Ridgewood Public Library

Digital Outreach Website Development Design and Implementation: Request for Proposals

OCTOBER 2021

Introduction

The Ridgewood Public Library (RPL) wishes to contract with an experienced web vendor to provide RPL with a modern front-end website with a collaborative back-end content management environment. Select RPL staff will work with the vendor to create and arrange content required for launch and will migrate existing pages.

Key elements and requirements:
- Help identify and implement an optimal WordPress theme
- Consistent, attractive, easily replicable design
- Functional, seamless, and aesthetic menu and navigation
- Dynamic mobile design to fit multiple screen sizes
- ADA-accessible design and accessibility widget or add-on
- Embedded translation tools for Korean, Spanish, Chinese (Simplified and Traditional), Russian, and Japanese
- Implement WordPress plug-ins, extensions, and modules, customized for seamless updates
- Train library staff content creators and website administrators
- Provide instructional documentation for creating content and pages consistent with overall site design and structure
- Deferred image loading
- Image compression tool to facilitate creation of web-optimized visual content
- Integration of third-party resources such as library podcast listing, multiple search functions, online event calendar, and social media
- Integration of galleries, videos, decks, and other media content
- Dashboard or similar tool for statistical tracking

Please address and budget separately an ongoing maintenance plan that includes at minimum:
- Regular testing, including:
  - Completed website every six months and after any update
  - Browser compatibility
  - Search, forms, and other services

- Check for and install software, tool, widget, and other component updates
- Protect against malware, viruses, hackers, and other security risks
- Inform RPL Project Manager of alterations to website best practices

About the Ridgewood Public Library

RPL is the municipal library for the Village of Ridgewood in Bergen County, NJ. Our services have evolved over the past 100 years to encompass curated digital as well as physical collections.   We provide more lifelong learning and cultural enrichment events and classes than any other public library in NJ. Our events are now offered in multiple formats to serve both onsite and remote participants.

RPL's finest resource is its team of employees. The staff gladly offers exemplary customer service to all visitors, who arrive onsite 7 days a week and/or visit us remotely to borrow library materials, participate in events, and find in-depth research assistance. People also come every day to use the public computers and study tables throughout our 34,000 sf facility.

While our key service clientele is the 25,000 Ridgewood residents, we provide services, onsite and remotely, to:
- Library cardholders from all 75+ public libraries in BCCLS (Bergen County Cooperative Library System)
- International researchers who use our unique Local History and Genealogy resources
- English language learners from 30 countries

All public facilities were hampered by Covid-19 and RPL was compelled to close the building or offer reduced onsite services from March 2020 through September 2021, when RPL resumed full hours.   During the related closures, RPL's website -- along with our accounts on Facebook, Instagram, and YouTube Live -- became and remains our "digital branch".

Website hits rose from 457,900 in 2019 to 477,644 in 2020. Today's remote visitors need more than the title of a book, library hours, or event times. They seek access to the full content of our holdings and public programs – the books, films, storytimes, concerts and more.

Project Background

RPL staff designed and launched our current website, using Wix, in 2014. The website can be accessed here: https://www.ridgewoodlibrary.org/.   Several staff members are involved in changing website design, creating content, modifying widgets and other add-ons, updating pages, and uploading content.

> *Please note that RPL is about to undergo a rebranding process and our logo may change. We will promptly and fully inform the selected vendor regarding logo and any other branding management features such as font, colors, and object/item arrangement. We welcome input on logo improvements.*

Our current website needs to improve in these areas, and more:
- We need an accessibility tool and content must be optimized for visitors using their own accessibility tools.
- Our site must be optimized for mobile devices and across all browsers.
- Routes to information, resources and services must be clear and not duplicative.
- Translation tools must be embedded.
- Drop-down menus must be clear and inviting. Icons must be easy to discern.
- Search function for the website
- Suggestion box, user input function
- Printer friendly page options

We admire the following public library websites for their visual and functional elements:
 Mississauga Library
- Overall appearance and layout; Header—simple, ample use of white space
- Subtle but elegant and smooth animation
- Hero header

Toronto Public Library

- Warmth
- "Your Library Online" feature
- Mobile view organizes the library's podcast listings; book lists for adults, teens, and children; and other services

[Hinsdale Public Library](#)
- Asymmetrical layout
- Smooth animation, slider for events
- Ample white space

[Anythink Libraries](#)
- Asymmetrical layout
- Navigation

[Westerville Public Library](#)
- Line icons and typography
- Hero leader has essential elements
- New materials highlighted

[Brookline Public Library](#)
- Overall appearance and layout; header
- Layering of image in slideshow with vertical container box for information about the slide
- Upcoming events and calendar juxtaposition
- Featured e-resources

Goals

1. Consolidate and showcase content in a clear, attractive manner that is fully ADA-compliant and accessible in the following languages: Simplified and Traditional Chinese, Korean, Japanese, Spanish, and Russian.
2. Establish an aesthetic using color, text, and white space for an optimal user experience.
3. Create a homepage that foregrounds RPL news, resources, services, and programs.
4. Enhance discoverability of content, streamline menus, and reduce user effort needed to find what they are looking for.
5. Integrate content from third-party resources.

6. Train a group of staff and provide a period of essential tech support after site launch.
7. System must harvest/display usage stats on a revolving basis, using easily discernible formatting
8. Make the website an extension of our physical branch -- warm, friendly, and accommodating to all.

Required Features

Design Standards

The design must be easy to maintain and update and be flexible enough to adapt to changing needs. Design elements must be optimized and responsive on all modern browsers, desktop and mobile. All design elements and colors must also comply with ADA accessibility guidelines. We will provide our logo suite.

CMS

Build and deploy a new WordPress platform using an appropriate theme. Advise RPL staff on best practices, site structure and organization, domain architecture, content tagging, and related matters. Advise on and implement improvements for Google Analytics and Google Tag Manager.

Homepage

The new homepage must be dynamic, visually pleasing, and intuitive. RPL programs, services, resources, and news will be prominent. CTAs include place a hold, RPL hours, get a library card, and Novelist. The search function is robust and allows users to filter a search term between catalog items, programs, and the website.

Flexible page templates

Design, build, and implement page templates that can be employed by RPL staff and that maintain a visually and stylistically consistent appearance across our site and are fully accessible. RPL staff will use these templates to migrate selected content from the current website and to create new pages.

Flexible page templates include:

- Layout options for one-column, left sidebar or right sidebar
- A variety of content blocks with flexible, dynamic display options (video, text, audio, image, slideshow, structured content item, and more)

Third-Party Integration

RPL uses several solutions, which must be integrated with the proposed website.

1. Vega Discover from Innovative Interfaces for library resource discovery (inclusion is currently tentative)
2. Engaged Patrons for event calendar and registration
3. Polaris/Polaris Leap (Innovative) for our catalog
4. TixKeeper for museum passes
5. KitKeeper for tech and tool lending
6. Past Perfect for our local history collection
7. YouTube, TikTok, and other social media.
8. A secure system that allows visitors to use major credit cards and PayPal to pay for ESL classes, program materials, and other expenses.

The website should allow RPL staff to integrate additional resources should these solutions change.

Google Tag Manager/Google Analytics integration

Google Tag Manager will be used to facilitate Google Analytics integrations. GTM will shuttle information from the CMS using a data layer, or javascript variable, to pass information such as content published and last modified dates, author, and tag information to Google Analytics.

CMS manual

A WordPress style and theme guide and editors with documentation, in an easy-to-access format and tailored for RPL-specific use.

Testing

The website is tested on all applicable platforms to ensure it functions as promised. Before launch, RPL will test the site with selected users.

Post-launch support

Post-launch, we will have a 30-day window to log and address issues not uncovered in the usability and accessibility testing.

Submission Guidelines & Requirements

The following submission guidelines and requirements apply to this Request for Proposal:

1.   Bidders intent on submitting a proposal should so notify Larissa Brookes, Project Manager, on or before November 5, 2021.

2.   Bidders must list at least 5 projects that are substantially similar, preferably for public libraries, to this project as part of their response, including references for each.

3.   The technical proposal must provide a company profile, a narrative overview of the proposed solution and a proposed schedule and milestones.

4.   The price proposal must state the overall fixed price for the project, plus hourly rates and an estimated total number of hours, should RPL decide to award a contract on an hourly rate basis.

5.   If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.

6.   Proposals must be submitted in PDF format and emailed to lbrookes@ridgewoodlibrary.org with the subject line Digital Branch RFP. Proposals must be received on or before November 19, 2021 to be considered.

Timeline

November 5, 2021	Notify Larissa Brookes by email that you intend to submit a bid
November 19, 2021	Submit bid via email to lbrookes@ridgewoodlibrary.org
November 24, 2021	Vendor award announced
January 14, 2022	Preliminary website launch for testing and user evaluation
January 28, 2022	Final website launch

RIDGEWOOD PUBLIC LIBRARY/ RIDGEWOOD, BERGEN COUNTY, NJ

PROPOSAL FOR *Digital Outreach Website Development Design and Implementation*

 The undersigned declare(s) that they have carefully examined the bid solicitation for the project named above, and that they will contract to carry out and complete said project as specified and described at the prices following.

Prices quoted shall include all costs necessary to provide specified *Digital Outreach Website Development Design and Implementation*

_____
(Name of Bidder)
hereby offer(s) to do the work at the following prices:

Pricing (Website Design and Development) (amount in numbers)
$_____

(amount in words)_____

Software Costs (if applicable) $_____

Hours of Staff Training/Support provided _____

Duration of Period of website maintenance provided_____

Other Fees and Charges $_____

Total Proposed Cost $_____

Pricing (Professional Services)

Hourly rate enhancements/customizations outside the scope of the monthly hosting agreement $ _____

Ongoing maintenance plan $_____**month/year (circle one)**

I authorize that all pricing stated in this proposal document is correct and binding.

Authorized signature:_____

Printed signature: _____

Date: _____

Selection Process

The proposal evaluation criteria committee will comparatively evaluate proposals based on the following criteria:

1. The proposed approach and timeline is thoughtful, realistic, and creative. It is based on the strengths of your organization and ours, and it lays out a clear path to a successful launch by January 28, 2022.
2. The 5 references on similar projects consistently rate services and results as "excellent."
3. Your methods inspire constructive thinking and demonstrate the ability to gain insights around user experience and drive consensus among RPL users, website visitors, staff, and other stakeholders.
4. Strong record working with library clients.
5. The design and development adhere to web standards, including web content accessibility guidelines (WCAG) 2.0.

Budget

Our maximum budget for development of the new website, logo/branding, related staff training and post-launch support is $14,000, which was awarded to RPL by the State Library of New Jersey as a mini-grant funded by the American Rescue Plan Act.

Contact

Larissa Brookes, project manager
Ridgewood Public Library
lbrookes@ridgewoodlibrary.org
(201) 670-5600, x137