



REQUEST FOR PROPOSAL

Website Design &
Development

Date & Time of Closing:
Friday, February 17, 2023 at 4:00pm

Waterloo Public Library
35 Albert Street
Waterloo, ON N2L 5E2

SUMMARY

Waterloo Public Library is requesting proposals from qualified website developers to design and develop a new website for the library.

You are invited to submit a sealed proposal to the Waterloo Public Library for the requirements as set out in the attached request for proposal.



Our Goal

Our audacious goal is to be a transformational force in the development of Waterloo and its citizens.

Purpose

Our purpose is to fulfill the multiple literacy needs of our community.

BACKGROUND

Waterloo Public Library (WPL) is comprised of four locations including our newly opened Eastside Branch (May 2022). We serve a population of 147,500 in the City of Waterloo, a community that is widely known for its culture of innovation, creativity and life-long learning. Waterloo Public Library helps to shape this community culture by ensuring everyone has access to resources, tools and learning opportunities at every stage of life.

Currently, Waterloo Public Library has approximately 55,000 cardholders, who represent a wide range of diverse socio-demographics. The Library is an integral part of the community, creating access to inclusive spaces, resources and information. The role of public libraries has evolved, with access to digital content and technologies being at the forefront of our work. During the pandemic, usage of eBooks, eAudiobooks and other digital content grew significantly, and virtual programs and events continue to be popular.

Waterloo Public Library's website is used extensively with 682,552 website visits in 2021. The current website was developed in 2016 using Drupal and is hosted by the Library in our own datacenter. In 2021, a new event calendar/program registration system, Communico, was introduced and integrated into the website.

SCOPE OF WORK

Waterloo Public Library is looking for an engaging, user-friendly, easy-to-navigate, intuitive website that will allow our customers to explore our extensive offering of programs, services, digital resources and more. The website is also used heavily by our staff who relay information to customers. Our goal is to create a positive website experiences for both customers and staff, where what they need can be found quickly and seamlessly.

The Library's new website should:

- ✓ Create an accessible, user-friendly experience, that allows community members to find information quickly and easily.
- ✓ Be visually appealing and engaging.
- ✓ Integrate with existing third-party vendors who provide our online library catalogue, program registration and event management.



SCOPE OF WORK

In preparation for a website redesign, we have engaged in significant information gathering and pre-planning activities. We have done an in-depth review of content and have collected and recorded staff feedback.

This pre-planning work includes:

- ✓ Sample wireframes
- ✓ Content creation
- ✓ A selection of WPL-specific stock photos

This information will be shared with the Vendor to whom the project is awarded. The Library will also be providing extensive content and images throughout the duration of the website development process.



GOALS

Waterloo Public Library strives to create inclusive, accessible spaces and provide every member of our community with access to opportunities for learning, exploration and growth. This vision extends to our website, which is instrumental in providing information to our customers.

The Library wants to improve the online experience to:

1

Create more equitable access to digital content, resources and technologies.

2

Provide greater opportunities for the public to discover and participate in library programs, events and services.

3

Provide intuitive pathways for both internal and external users, so they can quickly and easily find information.



REQUIREMENTS OF NEW WEBSITE

Platform and Environment

Platform

Website built and maintained in WordPress.

Hosting

The website will be hosted on an internal server at WPL or on WPL's own cloud infrastructure.

Environment

Linux sever running the Apache MySQL PHP Stack.

Template Design

Design must be compatible with and responsive to all device displays including desktop, tablet and smartphones.

Framework must include a library of pre-built page layout options with the ability to easily create additional layouts as needed.

Ability to overlay text on top of images.

REQUIREMENTS OF NEW WEBSITE

Platform and Environment Cont'd

Template Design Cont'd

Distinctive and engaging homepage and page template design with library branding incorporated throughout:

- Homepage must include boxes/areas for image-based promotional content
- Homepage must include easily identifiable menu options with sub-menu categories

All pages must include the following Quick Links at the top of page:

- Hours & Locations
- Get a Card (link to online card registration)
- My Account
- Contact
- Donate
- Integrated search box (see 3rd Party Integration below)

All pages must include the footer with the following information:

- Specified links provided by the Library
- Social media icons and links
- Territorial Land Acknowledgment provided by the Library

REQUIREMENTS OF NEW WEBSITE

Accessibility

Design and functionality must be compliant with Web Content Accessibility Guidelines (WCAG) Level 2.0 AA, per requirements of the Accessibility for Ontarians with Disabilities Act (AODA) either natively or via a plugin

Content, applications and embedded elements will be navigable in a logical manner by keyboard and other assistive devices. Must include the ability to bypass website navigation and link directly to page content.

Must support client-side text-to-speech software such as JAWS.
Text resize capability present on every page.

Alternate text for images, form components, media players and script-based applications

Text written in plain language

REQUIREMENTS OF NEW WEBSITE

Multimedia

Ability to embed multi-media (videos from YouTube and other sources)

Carousel and responsive grid displays for image galleries. A point-and-click interface to allow site editors to quickly and easily create, edit, publish and remove image galleries would be preferred.

3rd Party Integration

Seamless integration with pre-existing APIs, blogs and library catalogue

Filtered search bar that allows users to toggle between searching for results from the website (including events calendar) and the catalogue

Ability to embed Communico program calendar display on pages

Built-in blogging functionality and ability to migrate existing blog content to the website. We currently use a WordPress blog that has 500 subscribers and had 26,778 visits in 2021. We'd like to migrate those subscribers if possible.

Usage tracking via Google Analytics

REQUIREMENTS OF NEW WEBSITE

Content

Ability to manage all content in-house

Built-in modules to simplify page content updates. Must be able to write/edit page text in front end designers, WYSIWYG and HTML formats.

Searchable, filtered file management system

Ability to add custom scripts and style sheets

Ability to customize metadata and robots settings on a per-page basis

Robust system to granularly manage user roles and permissions

PROJECT COORDINATION

The Vendor will provide a workback schedule and create a review, design, development, testing and implementation plan, including clear and concise deliverables.

The Vendor will include adequate time for planning sessions with Library staff during the period between the contract award and the completion of the project. The Vendor will participate in meetings as necessary to effectively communicate for the planning, coordination and implementation of the new website.

The Library will assign a project manager, plus a team of two staff, to collaborate as needed with the Vendor.



SITE DEVELOPMENT & STRUCTURE

The Vendor will develop the homepage of the website and interior page templates. The Library will be responsible for the development of the content on the interior of the website, as per guidelines and templates created by the Vendor. The Vendor will provide recommendations regarding streamlining the interior pages.

The Vendor will provide full-permission Administrator accounts on the system for designed Library staff members.

The Vendor will work with the Library project manager to develop the site map.



TIMELINE

The following is a proposed timeline for this project. Dates are subject to change by the Waterloo Public Library at its sole discretion.

ITEM	DATE
Request for Proposal issued	Thursday, January 12, 2023
Deadline for receipt of proposal questions	Thursday, February 9, 2023
Deadline for receipt of proposals	Friday, February 17, 2023 at 4:00pm
Award of contract	Friday, March 3, 2023
Website design and development	March - December 2023
Website launch date	January 2024



REQUIREMENTS OF PROPOSAL

Proposal will include information about the Vendor's background and experience, demonstrating capacity to meet the goals and requirements of this project.

Proposal will include information about any subcontractors that are required to provide the services specified in the proposal.

Proposal will include a schedule for project completion.

Proposal will include a signed cost quotation encompassing all one-time, optional and ongoing costs, including optional and ongoing costs for future years (2024 – 2026).

Proposal must be signed by an authorized signing officer of the Vendor's company.

Proposal will include system requirements and dedicated resources expected from the Library.

Proposal should identify and include the professional credentials of the project manager and other team members assigned to this project.

Proposals should demonstrate the Vendor's understanding of the role of public libraries in communities.

3 references should be provided as well as samples of previous work. Samples should include URLs to live work, client names and contact information.

TERMS

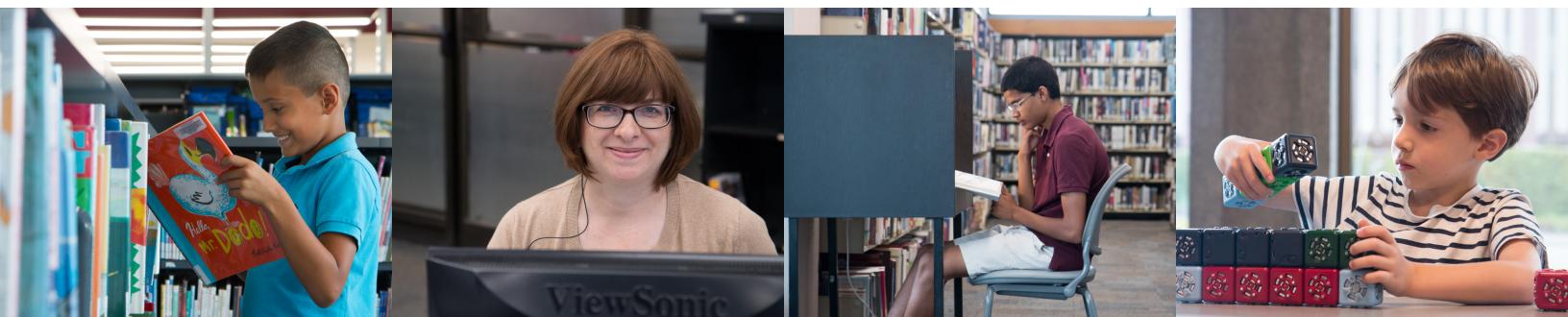
Waterloo Public Library reserves the right to reject any or all responses to this request for proposals.

Waterloo Public Library is not responsible for any costs associated with the preparation of a submission for this call or any work associated with this call prior to the project being awarded.

No Library Board member or staff person can stand to benefit financially from the awarding of this competition.

Decisions about this contract will be made on the holistic basis of the criteria listed herein and will not be made on the basis of cost alone.

The successful Vendor agrees to enter into a contract with Waterloo Public Library once the scope and terms of the project have been defined and agreed upon.



SUBMISSION GUIDELINES

Proposals must include:

	Experience and Capacity: Describe the Vendor's background and experience that demonstrates the ability to meet the goals and requirements of the new website while also demonstrating an understanding of the role of public libraries in communities. Include information about any subcontractors that are required to provide the services specified in the proposal.
	Schedule: Provide a schedule for completion of project.
	Cost and Cost Control: Provide the cost for the project, clearly identifying one-time and annual costs, plus any optional one-time and on-going costs, including ongoing costs for future years (2024 - 2026). Documentation describing optional cost elements must be included.

Proposals must be submitted via email and received no later than 4pm on Friday, February 17.

Any questions about the proposal should be directed to Anjana Kipfer at the email address provided below. Questions will be responded to on or before Friday, February 10.

Submissions should be sent in ONE email as PDFs. Use subject heading "WPL Website Design & Development."

Submit your proposal via email to:

Anjana Kipfer (she/her)

Manager, Marketing & Communications

akipfer@wpl.ca

519-886-1310 ext 151