



Eastern Shore of Virginia Heritage Center Website

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# Request for Proposal

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Version 1.1  
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Presented by:  
Eastern Shore of Virginia Public Library

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# Eastern Shore of Virginia Heritage Center Website RFP

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## Overview

*Eastern Shore Public Library (ESPL) invites competitive bids for the creation of a new website, migration of existing content, digital images, and PDFs to a new system for use in the new website, and ongoing redirects for existing URLs/URIS to the new domain.*

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## Background

Saving Eastern Shore of Virginia history has become important to the community. The Eastern Shore of Virginia Heritage Center (the Center) will house archives, a research room, lecture hall, MakerSpace, and provide online access to historical documents that can be freely accessed by the public. The Eastern Shore Heritage Center requires a website dedicated to providing online access to the historic documents in its holding. This will give the Center the opportunity to usher in a new era for the study of Eastern Shore history.

## **Goals and Objectives**

### **Create a new website for the Eastern Shore of Virginia Heritage Center**

The Center requires a new website with a dedicated domain name. The site should focus on the digital collections of ESHC. ESPL is looking for a clean, modern design that is easy for users to navigate.

The ESHC collection should be able to connect to the Digital Public Library of America (DPLA) Digital Virginias hub to expand the user base and connect with a well-established, national center for digital history.

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## **Components:**

### **Search and navigation**

The public facing deployment will have intuitive search capability with ease of use by the general public. Researchers will be able to view digitized items easily from mobile devices as well as desktop computers and laptops.

### **Ensure ESPL staff has the ability to update the site with new content**

ESPL staff will access the system through an "internal" read/write deployment, giving them the ability to upload, edit, search, organize and curate their content. These changes will not be made public until they are "published" on the external read-only deployment. The external read-only deployment will be public facing, allowing researchers to access all published content.

### **Consolidate web content storage**

ESPL currently has digital content stored in WordPress, GoDaddy, MilesFiles, etc. depending on the size of the content and the restrictions of the web publisher. The vendor will consolidate web content storage to one system that offers server storage for all digital collections held by the Center.

Volunteers produce the content hosted on MilesFiles. An example of the output data is in Appendix A. The output data from the volunteers should be able to be incorporated into the new site. ESPL staff should be able to upload the output data into the new site as the collection grows.

### **Provide ongoing redirects**

It is imperative that all redirects for the new site have ongoing redirects for all existing URLs/URIs. The Center has been deeply embedded in genealogy and other research sites. These sites have the existing URLs/URIs and drive significant traffic. Ongoing redirects for existing URLs/URIs are necessary to ensure users will continue to find the content they rely upon.

## Project Timeline

**Design, Build, Migration, Testing:** ESPL estimates a 7-month timeline for the design, creation, migration of content, and testing of the new site. The project is dependent upon grant funding. If the grant is awarded to ESPL, the project will begin approximately one month after the award date (estimated August 2021).

**Storage Term:** Ongoing storage fees for the Center's collections should be proposed in both 1-year and 3-year terms.

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## Budget

**Design, Build, Migration, Testing:** The ESPL budget is dependent upon grant funding. Proposals with the lowest bid will be given preference. Bids should not exceed \$15,000.

**Storage:** ESPL will require on-going hosted storage of the Center's collection as part of the annual fees. Storage costs and annual fees should be proposed in both 1-year and 3-year terms.

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## Solicitation Process

**Timeline:** RFP is open May 1, 2021 through May 31, 2021

**Question and Answer Period:** May 1, 2021 through May 24, 2021.

**Submission Deadline:** May 31, 2021

**Evaluation Phase:** ESPL staff will evaluate the bids from June 1, 2021 through June 15, 2021.

**Negotiation Phase:** June 16, 2021 through June 30, 2021

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## General and Special Instructions

**Submission:** Bids should be submitted electronically to [espl@espl.org](mailto:espl@espl.org)

**Contents of Response:** Please include in your proposal

- Cover letter with table of contents for all submissions
- Technical Proposal including
  - Business experience
  - References/previous clients/examples of previous work
  - Details on how the vendor plans to address each of the objectives from the RFP especially: staff training, platform used, timeline, maintenance agreement and post-project support, global site search as well as filters for collection searches
- Price Proposal

## **Evaluation Process**

**Evaluation Criteria:** Preference will go to lowest bid, preference will go to proposals that clearly address all RFP requirements and goals, preference will go to solutions with web storage plans, preference will go to detailed migration and indexing plans.

**Evaluation Team:** The ESPL staff will perform the evaluations.

## Appendix A: Current Site Content

### MAIN NAVIGATION BAR

- HOME
- ABOUT
- COLLECTIONS
- ONLINE RESOURCES
- SERVICES
- CALENDAR/EVENTS/EXHIBITS?
- VISIT
- SUPPORT
- CONTACT

### HEADER/FOOTER INFO

- Newsletter Sign up
- Support – link to ESPL Foundation
- Donate – link to “Donating to the collections” info (under **SUPPORT**)
- Contact info
- Hours
- Social media links
- Search tool
- Site index

### HOME

- If graphic style then “hero image” and brief description and/or mission statement, ESVA Quote (i.e. Susie Ames quote)?
- Brief intro about what we do/types of holdings
- Highlights/what’s new (staff should be able to change)
- Spotlighted/Upcoming events/exhibits
- Newsletter Sign up (spotlight, more visible than header/footer link)
- Support (spotlight, more visible than header/footer link) – link to ESPL Foundation
- Donate (spotlight, more visible than header/footer link) – link to “Donate your collection” info

### ABOUT

- History of ES Room/Heritage Center with photo of ES Room, 1984
- Brief Eastern Shore historical overview or similar (Thinking of the one Miles wrote that we’ve used in grants)
- What we offer
  - Digital Archive – brief overview and link to full page under **COLLECTIONS**
  - Manuscript Collections – brief overview and link to full page under **COLLECTIONS**
  - Reading Room – brief description
    - Bibliographies (Tangier, African American, etc.)
    - link to room use policy ( on page or pdf link)
  - Staff/research assistance - brief overview and link to full page under **SERVICES**

- Education
  - Events - brief overview and link to full page under **CALENDAR/EVENTS**
  - Exhibits - brief overview and link to full page under **CALENDAR/EVENTS**
- Committee/Staff info/bios

## **COLLECTIONS**

- Digital Archives – description
  - Link to Latimer/Past Perfect Online
  - Link to Countryside Transformed
- Manuscript Collections
  - List of links to pages or pdf's? of finding aids to various collections
    - Finding aid 1
    - Finding aid 2
    - Finding aid 3
    - etc.
  - List of significant Eastern Shore related collections at other institutions (page without links): note this list is very extensive and may not be practical
- Reading Room
  - Link to ShoreCat with instructions on searching for published materials and cataloged manuscripts/pamphlets, etc. and then requesting scans or copies
  - Room use policy - link to room use policy (pdf or page?)
- Donating to the collections – info
  - Link to Collection Development Policy

## **ONLINE (DIGITAL?) RESOURCES**

- Digital archives
  - Overview of our digital collections, link to PastPerfect Online
  - Overview of Countryside Transformed and 3 links: CT archive, Parksley Project, article
  - Callahan Photography Collection – overview and link to digitized photos at Virginia Memory, LVA
  - Yearbook Project – overview, link to our page at Internet Archive
- Publications and transcriptions
  - Mckey Court Orders
  - Allen Hamilton's works
  - MK Miles' church transcriptions
  - In library collections
    - CBBT study, link to pdf
    - Revolutionary War Soldiers
      - Accomack link to pdf

- Northampton link to pdf
  - Other items
- Newspapers - narrative overview of newspapers on the Eastern Shore
  - Link to Peninsula Enterprise digitized
  - newspapers on microfilm in ES Room (on page)
  - ESVA Historical Index explanation and download link (though it does include some things not sourced from newspapers)
- Genealogies
  - MilesFiles
  - Mary Frances Carey genealogical reports
    - page containing links to pdfs of all 52
  - Mears collection
    - Intro
    - Main page
    - References
- Original records
  - Original Accomack County Records
    - Deeds
    - Marriage Registry
    - 1800 Federal Census
    - Catherine West Bible
- Oral Histories
  - Cape Charles Rosenwald School Restoration Initiative Oral History-overview
    - page with links to recordings and transcripts
  - Latimer oral history contest
  - Chincoteague Oral Histories
    - page with links to recordings and transcripts
- Indexes (???)
  - ESVA Historical Index
  - Accomack County Cemetery Finding Aid (couldn't think of anywhere else to put this, maybe publications under online resources?)
- Don't know what to call this – Presentations?
  - ES History Heroes
    - original PPT
    - revised PPT
  - Census PPT



- Genealogical databases
  - FamilySearch (link)
  - AncestryLibrary (link)

## **SERVICES**

- Staff/research assistance (how to request, availability, limits of, etc.)
  - Contact form
- One-on-one appointments
- Copies/scans of items from collections – note on limited availability, copyright
  - Request form
- Digital photo requests
- ILL – brief info on circulating items from collection, contact your local library, no microfilm
  - Link to ShoreCat
- Caring for your family collections
  - AASLH booklet
  - Gaylord booklet

## **CALENDAR/EVENTS**

- Scheduled program info
- Registration info and/or links
- Actual calendar?
- Link to any recordings of past events or YouTube channel
- Exhibits

## **VISIT**

- Room use policy – hours, fees, contact ahead, limited research conducted by staff, no food/drink etc.
- Directions/map
- Walking/driving tours page
- Museum Network – brief overview of organization with link to brochure – link to pdf

## **SUPPORT**

- Financial donations
  - link to shorelibrary.org
- Donating to the collections – basic info
  - Collection Development Policy
  - Contact form specific to collection donations?
- Volunteer
  - ???

## **CONTACT**

- Address, phone, general email
- Link to online form: Submit a reference question

- Hi res photo request?