



**Request for Proposals (RFP) for Website Redevelopment
St. Charles Public Library District, St. Charles, IL**

Submittal due date & time: October 25, 2021 at 5:00 p.m.

Submittal shall be submitted to: St. Charles Public Library District
One South Sixth Avenue
St. Charles, IL 60174-2195
Attn: Edith G. Craig, Library Director

Number of Copies: Submit 1 electronic and 2 hard copies of the proposal
Submittals submitted by fax will not be accepted.

Offers may not be withdrawn for a period of 90 days after proposal due date without the consent of the St. Charles Public Library District.

The St. Charles Public Library District reserves the right to reject any and all submittals of parts thereof, to waive any irregularities or informalities in proposal procedures and to award the contract in a manner best serving the interest of the Library. The Library will not return any materials received in response to this invitation.

Submittals will not be opened in a public forum.

Statement of Purpose

The St. Charles Public Library District (SCPLD) seeks proposals from qualified professional website design and development consultants to redesign the Library's website. The Library requires a Content Management System (CMS) for the purpose of building and maintaining this site. The Library's current design themes and branding will be provided and should be incorporated in the project. This will be a concept to completion project.

Background

The Library's current website, www.scpld.org, uses a Drupal web content management system. The website was designed and created in Drupal by Mightybytes, Inc. Minor

updates were made by Library staff. There are approximately 500-1000+ pages to the current site.

The Library District includes a diverse population of 55,092 residents of St. Charles and portions of Wayne, West Chicago and South Elgin. We are part of the [SWAN](#) (System Wide Automated Network) library consortium, sharing an online catalog with approximately 100 area libraries.

Our collection includes about 300,000 items in numerous formats, including books, periodicals, audiobooks, CDs, DVDs, videogames, board games, STEAM kits, technology, equipment and more.

The Library also provides a wide range of online and in-house services, including:

- Remote access to 150+ online premium databases: encyclopedias, news, business information, online courses, medical/health information, homework help and more.
- Online catalog (search for library materials, place reserves, renew materials, etc.)
- Downloadable and streaming services, including music, eBooks, eAudiobooks and eVideos, via several vendors.
- Live chat and text-a-librarian services.
- Online calendar event registration and room booking system (Communico).
- Over a thousand programs for adults, teens and children are offered in-person and virtually per year.
- Presence on social networks: Facebook, Twitter, YouTube, Instagram.

Target Audience

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

Project Goals & Scope

The Library expects that the newly-designed website will be able:

- To help patrons 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 website that fully meets accessibility standards.
- To provide a unique and engaging experience for website 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, employment opportunities, policies and procedures, such as getting a library card, signing up for various services, etc.).
- To provide a website that makes online library services and materials 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 allows easy-to-use interface for staff to input and update information.

Required Features

- To provide a website that fully meets accessibility standards.
- Effective use of color and graphics, using Library branding design elements.
- Clear, efficient navigation with a site structure that does not require navigating multiple clicks to reach desired page.
- Ability to easily promote Library events on home page, such as rotating messages, link to calendar, etc.
- Site displays optimally in all browsers and most browser versions.
- Incorporate Responsive Web Design (RWD), which optimizes viewing on all devices.
- Search engine optimization.
- Ability to search online catalog prominently on the home page.
- Full-text site search function is required with advanced search (for example, search only page titles, limit by date, etc.) or enhanced search (auto-complete, predication, etc.).
- Integration with online catalog (Aspen) and online calendar/registration system (Communico).
- Ability to search and use Access databases on web interface.
- Site must include a site map for the website and a map of the physical building to identify locations of services and collections.
- Site is maintained using a Content Management System (CMS).
- Site must take advantage of current technologies and allow for easy addition of future technologies.
- High visibility for contact information, live chat and social networking on home page.
- Site should provide for printing pages as displayed on screen as well as printing only the actual unique page content (“printer friendly” version).
- Ability to easily incorporate multiple photos and video (Library generated), both static and in slideshows, to highlight events and services and to enhance the appearance of the site.
- Flexible formatting options including customizable tables, multiple columns and diversity.

- Integrate Google Maps and similar outside resources (for example, the St. Charles Historic Buildings page).
- Ability to easily create forms which can e-mail submissions to selected staff email addresses; for example, purchase requests, library card application, employment application, etc.
- Google analytics.
- Ability to be translated into multiple languages.

Third Party Integration

- Communico (calendar and registration)
- Subscription Services and Database(s)
- Library Catalog Interface (catalogs)
- Google

Website Design and Implementation Process

The Library specifies these website design and implementation phases to be completed in an order recommended by the consultant and/or mutually agreeable to the Library. 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 at a minimum of two (2) rounds of revisions and suggestions with the Library. The consultant will deliver final wireframes detailing the components and features of the homepage 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 the Library. 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 appropriate Library 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.

Proposal Requirements

Schedule

Library issues RFP	October 4, 2021
Deadline for questions	October 18, 2021
Deadline for submitting proposals	October 25, 2021 at 5:00 p.m.
Library completes RFP evaluation	November 1-8, 2021
Interview process of candidates	November 8–15, 2021
Conclusion of contract and signing	November 19, 2021
Project to be completed	June 20, 2022

Consultants can submit questions in writing before the close of business day, October 18, 2021, in order for staff to prepare written responses. Questions are best received and most quickly responded to when sent via email directly to ecraig@scpld.org. Questions will not be accepted by phone.

Interested consultants must submit proposals in accordance with the terms and conditions herein. All proposals must be received by the deadline of 5:00 p.m. (CST) on Monday, October 25, 2021. Proposal may not be delivered by facsimile transmission. Address or deliver sealed proposals to:

St. Charles Public Library
Attn: Edith G. Craig
One South Sixth Ave.
St. Charles, IL 60174

Online submissions can be emailed to ecraig@scpld.org.

The price quoted should be inclusive of any required fees and charges. If the execution of your work requires subcontractors or separate consultants, you must clearly state this in your proposal. Third party consultants must be identified, and the work they perform should be defined.

Proposals received after the deadline above will be rejected.

The proposal should include:

- a. Background Information of Firm
 - i. Project team representing firm in interview process is the same team assigned to the website project
 - ii. Examples of sites designed by your firm, including specifically public library sites or sites for other government agencies (municipal government, park districts)
 - iii. List of at least 3 customer references with contact information

- iv. Provide hours of operation, how support is provided and preferred means of communication
- b. Project Methodology and Scope
 - i. Proposed timeline for entire project
 - ii. Include methodology and detailed steps as needed
- c. Total Cost for All Services
 - i. Separate, itemized costs for each additional item/service, including after hours
 - ii. Estimated cost of content migration
 - iii. Hourly rate if additional work is required
 - iv. Cost of any third-party software, hardware, subscriptions, etc.

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:

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

General Information

- a. The issuance of this solicitation does not constitute an award commitment on the part of the Library, and the Library shall not pay for costs incurred in the preparation or submission of proposals. All costs and expenses associated with the preparation of this proposal shall be borne by the proposer.
- b. The Library reserves the right to reject any or all proposals or portions thereof if the Library determines that it is in the best interest of the Library to do so.
- c. All proposers submit their proposals to the Library with the understanding that the recommended selection of the Library is final and subject only to review and final approval by the Library Director and the Library Board. Upon submission, all proposals shall be treated as confidential documents until the selection process is completed. However, vendor shall provide SCPLD with all documents requested thereby enabling SCPLD to respond timely to any request pursuant to the Freedom of Information Act.
- d. The Library shall not be liable for any pre-contractual expenses incurred by the proposer or selected contractor(s). The Library shall be held harmless and free

from any and all liability, claims or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

- e. Proposers may not take exception or make material alterations to any requirement of the RFP. Alternatives to the RFP may be submitted as separate proposals and so noted on the cover of the proposal. The Library reserves the right to consider such alternative proposals, and to award an agreement based thereon if it is determined to be in the Library's best interest and such proposal satisfies all minimum qualifications specified in the RFP. Please indicate clearly in the proposal that the proposal offers an alternative to the RFP.
- f. No agreement with the Library shall have any effect until a contract has been signed by both parties.
- g. A proposer may withdraw a proposal at any time prior to the submission deadline by submitting a written notification of withdrawal signed by the proposer or his/her authorized agent. Another proposal may be submitted prior to the deadline. A proposal may not be changed after the deadline for submission.
- h. Vendor shall at all times observe and comply with all laws, ordinances, regulations and codes of any applicable governmental entity including, without limitation, prevailing wage laws.
- i. If a proposer discovers any ambiguity, conflict, discrepancy, omission or other error in this RFP, the proposer shall immediately notify the contact person of such error in writing and request clarification or modification of the document. Modifications will be made by addenda as indicated below to all parties in receipt of this RFP.
- j. If a proposer fails to notify the contact person prior to the date fixed for submission of proposals of a known error in the RFP or an error that reasonably should have been known, the proposer shall submit a proposal at their risk, and if the proposer is awarded a contract, they shall not be entitled to additional compensation or time by reason of the error or its subsequent correction.
- k. Addenda issued by the Library interpreting or changing any of the items in this RFP, including all modifications thereof, shall be incorporated in the proposal. The proposers shall submit the addenda cover sheet with the proposal (or deliver them to the Library Director's Office, St. Charles Public Library, One South Sixth Street, St. Charles, IL 60174, if the proposer has previously submitted a proposal to the Library). Any oral communication by the Library's designated contact person or any other Library staff member concerning this RFP is not binding on the Library and shall in no way modify this RFP or any obligations arising hereunder.