

<http://www.indianafreelibrary.org/IFL-RFP-For-Website.pdf>

Request for Proposal  
Indiana Free Library

Website Design and Selection / Implementation of  
Web Content Management System  
May 28, 2010

#### GENERAL INFORMATION

The Indiana Free Library needs 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. Contact us for additional information or an RFP.

Submission deadline is July 1, 2010.

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.

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

The Indiana Free Library is the Community Hub that strengthens individuals, families and neighborhoods by connecting them to each other and to relevant information, collections, programs and resources.

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 in our library or remotely from any convenient location.

#### MISSION STATEMENT

The mission of the Indiana Free Library is to offer our patrons quality library service in a welcoming environment. The Indiana Free Library will provide a knowledgeable library staff and appropriate resources that contribute to life-long learning, educational enrichment, and a love of literacy.

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 Kate Geiger. 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 Indiana Free Library trustees and 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.

To assist us in evaluating 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 the Indiana Free Library's intention to source all products from one vendor, but reserves the right to award individually by item.

#### SCOPE OF WORK

The Indiana Free 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.

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 content from the existing web site [www.indianafreelibrary.org](http://www.indianafreelibrary.org) 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 Indiana Free Library 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 and itemize 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.

#### WEBSITE ENVIRONMENT

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 criterion. We expect to structure the web site 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 Winnebago Spectrum supported by the Follett Corp. During the development period the library will be in the process of transitioning to the open source ILS system Evergreen. The new Catalog and self-service features use web-based technology; the Spectrum does not use a 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 with in-house systems as well as additional web-based resources.

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:

The library server connects to the Internet through Comcast Business Cable. We use approximately 8-10 mpbs downstream and on average 4-6 mpbs upstream. The current server is a dual processor, quad core running on Windows 2008 64 bit. This server hosts 4 Hyper-virtual servers. The LAN is based on 10/100/1000 network switches. This server supports staff and back office functions.

#### CONSIDERATION OF SERVER-BASED CMS

Description of current Web Site Content:

The current web site is not a model for the future design. 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.indianfreelibrary.org](http://www.indianfreelibrary.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 IFL staff who will be responsible for training other IFL 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 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 for the visually-impaired as outlined in 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 70% of current activity on the library website takes place from outside of library. (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/ Chrome/ Apple, etc.)
- 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 including email addresses when possible.
- 24) Provide a complete list of technology to be used. Use of Flash or Java is not recommended.
- 25) Provide for website analytics by section or by page.

#### Additional Information

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 July 1, 2010.

Indiana Free Library – attn: Kate Geiger  
845 Philadelphia Street  
Indiana, PA 15701

All proposals must be received by Monday, July 1, 2010.

All e-mail correspondence can be sent to [publib.kate@gmail.com](mailto:publib.kate@gmail.com) with a cc to [Lloyd@onyette.com](mailto:Lloyd@onyette.com).

## DIRECT QUESTIONS

### 1. BUSINESS PROFILE

#### 1.1. Purchase Order Terms and Conditions

Indiana Free Library'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 Indiana Free Library, freight and insurance prepaid and absorbed by vendor, at the address as specified on the purchase order. All should be marked for attn: Kate Geiger.

#### 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.

#### 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

Indiana Free Library 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) The Indiana Free Library (IFL) 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) The Indiana Free 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 the Indiana Free 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 the Indiana Free Library.

(e) Should such Work not constitute a "work made for hire" under copyright law, Contractor hereby grants, transfers, assigns, and conveys to the Indiana Free Library 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 the Indiana Free Library.

(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 the Indiana Free Library.

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

#### 1.9 Processing of orders

It is intended that the Indiana Free Library will issue purchase orders to 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

The Indiana Free Library 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. The Indiana Free Library 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

The Indiana Free Library 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. Estimated project costs are \$3,500. Supported by grant.

## 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 the Indiana Free Library 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 The Indiana Free Library informed of price movements and market conditions that affect the Indiana Free Library, 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.

### 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 continuing service