



The **Grosse Pointe Public Library** is accepting proposals to design and develop a comprehensive overhaul of the Library's current website (<http://www.gp.lib.mi.us>).

Our goal is to have an attractive, intuitive, user-friendly, flexible website that functions equally well on all commonly used computers and mobile devices, and which integrates multiple third-party websites as seamlessly as possible. This will be a concept-to-completion project, and will require considerable live, real-time collaboration with the Library's Website Committee.

## PROJECT TIMELINE

|                  |   |
|------------------|---|
| April 11         | RFP released  |
| April 21         | Deadline for vendor questions   |
| April 28         | Deadline for Library answers to be publicly posted                    |
| May 5            | Deadline for submission of proposals                                  |
| May 18           | Website Committee completes review of proposals and selects finalists |
| May 24 – June 12 | Candidate presentations and interviews                                |
| June 22          | Website Committee presents recommended proposal to Board of Trustees  |
| June 29          | Contract signed   |
| July 1           | Website redesign begins   |
| November 30      | Fully-tested new site to launch on or before this date                |

## PROPOSAL REQUIREMENTS

Submissions that do not include each of these requirements will not be considered. Electronically submitted proposals must be in the form of a PDF; no zip files will be accepted.

- 1) Contact Information for firm and proposal coordinator.
- 2) Company Profile.
- 3) Portfolio of related projects completed in the past five years.
- 4) References from at least three similar projects completed within the past three years, including the public URLs for their associated websites. Feel free to list and link to any additional sites you've created which feature relevant components to this project.
- 5) Brief introductions to the team members who would be assigned to this project.
- 6) Project Narrative which includes a project overview and examples of your UX and responsive design expertise. Also include a schedule of the tasks, activities, deliverables for this project, along with the estimated completion dates of each.
- 7) Training Outline for the Library's Website Committee and other key staff, including any support documentation you will provide.

- 8) Total Project Cost, itemized based on the Project Requirements, Additional Features, and/or Project Schedule. You may list optional and recommended items in a separate section.

## **DIRECT QUESTIONS AND SUBMIT PROPOSALS TO:**

Ms. Danis Houser  
Website Committee Coordinator  
Grosse Pointe Public Library  
10 Kercheval Avenue  
Grosse Pointe Farms, Michigan 48236  
313-343-2074 x212 or [dhouser@gp.lib.mi.us](mailto:dhouser@gp.lib.mi.us)

## **GENERAL INFORMATION**

The Grosse Pointe Public Library (GPPL) is a three-branch, district library system in metropolitan Detroit, serving the five Grosse Pointes and a portion of Harper Woods. The Library's mission is to serve people of all ages by actively providing easily accessible information, materials, services, and programs designed to meet the community's evolving educational, recreational, cultural, and informational needs.

The Library's website is the starting point for all of our in-house desktop computers for patrons and staff, and it serves as the portal to all of our third-party services, including but not limited to:

- Our online catalog, Encore/Sierra, which will be updated soon with features that will work more effectively with a new website;
- Our interlibrary-loan catalog, MeLCat;
- Our online event calendar, Evanced;
- Our subscription databases, including multiple proprietary sites as well as the Michigan eLibrary sites;
- Our downloadable digital content providers, including OverDrive, Zinio, Freegal, and Hoopla;
- Our readers' advisory service, Select Reads; and,
- Our Library's digitized Local History Collection, stored on an in-house server.

The purpose of our website is to allow our users to find library information, materials, programs and events. Patrons and staff alike do not differentiate between our website and our third-party sites, many of which require separate login IDs and passwords. Our objective is to have a website that is intuitive, dynamic, comprehensive, adaptable, and efficient. The site should be visually pleasing and include our existing branding. The site's CMS should be flexible enough for Library staff to easily and routinely

update content and to add or change existing features, menus, etc., as needed. Our current website is built and maintained with WordPress.

## SCOPE OF PROJECT

Design the visual, navigational, and content structure components of the Library's website. This will be done in conjunction with key Library staff members.

- Create a master visual design using the Library's colors, logo, graphics, and/or photography;
- Create subsidiary looks for different types of pages and/or Library units as needed (e.g., various Library departments, eBranch, Event Calendar, Patron Accounts, etc.);
- Create a comprehensive navigational structure;
- Migrate existing content, as determined by the Library's Website Committee;
- Implement these visual and navigational systems with templates, which GPPL staff can populate using the CMS;
- Implement the new website on a temporary staging site to allow staff access and familiarization;
- Conduct usability testing on all major operating systems, browsers, and device types, with GPPL users selected by the Website Committee;
- Include any revisions indicated necessary through usability testing;
- Train and support key Library staff on website maintenance and management;
- Provide support for GPPL staff as they populate the website with migrated current site content and/or new content;
- Transfer ownership of website templates and content to the Grosse Pointe Public Library;
- Provide ongoing assistance and support as needed.

## PRODUCT REQUIREMENTS

The new website will incorporate the following requirements. This list is intended to be representative and not necessarily comprehensive; amendments may occur throughout the project based on collaboration between the vendor and the Library's Website Committee.

- Site will be attractive and professional, and will reflect the Library's mission and commitment to the community;
- Site will be inviting, dynamic, adaptable, informative, flexible, and, above all, user-friendly;
- Navigation structure should be intuitive to patrons, providing rapid links to information;

- Site will be fully searchable;
- Site will meet all applicable state and federal accessibility regulations;
- All pages and content will load quickly, consistently, and accurately on all common operating systems and browsers, especially on those used on popular mobile devices, and when alternative font sizes or other accessibility features are used;
- Create smooth interfaces between online public access catalog (OPAC), online event calendar, administrative/staff contacts, etc.;
- Site will facilitate social media integration (all major platforms) at multiple site levels;
- Site will facilitate patron and staff interactions, via comments, social media, etc., using custom APIs, apps, or other programming as needed;
- Enable e-commerce features for donations, fines, event tickets, etc.;
- Include a statistics-gathering component;
- Include ability to create online forms;
- Site CMS and related software/tools must be publicly available for purchase or use;
- Administration of web content should allow GPPL to assign and control levels of staff access for updating content (i.e., author, editor, publisher);
- Updating site content will require no more than intermediate word processing and Internet skills for most functions;
- Site will allow staff to upload a variety of file types (e.g., PDF, photos, video, etc.) with ease and broad functionality (i.e., create photo galleries, etc.);
- Site will include a secure, private Administrative/Staff component which requires login IDs and passwords;
- Existing site content migration to new site, as determined jointly by vendor and the Library;
- Site will be subjected to thorough usability testing and revised accordingly;
- Vendor will provide options for site management documentation and ongoing technical support.

## ADDITIONAL FEATURES AND SERVICES

The Library also welcomes recommendations and bids on implementing the following:

- Unified authentication process for logging into Library account (Sierra) and other third-party services;
- Website hosting plans;
- Foreign language translation options for our website's pages;

## **DELIVERABLE PRODUCTS**

Produce a complete and useable library website, implemented with responsive design and a web content management system, which can then be maintained, updated, and altered by the GPPL staff. All content, coding, and graphics will become the sole property of GPPL. The Library will maintain ultimate editorial control of all content.

## **SELECTION CRITERIA**

The overall goal of our selection process is to choose a vendor that possesses a balance of technological and design expertise, along with an abiding commitment to customer service. The vendor's ability to collaborate effectively with the GPPL Website Committee is essential to this project; we require excellent communication and responsiveness. As a public entity, the Grosse Pointe Public Library is required to accept the least expensive qualifying bid. Consequently, a qualifying proposal for this project will meet the following criteria:

- Demonstrated understanding of the project and familiarity with library websites;
- Compliance with the RFP requirements;
- Demonstrated experience with similar projects (vendor profile, references, and portfolio); and,
- Competitive project costs.

The Library's Website Committee will evaluate all submissions, select and interview finalists, and make a recommendation to the Library's Board of Trustees. The Grosse Pointe Public Library reserves the right to reject nonconforming, conditional, or otherwise non-qualifying proposals.