

**Drupal Website Redesign
Pioneer Library System, Canandaigua, NY
Request for Proposals**

Project Summary

The Pioneer Library System is seeking proposals for the development of a new website (www.pls-net.org) to provide information about its services to the staff and trustees of its 42 member libraries, along with the development of a related site for the public, Owwl (www.owwl.org), which connects library users with the System's online catalog, databases, and downloadable e-books. The purpose of this RFP is to notify interested web development firms of the Pioneer Library System's website requirements and to request timely responses. Following a review of the responses and choice of vendor, the Pioneer Library System wishes to contract for immediate implementation of the project.

About the Pioneer Library System

The Pioneer Library System (PLS) is a New York State-chartered, cooperative public library system serving the forty-two public libraries in Livingston, Ontario, Wayne and Wyoming counties. One of twenty-three public library systems in New York State, it was created to enhance the service of and promote cooperation among its member libraries. Its mission is to improve and expand library service in Livingston, Ontario, Wayne and Wyoming counties through leadership, education, advocacy and enhanced resource sharing.

The Pioneer Library System provides a range of services to its member libraries, including access to a shared online catalog, interlibrary loan delivery, technology assistance, library development consulting, and continuing education opportunities for library staff and trustees.

Purpose

The Pioneer Library System's existing website has served to inform member libraries about the System's work (www.pls-net.org) and to connect members of the public with the System's shared online catalog and digital collections (www.owwl.org). The two sites are necessary to provide targeted services to distinct audiences. The primary audience of www.pls-net.org is member library staff and trustees, who would visit the site to learn about consulting services, upcoming events, and to access tools for internal operations, including email login and a Twiki site for operational documentation. The other site, www.owwl.org is primarily used by the public to access the System's shared online catalog and digital collections.

The existing PLS site (www.pls-net.org) lacks visual appeal and does not convey the level of professionalism we desire. With a new website, the System seeks to enhance the site's visual appeal, improve capability for content creators to contribute to the site, and streamline navigation and structure for easier content discovery. The new site will focus on and emphasize the System's essential services to the site's intended audiences: member library staff and trustees. Other than the System's logo, none of the other content or design elements need be reused.

The existing Owwl site (www.owwl.org) is designed to connect members of the public to the System's shared library tools. The skin limitations of the existing Owwl site (www.owwl.org) result in poor presentation across browsers and platforms. The site offers redundant opportunities to access a single service, which may make it difficult for users to find the tools they are mostly likely to be seeking: online

catalog, library account, downloadable e-books, research databases, and our member library directory. The new site should offer a prominent opportunity to access these tools.

The two domains, www.pls-net.org and www.owwl.org, were developed as a single site using Drupal 6 and the Domain Access module. After redesign, we would like similar functionality, but the use of the Domain Access module is not required.

The vendor will be responsible for upgrading the website to Drupal 7.

Requirements

The site developer (Vendor) will be responsible for providing and/or assuring the following basic requirements:

- Upgrade to Drupal 7
- A minimal, uncluttered, and elegant design with an appealing, contemporary look and feel
- Simple, user-friendly navigation
- An aesthetic unity between the System's homepage (www.pls-net.org) and its public access site (www.owwl.org), as well as the online public access catalog (evergreen.owwl.org)
- An online content management system, accessible 24/7 on and off site, with a user-friendly WYSIWYG interface that is accommodating to non-technical staff. We would prefer a controlled WYSIWYG interface that would encourage a consistency of appearance across pages.
- A responsive design, with consistency in appearance and reliability across browsers and mobile platforms
- Inclusion of several custom-built modules necessary for internal operations (bestsellers, inout, legacy_bills)
- Authentication function to access legacy bills module- LDAP or Evergreen Authentication (based on integrated library system login credentials)
- The design of an attractive Blog template that would offer a consistency of appearance for all updates

In addition, specific requirement for Owwl (www.owwl.org) include:

- A seamless transition from www.owwl.org to the System's online public access catalog at evergreen.owwl.org and Owwl2go digital collection. This would require the Pioneer Library System to have permanent access to artwork and design elements to integrate into these related sites.

PLS-Net.org Content

The PLS site (www.pls-net.org) should include the following content:

- About
 - General Info
 - Board of Trustees- including a page to upload Board Minutes and list upcoming board meetings
 - Member Library Directory- content can be harvested from current site (www.owwl.org/directory)
 - Plan of Service
- Consulting
 - On-Demand Library Consultations- a menu of consultation services which can be easily added to as new offerings become available

- Trustee Resources- some brief text and links to trustees resources developed and hosted elsewhere
 - Library Resources- some brief text and links to resources developed and hosted elsewhere
- Events Calendar- a link to our Evanced Calendar, which will be upgraded in 2014
- Technology
 - Email login
 - PLUM (Twiki) login
 - Technology services- text based page(s) explaining available services
 - Tech Support page /support
- News
 - A blog format to update each page within the site that may feed to the homepage or to individual pages. (For a reference of homepage blog presentation, see www.newyork6.org)

Additionally, the homepage must include highly visible links directing members of the public to these well-used Owwl (www.owwl.org/directory) tools:

- Owwl catalog
- Owwl2go downloadable e-books
- Find your local library

Owwl.org Content

The public access Owwl site (www.owwl.org) should provide prominent access to the following content:

- The online catalog and its associated tools (search the catalog, my account)
- Member library directory
- Research databases
- Owwl2Go (downloadable e-book collection)

As well as access to these tools:

- New York Times Bestsellers module- on current site
- Patron targeted help documents and FAQs
- Outreach- access to Theme Kits and Talking Book and Braille Library

Website Design References

- The New York Six Liberal Arts Consortium (www.newyork6.org) - the simple design and effective use of white space convey the type of professional image we would like to represent PLS.
- Cornell University Institute of Biotech (www.biotech.cornell.edu) – responsive design defines content space attractively as browser window adjusts. In a widescreen browser, the menu bar extends, while white space accommodates the rest of the width. Design is appealing.
- Pew Research Center (www.pewsocialtrends.org/) – Menu is well-organized and content is easy to use on every type of device. The persistence and two-tier organization of the menu bar offers consistency and ease of navigation, and intuitive access to deep content
- The UNC Libraries (hours.lib.unc.edu/) - The hours page includes a Drupal module that lets users know which library is currently open
- Downers Grove Public Library (www.downersgrovelibrary.org/) – The library’s Evanced Calendar is integrated with the rest of the site’s content through an attractive widget

Collaboration between Vendor and Client

The Pioneer Library System staff is seeking a highly collaborative approach to the design process. The Client may provide very basic preliminary mockups of layouts and color scheme in order to begin the creative process, as well as site logos, text content, and navigation outlines. Elements such as the page design, the navigation scheme, and all text will initially be drafted by the Client and supplied in a timely fashion and in the appropriate format to the Vendor, whose review and critique will be invited and valued. The Client anticipates a mutually beneficial collaboration with the Vendor, leading to sound decisions and highly satisfactory outcomes.

The vendor will coordinate development with the Client's local Drupal developer.

Technical Development

We are seeking quotes for design and technical development.

Timeline

Deadline for questions- Thursday, May 1, 2014

Proposals due- Friday, May 16, 2014

Contract award- Friday, June 27, 2014

Public site launch- Friday, November 21, 2014

Submittal Requirements

Vendors are requested to supply a written response not exceeding ten (10) pages, including any supporting documentation, no later than 4pm on Friday, May 16, 2014

Responses should include information pertaining to:

- Background information on company, including relevant staff names and expertise
- Statement of experience, with brief summary of similar projects and URLs for reference
- Summary description of proposed process, timeline, project methodology and recommendations
- Estimated project cost for completion
- At least 3 references
- Any other information relevant to this RFP

The Pioneer Library System will review proposals and respond to all RFPs by June 27, 2014.

Questions from Bidders

As a matter of fairness to all bidders, questions will be accepted in writing only until Thursday, May 1, 2014 at 4pm. Questions and answers will be added to the site www.pls-net.org/websiterfp as they are received until Friday, May 2, 2014.

Evaluation Criteria

Representatives from the Pioneer Library System will use the following evaluation points, and possibly others, in the selection process. The System may wish to conduct interviews with the firms considered most qualified in order to help in the selection process.

- Experience of vendor and assigned personnel with similar projects
- Potential to impact internal operations

- Potential to impact public use of online services
- Ability to meet minimum functionality expectations
- Scalability to accommodate future growth
- Availability of support and maintenance services
- Favorable references from prior clients
- Total cost, one-time and recurring

Submittals and Questions

Please address any questions and submit your response to:

Lauren Moore
Assistant Director
Pioneer Library System
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Canandaigua, NY 14424
(585) 394-8260 x 106
lmoore@pls-net.org

Responses may be submitted in hard copy format or electronically as a PDF attachment.