site.
11. Document experience illustrating expertise in:
 - a. Content management systems
 - b. Providing design services for public libraries
 - c. Developing/deploying content management systems with custom components, which allow association self-management.
 - d. Customer service support
12. Proposal must contain signature of a duly authorized officer or agent of the company submitting the proposal.

Basis of Selection

The Ames Free Library is seeking the most comprehensive proposal from qualified vendors for filling these objectives. Vendors are expected to show a demonstrative capability of this type of work.

The Library will evaluate proposals and, if a vendor is to be selected, make a selection on the basis of:

- The vendor's plan to achieve the goals stated in the RFP in a comprehensive manner.
- The vendor's experience, examples of work, qualifications and successes in providing similar services.
- The vendor's references from other public libraries.
- The vendor's pricing and timeline.
- The quality of proposal, responsiveness to requirements, and the adequacy of the information provided.
- The vendor's plan for post-deployment maintenance, support and upgrades, as well as the rates for these services.

The Ames Free Library prefers open software and non-proprietary content management systems, in this particular case, Drupal 7.

All proposals of a pre-existing website must provide examples of expertise in using that product. These examples must address the integration of unique custom content for which no pre-developed solution (module) exists.

Submissions of a response to this RFP do not bind the Library to engage the vendor to provide the requested services. The vendor is solely responsible for the cost it incurs in responding to this request for proposal. The Library will interview vendors based on the quality and content of their RFP responses.

The Ames Free Library will negotiate contract terms upon selection. All contracts are subject to review by the Ames Free Library and the Library's Board of Trustees. The project will be awarded upon signing of an agreement or contract which outlines terms, scope, budget and other necessary items.