

# **Request for Proposal: Reinvigorating the RPL Web Presence**

**Issued by: Regina Public Library**

**Issue Date: February 13, 2015**  
**Proponents' Conference: February 25, 2015**  
**Closing Date: March 6, 2015**  
**Award Date: March 20, 2015**



## **Intent**

Regina Public Library (RPL) seeks the services of a Consultant to produce a comprehensive plan for a dynamic and secure web presence for the library and its various audiences.

The development of such a plan is the starting point to constructing an expanded and invigorated web presence from which RPL can market and promote its programs and services and provide access to online services and information resources.

This new web presence will ensure RPL presents itself online in a professional and polished manner with a site that users can use to easily access information and services they require from any device (e.g. computers, tablets and smartphones) and that through which RPL business objectives are being met through its online presence. The new web presence must integrate third-party applications and tools, and incorporate RPL's social media presence.

The new web presence will establish a solid base from which RPL can continue to manage its online business and service offerings, and can use to benefit from new web trends and ideas, for many years to come.

## **Background**

Regina Public Library (RPL) is a non-profit, board-run organization dedicated to enriching quality of life in Regina. For over 100 years, RPL has provided open access to materials, programs and services that encourage cultural, economic, educational and recreational development. RPL currently operates Central Library in downtown Regina, as well as eight branch locations throughout the city.

RPL's website provides access to a range of library programs and services. Like other libraries the world over, the Internet has had a major effect on how RPL patrons find and access information. Patron expectations for online library services continue to multiply, and it's imperative RPL address these needs.

RPL's current public website is one part marketing vehicle to promote its physical assets and services and one part access portal for a number of digital offerings. Digital offerings include cloud-based services such as Overdrive and 3M Cloud (e-book services), Hoopla (streaming TV, movies and books), and Zinio Magazines (e-magazine service), as well as a large number of other information, education and entertainment services.

The library's site is also highly integrated with, and relies heavily upon, the Saskatchewan Information and Library Services Consortium (SILS) for key systems and collection management services, including the online catalogue of books available for all Saskatchewan patrons.

### **Internal support**

RPL has two work units responsible for managing its web presence: the Marketing and Communications Unit, whose focus is mainly on content and best methods of content delivery; and the e-Services Unit, whose focus is mainly on the technical management of the web.

The managers of these two units co-chair a newly-formed Web Governance Committee, created to oversee development and implementation of a new web presence, and to provide ongoing, high-level governance of the new site(s) once it has been implemented.

A second committee, the Web Content Committee, will be established to help gather and/or develop content for the site(s). This committee will also have the ongoing responsibility to assess and update content as necessary.

### **User Groups**

RPL has identified three main groups of users it wishes to accommodate through its web presence:

- External users: the general public, including current and future patrons, who require access to information and services. Some information and services may be restricted based on library card rights;
- Internal users: employees and managers requiring access to internal information; and
- Extranet users: a variety of external users who require private user/group specific information that is not supplied on the public site, but who do not require access to internal information (e.g. RPL Board of Directors, employee candidates with specific information needs).

RPL's current web presence does not fully accommodate these user groups. While there are sites for the general public and for staff, there is no "extranet" space available for such specific audiences.

Once the selected Consultant has undertaken an analysis of RPL's requirements, RPL is looking for the Consultant to provide a technical platform recommendation to address user needs while simplifying technical and content management. For example, one option is to establish three separate sites to address the respective user groups. Another option may be to establish a single platform/site that provides access to the three components (external, internal and extranet) based on user authentication and authorization of permissions.

### **Current external (public) site**

RPL's current public site requires a considerable update to bring it in line with web standards and user expectations. Advances in the areas of content, navigation, site monitoring and security, accessibility and design beyond that of the current site will be integral to a new site, and must be factored into the plan and tailored to meet RPL's specific needs.

### **Current Intranet site**

A new Intranet is in the process of being developed in Drupal and will be unveiled in mid-February for RPL employees. The scope of work pursuant to this RFP should leverage this recent/ongoing Intranet work as much as possible; however proponents should not feel restricted by the platform, design or delivery decisions made for the current Intranet.

## Scope

Within this project, the Consultant will undertake the following components of work:

### **Component One: Research**

- Consult with the Regina public and target RPL audiences about what they need and expect from the site. Also consult with current RPL patrons (those who use the library's physical assets, those who use online assets, and those who do both) about their needs and expectations;
- Research and assess current RPL business and how it can be translated to the web, as well as online library services and web best practices that RPL should consider incorporating;
- Review the current website and its offerings, and understand its history and intent;
- Review the current staff resources and web committees at RPL, their expertise and consideration for their role within a site build as well as in the ongoing maintenance of the site;
- Review the web-related partnerships and agreements RPL has established and how best to incorporate these partnerships, corresponding web components and online services into a new site;
- Review RPL's technical capabilities and capacity for constructing, hosting and maintaining a new site (please note that RPL wishes to leverage internal resources in the construction and maintenance of the new website(s) as much as possible); and
- Provide a research report detailing the research findings, observations and conclusions, along with all related supporting material.

### **Component Two: Design & Construction Plan**

Using the research described in Component One, along with the consultant's extensive knowledge and background of web design and construction best practices, the consultant will put together a comprehensive plan for RPL to build a new web presence. The plan will include:

- Description of site infrastructure:
  - Identification of a platform on which to build the site (e.g. Drupal, SharePoint, etc.) and rationale as to why the recommended platform was chosen;
  - Identification of a content management system (CMS) RPL can use to manage the new site – one that can be updated with relative ease for years to come, and rationale as to why the recommended CMS was chosen; and
  - Recommendation for required hardware and operating system software to support the identified software.
- Description of site technical set up:
  - Detailed explanation about an appropriate technical design and configuration for the platform and CMS, keeping in mind RPL's internal resources and technical capacity;
  - Detailed explanation about how best to integrate third-party software and elements such as e-commerce, the SILS catalogue, etc.; and
  - Detailed design and configuration of the hardware and all software components to support the construction and ongoing management of the new site(s).

- Description of site design:
  - Detailed explanation of the site’s architecture and navigation system(s), including a wireframe of the site, along with a detailed explanation of how site content will be organized and navigated;
  - Detailed explanation of ways in which the site will incorporate/introduce web best practices, including introduction of W3 Consortium accessibility requirements, consistent and intuitive navigation options, enhanced security, etc.;
  - Best-practice guidelines on how to present web page content (e.g. length, tone, etc.); and
  - Recommendation and instruction on web look and feel – best-practice recommendations on CMS template and CSS design and construction.
- A comprehensive project plan for the construction of the new website(s) that includes detailed information regarding:
  - A detailed timeline for all aspects of site development and implementation;
  - Implementation of the required hardware;
  - Implementation of the software platform;
  - Implementation of the CMS;
  - Construction and implementation of the site architecture and navigation system;
  - Design and implementation of site templates and CSS;
  - Development/migration of site content;
  - Site testing;
  - Comprehensive maintenance schedule;
  - Identification of individual roles for RPL staff and committee involvement in development and implementation of the site, as well as ongoing maintenance; and
  - Identification of staff training related to hardware, software and CMS.
- A comprehensive budget that identifies costs associated with site development and construction, as well as ongoing maintenance and update costs.

**Component Three: Site Build – *Optional***

At RPL’s discretion, the consultant may be asked to support the site build/construction/configuration/etc. It is expected the build would follow the project plan outlined above.

**Component Four: Site graphic design – *Optional***

At RPL’s discretion, the consultant may be asked to support the graphic design of the site. It is expected the graphic design will conform to web design best practices and will be in keeping with the project plan described above.

**Not included in the scope of this project**

- Web hosting: RPL will host the website on its servers; and
- Creation and preparation of site content: RPL staff will develop content based on the best-practice recommendations of the consultant (as per above).

## Proposed timeline

The following timeline is an estimate as to the length of time the first two components listed in the Scope section above will require.

Milestone 1	<ul style="list-style-type: none"><li>• Consultant contracted</li></ul>	March 13, 2015
Milestone 2	<ul style="list-style-type: none"><li>• Research phase complete</li></ul>	May 22, 2015
Milestone 3	<ul style="list-style-type: none"><li>• Site plan draft submitted to RPL</li></ul>	June 5, 2015
Milestone 4	<ul style="list-style-type: none"><li>• Final site plan submitted to RPL</li></ul>	June 19, 2015

The build portion of the project (Components Three and Four described in the Scope section) is expected to commence in June 2015.

## Procurement Process

Proponents are invited to respond to this RFP with detailed proposals that describe their ability to support the requirements listed above.

RPL will shortlist proponents and will schedule opportunities (in-person or via webcast) with shortlisted proponents at which time proponents will provide a presentation based on the requirements outlined in this RFP .

## Proponents Conference

A Proponents Conference will be held on Wednesday, February 25, 2015 from 2:00 to 4:00 p.m. at which a formal presentation will be made by RPL about the project. The intent of the conference is to provide greater insight into RPL's intent and interests in this project and this request for proposals. Proponents are welcome to ask questions and seek further information about the project and the procurement process at this conference. All questions and answers will be logged and posted on the RPL website, at [www.reginalibrary.ca/webrfp](http://www.reginalibrary.ca/webrfp).

The conference will be held in the RPL Central Boardroom, second floor, 2311 – 12<sup>th</sup> Avenue in Regina. It will also be available via web telecast.

To register, email [mmccormick@reginalibrary.ca](mailto:mmccormick@reginalibrary.ca) and state your preference as to whether you will be joining us in person or wish to participate via the webcast.

Proponents who are unable to join us for the Proponents Conference are asked to access a copy of RPL's presentation and a log of the documented questions and answers on the RPL website, at [www.reginalibrary.ca/webrfp](http://www.reginalibrary.ca/webrfp).

## Submission Deadline

**To receive consideration, responses to this RFP must be received no later than 2:00 p.m. Saskatchewan Time (CST), March 6, 2015.**

An electronic copy of the proposal must be delivered via email or a USB memory stick to:

Colleen Hawkesford  
Manager, Marketing and Communications  
Regina Public Library  
2311 – 12<sup>th</sup> Avenue, Regina SK S4P 0N3  
306-777-6015  
[chawkesford@reginalibrary.ca](mailto:chawkesford@reginalibrary.ca)

Proposals delivered on USB memory stick must be delivered to the receptionist in the Director's Office on the second floor of the Central Library building at the address above during the hours of 9:30 am and 4:00 pm. Proposals will be time and date stamped upon receipt.

RPL will confirm the receipt of proposals delivered by email with a reply email.

RPL will not be responsible for late delivery of proposals due to problems with email, post or courier services. Proponents are encouraged to submit their proposals early to avoid any such issues.

Prior to the submission deadline, RPL may amend or clarify the RFP; such amendments will be posted in the same locations as the original RFP. In the event that RPL revises the RFP after the closing date, proponents will have the opportunity to refine, submit, or resubmit their proposals.

## Project Contact

Proponents are encouraged to obtain a clear understanding of the proposal requirements prior to submission. At all times, the proponent is responsible for notifying RPL in writing, of any error or omission contained within the RFP document, or requesting clarification that may be required to prepare the proposal. RPL will provide written responses to all queries received and all requests/questions and their responses will be posted to the RPL website ([www.reginalibrary.ca/webrfp](http://www.reginalibrary.ca/webrfp)). It is up to the proponent to review this site to check for questions and answers posted, prior to the submission deadline.

Inquiries, interpretations and questions regarding the procurement process or the scope of the work are to be directed to:

Colleen Hawkesford  
Manager, Marketing and Communications  
Regina Public Library  
2311 – 12<sup>th</sup> Avenue, Regina SK S4P 0N3

306-777-6015

[chawkesford@reginalibrary.ca](mailto:chawkesford@reginalibrary.ca)

Verbal responses to any inquiry are not binding on either party. Contacts are restricted to the person identified above. Contact with individuals other than that listed above may result in proposal disqualification.

## **Proposal Requirements**

The following components are required in the proposals.

### **Introduction**

- Letter of transmittal
- Executive summary of your proposal

### **Background Information**

Clearly outline your ability to do this work. Include:

- Detailed information about you and/or your company – including a brief company history and profile and how long you've been in business;
- Rationale/explanation as to why your company should be chosen to undertake this work;
- Your company's web address and any public social media accounts, blogs, etc. available for review;
- An introduction of each person who will work on the project and their speciality area (e.g. user experience, design, etc.) along with detailed resumés and two references for each;
- An introduction to any third-party resource or contractors who will work on the project, as well as rationale as to why you will use the resource; detailed resumés and two references for each person working on the project from the third-party resource; and
- Examples of three web planning projects your company has undertaken of a similar nature to this request within the past three (3) years. Provide a one-page overview of each project that includes project timeline(s), whether project was on time and on budget, and challenges you encountered and overcame along the way, as well as web addresses for each of the resulting websites (if public). Also provide references from each project (include name, title, phone number and email)

### **Project Approach**

Clearly identify how you intend to undertake the work required of the project as identified in the **Scope** section of this document:

- Provide a detailed explanation of your approach to the work outlined above in Components One and Two of the Scope section;



- Describe your proposed approach to conducting research and undertaking stakeholder consultations;
- Provide details on the project management methodology you will use to complete this work;
- Outline your strategy to communicate with and provide updates to the RPL Web Governance Committee;
- Clearly explain the role of each resource you will be using and the role(s) he or she will play in development of the web plan;
- Provide a draft schedule of the project, including all requirements for RPL staff and patron participation and expected scheduled hours of activity at RPL locations; and
- Provide the full scope of your organization’s capabilities to provide the work listed under Components Three and Four of the Scope section so RPL is able to assess your capacity to complete those aspects of the overall project.

**Project Timeline**

- Provide a timeline for Components One, Two and Three, with the understanding that the timeline for Component Three will be validated upon completion of the plan.

**Project Costs**

- Provide a fixed cost for the work completed in Components One and Two of the Scope described above, including time estimates and hourly rates for each facet of work involved. Provide a list of your assumptions related to the cost proposed.
- Provide a cost per hour for all work associated with Components Three and Four by category of work and by skill level of resource.
- List all taxes separately.

**Evaluation of Submissions**

The Selection Committee will consist of representatives from RPL’s Administration. Submissions will be evaluated based on the following criteria and point system.

<b>Criteria</b>	<b>Available Points</b>
Quality of proposal, understanding of requirements	15
Project approach, methods, experience	20
Project cost, timeline and value for service	30
Quality and experience of proposed resources	15
Company history and profile	5

References	15
<b>Total Available Points</b>	<b>100</b>

## Award

The contract will be awarded in accordance with the following conditions:

- Selection of the successful candidate will be based on the proposal that provides the best value for RPL. Any award resulting from this RFP is subject to the successful completion of a contract between RPL and the successful candidate. The contract will be governed by and interpreted in accordance with the laws of the Province of Saskatchewan.
- The successful proponent is responsible, at their own expense, for obtaining all necessary permits, licenses and insurance, registering with the Saskatchewan WCB and paying workers' compensation premiums, and abiding by government health and labour laws and regulations.

## Terms and Conditions

- The successful candidate shall indemnify and hold harmless RPL, its employees, servants and/or agents from all claims arising from the negligence of the proponent or their employees, servants and/or agents.
- RPL retains all rights to content, platform, CMS and any other output associated with this project.
- All terms and conditions of this RFP are deemed to be accepted by the responding proponents and incorporated by reference in their proposal, with the exception of those expressly challenged by the responding company in their proposal.
- Proposals shall remain valid for ninety (90) days after the date of Proposal submission prescribed by RPL.
- RPL reserves the right to reject all submissions.
- RPL will not be responsible for any costs incurred in the preparation and submission of any proposal, nor any other related work through this procurement process.
- All proposals and accompanying documentation received under this RFP process will be the sole property of RPL and will not be returned.
- Proposals submitted shall be final and may not be altered by subsequent offerings, discussions, or commitments unless the proponent is requested to do so by RPL.
- Should RPL determine that all of the proposals submitted are non-compliant, or none of the proposals meet the goals of the project, RPL may refile this RFP, or will carry out a process whereby all proponents are allowed the opportunity to correct their proposal in areas specified by RPL.
- Work assigned to any resources not identified in the proposal must receive prior approval by RPL.

- Should the successful proponent's performance be deemed unacceptable, RPL reserves the right to cancel any agreement(s) under this proposal at any time.
- Proponents are strictly prohibited from making public announcements, issuing news releases or discussing online any aspects of this RFP or any subsequent award of contract without prior approval, in writing, provided by RPL.
- Proponents shall not undertake an assignment that actually or potentially creates a conflict of interest with the provision of the services without disclosing the conflict of interest or potential conflict of interest to RPL.
- Proponents will be required to show proof of at least \$2 million of business liability insurance. Any subcontractors proposed to be used by the proponent will also be required to show proof of at least \$2 million of business liability insurance.

## **Confidentiality**

RPL anticipates proponents may wish to treat certain elements of their submissions as confidential or proprietary, and are reminded that Freedom of Information requirements in force in the Province of Saskatchewan may afford rights of production or inspection at the application of third parties. Furthermore, the contract entered into by the successful proponent(s) may be available for inspection by members of the public.