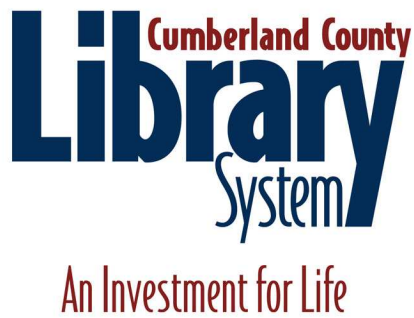




REQUEST FOR PROPOSALS

Library Website Usability Testing

**Cumberland County Library System
19 South West Street
Carlisle, Pennsylvania 17013
Email: jdarr@ccpa.net
Fax: 717-240-7770
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Issued: Thursday, July 17, 2008

Notice of Intent to Respond Due: Friday, August 1, 2008

RFP Questions due: Friday, August 1, 2008

Response Due: Monday, August 11, 2008

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1. Summary

The Cumberland County Library System (CCLS) requests proposals for website usability testing. Using federal Library Services and Technology Act grant funds, CCLS is re-designing its public internet and staff/trustee intranet websites. This re-design will be based on user-focused testing research and results.

2. Background

The Cumberland County Library System (CCLS) includes one administrative office, seven independent public libraries and one branch library. The CCLS administrative office is a department within Cumberland County government.

CCLS has adopted a systemwide approach to technology service and support. The system administrative office provides its independent member libraries with a wide range of technology services, including a countywide computer network, a systemwide library catalog that provides search, renewal and item request capabilities, reference research databases, and website development and support. Online library card registration, eCommerce for the payment of library card fines and fees as well as a federated WebFeat search function (a Google-type search of both the library catalog and all research databases) will be implemented soon.

As part of this countywide technology approach, CCLS's member libraries 'piggyback' on Cumberland County government's content management software and have been an integral part of the County's website (www.ccpa.net), since 1999.

Earlier this year, the Cumberland County government migrated to a new content management system hosted and designed by CivicPlus (www.civicplus.com). (The Library System administrative office has a presence there, as a department of county government.) As a system with member libraries, CCLS delayed its migration to CivicPlus so that a more user-focused design process could be used. CCLS continues to use the County's first content management system, Dynamic Site Framework until a new library system website is designed and tested. The library system's website is located at www.ccpa.net/lis.

While CCLS's new CivicPlus website will still be linked to the County's website, CCLS's new website will:

1. Be hosted separately from County government;
2. Be designed specifically to meet the needs of library users;
3. Be marketed as a virtual library branch where library services may be obtained and used every hour of every day, yet also provide a website presence for each of the independent member libraries;
4. Provide user-focused interfaces for CCLS's two core **website** audiences: families with children and teens;
5. Provide CCLS' two core **library** audiences of avid readers and older adults with simple, informative user-focused interfaces that match their needs and abilities;
6. Provide trustee- and staff- focused website resources and information;

7. Easily host newer technologies such as eCommerce, RSS feeds, podcasts and video;
8. Provide a simple user-focused framework and content management system that is easily maintained by library staff.

In short, a different user interface will be created from that of the County's and be based on library user testing and research. (CCLS's administrative office, as a department of County government, will maintain its required departmental presence on the County government website. The administrative office site will provide a link to the new library website portal.)

To accomplish its objectives, CCLS has established three working staff committees:

1. *Website Content Group*: Its purpose is to evaluate and identify needed website functionality and services; to manage ongoing website design and improvement. The group is led by the CCLS Executive Director and includes representatives from member libraries.
2. *Website Design Group*: Its purpose is to support and review the Consultant(s) user interface design process. The group is led by the CCLS Automation Services Coordinator and includes representatives from member libraries.
3. *Website Usability Group*: Its purpose is to learn about user-focused web design and assist the Consultant(s) with usability testing. The group is led by the CCLS Training Services Coordinator and includes representatives from member libraries.

It should be noted that CCLS does not have a full-time webmaster. The website is maintained in a distributed environment, with member libraries making regular updates and the administrative office's staff ensuring overall functionality and providing general guidance. Currently, two staff members, the CCLS Automation Services Coordinator and CCLS Training Services Coordinator, provide this general oversight.

Once the major website re-design project is complete, CCLS staff plan to have enough knowledge and experience so that the library system can continue an ongoing cycle of website evaluation and modification as customer needs change.

3. General Requirements

- 3.1. All Respondents are bound by the deadline and location requirements of this RFP.
- 3.2. Respondents electing to respond to this RFP are responsible for all costs incurred in the preparation and submission of the proposals; demonstrations; interviews; preparation of responses to questions and requests for additional information; for contract discussions; or for anything in any way related to this RFP. The Cumberland County Library System is not liable for any costs incurred by the Respondent in response to this RFP and the Respondent, including all related parties, disclaims and voluntarily and knowingly waives any and all rights to reimbursement for any such costs.
- 3.3. Late proposals will not be considered.
- 3.4. The Cumberland County Library System reserves the right to reject any or all responses or any portion thereof and to select the response(s) which, in its sole discretion, it judges to be in the best interest of the Cumberland County Library System.

- 3.5. The Cumberland County Library System reserves the right to cancel or modify this RFP. There is no guarantee that the Cumberland County Library System will place the requested services under contract.
- 3.6. The Cumberland County Library System reserves the right to investigate the qualifications of any Respondent under consideration including proposed subcontractors and parties otherwise related to the Respondent and require confirmation of information furnished by a Respondent, or require additional evidence of experience and qualifications to provide the services or otherwise discharge the obligations required by this RFP.
- 3.7. The Cumberland County Library System reserves the right to disclose information contained in proposals to the public, subject to confidentiality statutes.
- 3.8. All materials submitted with the response will become the property of the Cumberland County Library System. No materials submitted will be returned to the Respondent.
- 3.9. The Cumberland County Library System reserves the right to approve or disapprove of particular subcontractors, joint venture partners, or other proposed team members.
- 3.10. The Cumberland County Library System reserves the right to evaluate responses in terms of the best interests of the Library System, applying criteria provided in this RFP and any other criteria the Library System, in its sole discretion, deems pertinent.
- 3.11. The Cumberland County Library System reserves the right to accept other than the lowest cost proposal based upon the Library System's determination as to best value taking into consideration including, but not limited to, layout, ease of operation, reliability and cost. The award will not be predicated solely upon the cost and the Library System reserves the right to choose that proposal which best meets its needs in its sole discretion.
- 3.12. By the submission of a proposal, each Respondent accepts and agrees to execute a written agreement in substance and form acceptable to the County of Cumberland Solicitor.
- 3.13. All responses must remain valid for a minimum period of ninety (90) days after the response due date. Responses may not be modified or withdrawn by the Respondent during this period of time except in accordance with this RFP and with written permission granted by the Cumberland County Library System.
- 3.14. Any response may be withdrawn in writing prior to the date and time set for receipt of responses.
- 3.15. News releases pertaining to this project will not be made without prior approval of the Cumberland County Library System, and then only in coordination with the Library System.
- 3.16. The Respondent must certify, in writing, that as of the date of its execution of its proposal, it has no tax liabilities or other Commonwealth or County of Cumberland obligations. The Respondent's obligations pursuant to these provisions are ongoing from and after the effective date of the proposal through the termination date thereof. Accordingly, the Respondent shall have an obligation to inform the Library System if, at any time during the term of the proposal, it becomes delinquent in the payment of taxes, or other Commonwealth or County of Cumberland obligations, or if it or any of its subcontractors are suspended or debarred by the Commonwealth, the federal government, or any other state or governmental entity. Such notification shall be made within fifteen calendar (15) days of the date of suspension or debarment. The failure of the Respondent

to notify the Library System of its suspension or debarment by the Commonwealth, any other local, state, or the federal government shall constitute an event of default of the proposal with the Library System. The selected Respondent will be the sole point of contact concerning all contractual matters for the duration of the contract term. All members of a delivery team shall certify to this requirement.

- 3.17. Cumberland County officials have adopted a uniform gift policy applicable to all County officials and employees, including the Cumberland County Library System. This policy prohibits any official or employee from receiving a gift of any monetary value from any source doing or seeking to do business with the County or attempting to influence the judgment of an official or employee. Further, no gifts may be made for or on behalf of the County or any of its offices or departments, unless first presented to the Board of Commissioners for decline or acceptance at a public meeting. Respondents are advised that any violation of this policy may result in employee discipline, including termination. By tendering this submission, the Respondent agrees to abstain from offering or giving anything of monetary value to any County official, employee or member of their immediate families.

4. Information Provided by Cumberland County Library System

- 4.1. Respondents are solely responsible for conducting their own independent research, due diligence, or other work necessary for the preparation of responses, negotiation of contracts, and the subsequent purchase and/or delivery of services pursuant to any contract. The Cumberland County Library System takes no responsibility for the completeness or the accuracy of any information presented in the RFP or otherwise distributed or made available during this selection process or during the term of any subsequent contract.

5. Questions and Addenda

- 5.1. All Respondents are requested to register their intent to submit a proposal using the form in Appendix A, or a reasonable facsimile, with Jonelle Darr at jdarr@ccpa.net or 717-240-7770 (fax) by Friday, August 1, 2008.
- 5.2. All questions regarding this RFP shall be directed to Jonelle Darr via email at jdarr@ccpa.net. Questions and answers will be distributed to all Website Usability Testing respondents who have confirmed their intentions to submit a bid.
- 5.3. If it becomes necessary to revise any part of this RFP, an amendment will be issued to all registered as set forth above.

6. Proposal Submittal and Timeline

- 6.1. Bids are due in the Cumberland County Library System office by the close of business, 4:30 PM EST, Monday, August 11, 2008. Please submit an original and four paper copies of the bid to: Jonelle Darr, Executive Director, Cumberland County Library System, 19 South West Street, Carlisle, PA 17013.
- 6.2. In addition to the original and four paper copies, submit an electronic mail copy to Jonelle Darr at jdarr@ccpa.net.
- 6.3. After opening the responses, a Respondent may not correct, modify, or withdraw the price or any other provision of its response in a manner prejudicial to the interests of the

Library System or fair competition. The Cumberland County Library System may waive minor informalities or allow the Respondent to correct them.

- 6.4. Respondents may be asked to present their proposal to Cumberland County Library System staff during the week of August 18-22, 2008 (Proposers need not request such an invitation.)
- 6.5. Project kick off is anticipated for September 2008.
- 6.6. Website launch is anticipated for January 2009.

7. Respondent's Responsibilities

- 7.1. At the time of the opening of response, it will be presumed that each Respondent has read and is thoroughly familiar with the scope of services to be performed under this RFP.
- 7.2. The Respondent agrees that, if a contract is executed with The Cumberland County Library System, the Respondent shall make no claim against the County or Cumberland County Library System because of any estimate or statement made by any employees, agents, or Consultant(s) of the Library System which may prove to be erroneous in any respect.

8. Basis of Procurement

- 8.1. The Library System will select the Respondent that, in its sole discretion, has provided a complete response to the RFP, including all costs, features and the ability to work with the Library System's content management software provider, CivicPlus.
- 8.2. This RFP and any contract(s) that may result shall be in accordance with appropriate laws, ordinances, and regulations of the United States Government and the Commonwealth of Pennsylvania.

9. Evaluation

9.1. Review Process

- 9.1.1. All proposals received from Consultants will be reviewed and evaluated by the Cumberland County Library System Executive Director and members of the Website Content Group. The Library System Board will select the proposal which most closely meets the requirements of the RFP and satisfies project needs.

9.2. Selection Criteria may include, but may not be limited to:

- 9.2.1. Adherence to the specifications as outlined in the RFP
- 9.2.2. Quality of previous performance in similar situations
- 9.2.3. A methodology that addresses criteria described in this proposal
- 9.2.4. Ability to deliver the requested services within the specified timeframe
- 9.2.5. Feasibility of study approach
- 9.2.6. Quality of attachments (i.e. references, resume, prior reports, etc.)
- 9.2.7. An appropriate budget to support the methodology

- 9.2.8. Overall cost (fees and reimbursable expenses)
- 9.2.9. Any interview results
- 9.2.10. Ability to work with the Library System's content management software provider, CivicPlus.

10. Proposal Format

10.1. Proposal Contents

- 10.1.1. Proposals must be organized as follows and include, at minimum, the information specified below, including details necessary to fully describe all proposed project tasks and activities.

10.2. Understanding of the Project

- 10.2.1. Proposers should provide an overview of the project that indicates their understanding of the scope of the project and its purposes.

10.3. Statement of Work

- 10.3.1. Proposers should use this section to present a detailed description of the work to be done and the working relationship the Proposer will have with the Cumberland County Library System and the Website work groups.
- 10.3.2. The successful proposal will clearly indicate how the following will be accomplished:
 - 10.3.2.1. Evaluate the current CCLS's current website (www.ccpa.net/lis), providing user research results (including general customer satisfaction rates), recommended website architecture and design recommendations for the following audiences:
 - Families with children
 - Teens
 - Older adults (Since senior adults often have disabilities associated with age, special attention should be focused in this area upon complying with Americans with Disabilities Act guidelines and supporting senior use of the website.)
 - Avid readers
 - 10.3.2.2. Evaluate a prototype design website, providing user research results, website architecture and design recommendations for the audiences listed above. In addition, provide user testing with library trustees and staff on the private Intranet interfaces designed for their needs.
 - 10.3.2.3. Test a final website design, providing general customer satisfaction rates and recommendations for further modifications.
 - 10.3.2.4. Assist CCLS in developing and establishing a continuous process for ongoing usability testing and improvements to its online services. Develop simple survey instruments that will measure ongoing customer satisfaction with the website.

10.4. Task Analysis, Timelines, Work Methods, Relationships, etc.

10.4.1. The successful proposal will clearly indicate how the tasks listed above will be accomplished. It will identify:

- 10.4.1.1. **Project Outline** – The proposal shall clearly identify project tasks and timeline. A Task Analysis must be presented with time frames indicating initiation, benchmark, and completion dates for each task. Activities within tasks that are to be carried out by the Consultant(s) and/or CCLS should be presented in detail. Consultant(s) responsible must be named for each activity/task.
- 10.4.1.2. **Methodology and Ongoing Process** – The proposal shall identify how the Consultant(s) will work with CCLS during the design and testing phase. The proposal will also detail how the Consultant(s) will assist CCLS with establishing an ongoing process of online service usability testing and modification. What usability training will be provided to staff?
- 10.4.1.3. **Testing Methods & Equipment Required** – The proposal shall identify the testing methods that will be used, how audiences will be tested, how many tests will be performed, how many users need to be recruited, etc. The proposal will also clearly identify the environment, materials, equipment, software, etc. that CCLS and/or the Consultant(s) will provide in order to accomplish usability testing.
- 10.4.1.4. **Relationship with CivicPlus** – The proposal shall clearly identify the Consultant(s) expectations in working with CivicPlus to design a new user-focused library website. How would the Consultant(s) work best proceed in working with CivicPlus to design the best website possible? How many versions of the website and what types, such as paper prototype, etc. should be produced?
- 10.4.1.5. **Expected Visits, Meetings and Presentations** –The proposal shall identify how many meetings, and the methods in which meetings will be held (in-person, conference call, web conference, etc.) The proposal will also provide the number and length of proposed visits to the Cumberland County Library System. The proposal shall suggest who should participate in meetings.
- 10.4.1.6. **Reports** – The proposal shall identify how and when usability reports will be delivered, what information will be included, and how the report information should be used by CCLS.

10.5. Experience and Credentials

- 10.5.1. Provide the name of the person who will direct the overall project throughout the duration of the contract, and names of individuals who will coordinate major activities, if different from the overall project manager.
- 10.5.2. List the names of all individuals who will work on the project, describe their individual roles, and what project work each will be responsible for. Include any subcontractors.
- 10.5.3. Describe each project person's education and experience related to this proposal. Provide resumes of principal Consultants and subcontractors as an appendix to the proposal.

- 10.5.4. Indicate the amount of time and percentage of time each Consultant and/or subcontractor will spend on the project.
- 10.5.5. Provide three professional references, one of which is for similar project project, including the names of a contact person, organization name, address, telephone number, e-mail address, and a description of the kinds of activities that were performed. Where possible, include a copy of a report produced for a similar project.
- 10.5.6. Provide lists of other work principal Consultants have already committed to for the duration of this project.
- 10.5.7. Provide a statement that the Consultant is able to comply with all copyright, federal assurances, nondiscrimination/sexual harassment clauses, ADA requirements, integrity provisions and all other requirements for federal Library Services and Technology Act projects.

10.6. Project Cost

- 10.6.1. Proposers must submit a budget narrative and a task budget detailing costs necessary to carry out each of the project activities. The budget must be presented by task or activity, and a total project cost must also be indicated. Travel and other expenses (please specify what these other costs are) should be included and itemized as part of each task/activity cost. This section must also include a proposed schedule of payment based on task/activity completion.
- 10.6.2. Cost must be justified in terms of activities and must be reasonable and necessary to accomplish tasks and activities. Services to be purchased from other agencies, Consultants, subcontractors or others must be specified.
- 10.6.3. If the total budget exceeds \$30,000, the budget should provide alternatives for implementing the project (along with associated costs) to achieve the study's overall objectives.

10.7. Support Required of Library System

- 10.7.1. Proposers must submit a description of any support requested of CCLS. This would include a list of tasks or equipment and an estimate of the amount of time required. (For example, logistical or reproduction support, meeting room space, tester recruitment, etc.)

APPENDIX A - Notice of Intent to Respond

NOTICE OF INTENT TO RESPOND Cumberland County Library System Website Usability Testing Consultant

Directions:

Please complete and return this form no later than Friday, August 1, 2008.

Fax forms to Cumberland County Library System, ATTN: Jonelle Darr, (717) 240-7770

Or,

Mail forms to Cumberland County Library System, ATTN: Jonelle Darr, 19 South West St.,
Carlisle, PA 17013.

Or,

E-Mail forms to jdarr@ccpa.net ATTN: Jonelle Darr

Name of Firm Responding to Request for Bid: _____

Name of Contact Person: _____

Telephone Number of Contact Person: _____

Email Address of Contact Person: _____

Signature of Company Representative: _____