

**ST. CHARLES PUBLIC LIBRARY
WEBSITE DEVELOPMENT**

Request for Proposals

April 15, 2013

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St. Charles Public Library

Website Design: Request for Proposal

1. Project Summary

The St. Charles Public Library seeks proposals from qualified professional website design and development consultants to rebuild the Library's website. The Library will use a Content Management System (CMS) for the purpose of building and maintaining this site. The Library completed an internal rebranding campaign and will look to incorporate design themes based on the results of this process.

Library Information

The Library's current website, www.stcharleslibrary.org, was built in Adobe Dreamweaver utilizing separate library and template modules. It is written in HTML and CSS. The Library website, including the catalog and circulation system, is currently hosted on LINC (Library Integrated Network Consortium).

The Library serves the diverse population of 55,092 residents of St. Charles and portions of Wayne, West Chicago, and South Elgin. It has a diverse collection of over 400,000 items in numerous formats, including books, magazines, audiobooks, CDs, DVDs, and videogames. Over 500,000 visitors come annually to the Library, and they check out over 1.6 million items a year. The Library also provides a wide range of online and in-house services, including:

- Remote access to 150+ online premium databases: encyclopedias, news, business info, online courses, medical/health info, homework help, and more.
- Online catalog (search for library materials, place reserves, renew materials, etc.)
- Downloadable services, including music, e-books and e-audiobooks via several vendors.
- Live chat and text-a-librarian services.
- Professional staff provides information, research and Readers Services assistance.
- Reader Resources: booklists, recommendations, extensive print and book collections.
- Outreach Services provides resources and access for people with special circumstances or needs.
- Public computers with free Internet access, Microsoft Office, and other productivity and media editing software suites.
- Scanner, fax, copiers, and printers for public use.
- Free wi-fi network.

- Over a thousand programs/presentations/classes for adults, teens and children: computer classes, writers group, concerts, lectures, book clubs, story time, workshops, summer reading, and more.
- Presence on social networks: Facebook, Twitter, YouTube, Pinterest.

2. Target Audience and User Profiles

The primary clientele of our website includes current and prospective library users and staff. Secondary clients include educators, information seekers in general, and other libraries.

Youth

- A fifth grade student is working on a report, and parent has limited her to Library's Youth Services pages where she can use the catalog and online resources.
- A family has just moved to St. Charles and wants to find out about Library events for her 3 year old, kindergarten and 2nd grade students, and how to register.
- An educator needs resources for a unit being taught in an elementary classroom.

Teens/Young Adult

- A college graduate wants to learn how to advance his career, earn more, or find a better job.
- A young adult who has been paying to download eBooks wants to learn how to use the Library's downloads for free.
- A 10th grade student is working on a research project and needs to find books and information quickly.

Adult

- A family is planning a trip to Florida and would like to research recommended activities, attractions and events.
- A new resident would like to find out where the Library is located and what hours we are open.
- An avid reader and Library user would like to find out about what new books are being published and released.
- A local small business wants to create mailing lists and generate new sales leads. They want to learn how to access and use the Library's business databases.
- A business owner, who doesn't live in St. Charles, but owns a business here, would like to know if he can get a Library card.

- A Florida resident wants to clear an old fine due on her Library card and wants to pay it online.
- A resident would like to know what kind of I.D is needed to get a Library card.

Senior

- A senior wants to know what DVD's the Library has.
- A retired citizen wants to learn about the history of her family and how to begin researching ancestors.

Non-English Speaking

- A resident would like to learn more about our English as a Second Language resources.
- A resident wants to learn more about preparing for the G.E.D. exam.

3. Project Goals

All users should be able to find the information they need to easily and fluidly navigate throughout the site.

- To provide a clean, modern, branded, comprehensive website with intuitive navigation.
- To provide a unique and engaging portal experience for visitors as they learn more about the Library, its programs and services.
- To provide ready access to information about the Library (e.g. location, contact info, policies and procedures, such as getting a library card, signing up for various services, etc.).
- To provide a website that makes online library services easily available to remote and mobile users.
- To increase visibility and encourage usage of the Library and its services, both in-house and online.
- To provide a website that fully meets accessibility standards.
- To create an effective marketing tool for Library services, both online and traditional.
- To provide a website that allows easy-to-use interface for staff to input and update information.

4. Required Features

- a. Effective use of color and graphics, using recent rebranding design elements.
- b. Clear, efficient navigation, with a site structure that does not require navigating multiple clicks to reach desired page.
- c. Ability to easily promote Library events on home page, such as rotating messages, link to calendar, etc.
- d. Site displays optimally in all browsers (Safari, Firefox, Chrome, IE, Opera), and most browser versions.
- e. Incorporate Responsive Web Design (RWD), which optimizes viewing on all devices, allowing us to retire our mobile site.
- f. Search engine optimization.
- g. Full-text site search function is required; advanced search (for example, search only page titles, limit by date, etc.) or enhanced search (auto-complete, predication, etc.).
- h. Integration with online catalog and online calendar/registration system and electronic payment.
- i. Ability to search and use Access databases on web interface.
- j. Link to page-specific help.
- k. Site must include a site map for the website, and a map of the physical building identifying locations of services and collections.
- l. Site is maintained using a Content Management System (CMS):
 - WYSIWYG editing, with option to use HTML coding when necessary
 - Appropriate for staff with a range of technical skills; while the Library has a webmaster responsible for overall site maintenance and technical issues, select staff will have day-to-day responsibility for individual pages or entire sections of the site
 - Web-based, and 100% PC and Mac-compatible.
 - Allows for (but does not require) approval of changes by supervisor prior to publishing.
 - Control access at the page level, and by function (e.g. edit, but not delete).
 - Provides staff access to past versions of pages.
 - Proposal must include sufficient CMS training for up to 5 library staff members.

- Provide system documentation and comprehensive user manual.
 - Password-protected pages for staff-only access.
- m. To provide a website that fully meets accessibility standards.
 - n. Site must take advantage of current technologies and allow for easy addition of future technologies, while not being so dependent on cutting-edge technologies that users with less-than-cutting-edge hardware/software are excluded from using the site.
 - o. Site must not be dependent on any vendor-specific software or hardware; library must be able to move the site, and all functionality, to another hosting site in the future.
 - p. High visibility for live chat and social networking on home page.
 - q. Incorporate features such as blogs, wikis and RSS feeds.
 - r. Ability to poll users.
 - s. Using CSS or other methods, site should provide for printing pages as displayed on screen as well as printing only the actual unique page content (“printer friendly” version).
 - t. Ability to easily incorporate photos (library-generated), both static and in slideshows, to highlight events and services and to enhance the appearance of the site.
 - u. Integrate Google Maps and similar outside resources (for example, the St. Charles Historic Buildings page).
 - v. Ability to include web pages with content generated semi-automatically by Library software applications; for example, a page listing newly purchased books, with the actual book date being generated outside of the CMS.
 - w. Ability to easily create forms which can e-mail submissions to selected staff members; for example, volunteer application, meeting room reservation, etc.; ability to optionally save submitted data to a database is highly desirable.
 - x. Google analytics.

5. Optional Desired Features

The Library is interested in adding public mailing list-type services, allowing users to sign up online for lists on varying topics in order to receive periodic e-mails from the library; for example, program announcements (specific to age groups or program subject), lists of new material, etc. Users should be able to manage their own account/subscriptions.

Ability to stream video (as alternative to YouTube posting).

Please suggest any additional “extras” your firm provides that you feel would be appropriate and useful for a public library website.

6. Third Party Integration

- a. Evanced (calendar and registration)
- b. Drupal (program and events calendar)
- c. Subscription Services and Database(s)
- d. Sirsi/Dynix (catalogs)
- e. Boopsie
- f. E-pay
- g. Google
- h. Widgets from database vendors
- i. You’ve Got to Read This

7. Specifications: Website Design and Implementation

The Library specifies these website design and implementation phases to be completed in an order recommended by the consultant, and/or mutually agreeable to client. Consultant will include a timeline for project phases and final launch. Consultant will provide project updates no less than twice a month or as requested.

Definition Phase: The consultant will work with the Library to finalize the information architecture for the site, including the site map. The consultant will work through 2 rounds of revisions and suggestions with Library staff. The consultant will deliver final wireframes detailing the components and features of the home page and interior pages.

Design Phase: The consultant will develop a clean, modern, high-quality design that will serve our organization and audience. Consultant will provide 2 homepage design options followed by 3 – 5 rounds of revisions based on feedback from Library staff. The consultant will provide 2 design options for the interior pages followed by 3 rounds of revisions based on feedback.

Development Phase: The consultant will implement the final approved design and build out site in a Content Management System. Consultant will test system, fix bugs and install web features. Consultant will have all third party integrated programs in place and ready for seamless transitions.

Deployment Phase: Before project completion, consultant will provide appropriate documentation and training to the Library’s IT staff, detailing the features and functionality of the new site. Consultant will train designated library staff on the daily

maintenance and upkeep of the site. Consultant will warranty their work for a period of a year and will address technical problems that arise during the first twelve months after completion of website.

8. Communication Regarding RFP

Library issues RFP	April 15, 2013
Deadline for questions	April 29, 2013
Deadline for submitting proposals	May 6, 2013 at 10:00 a.m.
Library completes RFP evaluation	May 6 – 13, 2013
Interview process of candidates	May 13 – 17, 2013
Conclusion of contract and signing	May 17, 2013

Interested consultants must submit proposals in accordance with the terms and conditions herein. All proposals must be received by the deadline and submitted in electronic form to psalomone@stcharleslibrary.org by 5:00 p.m. (CST) Friday, May 6, 2013. Proposal may not be delivered by facsimile transmission. Address or deliver sealed proposals to:

St. Charles Public Library
Attn: Pam Salomone
One South Sixth Ave.
St. Charles, IL 60174

Proposal/Submission Requirements

- a. Total cost for all services
- b. Separate, itemized costs for each additional item/service
- c. Estimated cost of content migration
- d. Hourly rate, if additional work is required
- e. Cost of any third-party software, hardware, subscriptions, etc.
- f. Proposed timeline for entire project
- g. Background information on your firm
- h. Examples of sites designed by your firm; including specifically public library sites, or sites for other government agencies (municipal government, park districts)
- i. List of at least 3 customer references, with contact information

Selection Criteria

Proposals will be opened and reviewed by a staff committee. Interviews will be conducted of final candidates within two weeks after submission of proposals based on selection/notification below:

- a. Quality of portfolio of past projects – level of attention to design, function, and accessibility in provided website design examples
- b. Capabilities and ease of use of the CMS used to maintain the site(s)
- c. Experience – longevity of experience in website design
- d. Quality of proposal – overall quality of submitted proposal, including attention to detail and professional presentation
- e. Price – services must be provided in a cost-effective manner
- f. References – positive feedback from previous clients