



Christopher J. Gagliastro, MCPPO
Purchasing Agent

RFP NO. 7992-W3
ISSUANCE DATE: 4/6/23

BUYER: Christopher J. Gagliastro, MCPPO

**AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
REQUEST FOR PROPOSALS
NOTICE TO PROPOSERS**

RFP TITLE: Digital Branch – Website Design / WPL - ARPA

REFER TO PAGE 7 FOR PROPOSAL SUBMISSION INFORMATION

General Conditions:

All proposals are subject to the terms, conditions and specifications herein set forth:

1. **Scope: Provide professional services for a website design for the Worcester Public Library Digital Branch as per the attached requirements and specifications of the City of Worcester Public Library.**
2. A certified check or bid bond made payable to the "City Treasurer, City of Worcester" in the amount of N/A must accompany this proposal. This must be submitted under separate sealed cover marked "Proposal Security." In the case of default, the surety shall be forfeited to the City as liquidated damages.
3. All terms and conditions are applicable to this proposal except the following section(s) which are hereby deleted from this RFP: 4, 22, 23, 27
4. A performance bond in the amount of not applicable will be required. If this proposal is accepted by the City and the Proposer shall fail to contract as set forth in these requirements and to give a bond in the aforementioned amount, within ten (10) days, (not including Sundays, Saturdays, or a legal Holiday) from the date of the mailing of a notice from the City to the Proposer, according to the address given herewith, that the contract is ready for signature, the City may by option determine that the proposer has abandoned the contract and thereupon the proposal and acceptance shall be null and void and the proposal security accompanying this proposal shall become the property of the City as liquidated damages. Performance bond shall be on the City's form only (see sample on pages 12-13).

Any prospective proposer requesting a change in or interpretation of existing specifications or terms and conditions must do so within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal opening date. All requests are to be in writing to the Purchasing Division. No changes will be considered nor will any interpretation issued unless request is in our hands within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal submission date.

Any inquiries related to technical or contractual matters must be submitted in writing to:

**Christopher J. Gagliastro, MCPPO
Purchasing Director
City of Worcester, City Hall
455 Main Street, Room 201
Worcester, MA 01608
gagliastroc@worcesterma.gov**

5. Nothing herein is intended to exclude any responsible Proposer or in any way restrain competition. All responsible Proposers are encouraged to submit proposals. The City encourages participation by Minority and Women Owned Business Enterprises (M/WBE).
6. The following meanings are attached to the defined words when used in this RFP.
 - a) The word "City" means The City of Worcester, Massachusetts.
 - b) The word "Proposer" or "Respondent" means the person, firm or corporation submitting proposal on these specifications or any part thereof.
 - c) The word "Contractor" means the person, firm or corporation with whom the contract is made by carrying out the provisions of these specifications and the contract.
 - d) The words "Firm Price" shall mean a guarantee against price increase during the life of the contract.
7. All proposals and other documents relating to this RFP are subject to the public records provisions of M.G.L. c.30B and shall remain confidential until the time specified in c.30B section 6 (d).
8. All material submitted by vendors becomes the property of the City. The City is under no obligations to return any of the material submitted by a vendor in response to this RFP.
9. Each vendor's proposal must remain in effect for at least 120 days from the deadline for its submission. The City will decide upon acceptance within 120 days of submission.
10. It is understood and agreed that it shall be a material breach of any contract resulting from this RFP for the Contractor to engage in any practice which shall violate any provision of Massachusetts General Laws, Chapter 151B, relative to discrimination in hiring, discharge, compensation, or terms, conditions or privileges of employment because of race, color,

religious creed, national origin, sex, age or ancestry.

11. The City reserves the right to accept or reject any or all proposals submitted and waive informalities and technicalities.
12. The City will review and analyze each proposal and reserve the right to interview selected proposers. The City shall select the proposer, which in the City's opinion, has made the proposal best suited to the needs and goals of the City and its operations and deemed to be in compliance with the terms of this RFP.
13. The Contractor will be required to indemnify and save harmless the City of Worcester for all damages to life and property that may occur due to his or her negligence or that of his or her employees, subcontractors, etc. during the contract derived from this RFP.
14. The Contract Agreement will be drafted by the City's Law Department in compliance with the terms of the RFP and may incorporate the terms of this RFP and of the proposal selected.
15. The Proposer must certify that no official or employee of the City of Worcester, Massachusetts, is pecuniarily interested in this proposal or in the contract which the proposer offers to execute or in expected profits to arise therefrom, unless there has been compliance with the provisions of G.L.C. 43 section 27, and that this proposal is made in good faith without fraud or collusion or connection with any other person submitting a proposal.
16. Any proposal withdrawn after time and date specified, the proposer shall forfeit deposit on proposal as liquidated damages.
17. A vendor conference will be held as follows: n / a
18. The Contractor shall not assign, transfer, sublet, convey or otherwise dispose of any contract which results from this RFP, or its right, title or interest therein or its power to execute the same to any other person, firm, partnership, company or corporation without the previous consent in writing of the City. Should the Contractor attempt any of the above without the written consent of the City, the City reserves the right to declare the Contractor in default and terminate the contract for cause.
19. The Contractor shall obtain and maintain in force at all times during the term of the contract derived from this RFP, insurance coverage pertaining to Public Liability, Property Damage and Worker's Compensation as outlined in Section IV. INSURANCE REQUIREMENTS of this RFP.
20. The Contractor shall carry Public Liability Insurance with an insurance company satisfactory to the City so as to save the City harmless from any and all claims for damages arising out of bodily injury to or death of any person or persons, and for all claims for damages arising out of injury to or destruction of property caused by accident resulting from the use of implements, equipment or labor used in the performance of the contract or from any neglect, default or omission, or want of proper care, or misconduct on the part of the Contractor or for anyone in his or her employ during the execution of the contract derived from this RFP.
21. Prior to starting on the contract derived from this RFP, the Contractor shall deposit with the Purchasing Division, certificate from the insurer to the effect that the insurance policies

required in the above paragraph have been issued to the Contractor. The certificates must be on a form satisfactory to the City.

22. All prices quoted must include inside delivery, and set-up in place F.O.B. destination to pre-designated City of Worcester departments.
23. No special charges will be allowed for rigging, packing, crating, freight, express, or carriage unless specifically stated and included in the vendor's proposal.
24. The award to the successful proposer may be cancelled in the event of vendor nonperformance as may be determined by the City.
25. The successful proposer shall comply with all applicable federal, state and local laws, ordinances, and regulations. The awarded contract shall be governed under the laws of the Commonwealth of Massachusetts.
26. Purchases made by the City are exempt from Federal and Massachusetts state taxes and proposal prices must exclude any such taxes. Tax exemption certificates will be furnished upon request.
27. When the contract is executed, a performance bond, in the full amount of the contract, is required. See paragraph 4. The bond will be of a surety company qualified to do business under the laws of the Commonwealth of Massachusetts. The cost of this bond is the vendor's responsibility. Bonds shall remain in force and effect thru the performance of the contract.
28. Expenditures by the City and authorization to spend for particular purposes are made on fiscal year basis. The City's fiscal year is the twelve-month period ending June 30 of each year. The obligations of the City under any agreement to be reached are subject to the appropriation or authorization of the necessary funds. The City agrees to make reasonable efforts to obtain funding and all necessary authorization.
29. No amendment to the contract shall be effective unless it is in writing and signed by authorized representatives of both parties and is accepted by the City of Worcester.
30. The vendor (and its insurers, if any) shall bear all risk of loss or damage to the equipment which occurs in transit to the user site. The risk of loss or damage to purchased equipment shall remain with the vendor until the purchase price has been paid and title has passed. The vendor shall also bear the risk of loss or damage to leased or rented equipment during the City of Worcester's possession and use thereof subject, however to such conditions and limitations as may be stated elsewhere in the contract.
31. The vendor shall not assign or in any way transfer any interest in the contract without the prior written consent of the City provided, however, that claims for money due or to become due to vendor from the City may be assigned to a bank, trust company, or other financial institution without such consent so long as notice of such assignment is furnished promptly to the City. Any such assignment shall be expressly made subject to all defenses, setoffs, or counterclaims which would have been available to the City against the vendor in the absence of such assignment.
32. None of the services to be provided by the vendor pursuant to the contract shall be

subcontracted or delegated to any other organization, association, individual, corporation, partnership or other such entity without the prior written consent of the City. No subcontract or delegation shall relieve or discharge the vendor from any obligation or liability under the contract except as specifically set forth in the instrument of consent. Any subcontract to which the City has consented shall be attached to the original of the contract on file in the City of Worcester.

33. Neither party will be liable to the other or be deemed to be in breach of the contract for any failure or delay in rendering performance arising out of causes beyond its reasonable control and without its fault or negligence. Such causes may include but are not limited to, acts of God or the public enemy, fires, floods, epidemics, quarantine restrictions, strikes, freight, embargoes, and unusually severe weather. If the vendor's failure to perform is caused by the default of the subcontractor, and if such default arises out of causes beyond the reasonable control of both the vendor and the subcontractor, and without the fault or negligence of either of them, the vendor shall not be liable for any excess costs for failure to perform, unless the equipment or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the vendor to meet the required delivery schedule. Dates or times of performance will be extended to the extent of delays excused in this section, provided that the party whose performance is affected notifies the other promptly of the existence and nature of such delay.
34. The vendor shall provide to the City of Worcester a warranty and a commitment which clearly states that all equipment and services proposed and supplied by the Vendor, and/or its subcontractors, performs as expected and promised by the Vendor.
35. The vendor represents that no person other than bona fide employees working solely for the vendor, have been employed or retained to solicit or secure this agreement upon an arrangement or understanding for a commission, percentage, brokerage fee, gift or any other consideration contingent upon the award or making of this contract. For breach or violation of the representation, the City shall have the right to annul the contract without liability, or in its discretion to deduct from the contract price or consideration, or otherwise recover the full amount of such commission, percentage, brokerage fee or other consideration.
36. Any contract made by the City in which the Purchasing Agent or any employee of his/her department, the heads of using agencies or any other officer or employee of the City having a part in the placing of such contract is financially interested, directly or indirectly, shall be void.
37. The vendor shall not discriminate against any qualified employee or applicant for employment because of race, color, national origin, ancestry, age, sex, religion or medical handicap. The vendor agrees to comply with all applicable Federal and State Statutes, rules and regulations prohibiting discrimination in employment including: Title VII of the Civil Rights Acts of 1964; The Age Discrimination in Employment Act of 1967; Section 504 of the Rehabilitation Act of 1973; Massachusetts General Laws Chapter 151B, Section 4 (1) and all relevant administrative orders and executive orders.

If a complaint or claim alleging violation by the vendor of such statutes, rules or regulations is presented to the Massachusetts Commission Against

Discrimination (MCAD), the vendor agrees to cooperate with MCAD in the investigation and disposition of such complaint or claim.

In the event of vendor noncompliance with the provisions of this section, the City shall impose such sanctions as it deems appropriate, including but limited to:

- 1) Withholding of payments due vendor under the contract until vendor complies.
- 2) Termination or suspension of the contract.

- All materials and services under this bid/contract must comply with all ARPA funding regulations, including but not limited to, Buy American requirements, compliance with the Davis Bacon Act, payments bonds if the project value exceeds \$100,000, and registry with SAM.gov (this will necessitate vendors to have an active federal DUNS number). Further information can be found in this bid document and via this link: [SLFRF Compliance and Reporting Guidance Update 2.1 final \(treasury.gov\)](#).

SUBMISSION OF PROPOSALS

38. Proposals must be submitted in two (2) packages according to the instructions below. The City intends to consider responses in the Technical Proposal evaluation requirements before considering costs. *Therefore, no reference to pricing may be made in the Technical Proposal.*

A sealed package containing **the original, 3 copies, plus 1 PDF copy on USB drive** of the proposal **must** be labeled as follows:

Purchasing Agent, City of Worcester

Digital Branch – Website Design / WPL-ARPA – Technical Proposal

**455 Main Street, Room 201
Worcester, MA 01608**

Re: RFP No. 7992-W3

A sealed package containing **the original copy** of the proposal **must** be labeled as follows:

Purchasing Agent, City of Worcester

Digital Branch – Website Design / WPL-ARPA – Price Proposal

**455 Main Street, Room 201
Worcester, MA 01608**

Re: RFP No. 7992-W3

PRICE PROPOSAL PAGE IS LOCATED AT END OF SPECIFICATIONS

<p>Proposals must be delivered no later than <u>Friday, April 28, 2023 at 10:00 AM LOCAL TIME.</u> <i>Late submissions will be rejected, regardless of circumstances.</i> The City is not responsible for submittals not properly marked.</p>
--

The evaluation and cost proposals will remain confidential until a formal and finalized contract has been executed.

RFP EVALUATION

39. The City of Worcester Purchasing Agent will assign an evaluation team, hereafter referred to as the Selection Committee, to perform a full and complete evaluation of RFP submittals. The Purchasing Agent will ultimately forward a formal recommendation of award to the City Manager who has final award authority.
40. RFP evaluation responses will be evaluated by the Selection Committee based directly upon vendor's response to mandatory and comparative evaluation criteria. Vendors must meet or exceed the mandatory criteria requirements or be rejected as non-responsive.

Comparative criteria will be evaluated by use of four (4) rating categories as set forth by M.G.L. Chapter 30B:

- 1) HIGHLY ADVANTAGEOUS - Vendor's submittal meets all the stated requirements and offers significant performance above the stated requirements.
- 2) ADVANTAGEOUS - Vendor's submittal meets the stated requirements without risk or disadvantage.
- 3) NOT ADVANTAGEOUS - Vendor's submittal contains some risk or disadvantage but is not unacceptable.
- 4) UNACCEPTABLE - Vendor's submittal fails to meet the standards of the stated requirements.

After proposals have been assigned ratings on the basis of each evaluation criterion, a composite rating will be established by the Selection Committee. Submittals will then be ranked based upon finalized composite rating.

41. The Purchasing Agent will identify the most advantageous proposal based upon the rankings of the Selection Committee and an evaluation of the price proposals received. The Purchasing Agent will forward a recommendation for award to the City Manager based upon the most advantageous proposal received considering evaluation rankings and price proposals received.

GIVE FULL NAMES AND RESIDENCES OF ALL PERSONS INTERESTED IN THE FOREGOING PROPOSAL.

(NOTICE: Give first and last name in full; in case of corporations, give corporate name and names of President, Treasurer, and Manager; and in case of firms give names of the individual members)

Name	Address	Zip Code
------	---------	----------

KINDLY FURNISH THE FOLLOWING INFORMATION REGARDING BIDDER:

(1)	If an Individual or Proprietorship
Name of Owner:	_____
Business Address:	_____
Zip Code	_____ Telephone No. _____
Email	_____
Home Address	_____
Zip Code	_____ Telephone No. _____

(2)	If a Partnership, Full names and addresses of all partners	
<u>Name</u>	<u>Address</u>	<u>Zip Code</u>
Business Address	_____ Zip Code	_____
	Tel. No.	_____

(3) If a Corporation

Full Legal Name: _____

State of Incorporation: _____ Qualified in Massachusetts? Yes _____ No _____

Principal Place of Business _____
Street P.O. Box

City/Town State Zip

Email: _____

Telephone No. _____

Place of Business in Massachusetts _____
Street P.O. Box

City/Town State Zip

Telephone No. _____

GIVE THE FOLLOWING INFORMATION REGARDING SURETY COMPANY

Full Legal Name of Surety Company _____

State of Incorporation _____ Admitted in Massachusetts? Yes _____ No _____

Principal Place of Business _____
Street P.O. Box

City/Town State Zip

Place of Business in Massachusetts _____
Street P.O. Box

City/Town State Zip

Telephone No. _____

NOTE:

The Office of the Attorney General, Washington, D.C. requires the following information on all bid proposals amounting to \$1,000.00 or more.

E.I. Number of bidder _____

This number is regularly used by companies when filing their "EMPLOYER'S FEDERAL TAX RETURN, U.S." Treasury Department Form 941.

AUTHORIZED SIGNATURE OF BIDDER _____

TITLE _____

DATE _____

UNDER MASSACHUSETTS GENERAL LAWS, CHAPTER 30B: SECTION 10,
THE FOLLOWING CERTIFICATION MUST BE PROVIDED:

Section 10. A person submitting a bid or a proposal for the procurement or disposal of supplies, or services to any governmental body shall certify in writing, on the bid or proposal, as follows:

"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."

(Please Print)

Name of Person Signing Bid

Signature of Person Signing Bid

Company

No award will be made without vendor certification of the above.

- **Proposers must sign and submit the above form with their proposal submission.**

Worcester Public Library – Digital Branch Website Design

RFP #: 7992-W3

General Requirements:

The Worcester Public Library (WPL) seeks proposals for a content management system (CMS) to develop a digital branch of WPL, which will comprise a digital app, and redesign of the library's official website mywpl.org, including a user-friendly mobile website. A digital branch is an online version of our physical library branches and can also be referred to as a virtual library. Patrons are looking to access library resources 24/7, from anywhere, so mobile is a priority for WPL. In general, the number of mobile users has surpassed the number of desktop users, and our population needs access to their library resources through their phones and devices. Through the digital branch, patrons will be able to browse the collection, engage with library staff, take a class, listen to a story time, search databases, and connect to resources.

The primary objective is to create a dynamic mobile app, and website that is mobile-friendly, intuitively designed, and intended to serve as a digital branch, offering resources, information, and services for our patrons and organized in a manner that allows viewers of all abilities and computer experience to easily find and access information. The digital branch will allow patrons a way to experience the library when they want – 24 hours day, from where they want – anywhere in the world, on whichever device they want. The improvements will help to increase our user base, and enhance the perception of the library in the community.

The global pandemic reinforced the need to bring important library services and resources to our patrons in an easy, convenient and accessible online format. The goal of creating a digital branch is to improve accessibility to the library's vast amount of available information and resources. To meet these needs, the mobile app and website must be visually appealing, easy to navigate, secure, and easy to maintain by WPL staff. The website must also be optimized for mobile devices. The library expects the successful vendor to work closely with the library website committee to ensure these priorities are met. The end goal is to create a more patron-focused experience.

The main purpose of the library's digital branch is to create 24/7 access to the library resources, promote library programs and services, promote the collection, and provide virtual library services. The mobile app and digital branch software must do all these things. The mobile app must integrate with a variety of library services, including the catalog for searching, filtering, placing holds, downloading e-content, searching for events and room reservations, and linking to social media feeds, and be accessible from the Apple and Google Play stores using an API that integrates with Evergreen ILS. The final website must work consistently across all major browsers, including MS Internet Explorer, Mozilla Firefox, Google Chrome, and Apple Safari, and must be understandable for users of all levels. It must also be accessible, to ensure usability for a large audience, including those with disabilities. Translation to other languages must also be a feature of both the mobile app and website.

The library's Information Technology (IT) Services department will continue to manage the site and app. The successful vendor will deliver to the library complete training, with any navigation, sitemaps, page

layouts, images, and copy as developed in conjunction with library staff. The content management system should be universal, so the mobile app, website, and mobile website can all be updated from a single application and alleviate the need for staff to perform duplicate tasks.

The mobile and website must be fully customizable to the Worcester Public Library's branding guidelines. The mobile app should also be branded as Worcester Public Library in the app stores, and include a digital library card feature. Upon completion of the digital branch, all content, graphics, imagery and related coding will become the sole property of the Worcester Public Library, a department of the City of Worcester.

All proposals should include a breakdown of cost for year 1, year 2, and year 3.

Organizational Overview

The Worcester Public Library was founded in 1859 by Dr. John Green, and has continuously provided free resources and services to the residents of the City of Worcester. WPL is comprised of a Main Library, six branches, and two mobile libraries, that serve the needs of the community. The library averages over a half a million visitors per year.

The Main Library recently completed a \$13.1 million renovation, which opened up the library to Worcester Common by creating a new entrance on Franklin Street. This entrance will allow WPL to better contribute to the vibrancy of the up-and-coming neighborhood, while making it easier to connect with people in the heart of downtown.

Current Website at WPL

The Worcester Public Library's current website was designed in-house on the Drupal platform, and went live in January of 2016. It is currently maintained by two members of Information Technology Services, the Community Relations and Communications Manager, and members of the Public Services team.

The new website was designed to conform with new branding guidelines, which were completed in 2013, along with a new logo. The redesign would need to take these guidelines into account, but also be able to adjust to new branding guidelines as needed.

The Worcester Public Library has never had a mobile app.

Strategic Plan

The Worcester Public Library is currently working on a new Strategic Plan which will include an updated website/mobile website, and mobile app to better reach our community.

Scope of Services:

- All project deliverables will be provided in electronic format for use by the library's IT department and staff.
- Fully integrate website, mobile website, and mobile app.
- Navigation shall be consistent and user-friendly, with information grouped and presented in a logical manner that is understandable to users of all levels, including those with limited computer knowledge, physical, sensory, or cognitive impairments.

- The website design should meet World Wide Web Consortium (W3C) compliance and function consistently across all major browsers including MS Internet Explorer, Mozilla Firefox, Google Chrome and Apple Safari.
- Ensure the mobile app and website are compatible with third-party embedded applications providing content on the current site, including Libby, Hoopla, and Evergreen (Integrated Library System).
- Must offer unlimited customized reporting including page views, click rate, visitor counts, and keywords.
- Must offer unlimited user accounts with the ability to assign different levels of access and editing capabilities.
- The designs must include effective translation services, to increase accessibility for Worcester's diverse population, while maintaining the integrity of the site's content.
- Deliver a CMS that allows for the development of a website that is responsive, flexible, navigable, and accommodates viewers using all major mobile devices, including, but not limited to: tablets (iPad, Surface, etc.), smartphones (iPhone, Android, Windows Mobile Phones).
- Allow for design that is optimized for screen readers.
- Allow for blog integration and easy to create visual book lists.
- The CMS must include an option for social media integration (preferably for Facebook, Instagram).
- Allow for design to include an option for adding notices of closings, website changes, etc.; a header with logo, search bar, catalog bar, and account login.
- Allow for design to include chat box feature.
- All designs, layouts, images, copy, etc. become property of the Worcester Public Library.
- New platform must have an easy way for pages to exist in draft or unpublished form, as well as preview function.
- The user interface must have an option that will not time out users while editing a page.
- The new platform must have a suitable system for uploading images, PDFs, and managing files.
- Administrators for new website will be trained on using and managing the new site.
- Vendor must have a support team to allow staff to ask questions and request changes.
- The site should be configured to support SEO best practices.
- Must be able to easily manage all branch information, hours, and holiday exceptions from application.
- CMS reporting, a full detailing all changes and activity taking place on the website through content contributor and administrator (including user login history, the date and time of the attempted login, the IP address of the user).
- Hyperlinking – allow staff to add simple links – either internal or external.
- Include calendar event listings management, with unlimited program and event creation, unlimited registrants for programs and events, and customizable event/program types and age groups with the option to assign multiple categories to an event where applicable.
- The calendar feature must allow customers and staff to create custom brochures that can be narrowed down by location, event type, age group, and date ranges, that can be downloaded, emailed, and subscribed to.
- Calendar feature will include an automatic waitlist with customer notifications.

- The calendar management tool should allow staff to create and reuse event templates, and create event/series/recurring events and programs, with the ability to require a library card on an event-by-event basis, and an option to control when event registration opens and closes, as well as allow for a variety of registration options including in-person, virtual, and hybrid.
- Notification options on the mobile app including automatic patron notifications of changes, emergency messages, and transactional push notifications such as reminders for programs, ready notifications, overdue items, etc.
- Patrons must be able to manage checkouts and holds, view and manage event registration, and customer accounts through app.
- Mobile app should allow for multi-library card support, allowing customers to login to their own as well as additional accounts from the app and easily switch between accounts (ex. parents logged in with own cards as well as children's accounts).
- Offer reservations for room and equipment booking through the website and mobile app, with an easy front-end interface with filtering such as location, room type, size, etc.
- Include mediation options to allow staff to submit a final approval for these reservations.
- Room reservations module should fully integrate with programs and events software so that staff can easily select available rooms when creating a program and event.
- Museum pass module that will fully integrate with ILS to verify patron accounts and deliver digital museum passes.
- Site Search Engine must allow end users to search contents across multiple websites. (I.e. contents on Libguides, WPL foundation site, and Talking Book Library site), and the results will display in a single page.
- Auto resize embedded pages to scaled in or out without losing parts of it content (on both desktop and mobile devices with the iframe code)

Schedule

- All deliverables must be received by October 31, 2023.

ARPA Funded Project

- **All materials and services under this bid/contract must comply with all ARPA funding regulations, including but not limited to, Buy American requirements, compliance with the Davis Bacon Act, payments bonds if the project value exceeds \$100,000, and registry with SAM.gov (this will necessitate vendors to have an active federal DUNS number). Further information can be found in this bid document and via this link: [SLFRF Compliance and Reporting Guidance Update 2.1 final \(treasury.gov\)](#).**

Deliverables

The website/mobile website and mobile app should provide at minimum, the following project deliverables including all the items listed in the Scope of Services:

- Fully integrated and custom branded website, mobile website, and mobile app.
- Content management system that is universal, so the mobile app, website, and mobile website can all be updated from a single application.
- All deliverables must be submitted in electronic format.

Minimum Evaluation Criteria

All proposals must satisfy all of the minimum criteria noted below. Proposals shall include information demonstrating compliance with each of these criteria.

1. Proposal submissions must include a narrative describing your firm, including years in business and experience, as well as the background and experience of those staff members who will work on this project. Firm must have a minimum of five years of demonstrable experience in website design and content management systems.
2. Proposal submission must include an initial project plan, or detailed narrative, describing how the vendor will meet the requirements of the goals and objectives, and scope of services. This section should include your understanding of the library, the work to be done, and the objectives to be accomplished.
3. Submission must include a minimum of three (3) examples of successful website/mobile website and mobile app designs of comparable organizations. Examples should include communities which serve a diverse community of people, including those with disabilities, as well as non-English speakers.
4. Vendor must submit a minimum of three (3) references from previous customers, including contact names, company names, email addresses, and telephone numbers.
5. Proposers shall include with their submission, a list of previously completed projects, similar in size and scope to this project, from within the last 5 years. List shall include location and contact information including phone number and email address for the Owner's representative in charge of the project

Comparative Evaluation Criteria

Each proposal meeting the Minimum Evaluation Criteria shall be further evaluated and rated according to the Comparative Evaluation Criteria in order to determine the relative merits of each proposal. The review will cover the objectives listed below. Within each category, the degree to which the proposal satisfies the stated objective shall be reviewed and rated on a system of “Highly Advantageous,” “Advantageous,” and “Not Advantageous.”

Qualifications

Highly Advantageous – The proposal clearly demonstrates eight (8) or more years of experience and qualifications of the Bidder in successfully designing, developing, and implementing innovative websites/mobile websites and mobile apps, and includes a narrative of the firm listing the experience and qualifications of the Bidder’s anticipated design/development team.

Advantageous – The proposal clearly demonstrates six (6) to seven (7) years of experience and qualifications of the Bidder in successfully designing, developing, and implementing innovative websites/mobile websites and mobile apps, and includes a narrative of the firm listing the experience and qualifications of the Bidder’s anticipated design/development team.

Not Advantageous – The proposal meets the minimum criteria of five (5) years of experience and qualifications of the Bidder in successfully designing, developing, and implementing innovative websites/mobile websites and mobile apps, and includes a narrative of the firm listing the experience and qualifications of the Bidder’s anticipated design/development team.

Design Capacity

Highly Advantageous – The proposal includes eight (8) or more examples of diverse, dynamic, well-designed, easy-to-navigate, responsive websites/mobile websites and mobile apps designed by their firm within the past three (3) years. Examples should include calendar feature, reservation system, and third-party embedded applications.

Advantageous – The proposal includes at least four (4) to seven (7) examples of diverse, dynamic, well-designed, easy-to-navigate, responsive websites/mobile websites and mobile apps designed by their firm within the past three (3) years. Examples should include calendar feature, reservation system, and third-party embedded applications.

Not Advantageous – The proposal includes the minimum of three (3) examples of diverse, dynamic, well-designed, easy-to-navigate, responsive websites/mobile websites and mobile apps designed by their firm within the past three (3) years. Examples should include calendar feature, reservation system, and third-party embedded applications.

References

Highly Advantageous – The proposal includes eight (8) or more references of previous clients, including contact names, company names, email addresses and telephone numbers.

Advantageous – The proposal includes four (4) to seven (7) references of previous clients, including contact names, company names, email addresses and telephone numbers.

Not Advantageous - The proposal includes the minimum three (3) references

Proposed plan of services The response to this RFP shall include a written plan that addresses all phases and deliverables outlined in the scope of services noted above.

Highly Advantageous- The proposed plan is well-documented and developed with a clear timeline. The proposed plan and strategy set forth by the supplier is highly defined, focused on the Library's stated goals and objectives, understandable and clear. The plan exceeds the stated scope of services as outlined in this RFP.

Advantageous – The proposed plan is adequately defined with a stated timeline. The plan is capable of meeting the stated scope of services as outlined in this RFP but provides little additional enhancement to the stated scope of services.

Not Advantageous – The proposed plan is insufficient and lacks detail in several areas. The plan provides limited information as to how the proposer will meet the stated scope of services as outline in this RFP.

			Digital Branch Website Design - WPL		
			PRICING PAGE - BID #: 7992-W3		
<u>Item #</u>	<u>Quantity</u>	<u>Unit Meas</u>	<u>Description</u>	<u>-</u>	<u>Total Price Per Item</u>
			<i>Must bid all items - award in aggregate.</i>		
1	1	lump sum	Initial design, launch of website and mobile app. - per attached specifications / scope of services		\$
2	1	annual cost	First year of maintenance and support		\$
3	1	annual cost	Second year of maintenance and support		\$
4	1	annual cost	Third year of maintenance and support		\$
			TOTAL THREE YEAR COST - ALL ITEMS -----		\$ *
			*low proposal price to be based on this amount		