Southampton Free Library
Request for Proposal
Issued 3/21/2014
Website Design and Branding

Overview

The Southampton Free Library (SFL) is seeking to improve service through an updated easy-to-use website and an updated brand image to better serve our current patrons and to increase public awareness of SFL resources.

Background

SFL is an independent community library part of the Bucks County Library System. SFL is governed by a Board of Trustees and receives funding from the Upper Southampton Township, the Commonwealth of Pennsylvania, and local fundraising. There is a staff of 4 full-time employees and 12 part-time employees. There is no webmaster or marketing manager.

The SFL website is outdated and does not support the high level of services required by our patrons. SFL is seeking a consultant to assist with website redesign. At the same time, SFL has determined that the logo and other marketing materials were also out-of-date. Since the SFL brand is an important part of the website design, it was determined that a re-branding of SFL should be done as part of the website redesign.

Currently, the Reference Supervisor is the only person who can maintain the website using html, and it is hosted by webhostinghub.com. The website was created over 10 years ago and has never been updated or re-designed. The purpose of the website has changed dramatically over 10 years. What was originally a site to inform patrons of library hours and events, has become a full-service online branch. There are significant research services available, including live online tutoring, continuing education courses, language learning, and genealogy research, as well as, downloadable ebooks and audiobooks. These resources are provided through the Bucks County Library System, and the Commonwealth of Pennsylvania's Power Library.

The current website can be found at www.southamptonfreelibrary.org.

Goals:

Branding:

- Need a branding design with a logo, tag line, theme, color scheme and fonts that can be used for print, digital, social media, radio, TV, cable, signage and apparel
- The brand should help SFL promote services to a wider range of Township residents.
- Marketing suggestions for using the brand
- Brand standards

<u>Website:</u>

SFL staff have reviewed the current website from the perspective of the library patron in order to identify little used pages or difficult to find information. In addition, we have studied other library websites to find features that we would like to emulate.

On average the site has over 600 visits per month.

Chief goals:

- Develop a user-friendly website with an intuitive interface capable of delivering constantly changing information
- Provide a mobile first responsive design to enable the site to be used on all screen types and sizes
- Build public awareness of SFL programs, resources and services
- Improve services and program delivery

The new site must be:

- Easy to use
- Visually pleasing
- Secure
- Quick to load and operate
- Easy for staff to:
  - Maintain
  - Update content
  - Gather analytics and statistics
- Cognizant of the diversity of equipment and browsers used by library patrons
- Consistent with current accessibility standards (ADA/508)
- Supportive of multimedia content (video, sound and slide shows)
- Able to integrate third party resources, tools, and services, as well as online forms
- Optimized for search engines
- Able to be used on mobile platforms
- Equipped with a search engine
- Template for e-mails

Vendors should consider providing open source solutions in the design of the content Management System (CMS). Many Library sites use open source options, with most choosing either Drupal or WordPress.

The successful website design will:

- Use plain language, not library jargon to relay clear messaging

- Employ clean, simple graphics and layout consistent with new brand image and style guide that is visually engaging
- Use tabs to categorize things such as:
  - Events
  - Research
  - Collections
  - "How do I…?" list or link to FAQ
- Comply with ADA recommendations (ADA/508)
- Create a space for feature articles or events on the main page

SFL will assume full responsibility for the maintenance of the site after the site development is completed. SFL will assume complete ownership of all parts of the design (content, graphics, etc.) after the project completion.

Sites We Like

SFL staff has identified a few websites whose features we appreciate. A list follows:

Sno-Isle Libraries
http://www.sno-isle.org/
The design is clean and organized with limited white space. Scrolling is limited. Topics and audience-specific information is readily available.

Scottsdale Public Library
http://library.scottsdaleaz.gov/
Clean and user friendly design. Scrolling is limited.

Grundy Library
http://www.grundylibrary.org/
User friendly and easy to navigate. Direct link to Evanced Calendar, a calendar we also utilize through our Library District Center in Bucks County.

Cost Proposal

Please list the cost for both the website and the branding separately. In addition, separate the proposal into various phases of the project, i.e., design stage, development and testing stage, launch and post-launch stage. Ideally, the project should be completed 6 months from the date the project is awarded. An all-inclusive cost proposal must specify costs to:

- Research, design, build, test and deploy website
- Meet with SFL during design, testing and deployment phases
- Onsite or virtual presentation of intermediate and final designs

- Trouble shooting and technical support for one year
- Staff training on CMS
- Brand design
- Brand design marketing suggestions
- Other costs not identified here

Procedures For Responding to Request for Proposal (RFP)

1. Deadline for questions will be April 25, 2014
2. Proposals are due in to the Southampton Free Library, 947 Street Road, Southampton, PA 18966 by 4pm, on Friday May 2, 2014, Attention: Kim Ingram. Please submit an original and two (2) copies of the proposal. In addition to the original and two copies, please submit an electronic copy to Kim Ingram at ingramk@buckslib.org. SFL assumes no responsibility for delays in any form of carrier, mail or delivery service causing the submission to be late. The final selection will be made at the sole discretion of the SFL Board of Trustees.
3. All questions regarding this RFP should be made in writing and e-mailed to ingramk@buckslib.org.

Criteria For Evaluation of Proposal

The Board will independently evaluate each submission and selection will be made upon the following criteria:

- Adherence to the RFP
- Qualifications and reputation
- Experience with library, nonprofit, and/or government entities
- Costs of services provided
- Range of services provided
- Quality of customer service provided
- Ability to meet timeline and schedules for completion on an expedited basis as set forth by the Board
- Availability to accommodate any required meeting of the Board or their designees
- Overall cost
- Any interview results
- Other factors determined to be in the best interest of the SFL in the Board's sole discretion.

Proposal

Each Proposal must be in sufficient detail to permit evaluation, at a minimum, with the respect to the following issues. Proposals must include the information that is specifically requested herein as well as such additional information as a respondent deems relevant to the process. Each respondent agrees

that the proposal submitted constitutes a firm offer to the Board that cannot be withdrawn for ninety (90) days from the proposal due date.

1. **Scope of Services/ Prior Experience**- All submittals must detail the services proposed to be provided and the firms; experience providing such services. Please include information on three (3) examples of work completed on similar projects including website URL. In addition provide a description of the role the firm played in those projects, and references.

2. **Personnel**- All proposals must include the following**:**

   a. Name, address, and brief description of firm.
   b. The names, experience, and qualification of the individual(s) who would be primarily responsible for performing services on behalf of SFL.
   c. The names and contacts of any individual or group the firm intends to outsource for work pertaining to their proposal.
   d. A statement of assurance that the firm is not currently in violation of any regulatory rules and regulation that may have impact on your firms operations.

3. **Conflict of Interest**- All submittals must state that there are no conflicts of interest to which the firm would be subject if it were to provide the requested legal services on behalf of SFL.

The contract award will be made by May 8, 2014.

CONFIDENTIALITY

The Request for Proposal, and all proposals received in response, will remain confidential (with the exception of information that was previously public information), and will not be used for any purpose other than the evaluation of the proposals received by the Board. Vendors agree that all information received from SFL, all the works heretofore made by SFL, and all future works shall be considered confidential information which is the property of SFL. Vendors agree not to disclose such information to any third party, not to use the information for its own benefit, and not to publish such information without prior written consent of SFL.