



Weber County Library System

Request For Proposal

Web Site Design and Development

March 22, 2012

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1. Summary

The Weber County Library System, hereupon identified as WCLS, is accepting proposals to design and develop the Library's web site. This will be a concept to launch production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

The existing WCLS web site was originally designed and produced in 2005 and modified slightly in 2008 (<http://www.weberpl.lib.ut.us>). The site is maintained with in-house resources.

2. Proposal Guidelines and Requirements

This is an open and competitive process.

Proposals received after 2:00 pm/noon MDT, Wednesday, April 18, 2012, will not be considered.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price quoted should be all inclusive. If the price schedule excludes certain fees or charges, a detailed list of excluded fees with a complete explanation of the nature of those fees must be provided.

If the execution of work to be performed requires the hiring of sub-contractors, this must be clearly stated in the proposal. Sub-contractors must be identified and the work they will perform must be defined. Please provide the name, address, and EIN of the sub-contractor. The WCLS will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. Contract Terms

The WCLS will negotiate contract terms upon selection. All contracts are subject to review by WCLS legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

4. Purpose, Description and Objectives

Purpose

The WCLS currently has a web presence that is somewhat outdated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of the WCLS and incorporate the latest web technology. Upon completion of the development of the site, the WCLS will assume full responsibility for web site content maintenance and administration. All content, coding ,and graphics will become the sole property of the WCLS.

Description

Create a flexible, informative web site that is easy to maintain. We must develop a user friendly site that can deliver changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.

The WCLS will maintain ultimate editorial control of content, without burdening or significantly delaying the publishing of new information on the site. Specific organization divisions will efficiently manage web publishing processes, preferably by using a system with a browser-based user interface. Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer/editor, publisher). Accommodate existing tools used to provide dynamic content (e.g. Recommended Reading Lists, Recommended Sites, etc).

To be effective, our web site must be, at a minimum:

- Easy and intuitive
- Visually pleasing
- Informative
- Secure
- Quick to load and operate

Objective

Our first objective is to continue to build public awareness of all the programs and services available.

Our second objective is to build a virtual branch.

Our Vision

The new web presence will evolve into a virtual branch that:

- Maximizes the use of web-based technologies.
- Builds user loyalty and enhance patron relationships.
- Improves program and service delivery, complementing our resources.
- Facilitates the Library System in continuing to be recognized as a regional information hub.

5. Timeline

This RFP is dated March 22, 2012. Proposers may also download a copy at www.bidsync.com

Proposals are due no later than 2:00 pm MDT, Wednesday, April 18, 2012.

Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about April 25, 2012. Submitters will be notified if this is required.

The name of the candidate/firm recommended by the evaluation team will be notified on or about May 1, 2012.

Contract/agreement negotiations will begin immediately, and should commence no later than May 7, 2012.

Once a contract has been signed, others submitting responses to this RFP will be notified.

Phase I (needs analysis, requirements planning, and site definition) for the project must be completed and delivered by June 15, 2012.

Phase II of the project (site development, testing, and deployment) must be completed and delivered by September 15, 2012, or as otherwise negotiated.

6. Budget

Please provide a cost proposal(s) to accomplish the scope outlined in Section 8. The budget must encompass all needs analysis, design, production, and software acquisitions necessary for development and maintenance of the web site.

List pricing for:

- Phase I: Needs Analysis, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment
- The WCLS has an approved budget allocation for this project (Phase I and II).

Terms: The WCLS proposes the following schedule:

20%	Completion of needs analysis
10%	Design approval
40%	General site development and testing on applicable platforms
10%	General acceptance based on completion of Library internal review
10%	Internal and external documentation delivery
10%	Final acceptance

7. Background of Organization

The mission is a concise expression of the library's purpose. It specifies the fundamental reasons for the library's existence. The mission is like a job description: it gives direction to the library's daily activities.

Our Mission:

The Mission of the Weber County Library is to provide relevant information services to all segments of our community, enabling people to make meaningful decisions in their lives and participate as full-fledged members of our democratic society.

Information is the currency of democracy; it is our duty to provide the information people require in order to study all sides of any issue and then make a personal decision as to how to best participate in the democratic process.

We will abide by the ethical principles embodied in the Library Bill of Rights and the Freedom to Read Statement.

8. Scope & Guidelines

The scope of this project is to update the existing WCLS web site. A firm that can handle all site planning, interface design, and production is required. The redesigned site must include a technology solution that allows the in-house staff to easily and cost effectively update content and modify site design after the initial launch.

Needs Analysis

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology expectations and assumptions, required functionality, site features, and budgetary constraints, resulting in a written summary and presentation.

Design

Design elements will include, but not limited to, web site information architecture, graphic look and feel, user navigation, and main navigation templates for each of the navigation links. Please include a sample from a previous project with the submitted proposal.

Development Guidelines

The web site designed by the successful candidate, at a minimum, must meet the following criteria:

- Create a content management system that will permit non-technical WCLS staff to instantly and easily update web site content on specific pages. Once the site has been completed and accepted by the WCLS, the site will be maintained in-house.
- Convert substantial amounts of existing content to the new web site in a manner that is visually appealing. The new site must have an attractive mix of text and graphics.
- Each section of the site should have a common look and feel; that is, a common theme and a consistent design. The WCLS logo should be prominently displayed on every page as a common header. The use of photographs, fonts and layouts should be consistent throughout the site.
- The site should be easy to navigate and provide a mobile-friendly interface based on display/resolution (W3C Media Queries), rather than platform. Information should be grouped and presented in a logical manner and require a minimal amount of “drill down.”
- The new site should be based on open standards and void of known vulnerabilities.
- A dedicated project manager will be required to present information and coordinate with WCLS staff. Include within the submitted proposal, an estimate of a reasonable number of meetings the project manager will be required to attend in order to complete this project.
- Once the project has been completed and accepted by the WCLS, the web site design and all of its contents, software and architecture shall become the sole property of the WCLS.
- Final acceptance of the project will require internal and external development documentation, including but not limited to a site map and appropriate pseudo-code.

Site Specifications

The WCLS encourages creativity in the proposals submitted; however there are certain requirements for the web site project. A qualified proposal must account for all of these requirements.

- Site must be compatible with current industry web browsers (e.g. Internet Explore, FireFox, Chrome, Safari, etc.)
- The web site must not require plug-ins as a default.
- The site must meet ADA Requirements. The site should be developed to meet all federally mandated access requirements adopted by the Federal Access Board under Section 508 standards.
- The site must be built in accordance with the current Web Content Accessibility Guidelines, provided by the W3C, and should also be easily accessible to the novice as well as the experienced Internet user.
- Use of open source technology is highly encouraged and expected (e.g. Linux, Apache, MySQL, PHP, Drupal, Joomla!, etc.)
- The site must be able to be hosted on a Linux (CentOS) Virtual Machine on a VMWare ESXi 4.1 or greater hypervisor.

Testing

The RFP must include a proposal for testing the new site on all applicable platforms to ensure the web site functions as expected. Explain how the testing plan will be integrated into the development process; i.e., focus groups, checklists, etc.

Give an explanation of the security testing to be conducted on the site.

Delivery

Explain how the new site will be delivered and uploaded for deployment; i.e., is your preferred method a virtual machine, flash drive, CD-ROM, on-site development, etc.

Tracking

Explain the methodology that will be utilized to provide site usage and other management information reports. We need a tool to help us better understand and measure web visitor behavior in order to continually improve web site performance.

Site usage statistics may include:

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages

- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

9. Available Technology Resources / Integration Issues

We will use much of our existing web content. New content will be identified through staff interviews and the needs analysis. Integrated connectivity will also be made to other existing WCLS web services.

There are existing MySQL databases that will need to be connected to the new site.

Database driven content from existing web site includes site features such as:

Featured Titles – Currently using the Popular Materials Collection

Featured Databases – Databases that have subscription-based content

Footer Ads – Maintained via Intranet utilities

Recommended Reading Lists – Maintained via Intranet utilities

Premium Sites – Maintained via Intranet utilities

Children's Sites – Maintained via Intranet utilities

Parent's Sites – Maintained via Intranet utilities

Resource Guides – Maintained via Intranet utilities

Teen Sites – Maintained via Intranet utilities

10. Staff Resources

A successful planning effort is driven by an interdisciplinary team of participants. The core team will be driven by two roles:

Project Lead

IT Director

Responsible for sign-off on key decisions, providing project steering and maintaining relationships with contractor(s).

Project Manager

IT Systems Librarian

Responsible for keeping the project on schedule and within the budget, and maintains communication between other team members.

Programming and Technical Advisory

IT Programming Specialist

Public Relations and Marketing Manager

Responsible for coordinating and reviewing the aesthetic and technical design.

Content / Usability Committee

Library Director
Adult Services Program Coordinator
IT Services Librarian
Youth Services Program Manager
Literacy Program Coordinator

11. Qualifications

List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.

Describe your experience in producing sites for Library and/or community-focused projects.

Provide current reference information for three former or current clients.

Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).

How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.

Provide a company profile, length of time in business and core competencies.

Briefly describe the percentage of your web staff who will end up working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.

What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.

Briefly describe your firm's project management process, including the manner in which you will gather input from all team members.

12. Evaluation Criteria

The following criteria will form the basis upon which the WCLS will evaluate proposals. The mandatory criteria must be met and include:

Ten (10) copies of your proposal must be received no later than 2:00 pm/noon MDT, Wednesday, April 18, 2012.

All costs associated with the delivery of the project should be presented in a flat rate, fee-for-service format.

Deliver proposals to the attention of:

Annette Jacobs
Weber County Purchasing
2380 Washington Blvd., 3rd Floor (suite 320)
Ogden, UT 84401
(801)-399-8856

Proposals that meet the mandatory requirements as stated in Section 8 will be evaluated according to the following criteria:

- Suitability of the Proposal – Does the proposed solution meets the needs and criteria set forth in the RFP?
- Expertise – Does the proposal communicate appropriate technical and aesthetic solutions?
- Aesthetic Capabilities – Does the proposal demonstrate prior aesthetic, artistic and innovative capabilities, including user-friendly interfaces that engage both novice and expert users?
- Candidate Experience – Has the candidate successfully completed similar projects and have the qualifications necessary to undertake this project?
- Value/Pricing Structure and Price Levels – Is the price commensurate with the value offered by the proposer. As a public institution, the WCLS is able to accept pro bono service and recognize the provider to the full extent allowed by State and Federal laws, including naming the proposer within the web site as a WCLS supporter and partner.
- Depth and Breadth of Staff – Does the candidate have appropriate staff necessary to develop the site in the required time frame?
- Proposal Presentation – Is the information presented in a clear, logical manner and is it well organized?

13. Format for Proposals

Please use the following as a guideline to format your proposal:

- Length and Font Size

Please use fonts no smaller than 12 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 25 pages.

- Title Page

WCLS Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address, and primary contact person.

- Cover Letter

Signed by the person or persons authorized to legally represent the company.

- Proposal

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5.

- Qualifications

Provide the information requested in Section 11.

- Budget and Fees

List budgets as requested in Section 6.