

Spokane County Library District

Request for Proposal (RFP) for Website Development

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

THIS SOLICITATION IS FOR INFORMATIONAL PURPOSES ONLY.

Table of Contents

About this RFP

- Statement of Purpose
- Intent of RFP
- Current Website Environment
- Preferred Respondent Qualifications
- Desired Capabilities

Objectives and Scope

- Project Objectives
- Scope and Deliverables
- Functionality Requirements

Instructions to Respondents

- Submission Guidelines
- Questionnaire
- Format
- Submission

Information for Respondents

- Delivery of Proposal
- Proposal Costs
- Acceptance
- Timeline

Evaluation Criteria

About this RFP

Statement of Purpose

Spokane County Library District seeks proposals 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, to incorporate data and subject expert information, and to build a website with the foundation that offers the ability to easily expand and adjust over time.

Intent of RFP

Web design and development vendors (“Respondents”) are strongly encouraged to respond to this RFP. This is a solicitation for proposals. A contract award may result from this RFP. The District may contact Respondents, at its sole discretion, for additional information following the RFP, including product demonstrations, presentations, or interviews. The award will be made to the qualified respondent whose proposal is most advantageous to the District with price and other factors considered. The District may reject any and all proposals.

The District anticipates scheduling presentations with Respondents that meet a reasonable level of responsiveness to the RFP and offer products and services consistent with the scope to obtain further insight. However, the District is not obligated to hold Respondent presentations or to conduct meetings with all vendors who respond.

Response to this RFP is not mandatory to be considered for any future solicitation for any services. 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.

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. Though they have not been implemented, the concepts may still be a viable option. A new information architecture has been developed for the website redesign, and content is being audited and edited.

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.

Preferred Respondent Qualifications

A single firm or a team of firms under a single primary vendor may submit bids to this RFP. Successful Respondents should have a minimum of five years of experience and project teams should show proficiency in at least the following areas:

1. Designing similarly complex projects with supporting references for no less than 5 years, either as a company or as the median length of experience of team members if Respondent has existed for less than 5 years.
2. Utilizing WCAG Level AA Accessibility Guidelines and accessibility roadmap creation.
3. Key staff members must have demonstrated expertise in website design/redesign with a focus on user experience (UX) and navigation of complex content.
4. Experience with multiple platform integrations.

5. Content strategy development and content personalization experience.
6. Delivering large-scale projects which require collaboration with a team.
7. Delivering web design and front end code for CMS implementation.

Desired Capabilities

1. Full-service web design firm with an in-house design team, including UX and public library website expertise.
2. Standard Support. Respondent shall have a support team accessible to the District to address functionality or design-related questions and also to report bugs and address timely bug resolution as well as potential additional longer-term support on a contract-based model.
3. Training/Documentation. Respondent should be able to provide detailed documentation on every aspect of system functionality available to the District and should be able to train District staff on functionality within the contract.
4. Custom Support/Maintenance.
 - a. Respondent should be able to execute on a content migration project by providing staffing to perform requirements analysis, documentation, coding/scripting as necessary, and testing and project management capabilities to migrate from the current District system to the new system.
 - b. Respondent should be able to make minor customizations to the CMS platform based on District needs.
5. Analytics capabilities. The web design should support advanced analytics capabilities that allow the District to run complex queries and track bounce rates to outside-hosted District services on website activity using Google Analytics and other measurement techniques.

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.

While the information in this section of the RFP is being provided to assist potential bidders, bidders are requested to propose their approach to meeting the project objectives, including their recommendations with respect to appropriate user research, design, development tasks and milestones, the schedule, budget, and possibly modified or additional tasks, given the project objectives. The District reserves the right to alter the Scope and Deliverables based on discussions with the Respondent.

The objectives of the project include:

- Single search that incorporates our main web interfaces
 - o Catalog
 - o Digital resources

- Events
- Website
- Clear organization with intuitive navigation
- 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
- Page templates for a variety of page types that can be managed/customized by District staff
- WCAG Level AA compliant/accessible
- Form creation and management
- Responsive interface
- Event calendar integration within web pages
- 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
- Optimized with SEO best practices
- Analytics integration

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
- Development
- Content revisions and suggestions
- Analytics integration, including journey-tracking within the site and to outside vendor services
- Migration

- Quality assurance
- Launch
- Training and documentation, including styles, accessibility, and functionality

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. Integrate searching across the catalog, events calendar, digital resources, and website.
- Cross-Referencing. Pages to offer suggestions to other pages and sections of the website based on the current view.
- Media. Embedded videos and galleries/slideshows.
- Responsive and Mobile-First Design. Customers on mobile devices should have full access to our website.
- Forms. Forms capable of conditional logic and custom submission messages.
- Language Switcher. Allow customers to change the language of the text on the website.
- Page and Post Scheduling. Ability to schedule when a page/post publishes, when a page/post ends (unpublishes and returns to draft), and when a page changes.
- File uploads. Ability for staff to upload files, create links, and move files to a file retention page or section.
- News and Blogs. Migrate blog posts to a new website and eliminate the category views that have different posts showing on different sections of the site.
- Version Control. Method to backup and review previous versions for testing and recovery, e.g. GitHub.
- User Management. Internal user management system that can accommodate differing permission levels.
- MailChimp Integration. Manage newsletters and ability to integrate signup forms within our website.
- Analytics Integration. Google Analytics Tag Manager or similar analytics management tool.
- Open Source. Ability to customize and develop modules based on future needs.
- Social Integration. Retain our current blog comment tool and easily expand tool integration.
- API Integration. Create book lists, calendar views, and other features using APIs from library vendors.

- Site-Wide Announcements. Ability 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.
- Broken Link Checker. Ability to locate broken internal and external links.

Preferred, not required:

- Single Sign-On. Integrate our ILS, SIP2, and EZproxy authentication into a single sign-on environment within our website.

Instructions to Respondents

Submission Guidelines

First review of submissions will take place on or before September 30, 2022.

Your submission must:

- Be submitted electronically via email (only) as a PDF file (including any attachments).
- Not exceed 30 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.
- Follow the format outlined in the Format 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. Briefly outline your company's organizational capacity to produce the District's web site (such as staff, equipment, software, physical space, office location, etc.).
4. 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.
5. Provide five web sites your company has produced that reflects your work and relevancy to this project. List the role your company played in each project. Please submit the URLs for these sites, and only currently "live" sites should be included.
6. Provide current reference information for five former or current clients. Identify any past or current relationships with public libraries and/or related businesses and organizations.
7. 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.

8. Briefly describe your project management process. Specify expectations you have of the District regarding contributions, design, and timeline.
9. Provide a detailed timeframe for completion. This will be evaluated and will be part of the contractual agreement, so a realistic time frame for completion is essential.
10. Please state how you intend to communicate with the project lead at the District during the period of design/development, and at what intervals.
11. Describe the support you offer during and after the project.
12. What would you characterize as key challenges, priorities, opportunities, and trends the District should be mindful of relative to its web and digital presence?
13. Describe your approach and qualifications for each bulleted item in the Objectives and Scope section (*Project Objectives; Scope and Deliverables; Functionality Requirements*).

Format

Please use the following guidelines to format your proposal:

Length and Font Size. Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications, and costs should not exceed 30 pages.

Title Page. Include Spokane County Library District, Web Site Design & Development, your company name, address, web site address, telephone number, email address, and primary contact person.

Cover Letter. Signed by the person or persons authorized to sign on behalf of the company.

Proposal. Discuss your proposed solution, including the features, benefits, and uniqueness of your solution. Please include the length of time you feel it would take to deliver the completed project, from the day of signing the contract to completion.

Qualifications. Provide the information requested in the *Project Objectives; Scope and Deliverables; and Functionality Requirements* sections of the RFP.

Costs. List costs as requested above. Identify staff who will be working on the project. Include standard hourly rates for work that may be needed in the future.

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 RFP. Any deviation from this format may lead to the rejection of the response. Respondents should limit the answers to the information above. A limited amount of supplemental materials may be provided, but for the purposes of this RFP, less is more. The District is not responsible for any misunderstanding or misinterpretation of this RFP document, its questionnaire, or its requirements.

Submit all questions and RFP responses via email to:

Carlie Hoffman, Digital Services Manager

Email: choffman@sclcd.org

Information for Respondents

Delivery of Proposal

Each proposal must be received by the date and time set for closing receipt of offers. RFP Spokane County Library District Request for Proposal (RFP) for Website Development is due no later than 12pm local time September 30, 2022. The proposal shall be submitted electronically via email (only) as a PDF file (including any attachments).

Note: Any deviation from this requirement may result in your proposal being considered nonresponsive, thus eliminating your company from further consideration. The District cautions vendors to assure actual delivery of emailed proposals directly to Carlie Hoffman prior to the established deadline. A proposal received after the established deadline will not be considered.

All accepted proposals and accompanying documentation will become the property of the District. Respondents should be aware that because of Public Records Laws, the District may not be able to hold information you provide in your responses as confidential. Language inserted into a response by any vendor attempting to protect information as confidential should be aware that confidentiality will be enforced to the extent allowed by Washington State Public Records laws.

The District assumes no responsibility for delays. Receipt of vendor response by the District must not exceed the date and time stated above.

Proposal Costs

Those submitting proposals do so entirely at their expense. There is no expressed or implied obligation by the District to reimburse any individual or firm for any costs incurred in preparing or submitting proposals, providing additional information when requested by the District, or for participating in any selection interviews.

Proposals may be modified or withdrawn by an authorized representative of the vendor or by formal written notice prior to the final due date and time specified for proposal submission. Submitted proposals will become the property of the District after the proposal submission deadline.

Acceptance

Submission of any proposal indicates acceptance of the conditions contained in the RFP unless clearly and specifically noted otherwise in the proposal.

Timeline

This is a budgeted project and we do intend to enter a contract as soon as possible. It is our hope to have the new site up and fully operational by December 1, 2023 at the latest.

Evaluation Criteria

Proposals meeting mandatory requirements will be evaluated with the following criteria:

- The proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Prior work that demonstrates artistic, innovative, and user-friendly interfaces that assist the user in navigating complex web environments.
- Respondent has successfully completed similar projects and has the qualifications necessary to undertake and be successful with this project.
- The price is appropriate for the value being offered by the Respondent.
- The Respondent has appropriate number of staff and necessary expertise to develop the site in a timely manner.
- The proposal is presented in a clear, logical manner, is well organized, and has the appropriate information the RFP calls for.

Receipt of your proposal must be received no later than 12:00pm/noon PST, Friday, September 30, 2022. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to Digital Services Manager, Carlie Hoffman, via email at choffman@sclcd.org.