Crawfordsville District Public Library, Crawfordsville, IN
Request for Proposals (RFP)
2023/2024 Two Websites and Logo/Branding

INTRODUCTION AND CONTENTS

Introduction

The Crawfordsville District Public Library (CDPL or library) and Carnegie Museum of Montgomery County (CMMC or museum) are seeking and accepting proposals for the design and development of two new websites – one for each entity – and branding for each, including logos, and a newsletter template for the museum.

Response Deadline: The deadline for proposal submissions is **Wednesday, June 21, 2023, at 4:30 p.m**. The deadline will be strictly enforced. Proposals submitted after the deadline will not be considered.

Response Format: Submittals must be clearly identified as "2023/2024 CDPL and CMMC Websites and Logo/Branding RFP". Proposals shall be submitted via email in a digital file (PDF preferred) to ttyner@cdpl.lib.in.us or hard copies can be mailed to the following contact:

> **2023/2024 CDPL and CMMC Websites and Logo/Branding RFP**
> **c/o Theresa Tyner**
> **Crawfordsville District Public Library**
> **205 S. Washington St.**
> **Crawfordsville, IN 47933-2445**

Questions about this RFP should be directed to Theresa Tyner, ttyner@cdpl.lib.in.us, 765-362-2242, ext. 103.

Contents of RFP

ABOUT THE LIBRARY AND MUSEUM

About the Library

The Crawfordsville District Public Library serves the 25,087 residents of its taxing district of the City of Crawfordsville and Union Township. We also serve visitors from outside our district that come in person to use the library's collections and services.

The mission of the library is to provide collections, services and programs that encourage the love of reading and learning in our community.

In addition to loaning items from physical book and media collections, CDPL also offers: ebooks and other eresources; Internet-accessible public computers; mobile printing; programs for all ages, including story times, craft programs, and book clubs; meeting rooms that can be reserved and used by the community; a much-used local history and genealogy collection; and the Carnegie Museum of Montgomery County.

After several early incarnations, the library occupied the 1902 Carnegie Library building until 2005 when it moved into the newly-built library across the street. When the library relocated across the street, CDPL renovated the 1902 structure to become a museum.

Funding for CDPL is provided through a number of sources. Public libraries in Indiana are 61% funded through a combination of local property taxes and other special taxes such as payroll taxes, 34% from the Local Income Tax (LIT) and 5% from miscellaneous revenue. Miscellaneous revenue comes from grants, donations, service fees, and interest.

About the Museum

The Carnegie Museum of Montgomery County serves the 38,061 residents of Montgomery County along with visitors from beyond its boundaries. The year before COVID-19 hit, the museum served 7,007 visitors, its highest number since opening in 2007. The first third of 2023 shows a spectacular rebound in visits to the museum which stands at 2,259 through April.

This interdisciplinary museum of history, art, and science contains four galleries for permanent and temporary exhibits on the military, business, education, and social history of the county; thematic activities for children; and a Friends of the CMMC gift shop that sells books on local history, puzzles, t-shirts, 3D-printed animals and stuffed germs.

As its mission states: The CMMC strives to be a community-centered institution that serves as a gathering space for community dialogue, creativity, and celebration through relevant exhibits, interactive programming, dynamic community engagement, and preservation and interpretation of collections. While the museum takes seriously its role in documenting and interpreting the county's history through its collections and exhibits, the museum has also been host to art exhibits, a current Amazing Castle exhibit, Golden Girls trivia nights, ballroom dancing, and Doctor Who celebrations.

The museum is a department of the Crawfordsville District Public Library. Although CMMC maintains a separate identity, museum staff collaborate with library staff on shared programming and the disposition of historical items and documents.

As stated in the previous section, the museum is located in the 1902 Carnegie Library building in downtown Crawfordsville, IN. The building was the first Carnegie Library opened

in the state, and the Renaissance Revival building was designed by local architect W.F. Sharpe.

Funding for CMMC is provided through a number of sources. Infrastructure costs, such as building and grounds maintenance, utilities, office and janitorial supplies, and personnel expenses are supported through tax dollars – mainly local property tax – appropriated through CDPL's budget. Expenses for programs, exhibits, and special needs are supported through donations from a very active and engaged support organization, the Friends of the Carnegie Museum of Montgomery County. Funds raised by the Friends of CMMC come from the nonprofit's memberships and gift shop sales. Grants are often pursued for special projects. Individual donations are also received.

PROJECT OVERVIEW, GOALS, AND DELIVERABLES

Project Overview

The existing CDPL website (see https://www.cdpl.lib.in.us/) consists of 118 pages. CMMC's existing online presence (see https://www.cdpl.lib.in.us/services/carnegie/) consists of six pages within CDPL's website. Both are due for a much-needed overhaul from both a design and functionality perspective.

Along with new websites, each entity would like a branding package, including a new logo for each and a newsletter template for the museum. The library's current logo was designed 4-5 years ago by library staff. The museum currently has two logos: one is 16 years old, and the other was created by staff within the last 5 years.

The selected company must be able to provide all site planning, graphic design, navigational system, content structure, and production. In-house CDPL and CMMC staff will create and provide all site copy, video and photography, and will maintain future content.

Project Goals

Primary project goals for the project are to:

- Create branding with a visually-appealing, relevant logo for each entity and a newsletter template for the museum;
- Construct websites with designs that reflects the contemporary future of each entity with a design that will remain relevant and fresh – not become dated too quickly – over time;
- Design enjoyable, accessible, responsive, and easy-to-navigate website experiences for first-time users and frequent visitors; and
- Incorporate smooth website processes for registering for a library card, purchasing museum memberships, making donations, signing up to volunteer, and to receive newsletters/communications from either entity.

Project Deliverables

- Concept submissions: Three logo concepts for each entity; three website design concepts (in both desktop and mobile formats) for each entity
- Branding package for the library with a visually-appealing, relevant logo

- Branding package for the museum with a visually-appealing, relevant logo and a newsletter template
- A website for the library of approximately 120 pages with its own (possibly new) domain
- A website for the museum of approximately 10 pages with its own domain

AUDIENCES

Along with CMMC and CDPL staff who will be authorized to make content changes within the websites, the websites will focus on distinct audiences:

Library Audiences

The CDPL's website will contain information of interest to library visitors, who use the library for a variety of reasons, and potential visitors.

The library website's primary audience is current users of the library who want to access their library accounts, discover what events and meetings are happening at the library, learn what new collection items have arrived; and find out basic information about the museum, e.g., hours, parking, public computer access.

Potential library users who might visit our website include:

- people new to the community, including Wabash students;
- community members who have never used or don't regularly use the library;
- people seeking employment or volunteer opportunities;
- visiting genealogists or historical researchers; and
- random day trippers.

Museum Audiences

The CMMC's website will contain information that pertains to a variety of museum visitors and persons we hope will become museum visitors.

Our website's primary audience is potential in-person museum visitors who want to know what events and exhibitions are happening at the museum along with basic information about the museum, e.g., hours, admission, parking.

Potential museum visitors include:

- visiting friends and relatives of community members;
- community members who have not yet visited the museum;
- new Wabash students and families of prospective or attending Wabash College students;
- history lovers, especially of Montgomery County history;
- ASTC and NARM members; and
- random day trippers.

A second, but no less important, group of website visitors includes:

- community members;
- return museum visitors;

- teachers, homeschoolers, and parents;
- Friends of the CMMC board of trustees; and
- people seeking employment or volunteer opportunities.

EXAMPLES

Library Website Examples

Wells County Public Library (wellscolibrary.org)
- Like that it's colorful and engaging; not cluttered.
- Organized by service rather than departments
- Headings are descriptive
- Catalog search is too hidden; see logo and slideshow first

Danville Public Library (danvillepubliclibrary.org/)
- Today's hours
- Translate button/tab (widget?)
- Easy access to catalog and mobile printing
- Home page is almost too sparse

Gates Public Library (gateslibrary.org/)
- Quick links
- Welcome to the library greeting
- What can we help you find?

St. Charles Public Library District (scpld.org/)
- Colorful without being busy
- Easy-to-understand headings
- Get Started links

Museum Website Examples

Cal Poly Humboldt (natmus.humboldt.edu)
- This is a museum associated with a university, which is a nice comparable for us.
- Like that it's not too busy, but still colorful and engaging.
- Headers and footers with the appropriate info are important.
- Like the Donate button in the top header and
- The "Join Us!" pull down with Membership and Volunteer beneath.

Anchorage Museum (anchoragemuseum.org)
- crisp and clean
- like layout as you scroll down: Events, Current Exhibits, Upcoming Exhibits, etc., with a photo for each item. (I've also seen some that break out Permanent & Temporary Exhibits.)

- like how the footer contains the relevant information -- address, hours, social media links, admission fees (free for us), etc.

Kalamazoo Valley Museum (kalamazoomuseum.org/visit)
- Visit page. I like "Fun for everyone from ages 0 to 110", the image of the building at the top of the page, and how they have the link to the building map & group visit info on the right.

America 250 (america250.org)
- Secondary menu to the left on internal pages as well as the drop down at the top. Overall, very clean attractive website.

General Likes and Dislikes

General likes
Short home pages (dislike scrolling forever particularly on the main page)
Clean, crisp layouts
Colorful, engaging photos and information
Easy, intuitive navigation
Easy access to library catalog on library websites

General dislikes
Busyness
Pop ups (especially those that instantly pop up)
Slideshows that move too fast

PROJECT REQUIREMENTS

Website Requirements

The following are requirements for the library and museum websites:
- Content Management System (CMS): A system that supports multiple users; authorized staff who may have only basic to little knowledge of HTML will need access to the CMS for future content updates.
- Quick Load Time: 3 seconds or less
- Responsive design: The website must be able to work responsively on various-sized devices and within multiple browsers. Prefer mobile-first approach.
- Browser concerns: Website must work within multiple browsers, have no intrusive pop-ups, not Flash-based.
- Accessibility: The website must be reader friendly, adhering to WCAG (2.1) - Level AA accessibility standards.
- Security: Website pages must have Secure Socket Layer (SSL) encryption protocols so as not to appear as "non-secure" in any browser.
- Search Engine Optimization (SEO): Pages should be indexed appropriately.

- Domain: The museum website will be moved to its own domain, which needs to be created. May need to coordinate with CDPL's IT consultants.
- Special features for <u>library</u> website: library catalog integration, Wowbrary widgets, events/announcements slideshow, library card registration form, interactive location map/directions for both locations, volunteer signup form, fee payment capability, monetary and in-kind donation capability, Facebook feed, calendar of events (Assabet)
- Special features for <u>museum</u> website: Interactive location map/directions, Email/mailing list signup form, volunteer signup form, membership form with fee payment capability, monetary and in-kind donation capability, Facebook feed, calendar of events (Assabet)
- Language: ability to choose language/translation for site
- Analytics: Google Analytics is preferred.
- Style Sheets: Website must have easy-to-use style sheets for consistency of design across all pages/sections that allow for adjustments when needed.
- Software: Provider should list any other software that will be used to create the site, including graphics software, and indicate any software licenses or maintenance the District will need to purchase, as well as cost, if applicable.
- Hosting: Provider (CDPL currently uses iPage) should be reliable and robust, in accordance with industry standards and practices, and should have been in operation for several years. If vendor offers hosting services, please include as a separate line item.
- Site Maintenance Package: Please include options for site maintenance/support as a separate line item.
- Training: Basic training for a minimum of five employees (one group session) and administrator training for 2-3 individuals should be included.
- Ownership: CDPL will retain ownership and copyright of both websites.

PROPOSAL REQUIREMENTS

Response Components

The CDPL Board of Trustees would like to consider proposals that cover two scenarios: (1) designing both websites/logos at the same time or (2) completing the museum's website in 2023 and waiting until after 2024 strategic planning to complete the library's.

Each respondent interested in submitting a proposal must include the following information:

1. Company Overview and Qualifications: Provide a two-to-three paragraph description of your company which includes the scope of services you provide, years of experience in website design/development and ancillary services, a description of the company's capability to provide the desired services and why your company is most qualified for this project.

2. Project Team: Include brief biographies for key individual(s) and subcontractors assigned to this account, including tenure with your company, qualifications, and relevant technical experience.

3. Scope of Services: Describe the proposed work by task, including any tasks to be performed by subcontractors.

4. Provide three (3) references on recent similar projects.

5. Pricing Schedules: Please provide three (3) pricing schedules: one for both websites and branding packages; a second for the Museum only; and a third for the Library only.

Include a schedule of fees for all pertinent aspects of the project. Identify fixed, negotiable and optional costs for each feature in the website and branding design process. At a minimum, the schedule of fees should include prices for each of the following:

   a. Every phase of each website and branding design process must be included. This includes preliminary information gathering and kick-off meetings, design development, content development, training, testing, and final launch. Each phase should identify the tasks involved and the total price for that phase.
   b. Prices for advanced features not included in the standard development price of a website(s) must be identified and itemized.
   c. List a price for the CMS and subsequent training sessions. Price should be based on cost per session, or a number of sessions included in the total project costs. Additional training outside of the total project cost should be identified per session.
   d. Costs for annual software updates and upgrades and for hosting the site(s) should be included.

6. Implementation and Delivery Schedule: Provide a proposed process and timeline to work with the CMMC/CDPL team to fully redevelop the applicable websites and branding.

SUBMISSION DELIVERY AND CONTACT INFORMATION

Submission Information

Response Deadline: The deadline for proposal submissions is Wednesday, June 21, 2023 at 4:30 p.m. The deadline will be strictly enforced. Proposals submitted after the deadline will not be considered.

Response Format: Submittals must be clearly identified as "2023/2024 CDPL and CMMC Websites and Logo/Branding RFP". Proposals shall be submitted via email in a digital file (PDF preferred) to ttyner@cdpl.lib.in.us or hard copies can be mailed to the following contact:

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Team Roles

Theresa Tyner, CDPL Director, and Janna Bennett, Curator, will be CDPL's and CMMC's main points of contact throughout the project.

Theresa Tyner, Director of Library Services
ttyner@cdpl.lib.in.us
765-362-2242, ext. 103

Janna Bennett, Museum Curator
jbennett.carnegie@cdpl.lib.in.us
765-362-4622

The preferred method of communication throughout the project will be through Theresa Tyner, Director of Library Services, ttyner@cdpl.lib.in.us, 765-362-2242, ext. 103

EVALUATION AND SELECTION

Evaluation Committee and Criteria

This RFP is an open and competitive process. Respondents will be contacted during the process if further information is needed; and respondents will be accorded fair and equal treatment with respect to any opportunity for discussion and revisions of proposals.

A committee consisting of CDPL and CMMC staff and board members will open and review all submissions after the proposal deadline. The proposals will be opened in such a way as to avoid disclosure of contents to competing vendors during the process of negotiation.

Using a list of criteria outlined below, the committee will select a final vendor to recommend to the Crawfordsville District Public Library Board of Directors for final approval. The committee may choose to interview one or more firms before the final selection is made.

The selected vendor will be notified the day following the CDPL Board of Directors meeting.

Following the notification of the selected vendor, CDPL will work directly with the selected vendor to overview contracts and determine an appropriate timeline for the project.

This RFP does not commit the CDPL to award a contract, pay any costs incurred in the preparation of a proposal based on this request, or procure or contract for services. All

proposals submitted become the property of CDPL. CDPL reserves the right to accept or reject any or all proposals or portions of proposals received as a result of this request, or cancel in part or in its entirety the RFP, if it is in the best interest of the organization. No reasons shall be given for any decision by CDPL to accept or reject any or all terms of any submitted proposals.

If awarded, the purchase contract shall be made to the responsive and responsible respondent whose proposal is determined in writing to be the most advantageous to CDPL, taking into consideration price and the other evaluation factors set forth in the request for proposals. Note: The purchase may be awarded to more than one respondent. CDPL may require the selected company to participate in discussions concerning contract price or the nature and extent of services to be provided.

Proposals will be evaluated on the following list of criteria:

- Functionality: Based on ability to meet the design and project requirements listed in this RFP.

- Qualifications/Account Team/References: Based on the contractor's company profile including organizational size, structure and account team. Also based on demonstrated experience and substantiated website design work that has been done for other clients.

- Overall Cost: Based on total fee to provide the services for the logo and website designs including CMS, implementation, installation, training, data migration, additional hardware, licensing, ongoing technical support, and other miscellaneous costs. Proposals will be compared using the base bid costs only; optional costs are provided for information purposes only.

- Implementation: Based on availability of quality training, user documentation and online assistance.

Proposed Schedule

Date/Timeframe	Project Task Deadline
May 22	Request for Proposals released
June 21 at 4:30 p.m.	Request for Proposals due
June 30	Review/Interviews completed
July 13	Vendor selected
July 14	Vendor notified
December 31	CMMC website launched
March 31	CDPL website launched

The CMMC has a goal to launch its new website by the end of 2023; CDPL's goal is to launch by the end of the first quarter of 2024.

General Terms and Conditions

Communications: It is extremely important that all potential respondents are given clear and consistent information. Questions about the interpretations of specifications or the RFP process must be directed in writing to Theresa Tyner, Director of Library Services, at ttyner@cdpl.lib.in.us.

Incurred Cost: The Crawfordsville District Public Library is not responsible for any costs incurred in preparation of a response to this RFP.

Confidentiality: Proposals are subject to the Indiana Access to Records Act, I.C 5-14-3-1, *et seq*. Contracts are subject to review by Crawfordsville District Public Library.

Subcontractors: Contractors may utilize the services of subcontractors to complement the expertise for specialty services. Subcontractors should be noted in the proposal. Crawfordsville District Public Library reserves the right to deny use of a subcontractor at any time for any reason. The contractor shall be responsible for replacement of a subcontractor, if required.

Reserved Rights: Crawfordsville District Public Library reserves the right to negotiate specifications, terms and conditions which may be necessary or appropriate to the accomplishment of the purpose of this RFP. CDPL may seek clarification from a respondent at any time, after the submission date, and failure to respond promptly is cause for rejection. CDPL reserves the right to reject any or all proposals for any reason.

Non-Discrimination and Other Laws and Regulations: Contractors shall comply with all applicable state, federal, and local laws and regulations. The Contractor shall ensure subcontractor compliance with all laws.