TOWN OF WESTWOOD
COMMONWEALTH OF MASSACHUSETTS

REQUEST FOR PROPOSALS
2024 LIBRARY WEBSITE REDESIGN
RFP # BOS-24-R-010

INTRODUCTION
The Westwood Public Library (WPL) serves a community of 16,266 residents, plus library card holders within our regional consortium, The Minuteman Library Network. The Library has two physical locations, the Main Library and the Islington Branch Library. We consider our digital space – our website, databases, resources, online catalog, and electronic collections –as our third "branch" that is an extension of our innovative and forward-thinking efforts to serve the community. The Library is well-used and well-loved in Westwood, and we take pride in serving as the beating heart of community life here.

WEBSITE REDESIGN OVERVIEW
The Library is in year two of a comprehensive five-year Strategic Plan. There are six initiatives serving as the driving force of this plan:

1) Draw more people in.
2) Increase quality of life.
3) Connect people and ease divides.
4) Expand availability, reach, and impact.
5) Surprise, delight, and uplift the community.
6) Make our processes and organization increasingly efficient and effective.

Redesigning the Library's website is a major objective that reaches into each of the six initiatives listed above. Our current website does not meet the Library's high standard of service. We are looking for a vendor that can help us capture the Library's vibrant culture, amazing staff, and incredible wealth of resources available to the community.

The new website should seamlessly blend the passion of our mission with practical organization of information and effective user experience. Visitors to our website should *feel* like they are entering a warm and welcoming space, while being able to complete their desired task efficiently. We want to send a clear message that the library can—as one staff member worded it—enhance your life in an uncomplicated way.

The Library is seeking a website that has flexibility and user experience in mind. In turn, we seek a vendor to bring a fresh and creative vision to this project. We rely on Springshare products for a variety of purposes, including room bookings, the events calendar, research guides, and—eventually—museum pass bookings. These are frequently sought out functions by website visitors. Another high priority for the new website will be to integrate the website experience and the Springshare experience for users.

The Library—and the entire Minuteman Library Network—recently adopted Aspen Discovery as our online public access catalog. Aspen is an open source, customizable, and user-friendly product. We are interested in exploring options for integrating Aspen features to offer website users a seamless experience from the website to searching the catalog.

Finally, The Library seeks to break the traditional mold of the municipal website. We're not a business, but we want our new website to reflect a certain mentality—that we are seeking to "wow" website visitors, create a memorable experience, and "sell" ourselves as the product, even though our collections and services are free. We are seeking a vendor that can approach the project through the lens of positioning us as the best alternative to our "competitors" – Amazon paid streaming and audiobook services, for example.

BUDGET & TIMELINE
The budget for the design and implementation of the new website is $20,000. Ideally the new website can go live in January 2025 or earlier if possible.

PRIMARY GOALS
The Library is seeking a new website that accomplishes the following goals, based on priorities reported by staff who interact with frequent users of our current website.

- Create an inviting and visually appealing landing page.
- Ensure excellent design, functionality, and user experience for mobile devices.
- Create a customer experience that positions the Library as having the edge over our competitors and as an essential presence in community life.
- Reorganize information and tasks in an intuitive and user-friendly way.
- Create ideal pathways to information and tasks.
- Maintain a clean, modern design.
- Offer Library staff easy-to-use, permissions-based administrative tools.
- Provide seamless integration with third-party tools.
- Provide tools and flexibility for staff content creation and creativity.
- Enhance access to digital collection and electronic resources.
- Create vibrant Library history and Library staff pages.
- Capture the essence of the Library's mission.

REDESIGN SCOPE
The scope of this project includes assessing the current website and identifying a path towards migrating and reorganizing information. Our preferred vendor will review the architecture of our current site, recommend new website architecture, and recommend best options for hosting and support. The project also includes the Library and the preferred vendor collaborating on creative ways to ensure the website captures the Library's personality and ambiance—creating a welcoming and memorable customer experience for visitors. The scope also includes implementing business marketing strategies with the goal of emphasizing customer experience and high-quality product.

ESSENTIAL FEATURES

To prepare this proposal, the Library surveyed staff and brainstormed desire features for a redesigned website. We identified the following features as high priorities, though the overall scope of the redesign is not limited to only these:

Intuitive Pathways to Essential Tasks

Library staff and the community have reported issues navigating to their desired tasks (i.e. Apply for a Library Card, Book a Museum Pass, Learn about the Library) and that important information is buried under too many clicks. Implementing new pathways to the most frequently used services and tasks is essential.

Website Search Tools

The Library's current website has a "Search Site" function that returns results for older blog posts and other website ephemera. Users have reported trying to search for basic Library information and being confused by the results. For the new website, we want to explore options for more effective and intuitive searching within the website.

Interactive Forms

There are interactive forms on the current site that must be repurposed for a new website. Additionally, the Library is planning more interactive and personalized services in the future that will require forms. The new website should smoothly integrate an option for creating and implementing interactive forms.

Easy Access to Online Resources

The Library's digital collection includes a host of online databases, and resources – along with several options for accessing eBooks, audiobooks, and video content. The new website should include clear and easy options to access these resources.

Visual Elements

The new website must have the right visual look, both in terms of appeal and using visuals to guide visitors to their destination. The Library is working towards maintaining a consistent visual brand that the website should represent. In broader terms, the new website should have a clean and spare design that favors visual cues over an abundance of text to orient visitors.

Springshare/LibApps Integration

The Library uses LibApps by Springshare to manage our events schedule, room bookings, research guides, chat function, and more. Staff have identified easy access to the events schedule, which is displayed through a widget, as the top priority. Room bookings and museum pass reservations are also important functions that go through LibApps.

Aspen Integration

Aspen Discovery by Bywater Solutions is the Minuteman Library Network's public-facing catalog interface. It is an open-source product that is customizable and user-friendly. For the new website, the Library is interested in exploring options for visual and user experience integration.
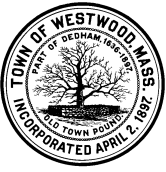
Notifications Banner

The Library uses the website homepage to display new notifications about closings, delays, or any other relevant news. The new website should include this function and provide staff with a user-friendly interface for managing these updates.

Content Editor

A simple and straightforward WYSIWYG editor is another essential function staff. Ideally staff will have permissions-based administrative access to creating and edit content within the website and will be able to do so with little to no coding knowledge. Within the content editor, a file management option will also be needed, since staff content often includes images or video.

SITEWIDE CONSIDERATIONS

Accessibility

The Library and the Town of Westwood are committed to embedding Diversity, Equity, and Inclusion (DEI) into our missions and maximizing accessibility to our services. We ask that the website design process have an inclusive lens that is applied to visitors with a wide array of specific needs. Examples of desired accessibility for our new website include availability of languages other than English and up to date WCAG compliance.
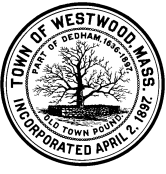
Administration

As previously mentioned, the Library is not beholden to any specific hosting or content management structures. We are seeking the best options for hosting, management, and administration, while providing staff with the ability to make front-end updates as needed. We are seeking a permission-based approach that can manage staff access to essential functions while offering more comprehensive access to certain positions within the Library, such as the Assistant Library Director and Library Director.

Reporting & Statistics

As with any Library service, being able to capture usage statistics and key metrics is essential for understanding how our services are being used and for reporting to our Trustees, the Town, and the State. For the new website, we require easily accessed tools to capture key statistics and analytics.

Security

Our preferred vendor for this project will be expected to provide appropriate security measures to protect patron data, Library collections, and guardrails against down time or other major potential issues.

DESIRED IMPLEMENTATION PROCESS

Discovery and Design
The Library's new website should reflect the personality and culture of our organization. The first step for the preferred vendor should be to get to know the Library by touring the physical spaces and talking to staff. We want our website designer to see our Library through the eyes of the community and capture that experience. Additionally, we'd like our vendor to understand the needs of the staff and how the website fits into their day-to-day work and their overall mission.

The vendor will then design an architecture, navigation structure, and visual layout that captures The Library's personality and culture while offering visitors practical and easy-to-use pathways to find information and complete tasks.

Content Migration
The vendor is responsible for executing content migration and will consult with the Assistant Library Director and Library Director to facilitate this process.

Implementation & Testing
When the design process and content migration are complete, the vendor is responsible for finalizing and implementing the website. The vendor is also responsible for initial testing to ensure the website's readiness.

Training & Documentation
The vendor is responsible for providing Library staff with a full set of user and administrator documentation that includes instructions on performing essential functions as well as backend documentation for the Assistant Library Director/Head of Technology. Ideally the vendor will also provide prelaunch staff training.

Support
The Library will be seeking ongoing and reliable support services for the website. This will include hosting and maintenance, along with responses to any troubleshooting issues. If the preferred vendor offers these services after the design process, the Library will discuss and seek an agreement on service terms. Otherwise, the Library will consult with the vendor to identify the best options for these services.

Proposal Requirements
Proposals should include the following information for the Assistant Library Director and Library Director to review:

- Firm name with contact information.
- Name of project lead and/or project team members.
- Projected budget including upfront costs.
- Projected budget for ongoing hosting and maintenance.
- A complete list of clients & websites produced in the last three years.

- Outline of a project plan including timeline and process.

Selection Criteria

The preferred vendor will be selected based on several criteria that will include but are not limited to:

- Demonstrated ability to create welcoming, user-friendly, and visually appealing library websites that provide excellent customer service in a digital environment
- Outstanding visual design skill and ability to create an intuitive and efficient website architecture.
- Understanding of website usability, best practices, accessibility, and trends.
- Ability to think outside of the box in terms of what public library websites can be and accomplish.
- Recommendations from past clients.

Additionally, vendors will be evaluated based on their ability to meet the mandatory and desired features detailed in Attachment A – Website Feature Table.
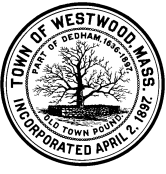
Proposal Submittal Guidelines and Requirements

Proposals shall be received not later than **11:00am on September 4, 2024**. Proposals will be opened in the presence of one or more witnesses and registered in accordance with Massachusetts General Law Chapter 30B. Proposals shall not be publicly opened.

Proposals will be **submitted electronically via email**. Proposals must be submitted to procurement@townhall.westwood.ma.us. Electronic submissions to any other email address will not be opened and will be deleted upon receipt.

The Proposals will be broken into two (2) sections: The Non-Price Proposal and the Price Proposal. The Non-Price Proposal and the Price Proposal must be submitted as separate files and labeled accordingly. There will be NO pricing information contained in the Non-Price Proposal.

Rule for Award

The contract will be awarded to the responsive and responsible bidder offering most advantageous proposal, based on criteria described in Selection Criteria, and price as proposed by Total Bid Price.

The Town of Westwood reserves the right to waive any informality or nonconformity with the submission requirements if it is deemed in the best interest of the Town.

The Town of Westwood reserves the right, in its sole discretion, to determine the completeness or compliance of any proposals, the eligibility or qualification of any application, to reject at any time any or all proposals, to withdraw the RFP, and to negotiate with one or more applicants.

TOWN OF WESTWOOD
COMMONWEALTH OF MASSACHUSETTS

Attachment A – Website Feature Table			
Feature	**Mandatory, Desired, Optional**	**Offered by Vendor (YES/NO)**	**Vendor Comment**
Ability to meet and conform to ADA Compliance, Section 508, WCAG and WAI accessibility	Mandatory		
Provide uniformity of design that is visually attractive, intuitive and easy to use.	Mandatory		
Provide all features and functionality that exist on current website (Vendors are strongly encouraged to carefully review the Library's existing web presence)	Mandatory		
Ability to have a homepage slideshow feature where fresh pictures are display frequently along with the ability to easily change the photo rotation by the Library	Mandatory		
Provide seasonal background color/style themes that can be quickly and easily be changed out by the Library	Desired		

TOWN OF WESTWOOD
COMMONWEALTH OF MASSACHUSETTS

<table>
<tr><td colspan="4">Attachment A – Website Feature Table</td></tr>
<tr>
<td>Feature</td>
<td>Mandatory, Desired, Optional</td>
<td>Offered by Vendor (YES/NO)</td>
<td>Vendor Comment</td>
</tr>
<tr>
<td>Robust search capability (i.e. Google or similar look and feel and functionality preferred). The search should allow the user to do keyword searches of the content included in the PDF's and standard Microsoft</td>
<td>Mandatory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Map provided that auto updates to reflect webpage add/change/deletes</td>
<td>Mandatory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consistent Navigation on all pages, with the ability to change the delivered menus of navigational tools by the Town as needed.</td>
<td>Mandatory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printer-friendly page capability</td>
<td>Mandatory</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide online form capability including automated notifications when visitors complete forms. Ability to route forms to the appropriate staff person or people.</td>
<td>Mandatory</td>
<td></td>
<td></td>
</tr>
</table>

TOWN OF WESTWOOD
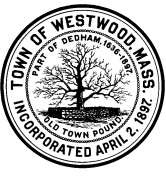## COMMONWEALTH OF MASSACHUSETTS

Attachment A – Website Feature Table			
Feature	**Mandatory, Desired, Optional**	**Offered by Vendor (YES/NO)**	**Vendor Comment**
Capable of viewing using all major operating systems and browsers. It must also be able to rendered on older operating systems devices and browsers	Mandatory		
Provide seamless access and rendering of the website from all major mobile devices. Pages should render clearly so that they are easy to navigate on smaller screens clearly so that they are easy to navigate on smaller screens	Mandatory		
Robust and easy to use site usage and statistics tracking (to the page level) to demonstrate how the public is using the website	Mandatory		
Support for content and/or page based subscription capabilities such as RSS	Mandatory		
Ability to control access to some areas of the website through user ID and password	Desired		

TOWN OF WESTWOOD
COMMONWEALTH OF MASSACHUSETTS

Attachment A – Website Feature Table			
Feature	**Mandatory, Desired, Optional**	**Offered by Vendor (YES/NO)**	**Vendor Comment**
Ability to embed content from social media sites directly into the website	Desired		
Provide measures that prevent security breaches and access to confidential data collected and stored.	Mandatory		
Support breadcrumb type navigation	Mandatory		
Integration with external calendar and event management tools	Mandatory		
Page URLs can be customized	Mandatory		
Forms (submittable with Captcha Technology)	Mandatory		
Provide the ability to use basic word processing skills to add content	Mandatory		
Video and audio streaming capability	Mandatory		

ATTACHMENT B

CERTIFICATE OF NON-COLLUSION

The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals.

_____
Signature of individual submitting bid or proposal

_____
Printed Name

_____
Name of Business

_____
Business Phone Number

_____
Email Address

TOWN OF WESTWOOD
COMMONWEALTH OF MASSACHUSETTS

ATTACHMENT C

TAX COMPLIANCE CERTIFICATION

Pursuant to M.G.L. c. 62C, §49A, I certify under the penalties of perjury that, to the best of my knowledge and belief, I am compliant with all laws of the Commonwealth relating to taxes, reporting of employees and contractors, and withholding and remitting child support.

_____
Signature of individual submitting proposal

_____
Printed Name of individual submitting proposal

_____
Name of Business

_____
Federal Tax Identification Number

_____
Date

ATTACHMENT D
REFERENCE FORM

Bidder:

Bidder must submit a complete list of all supplies and contracts the past two (2) years of similar size and scope to this project, with contact names and telephone numbers.

Reference:
Address:
Contact:
Phone:
Fax:

Description and date(s) of supplies or services provided:

Reference:
Address:
Contact:
Phone:
Fax:

Description and date(s) of supplies or services provided:

Reference:
Address:
Contact:
Phone:
Fax:

Description and date(s) of supplies or services provided:

Attach additional sheets if necessary

TOWN OF WESTWOOD
COMMONWEALTH OF MASSACHUSETTS

ATTACHMENT E

PROPOSAL PRICING SHEET
LIBRARY WEBSITE REDESIGN

BIDDER: _____

Pricing Sheet must be completed in <u>legible</u> ink or by typewriter. The proposal price shall be stated in figures and words. Discrepancies between indicated sum of any column(s) and the correct sum of any column(s) will be resolved in favor of the correct sum. Please Attach Additional Sheets if necessary.

BID PRICE

The Bidder submits this bid proposal to perform all of the work (including labor and materials) as described in the solicitation for this Base Bid Price (including the costs for all Allowances, Incidentals, Bonds, and Addenda):

Total Bid in figures $_____

Total Bid in words $_____

_____
Signature of individual submitting bid or proposal

_____   _____
Printed Name of individual submitting bid or proposal   Business Phone Number

_____   _____
EMail of individual submitting bid or proposal   Business Phone Number