Request for Proposals for Website Redesign, 2024
Shaker Heights Public Library
www.shakerlibrary.org

Shaker Heights Public Library is accepting proposals to redesign and develop the library's website: www.shakerlibrary.org.

Our goal is to have an attractive, intuitive, user-friendly, flexible, and accessible website that functions equally well on all commonly used computers and mobile devices, and which integrates a variety of 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 Website Team.

Background

Shaker Heights Public Library serves the residents of the Shaker Heights City School District, which includes the City of Shaker Heights and a small portion of Cleveland near Shaker Square, encompassing about 7.5 square miles. Long known for the beauty of its neighborhoods and parklands, Shaker Heights is home to over 32,000 residents of diverse cultural backgrounds. The library system consists of Shaker Main Library, located at 16500 Van Aken Boulevard, and the Bertram Woods Branch Library at 20600 Fayette Road. It has 26,099 active library cardholders.

The Shaker Heights Public Library Board of Trustees and staff recognize the impact of technology, specifically electronic communication and information, upon the lives of the residents of the Shaker Heights School District. In order to provide a high standard of public service, Shaker Heights Public Library offers a variety of electronic services.

MISSION STATEMENT

Shaker Heights Public Library strengthens our diverse community and transforms lives by bringing together people, information, and ideas.

TECHNOLOGY VISION

The vision for technology, mirroring the library's mission of transforming lives by "bringing together people, information, and ideas," is to provide effective and equitable access to technology within the library and to the broader world of online resources beyond the library walls.

GUIDING PRINCIPLES

Shaker Library strives to be an integral and vibrant center for our community by providing access to computers, high-speed internet, up-to-date online databases, emerging technologies, and software to help users meet their educational, occupational, informational, and entertainment needs.

Current Website

- WordPress - Managed WordPress
- Hosted by GoDaddy
- Custom Theme
- Online Forms with Gravity Forms and add-ons
- Access Control with Publish Press
- Integrations:

Service or Content	Provider	Integration mechanism
Search box to Library Catalog (https://search.clevnet.org/client/en_US/sh-main)	Custom Code (not currently functional)	New catalog coming: Fall, 2024
Search box for Website	Custom Code	
Programs and Events	LibCal	Widgets
Homepage Alert	Custom Code	
New and "Coming soon" rotating titles	BookLetters	Widgets
Local History – Access Database links and various custom links	Custom Code	
Various Databases and Links		Advanced Custom Fields
Niche Academy	Niche Academy	Custom Widgets

Project Goals

The purpose of the library website is to allow our customers to find information about library materials, services, and events. Customers and staff alike do not differentiate between the website and other third-party sites, some of which require separate login IDs and passwords. Our objective is to have a website that is intuitive, dynamic, comprehensive, adaptable, fully accessible, and efficient. The site should be visually pleasing and include our branding.

The vast majority of traffic on our site is for finding materials in the catalog, checking hours and locations, managing library account information, and browsing and registering for events. We want to make those functions as seamless as possible. At the same time, we offer a range of niche services or curated resources (such as our local history collection) that are for relatively narrow audiences – we want those customers to find what they need too, but not at the expense of accomplishing basic tasks.

Shaker Library's Website Redesign Project Goals:

1. Focus on the primary site users – library customers – and improve usability for common tasks.
2. Update the library's website look and feel to be consistent with visual identity guidelines.
3. Add functionality for granular distributed management of site content.
4. Ensure the site is widely usable by adhering to industry standards for accessibility and responsiveness.

Scope of Work

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

1. Create a master visual design using the library's colors, logo, graphics, and/or photography from current branding standards.
2. Create subsidiary looks for different types of pages.
3. Create a comprehensive navigational structure.
4. Assist in migrating existing content, as determined by the Library Website Team.
5. Make a test site available during the development phase for staff to view the work's progress.
6. Conduct usability testing on all major operating systems, browsers, and device types, with Shaker Library users selected by the Library Website Team.
7. Include any revisions indicated necessary through usability testing.
8. Train and support key Shaker Library staff in website maintenance and management.
9. Provide support for Shaker Library staff as they populate the website with migrated current site content and/or new content.
10. Transfer ownership of website templates and content to the Shaker Heights Public Library.
11. 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 Website Team.

1. A complete and usable library website, implemented with responsive design that can then be maintained, updated, and altered by the Shaker Library staff.
2. The site will be attractive and professional and will reflect the library's mission and commitment to the community.
3. The site will be inviting, dynamic, adaptable, informative, flexible, and user-friendly.
4. The navigation structure should be intuitive to customers, providing rapid access to information.
5. The site will be fully searchable.
6. 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.
7. Create smooth interfaces between online public access catalog (OPAC), online event calendar, administrative/staff contacts, etc.
8. The site will include the ability to post press releases and other relevant news and information.
9. The site will facilitate social media integration (all major platforms) at multiple site levels.
10. The site will include the ability to create online forms.

11. The site will include a subsidiary section for the Local History Collection and associated content.
12. Administration of web content should allow Shaker Library to assign and control access levels for updating content (i.e., author, editor, publisher). Settings should be granular by user, page, and level of permission.
13. The website must track changes to page content and metadata by date and time, and by individual user, with the option for users to subscribe to change notification emails. Users must have the ability to revert to a previous version of page content.
14. Content editing must be available via an intuitive, web-based WYSIWYG editor, with the ability to directly edit content code as well.
15. The site will allow staff to upload a variety of file types (PDF, JPG, GIF, video, etc.) with ease and broad functionality including the ability to create photo galleries.
16. The site must be natively responsive and be compatible with all major browsers. Design should include accommodation for legacy, non-standard-compliant browsers whenever possible.
17. The site will be developed to meet all federally mandated accessibility requirements adopted by the Federal Access Board under section 508 and the ADA web accessibility standards.
18. The site should integrate fully with Google Analytics, enabling the library to track traffic, browsing paths, visitor trends, individual page views, entry pages, top pages, exit pages, page and site length of stay, and analysis of browsers and platforms.

Additional Features and Services

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

1. Website Hosting Plan
2. Website Maintenance Plan

Proposal Content

Name and Background: Include complete name and contact information. If any of the work is subcontracted to another party, please provide the same information for all agencies, and indicate who will be the lead agency.

Profile of the Agency: Provide information about the ownership, size, location of office(s), nature of work performed and years in business. Please highlight any experience you have working with non-profit and/or public organizations to design new websites. Experience working with public libraries is a plus.

List of personnel who will work on this project, including their education, experience and qualifications.

Proposed approach, workplan, and timeline describing how you will implement the design and development process for this project. Please also include what information, services, and assistance you will require from library staff to enable you to successfully complete the proposed work.

Portfolio showcasing your recent work with an emphasis on web design.

Line-item budget for the stages of development in which you will provide the work described in the RFP. Indicate an hourly rate (if applicable) for subsequent work that may be required or deemed necessary.

References: Offer at least three references from clients who have used your services for web design. Briefly describe the scope of your work for these references, the year completed, and a contact name and telephone/email for each one.

Proposals must be submitted via email to Susie Brown, Digital Services Manager, at DSD.Manager@shakerlibrary.org **by 5 p.m. EST on Monday, June 10, 2024.**

Selection Criteria

The overall goal of our selection process is to choose an agency that possesses a balance of technological and design expertise, along with an abiding commitment to customer service. The agency's ability to collaborate effectively with the Shaker Heights Public Library Website Team is essential to this project; we require excellent communication and responsiveness. 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 Shaker Heights Public Library reserves the right to reject nonconforming, conditional, or otherwise unqualifying proposals.

Timeline

Submission deadline	June 10, 2024
Interviews	June 24-28, 2024
Final selection will be announced	Week of July 15, 2024

The agency Shaker Heights Public Library hires will work closely with the Director, the Digital Services Manager, and the Communications and Marketing Manager to develop specific details about the planning process, including the schedule, project completion date, and look and feel of deliverables.

Please direct questions regarding your submission to Susie Brown, Digital Services Manager, via email at DSD.Manager@shakerlibrary.org.