



MILFORD
PUBLIC LIBRARY

REQUEST FOR PROPOSAL (RFP)
Website Redesign & Implementation
Services

Issue Date: October 26, 2022
Proposal Due Date: December 5, 2022

Submit responses to:
Tina Hatch, Director
thatch@milfordlibrary.info
Milford Public Library
330 Family Drive
Milford, MI 48381

**REQUEST FOR PROPOSAL
MILFORD PUBLIC LIBRARY**

Website Redesign Services & Implementation

October 26, 2022

SUMMARY: DESCRIPTION AND PURPOSE OF PROJECT

The Milford Public Library is seeking proposals for a vendor to redesign the library's web presence. This will likely include a complete reorganization of existing data into a new system of organization and complete redesign of the library's website located at www.milfordlibrary.info. The redesign should make improvements to the usability and appearance of the site, using the flexibility that a Content Management System (CMS) has to offer. A responsive website that works well on tablets and cell phones is important, as is accessibility.

STATEMENT OF WORK

The Milford Public Library wishes to redesign its website found at www.milfordlibrary.info. This project seeks to improve the look and feel of the website and reorganize data, directories, and the "flow" of the website to make navigation easier and more accessible. The new design should be neat, organized, and visually appealing, with information quickly accessible to those looking for it.

The website should be easily edited, updated, and maintained through commonly available software and practices. The site should also be properly displayed on all common internet browsers and compatible with today's mobile devices.

Library staff will collaborate with the vendor to modify any proposed specifications prior to signing an agreement. Prior to acceptance of the final product, library staff will have sufficient opportunity to review the Beta site, hosted in a temporary location, and request reasonable alterations.

The final deliverable shall be a turnkey website, ready to be uploaded to our current web host (A2 Hosting) with the assistance of the chosen vendor. It is our intention to "wipe clean" the existing directories on our hosting server and begin fresh with the product delivered by the vendor. Therefore, all necessary files and documents shall be included with the final deliverable. If recommended by the vendor, we may consider another hosting site.

DETAILED REQUIREMENTS OF THE SITE

The Milford Public Library wishes for vendors to use their own expertise in website design to establish the best possible website design for the library. Some of the features we desire are included below:

1. Attractive Home Page with clear navigation
2. An email directory, with an email submission form, using a security measure to prevent spam
3. Integration of Facebook, Twitter, and other social media sites utilized by the library
4. Google Analytics integration
5. Security Measures, such as a website firewall, to prevent unauthorized access to the website
6. All other relevant information currently found on www.milfordlibrary.info

PROPOSAL REQUIREMENTS, TIMELINE AND CONDITIONS

- Proposals must be submitted no later than 1:00 p.m., Eastern on December 5, 2022 via email at thatch@milfordlibrary.info. Proposals must be in either a pdf (preferred) or MS Word format.
- The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.
- Proposals will be evaluated immediately thereafter. We may require an interview with the evaluation team.
- The name of the selected firm will be decided on or about January 25, 2022. All other candidates will be notified by January 26, 2022.
- Timeline for specifics of the project and completion will be determined between selected firm and the library.
- The Milford Public Library must own and have full access to and have the right to customize site code.
- Proposals must use the proposal format outlined in this RFP.
- Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project.
- Bidders must disclose any relevant conflicts of interest and/or pending lawsuits.

BUDGET AND COST ESTIMATES

Please provide cost proposals to accomplish the scope outlined in this document. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

List pricing separately for:

- Discovery, planning, and design
- Mobile site (if main site is not responsive)
- Any maintenance costs involved
- Any hosting costs if recommending an alternative to A2 Hosting

The vendor shall submit a final invoice with the deliverable. The Library shall have 45 days from acceptance of deliverable and receipt of invoice to remit payment to the vendor. Final invoiced cost of the project shall not exceed costs in the submitted proposal, unless prior written authorization of change has been made by the Milford Public Library.

ABOUT THE MILFORD PUBLIC LIBRARY

The Milford Public Library has provided service to the Milford community since 1929. The current facility was opened in June 2003. We provide services to an official population of 17,090, but also provide services to residents of neighboring communities who choose to use our library. We currently have a staff of 15 FTE providing library service, with several staff responsible for updating content on the website.

CURRENT SITUATION AND OBJECTIVES

Our current host for the website is A2 Hosting (a2hosting.com). We currently use Joomla as our CMS. Our website is the portal for many research tools: the electronic catalog (hosted by The Library Network); subscription databases; MelCat (statewide catalog), along with links to valuable, evaluated websites. In addition, information about library programs and services, integration with our event calendar and room reservation system (Assabet Interactive), and content related to public transparency (Board packets, minutes, etc.).

To be effective, the site must be easy and intuitive for the patrons as well as visually appealing and engaging. Accessibility is also important. If not responsive, a mobile option must be presented and include easy access to basic library information, library catalog, and programming information.

Inspiration

We admire the functionality and design of the following sites (comments from Staff included):

1. <https://www.cromaine.org/>
In particular how it looks in mobile and its use of the dropdown menu. It also includes embedded and up-to-date links to Cromaine's social media posts at the bottom of the page, which is a good way of integrating various aspects of a library's online presence.
2. <https://northvillelibrary.org/>
Use of color coding the different menus. It also has very clear icons for the different services available at the library and visually, it never feels overwhelming or cluttered. I also liked Northville Library's site use of color and clear icons, and that they had their primary uses (Search the Catalog, My Account, Download and Stream) right in the middle of the page.
3. <https://www.wixomlibrary.org/>
Their use of a soft color palette and use of icons for their primary functions. Wixom also has a nice mobile app for their site.
4. <https://www.dtdl.org/>
Really like the accessibility features. If you click on the little blue guy on the lower left of the page it opens up an impressive menu. Agree with everyone else that the accessibility feature on Delta's is great. I just checked out Delta's website and that accessibility feature is amazing! I like how they even made the accessibility menu more accessible by giving the user control over the widget sizes. That Delta website is very nice. I also like the accessibility feature, and their color palette. Their site looks good in the mobile environment as well.
5. <https://lyon.tln.lib.mi.us>
I like that both Lyon and Redford have their day's hours at the top center of the screen. I also appreciate that they condense information into the center, instead of taking up the entire screen space. Makes the homepage look clean and less daunting to the viewer. I like the design of Lyon Township's "digital resources" section in the middle of the home page. The drop down menu makes it easy to find resources based on the category. It looks like they include a lot of

MEL resources that patrons might not otherwise come across unless they utilize MEL. I also looked over Lyon's website and while I do like the overall design and layout of their drop-down menus (especially how each menu includes the quicklinks from the library's main page), I think I have a minor gripe with the clicking feature on the dropdown menu. For most drop-down menus, you would click on it once to open the menu and another click to close the menu. With Lyon's menus, if you click on the menu button a second time to close it, you are instead sent to the respective webpage of the topic of that menu (about, attend, explore...). The only way to get the menu button to behave as a traditional drop-down menu (one click open, one click close) is to click on the very small arrow next to the words on the button rather than the more obvious and larger words. It is definitely an odd quirk and not entirely user friendly. Other than that, though, I really liked how Lyon's website organizes their resources, especially their information about the community.

6. <https://www.rtdl.org/>

On Redford's website I like the "find it fast" section in the middle of the home page. I like that both Lyon and Redford have their day's hours at the top center of the screen. I also appreciate that they condense information into the center, instead of taking up the entire screen space. Makes the homepage look clean and less daunting to the viewer.

PROJECT TEAM

The project team includes:

Tina Hatch, Library Director

Karin Boughey, Head of Adult Services

Grace Bur, Head of Youth and Teen Services

Stephen Jackman, Adult Services Librarian

Laurel McGlew, Circulation Services Clerk

FORMAT FOR PROPOSALS

Executive Summary / Cover Letter

Process: Explain the process you will follow to design our web site, including major milestones, testing and evaluation; address usability standards and testing; address any important technology information and specifications used in your solution (languages, platforms, etc.).

Budget/ Fees:

- Break down costs by production hours, using the categories listed on page page 3.
- Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we may need in the future.
- License fees: identify any licensing costs.
- Training and Style Guide: identify costs to train our staff to use site tools and provide a style guide.
- Other fees: please identify any other expenses, consulting fees, future work, etc. to complete this project.

Attachments:

- Qualifications and experience: list of comparable sites your firm has worked on, including your roll in each specific project.
- Brief resumes of all who will work on account
- Professional references

EVALUATION CRITERIA

Submitted proposals will be evaluated on the following criteria:

- Proposed project details
- Cost
- Vendor experience, examples of past work and/or references from previous clients

QUESTIONS AND CONTACT

All questions regarding proposals or other terms of this request shall be emailed to Tina Hatch by November 16, 2022:

Tina Hatch, Library Director
thatch@milfordlibrary.info

Answers will be provided to all potential vendors.

All proposals submitted will remain firm for a period of 45 days and valid throughout the life of the contract.

The Milford Public Library reserves the right to accept or reject any or all proposals, either in whole or in part; to award contract to other than the low bidder; to waive any irregularities and/or informalities; and in general, to make awards in any manner deemed to be in the best interests of the library. Award of the work may include all or some of the above components.

BID FORM

Vendor: _____

Complete Address: _____

Telephone: _____

Email Address: _____ Website: _____

Signature: _____

Printed Name: _____

Title: _____

Date: _____

Proposals must include this completed form.