



PETERBOROUGH TOWN LIBRARY

2 Concord Street
Peterborough, NH 03458-1511

Corinne Chronopoulos, Director (603) 924-8040

REQUEST FOR PROPOSALS

Web Development and Design Services

I. Library Overview

The important legacy of the public library movement began in Peterborough New Hampshire when in 1833, Peterborough Town Library was formed as the first tax-supported public library in the United States. Originally housed in the general store, the collection was moved to its current historical location in 1893. The library was expanded in 1957, and 1977, and a non-profit group, The 1833 Society, is currently working on plans to renovate and build the Library of the Future.

The town (population 6,284), places a high value on the downtown and main street economy, town history, civic involvement and volunteer work, and the arts. Peterborough is home to the MacDowell Colony, Peterborough Players, the Mariposa Museum, Sharon Arts Center, and the Monadnock Center for History and Culture. The library is the physical anchor and connection point for our patrons and our vibrant community.

The town has recently had an increase in the population of seniors, and has three large lifecare communities. There has been a decrease in school enrollment and growing debate over the planning for our school system. The library has great potential to positively contribute to this important community dynamic.

The physical library campus is well used. We had over 64,000 visits in 2014 and circulated 70,000 items. Our programs, especially for children, are very popular. Our history as the first public library also attracts many visitors.

The 1833 Society was formed in 2011 as in a non-profit group with a mission to raise the funds and oversee the development of the Library of the Future project. They are currently in the schematic design phase with Centerline Architects and organizing a capital campaign. The campaign will remain silent for the next 18 months and will ramp up to a public campaign in 2017.

II. Website Redesign Project

The Board of Trustees of the Peterborough Town Library seeks the services of a website development and design group to create a dynamic, flexible, and user-centered website for the Library and its affiliate

groups (the 1833 Society and the Friends of Library). Both affiliate groups are separate entities with their own Boards. Once the Library has selected a design firm that firm may be asked to meet with one or both affiliate groups individually.

The Library is currently working on a branding process, resulting in new visual identity for the Library and its affiliates. The new Library website will be an important piece in our efforts to launch the new brand.

The Library used the municipal website system for the Town of Peterborough until 2014. It was ineffective and had little to no traffic. In order to make a quick and affordable improvement, the Library Director built a simple website using wordpress.com and went live in June of 2014. Traffic to this website has steadily risen but the site has several limitations, lacks branding and polish, and is unsatisfactory to our users. We have also launched a new series of 24/7 resources and will be leaning into our digital offerings during the next three years.

We would like the new site to utilize wordpress.org to allow staff across library departments to become content creators and editors and allow for multiple levels of administrator access and approval. The new site should also have a creative solution for an events calendar.

The new site should acknowledge the growing role of social media in our users' lives, and will help us fully utilize these resources. The site must be flexible and anticipate constant change so that incorporating additional web-based services will not necessitate a complete overhaul of the site.

We are looking for a design firm that will help us to be best in class for a library of our size and help us to gain online users. As librarians, we spend a lot of time online and have an idea of how we would like our new site to function. That said, we are interested in incorporating your ideas, suggestions, and best practices as we collaborate on this project.

III. Key Users

Our goal is for the Peterborough Town Library website to be the primary customer service tool for both staff and public users. In addition to providing quick information about library hours and events, it is the access point for online catalog, eBook, and online resources. It serves as the event calendar, and marketing tool for programs. It connects users to digital collections, and provides information about gallery exhibitions and special programs for library users. We look forward to integrating more third party vendors to highlight our historic collections, new items, community events, and possibly book our events and museum passes. It will be very important that the new site allows us to integrate these products into a highly usable and visually consistent environment.

Some examples of our digital users are:

- Readers of all ages who want access to eBooks, and other downloadable content such as audiobooks. Example: A traveling senior downloads and eBook to her Kindle for the plane ride
- Job seekers, those looking to change careers, and students completing higher learning. Example: A new college graduate accesses Learning Express to take GRE practice tests and explore different career paths.
- Parents and other child caregivers who seek children’s programs. Example: A mother searches for upcoming events and opportunities
- Readers of all ages who search the online catalog for research and recreational purposes.

Example: A working professional receives our new item newsletter, clicks on the link and places a hold on the book

- Individuals interested in learning ways to support the Library. Example: A long-time resident wants to check up on the current status of the 1833 Society and The Library of the Future project
- Teen students who use our services for their studies. Example: A history student uses Ebscohost to find articles for her research paper
- Library users interested in information about our many programs, book discussions, or special events. Example: A retired teacher searches the calendar for the next book club discussion
- Residents of other communities within the Monadnock region who are new library users who are unfamiliar with our hours and policies. Example: A Hancock resident searches to find the options available to non-residents
- Adult professionals who need our services for their work. Example: A business owner looking to travel access Transparent Languages to brush up on her French
- Individuals who follow the Library on Facebook and other social media

IV. Project Scope

The Board of Trustees of the Peterborough Town Library is seeking an experienced, professional web development and design firm to create a new website using Wordpress for the library.

The scope of the project includes the following:

- Develop and design a comprehensive public website in HTML5 for the Peterborough Town Library. The website should utilize the content management system identified, provided, and configured by the designer. The design firm will work with the Library Director to ensure a smooth transition to the new site via our current web hosting service or other mutually agreed-upon hosting solution.
- Utilize new Library and affiliate branding, including color schemes, fonts, and marks to create a cohesive visual presentation for the Peterborough Town Library, Friends, and 1833 Society. (These design elements are currently in production but the preliminary logo is attached).

- Work with outside vendors to brand/skin Library services where possible.
- Incorporate design features to make pages more useable to Library patrons, including:
 - Current accessibility standards (section 508 of the Rehabilitation Act or other applicable, current standards)
 - Responsive design
 - Robust site search capability
 - Printer-friendly pages
 - Mobile version of the site for users who prefer just the basics
- Integrate all existing functionality (PeterboroughTownLibrary.org) into the new website – either by building it directly into the CMS or by integrating the third party software currently being utilized by the Library (see list below).
 - Online Catalog (Koha) provided through nhaislocal system via NH State Library
 - Online calendar functionality
 - Library Newsletter – Mailchimp
 - New Items-Wowbrary
 - Slide show function for upcoming programs and events (with automatic expiration)
 - Online donation buttons for 1833 Society
 - All existing URLs should be redirected to pages on the new site via HTTP 301 Status Code redirects
- Work with staff to develop a strategy for blogging, customer participation, and social media integration in the new site.
- An “image portfolio” of the library. The images will be provided.
- Create appropriate templates for content included on the site map. Work with staff to migrate content into the new format.
- Meet with staff Web Team to refine and finalize site map
- Work with Children’s Department staff to determine ideal format/content for Children’s page
- Work with teen team to determine ideal format/content for Teen’s page
- Work with Library affiliate groups (Friends of the Peterborough Town Library and 1833 Society) to determine ideal format/content for their individual pages

- Include appropriate meta tags for search engine indexing. Include Google Analytics codes on all pages for assessing usage.
- Provide comprehensive training for Library staff who will be using the CMS to create and update web content. Offer a group sessions, not to exceed two hours each, to be held at the Peterborough Town Library
- Transfer all necessary passwords and permissions to the Library.

V. Requirements

Expressions of interest from qualified firms are welcomed and must include the following:

- Firm name, name of individual who would be overseeing this project, mailing address, phone number, email address, and web address
- Cover letter describing the firm's qualifications and past experience with particular emphasis on experience developing library websites
- Examples of three recent websites (within the past 18 months) that demonstrate design and utility features applicable to this project
- Examples of two-three excellent library websites with a brief explanation of what makes these sites stand out
- A work plan that contains methodology, project milestones, and a timeline for project. Total project timeline should not exceed 16 weeks
- A project budget, including staff time and up front and ongoing costs for any new software.
- Exclusions or exceptions
- References including contact information for at least three libraries or other organizations for which the consultant has provided web design and development services

VI. Selection Criteria

Proposals will be reviewed and evaluated by the Web Advisory Team who will recommend one or more candidates for consideration by the Board of Trustees. Criteria for evaluation will include:

- Demonstrated knowledge, skills, and experience in web design for public libraries and/or other non-profits

- Understanding of usability design & testing, web design best practices, and trends in library websites
- Familiarity with web accessibility standards for persons with disabilities, non-native

English speakers, and mobile devices

- Ability to meet deadlines and operate within budget
- Recommendations from past clients

The Web Advisory Team or the Library Board of Trustees may request one or more consultants attend a meeting, make a brief presentation, and answer questions regarding their proposals. The Board reserves the right to reject any and all proposals. The Board reserves the right to cancel the award of the contract at any time prior to the execution of the contract by both parties. All code delivered as part of this project will be licensed under the same GPLv2 (or later) software license used by Wordpress.

Proposals may be submitted to: Peterborough Town Library

Attention: Corinne Chronopoulos

2 Concord Street, Peterborough, NH 03458

Corinne@Peterboroughnh.gov

Proposals are due by Monday, August 31, 2015 at 5:00 p.m. EST. Print proposals should be submitted in a sealed envelope marked with "CML Web Development and Design." Electronic submissions should be sent to Corinne@peterboroughnh.gov with a subject line of: "CML Web Development and Design."

For information and specifications pertaining to this project, please contact Corinne Chronopoulos at (603) 831-8444.