

Request for Proposal ABC District Library

Website Design and Selection / Implementation of Web Content Management System September 29, 2006

GENERAL INFORMATION

ABC District Library has a need to acquire a new Public Web Site design and identify and implement a Web Content Management System as per the requirements outlined within this RFP.

The purpose of the Public Web Site is to provide information about and access directly to library resources and services consistent with the Library's mission and vision statements below.

It is the library web site that provides the connection to both the catalog of the physical collection of library resources and directly to the online and electronic resources of the Library.

In addition, it provides access and connection to resources provided via Library partnerships such as statewide virtual reference services.

Thus, the web page is a critical interface for users both in our branches and from home and remote locations.

MISSION STATEMENT

We are passionate about making a difference in our community, one person at a time, by enriching lives and empowering people through relevant, accessible, high quality Library services.

VISION STATEMENT

The ABC District Library is the Community Hub that strengthens individuals, families and neighborhoods by connecting them to people and to relevant information, collections, programs and resources.

Answers to all questions on the following pages are required. Answers should be presented as follows:

1. Specific -- For any questions requesting specific information, such as numbers, names, locations, etc., please answer directly or indicate a reason for not answering (e.g., "company policy prohibits release of this information"). Although optional materials are welcome, answers to direct questions should contain all specific information requested rather than making extensive cross-reference to supporting material.

2. General -- For questions requesting more general information, answer directly to highlight important items or refer to supporting materials, as appropriate. If vendor complies completely with a question/statement as written, response should be "Comply".
3. Order and Numbering -- Answer questions in the order of appearance in this RFP. Number each answer as the questions are numbered.

Questions unanswered as specified above will be considered non-responsive.

Any optional materials that will be useful in our evaluation are welcome.

Any questions or clarifications of this RFP should be directed to Mindy Kittay. The Library will not be responsible for comments or inquiries directed elsewhere, either written or oral.

EVALUATION CRITERIA

All proposals will be evaluated by a team of ABC (ABC District Library) staff. Evaluation and selection of vendors to provide products and services as defined in this RFP will be based on the Library's judgment as to suitability, design and appeal, as well as on price, warranty, vendor support and references, quality and technical evaluation information as provided by vendors or as available through other sources, completeness of information provided in response to this RFP and other various business issues as outlined herein.

In order to evaluate your proposal, please submit URLs for three public sites you have completed and describe your involvement in their creation. If these sites have private areas (e.g.: administrative areas) you wish us to know about, please indicate this and, if you are a finalist, we will invite you to demonstrate them to us.

It is ABC's intention to source all products from one vendor, but reserves the right to award individually by item.

SCOPE OF WORK

The ABC District Library is looking for a redesign of the Library's public access website that will meet the following criteria. Please describe how you will meet these criteria and, where possible, give examples of how you have done so in the past in your proposal.

We are soliciting proposals that will

- 1) Develop a unified look that can be applied across the entire library web site, consistent with the Library's marketing and branding program.
- 2) Migrate some of the existing pages of content from the existing web site www.abc.com to the new web site.

- 3) Document and develop infrastructure for future development and maintenance of the Library Website.
- 4) Select and implement a web content management system for the public web page that can also be used to maintain a separate staff Intranet site. (Phase II)
- 5) Provide specifications for hardware and software that will be required to implement the proposed content management system.
- 6) Produce as a product a complete and useable public web site, implemented with the selected Web Content Management system, which can then be maintained, updated, and added to by ABC Staff.
 - a. The Content Management System must be publicly available for purchase or use. A preference will be given to the use of open source products.
- 7) Define all startup and on-going costs associated with the hardware and software required for the system proposed.
- 8) Provide a time and materials cost model for new and additional applications, interfaces, or services to be developed and implemented by the vendor as determined and discussed with library staff.

The primary clientele of our web site includes library users and prospective library users. Secondary clients include staff, educators, information seekers in general, and other institutions and libraries. All of these constituencies should be able to find the information they need easily. Ease of use of the website is an important criteria. We do not expect to structure the web site by library branch, unit or department, but rather by audience need and appropriate content

The responsibility of providing and maintaining the content will fall to the staff of the library, but the visual design, navigational and content structure will be developed by the vendor in conjunction with a stakeholder group from the library. The vendor's experience and ability to facilitate such meetings will be considered in evaluating proposals.

The Library Catalog and many self-service customer features are part of an ILS (Integrated Library System) provided by Innovative Interfaces Incorporated (III) which is managed by the Marmot Library Consortium. The Catalog and self-service features use web-based technology. The Web Server providing these services resides on a separate ILS server. The links between and integration of the new Web Site with this system should be as smooth and 'seamless' as possible.

We need to be able to edit the static components of the site using typical word processing skills in a WYSIWYG environment.

Description of library technical environment – network and servers:

- Red Hat Enterprise Linux AS (v3.0) server at Marmot headquarters in Grand Junction, Colorado, running Millennium from III (Innovative).
- Proposal should reflect an ASP scenario for the content management solution.

Description of current Web Site Content:

The current web site consists of over 11 subject areas, with a few sub-categories, and multiple links to other websites and database. The proposal submitted should account

for immediate growth of our website as we plan to significantly increase the number of pages and content available to the public. www.ABC.org.

We expect your proposal to address how you will:

- 1) Create a master visual design with input from a stakeholder group (discuss how you work with stakeholder groups);
- 2) Create subsidiary looks for different types of pages and for different units as needed; (i.e. versions / pages or 'skins' designed for children, teens, those who are visually impaired, foundation donors, mobile users, etc.)
- 3) Create a navigational structure to address the needs of the various audiences in conjunction with the stakeholder group;
- 4) Implement the look and navigation system within templates that library staff can populate;
- 5) Recommend or work with the library to evaluate and select an appropriate Web Content Management System; One that is cost effective for the library, is not overly complex, or 'overkill', yet meets current and ongoing needs. Preference will be given to Open Source CMS solutions.
- 6) Implement the new Web site on a staging site;
- 7) Migrate the content that we choose to keep from our existing web site to the new web site; (if needed)
- 8) Transition the new web site over to your hosting environment and Content Management System, and
- 9) Train and support our staff as maintenance and management of the web site is handed over to them. Provide 'train the trainer' for selected ABC staff who will be responsible for training other ABC content providers.
- 10) Incorporate features such as blogs, wikis and RSS feeds.
- 11) Incorporate e-commerce features such as a library store, library and foundation event ticket sales and donations, etc. (Phase II)
- 12) Integrate / link with the library catalog and ILS system
- 13) Include the ability to incorporate multi-media content, i.e. web broadcast and archiving of sound and video related to library training, programs, and events.
- 14) Highlight and link users to 'self-service' features of the Innovative Integrated Library System
- 15) Provide ability to create and integrate additional interactive self-service features, i.e. mechanisms to customize, incorporate and link easily to third-party solutions and API's, as well as library designed interactive forms and surveys.
- 16) Provide ability for feedback / input from users.
- 17) Incorporate the use of XML and style sheets.
- 18) Address accessibility standards as per the 1998 Amendment to Section 508 of the Rehabilitation Act
- 19) Provide a usable interface for handheld small screen portable devices such as PDAs , Web phones, etc.
- 20) Create and manage private Intranet via Content Management System (Phase II).
- 21) Address a realistic lowest common denominator for our audience's equipment and browser compatibility, with the realization that approximately 50% of current activity on the library website takes place from outside of library branches. (Some statistics regarding os and browsers of current web site users are available. – reasonable minimum screen resolution we might expect would be 800 x 600; browser compatibility with recent version of IE and Mozilla / Firefox)

- 22) Provide a module for bulk emailing that allows patrons to subscribe to receive notifications about programming, etc. and gives us a way to customize html mail templates to broadcast messages to subscribers.
- 23) Provide full reporting on website traffic.
- 24) Provide a complete list of technology to be used. Use of Flash or Java is not recommended.

Please include the following: how you work with stakeholder groups, a description of your project development approach, a description of your development process, your milestones schedule, your asset delivery methods and review process, and your testing methodology

Please describe maintenance and supportability of the resulting web site and Content Management System by library staff.

Please provide your recommended maintenance plan and hourly cost for service.

Expected launch date for the site is to be determined. Please give an estimate of time needed.

All proposals may be submitted as an e-mail PDF with an identical original copy postmarked by **October 16, 2006**.

ABC District Library – attn : ABC
123 ABC Road
ABC, MI 12345

All proposals must be received by Monday, October 16, 2006.

All e-mail correspondence can be sent to ABC@abc.com with a cc to DEF@abc.com.

DIRECT QUESTIONS

1. BUSINESS PROFILE

1.1. Purchase Order Terms and Conditions

ABC's purchase order terms and conditions along with the vendor final proposal response will be the controlling documents with regards to terms and conditions. Any exceptions to these Terms and Conditions must be submitted in writing. (If vendor requires completion of any additional agreements, software licenses or order forms, a complete copy of those must be provided with your response.)

1.2 Additional Questions

Please provide the name, phone number and e-mail address of the principal person to be contacted in the event the Library has additional questions with regards to your response.

1.3 Business Summary

Please provide a brief business summary (one page or less) on your company. The summary should include whether you are public or privately held, how many years you have been in business, what your annual sales are, how many full time employees you have, examples of any business you have done with libraries, your D&B number and your web site address if available.

1.4 Delivery

All items will be delivered F.O.B ABC District Library, freight and insurance prepaid and absorbed by vendor, at the address as specified on the purchase order. All should be marked for attn: Mindy Kittay.

1.5 Failure to Meet Reasonable Delivery

The Library reserves the right to purchase from other vendors in the event the awarded vendor cannot supply our requirements in a reasonable period and/or do not have a competitive price with a Garfield County contract.

1.6 Key Contacts

Please provide a sheet detailing vendor key contacts to include their responsibilities, phone number, fax number, address, e-mail address, etc. with regards to support of this agreement. At a minimum this list should include those person(s) responsible for taking orders, expediting orders, outside sales, repair calls, return of goods, and accounts receivable.

1.7 Order change/cancellation

ABC must be able to change or cancel order releases against this agreement or blanket order any time before shipment without penalty.

1.8 Ownership

(a) ABC District Library (ABC) shall own all data, information, and other work developed or obtained by vendor ("Contractor" within the terms of this paragraph) pursuant to this agreement.

(b) ABC District Library shall at all times have access to review the ongoing work of Contractor or purposes of inspecting same and determining that work is being performed in accordance with the terms of this agreement.

(c) Immediately upon termination of this agreement for any reason, all such data, information, and other work, in whatever form, shall be turned over to ABC District Library.

(d) For purposes of this agreement, any copyrightable work ("Work") developed in the course of performance under this agreement shall be deemed "work made for hire" under federal copyright law and all ownership rights to such Work belong to ABC.

(e) Should such Work not constitute a "work made for hire" under copyright law, Contractor hereby grants, transfers, assigns, and conveys to ABC and its successors and assigns, the entire right, title, and interest in the Work or any part thereof, including but not limited to the right to reproduce, prepare derivative works, distribute by sale, license or other transfer; to perform publicly, to display and to secure copyrights or patents and renewals, reissues, and extensions of any such copyrights or patents in the United States of America or any foreign country.

(f) Any patentable invention conceived or reduced to practice in the course of performance under this agreement shall be the property of ABC.

(g) Whether a copyright or patent in the Work will be maintained or registered in the United States of America or any foreign country shall be at the sole discretion of ABC.

(h) Contractor agrees to cooperate fully with ABC in the preparation and execution of all documents necessary or incidental to this assignment and the protection and preservation of rights herein granted to ABC.

1.9 Processing of orders

It is intended that ABC will issue purchase orders cover costs associated with all products and services.

1.10 References

Please provide three (3) customer references including contact name, phone number, and a brief description of your business relationship with them. These references should be for products and services similar to what is requested herein.

1.11 Termination

ABC may terminate this agreement at any time by giving the other party a thirty-day written notice of such action.

1.12 Third Party Interfaces

Provide information concerning partnerships, collaborations and experience with other companies to develop and support Application Programmer Interfaces (API's), or similar interfaces between applications.

1.13 Business Profile-- Other

Provide any other relevant information on the vendor's business or technical experience and capabilities.

2. PRODUCTS AND PRICING

2.1. Pricing

Quote to include all shipping charges, and provide itemized pricing for each service and product to be provided. ABC makes use of state, governmental and educational pricing programs and schedules. Pricing should reflect and document these discounts where applicable.

Pricing of items 11 and 20 are to be separated from the rest of the pricing and labeled Phase II.

Exceptions-- Please answer directly to each of the items listed with either the statement "comply" or if exceeding specification, with item being quoted. No exception listed indicates vendor complies with specification as requested.

2.2 RFP Preparation Costs

ABC assumes no responsibility or liability for any cost the respondent may incur in responding to this RFP.

2.3 Substitutions/Samples

For those items where substitutes are allowed and vendor has quoted such, samples may be requested for evaluation.

2.4 Technical Literature/Specifications

Provide the latest technical literature and specifications for each item quoted. In direct answer to this question, list the material provided.

2.5 Provide any other relevant information on vendor products and pricing.

3. SUPPORT PROFILE

3.1 Installation/Training

Please note if installation and/or training is necessary and what, if any, charges there will be for such.

3.2 Pre-Sales/Post-Sales Support

Vendor will be required to provide on-site pre- and post-sales support to include product review and demonstration, evaluation units, installation and set-up assistance, and training at no additional cost. Please comment on your ability to provide such services and explain any additional services that could be provided.

3.4 Sales Representative

Vendor is to provide ABC with sales representative(s). Sales representative(s) to be available to assist in product selection, keep appropriate personnel informed of new products, resolve quality and delivery problems, keep ABC informed of price movements and market conditions that affect ABC, and other services generally considered to be that of a sales representative(s). Please identify your sales representative(s) and list the days the representative(s) will be available on campus.

3.5 Technical Support

Does vendor provide a local or 800 number and/or web site for no charge technical support? What is the number and/or web address? Where are these personnel located? How many people? What are the hours available? What services are available?

3.6 Support Profile-- Other

Provide any other relevant information on vendor support.

4. WARRANTY/SERVICE PROFILE

4.1 Maintenance/service

Please provide any maintenance agreement plans/extended warranty plans details and pricing if available.

4.2 Warranty

Provide warranty period and terms of warranty.

4.3 Warranty Type

Is warranty quoted on site, return to vendor or return to manufacturer? If on site, who is providing service? If on site, what is the guaranteed response time? If return to vendor, advise procedure for repair and guaranteed response time if any. If return to manufacturer, advise procedure for repair.

4.4 Warranty/Service Profile-- Other

Provide any other relevant information on warranty and/or service

Appendix A – Requested Website Mapping

- Homepage
- Site Map
- Separate Page for Each Branch (6 Branches)
 - Links to Community websites relevant to each city/town
- Overview page for all branches with the ability to put in customers current address and receive back a Mapquest Map and written directions to the branch requested
- About Us Page
 - Vision/Mission
 - Strategic Plan
 - Annual Report
 - Notice of Meetings
 - Minutes of Meetings
 - Other misc. reporting
 - Staff Directory
 - Board Directory
- My Library Account (connects to Millennium – ILS)
- Library Info
 - Request a Library Card on-line
 - Rule of Conduct
 - Policies
 - Etc.
- Events Calendar
 - Events Blog
- Newsletter Page (Blog) with back issues
- Link to Catalog
 - When searching results should show not only the catalog results but results from databases too. (Millennium may not make this possible yet).
- Contact Information
- Research Tools
 - Research and Reference
 - Links to Databases and selected websites
- Business Page
- Teen Page
- Kids Page
- Seniors Page
- Leisure & Lifestyle
 - Health and Medicine Links
 - Parenting Links
 - Hobbies Links
 - Holidays and Celebrations Links
 - Travel Links
 - Home and Garden Links
 - Sports Links

- Outdoor Recreation Links
- Pets Links
- Computers and Technology Links
- (These will be Links to websites and will pull from the ILS materials that fall within that subject matter with parameters set by library, i.e. how many items, how old of items)
- Readers Advisory (Links to websites/databases, see below, from this page)
 - Awards
 - Best Sellers
 - Book Lists
 - If you Like....
 - Media Picks
 - Reviews
 - Subscriptions
- Donate to library or purchase items page
- Popular Items
 - Books on CD
 - DVD's
 - Fiction
 - Non-Fiction
 - Large Print
 - Staff Picks
 - At least 3 genre pages
 - Misc. (to be determined later)
- Overdrive/Net Library
- Intranet (Phase II)
 - Policies
 - Procedures
 - Job Descriptions
 - In house Blog
 - Tutorials
 - Organizational Chart
 - Etc.

NOTES:

- RSS feeds on some pages such as local weather, news, business news.
- Breadcrumbs for easier navigation
- Link to search catalog on every page
- Contact info with phone number on the bottom of every page