

ABC DISTRICT LIBRARY  
123 ACB Street  
ABC, MI 60453  
123-456-7890

REQUEST FOR PROPOSALS  
Website Redesign & Restructuring

Sealed proposals are to be mailed or hand delivered to:

James B. Casey,  
Library Director  
ABC DISTRICT LIBRARY  
123 ACB Street  
ABC, MI 60453

Should the bidder find any discrepancies or misunderstand any item(s) on the specifications or instructions, or be in doubt as to their meaning, he/she should contact the Library Director.

Rates quoted in proposals shall be guaranteed for a period of seventy (70) days from the date of opening of proposals.

The Library deserves the right to reject any and all bids or accept the lowest responsible bid or proposal.

The owner reserves the right to delete from the proposed contract, without penalty, for a period of seventy (70) days from the bid opening such items as are deemed not to be in the best interests of the Library. The owner further reserves the right to increase or decrease quantities of any service or item specified based on the unit price for a period of seventy (70) days from the date of bid opening.

Sealed bids are to be delivered on the attached forms furnished by the Library no later than \_\_\_\_\_, at 12 noon.

## Project Overview:

The ABC DISTRICT LIBRARY (ABC) is seeking proposals from experienced website development professionals for the redesign and restructuring of its website. The objective is to upgrade and modernize both the appearance and efficiency of the Library's website.

The ABC is among the largest and most technologically advanced public libraries serving the communities of South Suburban Chicago. In addition to the Village population of some 55,245, the Library's extensive holdings and services draw many patrons from among the hundreds of thousands of persons living in surrounding municipalities. The Library has extensive holdings that number about 300,000 items, a 2006 Budget of \$4,356,184 and total circulation for 2005 of approximately 540,000. Programs for patrons of all ages draw large attendance throughout the year. Increasingly popular services include 30 adult and 10 youth internet research stations and wireless access to the internet (up to 25 simultaneous users) from all public research areas, and interlibrary loan borrowing initiated by patrons through their home computers.

The current version of our ABC website was launched in Fall 2000. With hundreds of pages of content and many locally created and maintained databases, the current website is rich in content, but lacking in a clear, unifying theme and structure. In early 2005, our Library formed a Web Site Design Committee to assess the current effectiveness of our web site and examine the websites of other libraries and institutions for positive and negative characteristics desired in a future restructuring of our web site. The Committee also "tested" our web site against those of other libraries in terms of counting the number of "clicks" required to secure basic information. A list of new, more "user friendly" terms was prepared to replace those currently used. The Committee wants patrons to be able to find what they want fast, to enjoy the content and to keep coming back to our website in the future.

Although knowledgeable about websites and about the work of Libraries, our Web Site Design Committee is seeking the services of an experienced web site designer who will listen to our concerns and suggestions in developing a redesign and restructuring of our current web site. We would like to have a newly revised web site ready to replace our present web site before the end of 2006.

## Goals of our Redesigned Site:

The Library's current website already contains valuable content. We want to improve upon both the presentation and accessibility of that content. Members of the Library Staff have developed a brief description of the current Website in terms of software and databases utilized (attached).

We want to incorporate clearer, more “user friendly” terminology and drop downs (or other devices) to reduce the number of “clicks” (the search time and effort required for patrons to locate what they want within our website). Members of the Library Staff have assembled a list of terms they wish to see used in place of those on our current web site (attached).

Improve the overall appearance of the website so that it is inviting, uncluttered and easy to use.

Establish a web design that lends itself to more efficient maintenance and updating. The website should convey the latest information on programs and services. Adjustments to announcements of programs, for example, should be able to be made by the responsible professionals without the necessity of a complicated and time consuming process.

Proposals should contain the following points:

- Executive Summary containing a brief description of your project development approach and costs.
- Qualifications of your company including previous clients (particularly libraries) with contact information. Individuals and their personal expertise with links to previously designed web sites should be included.
- Description of your development process with project stages, committee review opportunities, quality control and testing approaches.
- Training for the maintenance of the site offered.
- Proposed schedule and timeline.
- Costs and payment details – including costs involved with training and continuing consultation.
- Terms and conditions.

Review of Proposals and Timetable:

Proposals shall be reviewed and assessed by the Web Site Design Committee following the opening. Companies considered to be among the finalists may be asked to visit with the Committee and/or submit examples or prototypes of design concepts deemed by the designer to be appropriate for the ABC website. The Committee’s recommendation to Board of Trustees shall be accompanied by clear timetable for completion and a “not to exceed” cost for the satisfactory completion of the project..