



**Jersey City Free Public Library
Request for Proposals
Website CMS Solution Consultant**

PROPOSALS DUE: 12/2/2020

The Jersey City Free Public Library (JCFPL) invites proposals from qualified parties for website and content management system (CMS) solution services as described below.

Background

In November 2019, following the retirement of JCFPL's dedicated longtime director, nationally recognized urban library leader Jeffrey Trzeciak stepped into the role. Trzeciak immediately began work on a comprehensive capacity-building project, with a special focus on developing and implementing a new Library Strategic Plan. Just a few months into this process, the COVID-19 pandemic forced the Library to radically change how it reaches patrons and provides services. A well-designed, dynamic website that helps visitors find what they are looking for and discover new resources has become a critical necessity. The Library's new website will help patrons and staff participate in and be informed about the results of the Library's capacity-building plans for the development of collections, facilities, programs, and services. It will aid the Library in its near-term focus on keeping patrons and staff safe and connected during the pandemic, as well as support the Library's longer-term goal of being recognized as a national public library leader – the state of New Jersey's largest municipal library, proudly serving one of the most diverse cities in the country.

Project Goals and Anticipated Deliverables

JCFPL seeks to complete the consulting period no later than Q3 2021 with a fully-functional website and CMS and staff training in its effective use. The new solution will enhance or replace the existing system, which runs on Joomla with Sirsi Symphony integration. The new solution is expected to be substantially comparable to the existing system, with at least the below additional enhancements:

- seamless integration of UX in the features available to visitors and staff, including website, online catalog, search, events calendar, equipment & spaces booking, etc.;
- UX for visitors and staff based on industry-wide testing and best practices;
- compliance with accessibility standards for public agencies and industry best practices;
- access to usage analytics for the purposes of improving UX, fostering discovery, and engaging patrons;
- cross-promotion of and multiple discovery points for library services and priorities, including library card signup, email correspondence opt-in, collection recommendations, programs and events, virtual reference, facilities updates, fundraising and volunteering opportunities, employment opportunities, etc.;
- patron portal or other means of delivering personalized content based on visitor activity, location, and interests;
- online help and user guides for the Library's digital resources;
- improved SEO;
- cross-platform responsive design of the entire online experience;
- support for multiple languages;
- foundation for growth with the introduction of new utilization technologies, such as voice-activated assistants.



**Jersey City Free Public Library
Request for Proposals
Website CMS Solution Consultant**

We envision that in responding to this Request for Proposals, the consultant will account for and incorporate at least the below elements in the scope of work:

- internal and external outreach to gather data;
- report on baseline conditions and identified areas of need;
- detailed timeline and work plan;
- content migration plan;
- testing for usability, integration, bugs, and design feedback with staff and website visitors;
- final wireframes detailing components and features of homepage and interior pages;
- design style guide;
- webmaster documentation and staff training;
- plan for any post-launch services, including hosting and/or tech support;
- warranty and post-launch service terms;
- estimated/projected costs to sustain and support the site through 5 years after launch, including annual costs for any hosting, licensing, support, etc.

We welcome innovative approaches. If your plan departs significantly from the goals and deliverables outlined above, we simply ask that you provide explanatory information and details as necessary.

Respondent Qualifications and Response Guidelines

Respondents should include information to demonstrate their qualifications in the following areas:

- ten (10) or more years of experience in website solutions design for libraries and/or other public entities – preference will be given to respondents demonstrating experience working with one or more libraries serving communities with at least 240,000 residents;
- significant experience working with urban institutions;
- attention to and authentic engagement with issues related to diversity, especially as regards accessibility;
- possession of New Jersey Business Registration Certification or commitment to secure such upon recommendation to award.

Please note minority-owned, women-owned, LGBTQ+-owned, disabled-owned, and veteran-owned enterprises are especially encouraged to submit proposals.

All responses must include the following information:

- explanation of the relevance of the respondent's experience to the RFP;
- complete cost proposal that includes all projected costs associated with this engagement;
- name, address and telephone number of the firm submitting the proposal and the name of the key contact person;
- references for up to three (3) previous or current clients;
- description of the business organization (i.e., corporation, partnership, joint venture, etc.) of each firm, its ownership and its organizational structure;
- statement of the number of years the business has been in existence under the current management;
- statement that the respondent is in compliance with all applicable affirmative action (or similar) requirements with respect to its business activities, together with evidence of such compliance;



**Jersey City Free Public Library
Request for Proposals
Website CMS Solution Consultant**

- description of any judgments within the last three (3) years in which the respondent has been adjudicated liable for damages or injuries sustained as a result of services provided by the respondent;
- signature of an officer authorized to bind the organization.

Proposals shall be submitted as follows:

- In addition to one (1) original hard copy proposal, respondents should include two (2) paper copies and one (1) digital flash drive containing the entire proposal.
- All materials are to be enclosed in a single sealed package, plainly marked with the title of the proposal and the respondent's name and/or organization.
- All materials must arrive at the Jersey City Free Public Library, Office of the Director (472 Jersey Avenue, 3rd Fl., Jersey City, N.J. 07302) **no later than 11:00 A.M. on Wednesday, December 2, 2020**. Any proposals received after this date and time will be considered late and will be rejected and returned, unopened, to the respondent. JCFPL is not responsible for any delays incurred by respondents when delivering proposals, whether by hand or by mail.

A Note on Diversity and Inclusion

JCFPL's stakeholder groups – beyond just the Library's cardholders, staff, Board, municipal partners, and funders – ultimately include all those who live, work, and/or study in Jersey City, as well as community and industry partners throughout New Jersey, the New York metropolitan region, and nationally. Proposals should be cognizant of Jersey City's exceptional diversity, in all senses of the term. Additionally, JCFPL is committed to serving the community in ways that are just, wholly inclusive, and universally accessible.

About JCFPL

Since 1889, the Jersey City Free Public Library has served one of New Jersey's largest cities – and one of the most diverse communities in the nation. With 11 facilities and nearly 140 employees, JCFPL is the largest municipal public library system in the state of New Jersey. The Jersey City library provides critical community-centered programming, literacy education, and access to a diverse collection of more than 400,000 pieces of printed, audiovisual, and electronic resources. More information is available at our website, www.jclibrary.org.

Additional Information

- It is the respondent's responsibility to ensure their own complete and thorough understanding of all requirements regarding the specifications of this RFP prior to the submission of any proposal.
- The respondent is solely responsible for the timely delivery of the proposal according to the deadlines and guidelines set forth in the RFP.
- All proposals received will be reviewed individually to determine if the proposal meets all submission requirements and minimum qualifications described in this Request for Proposals.
- The evaluation of all proposals will be based on demonstrated technical knowledge, organizational capacity, effectiveness, and relative pricing.
- All responsive proposals received will be evaluated by qualified Library personnel. Respondents should submit sufficient information to enable the evaluators to fully ascertain each respondent's capability to perform the requirements contemplated by this solicitation.



**Jersey City Free Public Library
Request for Proposals
Website CMS Solution Consultant**

- All commitments made in the proposals shall become a part of any resultant contract.
- All proposals will be considered firm offers and may not be withdrawn before the date of ten (10) days following the last day that proposals will be accepted.
- JCFPL reserves the right to reject any and all proposals, and the right at its option to waive or refuse to waive any defect or informality in any proposals.
- JCFPL assumes no responsibility for costs incurred by bidders in preparing and submitting proposals in response to this request.
- All responses submitted will be considered the property of the Jersey City Free Public Library.
- Any information shared or transmitted verbally or in writing prior to the issuance of this request shall be deemed preliminary and bind neither JCFPL nor any contractor.
- JCFPL may cancel this proposal in whole or in part at any time.
- JCFPL retains the right to award this proposal in whole or in part or to choose not to make any award. Pricing of services will remain as stated in response(s) regardless of whether JCFPL awards a contract based on a proposal in full or in part.
- The contract period is for a maximum of one (1) year, with an option to renew for one (1) successive year, subject to mutually agreed terms. There will be no increase in price during the contract period.
- The Contractor is retained solely for the purposes of and to the extent set forth in the proposal. Contractor's relationship to JCFPL during the term of this contract shall be that of an independent contractor.
- Contractor is responsible for having all insurance, licenses, permits, etc. which may apply to this type of service.
- Any appeal of decisions made related to this proposal are subject to the process designated by JCFPL's Board of Trustees.
- JCFPL prefers the Contractor to have principals and/or employees who perform the services necessary to carry out this contract. If any part of the work under this proposal is to be performed by a subcontractor, the bidder will provide a complete description of services to be subcontracted along with a complete description of qualifications and capabilities and equipment capacity of the subcontractor. No subcontractor may be used unless the bidder has submitted the above in writing. JCFPL reserves the right to approve or disapprove any and all such subcontractors and to revoke any approval previously given.
- JCFPL reserves the right to award a contract based on written proposals received without prior discussions or negotiations.
- Final acceptance of a proposal will be based on all information from the response(s), attachments, and subsequent communications with respondents.