

Spokane County Library District

Request for Information (RFI) for Website Development

ISSUED BY: Spokane County Library District (sclld.org)

THIS SOLICITATION IS FOR INFORMATIONAL PURPOSES ONLY.

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Introduction

About Spokane County Library District

Vision – An engaged community that learns, works, creates, and thrives together.

Mission – Providing resources, experiences, and places that empower people to learn, explore, and succeed.

Services – Spokane County Library District (the District) is made up of 11 full-service libraries serving more than 279,000 residents in Spokane County and the affiliated cities and towns of Cheney, Deer Park, Fairfield, Latah, Medical Lake, Millwood, Rockford, Spangle, Spokane Valley, Waverly, and Airway Heights.

All libraries feature on-site technology such as Wi-Fi, computer stations with commonly used software, and printers. Most of our libraries also provide free use of meeting rooms to library customers and community members.

The District offers a wide variety of in-person and online services and programs for all ages and provides outreach and mobile services to childcare centers and retirement homes.

Current Website Environment

Spokane County Library District's website was designed and launched in 2013 using the WordPress platform. The District also uses and integrates library-specific platforms and software on the website using APIs and hyperlinks.

In 2017, the District engaged a web design firm that helped us conceptualize a new design and wireframes for it. Since that time, this design and its wireframes have not been implemented, though this concept still appears to be a viable option for the redesign. Website content is currently undergoing auditing and editing by subject matter experts. A new information architecture has been developed for the website redesign.

Currently, the District's website has over 200 pages and over 700 blog posts. An internal team of fewer than 10 people have access to edit the WordPress site and the library-specific programs and integrated software.

About this RFI

Statement of Purpose

Spokane County Library District seeks information from web design and development agencies with demonstrated capabilities to redevelop websites. We wish to reimagine our online customer service, to improve accessibility, and to increase engagement with our services and resources. Prior experience with public library websites is desired. We are seeking to identify professional agencies that share our website goals to provide a clear, concise approach to information access, to ensure a positive customer experience, and to build a website with the foundation that offers the ability to easily expand and adjust over time.

Intent of RFI

Web design and development agencies are strongly encouraged to respond to this RFI. The information received in response to this RFI will help determine the District's approach, budget, and process for updating our website.

This is not a solicitation for quotations, bids, or proposals. No contract award will result from this RFI. The District may contact Respondents, at its sole discretion, for additional information. The District shall not be obligated to contact any respondent or to purchase goods or services related to this RFI.

Response to this RFI is not mandatory to be considered for any future solicitation for website development. The District will determine, at its sole discretion, whether to proceed with a solicitation following the RFI. It is entirely the respondent's responsibility to remain informed of the District's issuance of any future solicitations. The District assumes no liability for failure of respondents to obtain and respond to any such solicitation.

Objectives and Scope

Project Objectives

Spokane County Library District is a complex organization with a constantly evolving set of services and programs. The current website lacks organization and clarity when seeking information. The current structure of the website has made adding new content and services difficult. We are seeking to create a customer goals-based, user-friendly interface that will allow useable and useful navigation and access to resources.

The objectives of the project include:

- Single search that incorporates our main web interfaces
 - o Catalog
 - o Digital resources
 - o Events
 - o Website
- Context-specific information on programs and services that reflects the user's current goals, search terms, and/or interest(s), including crosslinks to other sections of the website
- Two-tier navigation to separate services and resources from other website content
- Fixed/sticky menu with drop-down items
- WCAG Level AA compliant/accessible
- Form creation and management
- Responsive interface
- Event calendar integration using API
- Single sign-on if possible
- Succinct messaging on each page with prominent calls to action
- UX testing on prototypes
- Easy to expand with a sustainable workflow
- Retain blog content

Scope and Deliverables

The scope of this project includes the elements below that are required to launch a new website for www.sclld.org.

The anticipated scope includes:

- Research and discovery
- User testing
- Content audit
- Design revisions and suggestions
- Development
- Content revisions and suggestions
- Analytics integration and setup using Google Analytics and Tag Manager
- Migration
- Quality assurance

- Launch
- Training and documentation

Functionality Requirements

The following is a list of existing and/or potential features, functionality, and integrations. Recommendations to any of these items are welcome. The following list is in no order of priority.

- Search
 - o Currently our search is limited to website content or catalog content, but not both at the same time. We would like to integrate searching across the catalog, events calendar, digital resources, and website.
- Cross-Referencing
 - o We would like pages to offer suggestions to other pages and sections of the website based on the current view.
- Media
 - o We need embedded videos and galleries/slideshows.
- Mobile-First Design
 - o We need customers on mobile devices to have full access to our website.
- Forms
 - o We need forms capable of conditional logic and custom submission messages.
- Language Switcher
 - o We need to allow customers to change the language of the text on the website.
- Page and Post Scheduling
 - o We would like the ability to schedule when a page/post publishes, when a page/post ends (unpublishes and returns to draft), and when a page changes.
- News and Blogs
 - o Currently, our blog categories publish posts to different website sections. We would like to eliminate separate views and show a single view.
 - o We need to migrate blog posts to a new website and rename/reassign some or all of the categories.
- Version Control
 - o We need a way to backup and review previous versions for testing and recovery, e.g. GitHub.
- User Management
 - o We need an internal user management system that can accommodate differing permission levels.
- MailChimp Integration
 - o We use MailChimp to manage our newsletters and need the ability to integrate signup forms within our website.
- Analytics Integration
 - o We use Google Analytics and need to implement Tag Manager.
- Open Source
 - o We need the ability to customize and develop modules based on future needs.
- Social Integration
 - o We currently use Disqus to manage blog comments.
- API Integration

- We would like to create book lists, calendar views, and other features using APIs from library vendors, including our ILS (SirsiDynix Symphony).
- Site-Wide Announcements
 - We often have announcements about closures, web maintenance, etc., that we share at the top of our website. We need to create site-wide announcements that allow the website user to dismiss the announcements and with the option of a start and end date for the messages.

Preferred, not required:

- Single Sign-On
 - We would like to integrate our ILS, SIP2, and EZproxy authentication into a single sign-on environment within our website.
- Broken Link Checker
 - We are currently using the Broken Link Checker plugin for WordPress.

Instructions to Respondents

Submission Guidelines

First review of submissions will take place after October 4, 2021.

Your submission must:

- Be submitted electronically via e-mail (only) as a PDF file (including any attachments).
- Not exceed 25 pages in length, excluding work samples.
- Include a cover letter introducing your company and certifying the accuracy of all information contained in your submission.
- Include responses to all questions in the Questionnaire section.

Questionnaire

Please cite each question for each of your responses and provide clear and concise answers.

1. Provide a brief overview of your company that includes its legal name, address, and website. Identify the contact for your company and include full contact information.
2. Provide a brief history of your company, including years in business, and describe its ownership and management structure, along with its lines of business.
3. Provide a representative client list. Identify any past or current relationships with public libraries and/or related businesses and organizations.
4. Provide three examples or links to your work that can speak directly to your expertise and capabilities with accounts and assignments of a similar nature.
5. Describe your company's values and approach to client relationship and account management. What could the District expect from your company? Illustrate your response with examples.
6. What would you characterize as key challenges, priorities, opportunities, and trends the District should be mindful of relative to its web and digital presence?

7. Describe your approach and qualifications for each bulleted item in the Objectives and Scope section (*Project Objectives; Scope and Deliverables; Functionality Requirements*).
8. Outline your approach to requirements and your project management methodology. Specify expectations of the District regarding contributions, design, and timeline.
9. Outline your approach to general pricing for providing your services, identifying fixed and variable costs, as well as any assumptions.

Submission

It is the Respondent's responsibility to seek clarification via email submission of written questions for any matter considered unclear before submitting the response.

To facilitate a timely and comprehensive evaluation of all submitted responses, responses must be submitted using the format requested in this RFI. Any deviation from this format may lead to the rejection of the response. Vendors should limit the answers to the information above. A limited amount of supplemental materials may be provided, but for the purposes of this RFI, less is more. The District is not responsible for any misunderstanding or misinterpretation of this RFI document, its questionnaire, or its requirements.

Submit all questions and RFI responses via e-mail to:
Carlie Hoffman, Digital Services Manager
Email: choffman@sclcd.org