



Website Redesign RFP Questions and Answers

- 1. To ensure we can provide the most appropriate recommendations and align with your expectations, is the Library able to provide the anticipated/approximate budget for the project?**

We have kept the budget open for discussion. This RFP process will help guide us as we review professional competitive proposals. Information on our organization (size, number of locations, etc.) is available online at www.hplct.org.

Proposals must include an estimated cost for all work related to the tasks and deliverables outlined in the scope. A total estimate for deliverables is required. Proposals should clearly outline how time and cost overruns would be handled, including how the designer or agency alerts the client and negotiates unanticipated changes or delays. We welcome firms to submit a “package” of services, with cost tiers, if that would be helpful.

- 2. What is your anticipated/approximate budget for annual hosting/licensing?**

Please see the above response.

- 3. Is it the expectation that the selected vendor will move over all existing content? If yes, does the Library have an approximate number of pages that will need to be migrated?**

Yes. You can see the size and scale of our webpages online at www.hplct.org. Our staff intranet of approximately 50—100 pages will also need to be migrated.

- 4. For the requirement of [An employee-only portal to access resources, forms, trainings, etc.], could you please confirm if you are looking for a full staff intranet, or just the ability to password-protect a group of pages on the main public site?**

We are looking for a full staff intranet.

- 5. Room booking is currently going out to [<https://roombookings.hplct.org/reserve/>]. Will the new site continue this functionality or is rebuilding the room booking within scope of the project?**

The new site will continue working with Communico for room bookings and event calendar integration.

- 6. Would you need hosting, domain or SSL services and if yes, could you let us know what your current environment is so as to properly gauge your needs going forward?**

Yes, we will need hosting, but we will not need domain or SSL services. Our current host provides a custom-made CMS. We are hoping to avoid this moving forward due to support issues.

- 7. Could you let us know if you need copywriting or content migration services? If yes, could you quantify the requirement?**

We do not need copywriting. But we will need content migration from the current website to the new one. You can see the size and scale of our webpages online at www.hplct.org.

- 8. Could you let us know if you require any original or stock videography or photography? If yes, could you quantify the requirement?**

We do not require any original or stock videography or photography at this time. But if you feel like it would benefit our web presence, please include it in your proposal.



9. Could you let us know what the budget for this work?

Please see our response to question 1.

10. Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado, and Wyoming?

We welcome all proposals and will consider them regardless of the designer/firm location. We are looking for a designer/firm that understands and celebrates Hartford, a diverse urban community. We would require that all cost proposals outside the U.S. include any tariff or potential tariff charges for the services.

11. Would you need any original or stock videography or photography?

Please see our response to question 8.

12. Is there a CMS that you have a preference for over the other?

We prefer a CMS that is easy to use, maintain, and customize in-house. In addition, in the event further development is needed in the future, we prefer a solution that is well-known and used in the industry.

13. What CMS platform do you use currently?

Our current CMS is custom-built, Yellow Brick Road.

14. How much content do you currently have on your website?

You can see the size and scale of our website online at www.hplct.org.

15. What is the project budget? A ballpark range would be extremely helpful.

Please see our response to question 1.

16. Our agency is based in New York. Are you open to working on this project with a remote team?

Please see our response to question 10.

17. For the SirsiDynix Symphony integration, what specific catalog search functionality and user features must be maintained beyond basic catalog search?

We would like one unified search function that allows customers to search the catalog or the website. This is a learning curve for us, and we are open to options.

18. How do you currently handle integration with NEOGOV for Human Resources, and what specific features need to be maintained?

We are still in the process of transitioning to using NeoGov, and cannot provide specifics at this time.

19. For third-party integrations mentioned (online store, payment system), do you have specific payment processors you currently use or prefer?

We are currently using Stripe, Square, Propay, and may be adding PayPal in the near future.





20. For the website search requirement, do you need unified search across website, catalog, and e-resources simultaneously, or as separate search options?

Per our RFP, we are looking for a website search that includes the website, catalog, and e-resources.

21. How would you like the chatbox functionality to work - live staff support, AI-powered solution, or both?

We would like the chatbox to include both options.

22. Given that your technology profile shows you're using Google Translate Widget, is this sufficient for your "simple translation services" requirement, or are you looking for a more robust solution?

If you have a suggestion for a more robust solution, you should include the option in your proposal.

23. What is the approximate size of the current website (number of pages) that would need to be migrated?

You can see the size and scale of our webpages online at www.hplct.org. In addition, we have a staff intranet with approximately 50-100 pages.

24. What specific LibGuides content needs to be integrated into the main website structure?

We can't provide specifics at this time. After we have undergone content curation, we are looking to migrate this content to our main site.

25. Will your team provide all content for the new website, or will content development/writing be part of this project?

We do not need content development/writing at this time. But if you feel like it would benefit our web presence, please include it in your proposal.

26. For "the ability to grow pages within each department with no space limitations," can you describe your current challenges with departmental content?

Currently, departments use external websites or LibGuides to add information on a timely basis, based on their departmental needs or grant requirements. Often, navigating to these pages is difficult, and information can grow outdated. We are looking for a more streamlined approach that doesn't require introducing additional website platforms.

27. For the "simple translation services" requirement, which specific languages are priorities for your community?

Hartford is home to a range of spoken languages, including English and Spanish.

28. Are there any specific library websites (or other websites) that represent what you're looking for in terms of design aesthetic and functionality?

You can certainly provide examples. We are looking for a website that is easy to navigate, dynamic, and user-friendly.



29. The RFP mentions aligning with the Library's 'new branding.' Can you share your existing brand guidelines or brand assets so our proposal can properly reflect your visual identity? Or if brand guidelines development is needed as part of this project, please let us know.

Yes, you can find our brand guide [HERE](#).

30. Can you elaborate on your needs for "rotating images for special events" - do you need a specific type of carousel or hero section?

You can see what we currently use at www.hplct.org. Please include options that align with the new website's design.

31. For "special notices/alerts on the home page" - what type of alert system are you envisioning (emergency notifications, event promotions, etc.)?

We would like to use it for emergency notifications, closings, and anything else we may need to inform our customers about in the moment.

32. For the book carousel/collection highlights feature, is this currently powered by the SirsiDynix system or another solution?

We currently do not have this integrated into our website and would like to include it in the new build. Please include ideas in your proposal that will fit our needs.

33. The RFP mentions "promoting the entrepreneurial spirit through the sale of goods and services." Can you provide more details about your vision for this aspect of the website?

We want an attractive, user-friendly site that encourages browsing and allows for retail possibilities. You can see our current store [HERE](#).

34. For the employee portal and Board portal, what specific functionality and security requirements are needed for the employee and Board portal?

We want an Azure ID to authenticate users for a single sign-on functionality for the employees. We want to have the ability to add the intranet portal as individual users with multifactor authentication and the ability to restrict access to certain pages.

35. What types of documents need to be accessible through the Board portal?

The types of documents that need to be accessible are Word, PowerPoint, PDF, JPG, and videos.

36. For "form filler" functionality, what types of forms do you currently have and how are submissions processed?

You can see a few of our current form fillers [HERE](#) and [HERE](#). Submissions are handled by department.

37. Are there specific permissions or user roles needed for the employee portal?

Yes, there will be. It should be noted that employees should only have access to the public website and the employee portal. Board members should only have access to the public website and the Board Member portal.



38. Besides the Marketing & Communications Team, who are the key stakeholders that will need to be involved in the discovery and approval processes?

This is a process that includes interdepartmental committees, community input, and board guidance.

39. How many staff members will need training on the new CMS?

HPL's Communications & Marketing team, HPL's IT team, and department heads will need to be trained, approximately 15-20 people. The number may fluctuate based on what is included in the proposal. We want an intuitive system with the expectation that we will provide training in-house to staff as needed. The CMS should have role-based access.

40. Are there any key events or deadlines within the project timeline that need special accommodation?

Not at this time.

41. Do you have a preferred communication and project management approach for this redesign?

During the RFP stage, we prefer all communications to be done through email. (communications@hplct.org) Once we select a vendor, an updated communications plan will be shared.

42. For the online store requirement, what types of products/services will be sold?

Books, Library-branded items, and other items may be added in the future.

43. What volume of transactions do you anticipate for the online store?

We hope that the new website and updated online store will increase sales.

44. Will the store need inventory management capabilities?

We look for robust proposals to help guide us as we navigate the needs for this site.

45. For analytics that are "easy-to-use and accessible," what specific metrics are most important for your team to track?

Website visits, clicks, time on page, visitor device type, user location, etc. We look to the vendor to help guide us on what information will be the most beneficial.

46. What are your expectations for SEO optimization in this project?

SEO encompasses a wide range of strategies and techniques, including keyword search, content optimization, image optimization, internal linking, etc. We are interested in robust option(s) to increase our SEO, including ways to optimize the backend and technical aspects of the website to maximize our visibility with the various search engines.

47. Your technology profile shows you're using various analytics tools (Google Analytics, Google Analytics 4, Quantcast). Do you have a preference for which analytics solution to implement in the new site?

We are open to the best analytical solutions you can provide.

48. Beyond ADA compliance, are there specific accessibility features or standards that are particularly important to your community?

We are open to new trends in this field for website optimization.



49. Do you have existing accessibility testing protocols you'd like us to follow?

Not at this time.

50. Is there a predetermined budget range for this project?

Please see our response to question 1.

51. How do you envision the post-launch support relationship? Would you prefer as-needed support hours or a retainer arrangement?

You are free to explain and price both options, which will allow us to see which best suits our institutional needs.

52. Given that modern CMS platforms handle many security and platform updates automatically, what specific aspects of maintenance are most important for your team?

- *Patch Vulnerabilities Promptly – Critical CVEs within 30 days, high within 45, medium within 90.*
- *Force HTTPS Sitewide – Redirect all traffic to HTTPS to ensure encrypted connections.*
- *Set Secure Cookies – All cookies must include the Secure, HttpOnly, and SameSite attributes.*
- *Auto-Renew TLS Certificates – Ensure certificates never expire unexpectedly.*
- *Run Regular Vulnerability Scans – Automate scans and remediate findings proactively.*
- *Protect Admin Access with MFA – Require multi-factor authentication for backend logins.*
- *Have a Patch Management Plan – Maintain up-to-date libraries, plugins, and CMS core.*

The above is not an all-inclusive list, but highlights key security features that are needed. It should include accessibility and flexibility to change content and ensure the site stays relevant across platforms.

53. What are the biggest pain points with your current website from both staff and user perspectives?

Per our RFP [HERE](#), we want the vendor to conduct a comprehensive analysis of the current website to identify strengths and weaknesses and engage with stakeholders and end-users to understand their needs and expectations from the new website.

54. Are there any features of your current website that work well and should be maintained?

Per our RFP, the vendor will conduct a comprehensive analysis of the website to identify strengths and weaknesses, provide guidance, and evaluate the tools we need.

55. Have you conducted any user research or gathered feedback about your current website that would be helpful for us to know?

Please see our response to questions 54 & 55.

56. Is there an incumbent agency that will be bidding and/or considered for the website redesign?

We welcome all proposals.

57. Is there any flexibility with the September 22nd completion date?

Our desired completion date is October 1, 2025.

58. What does your approval process look like? (e.g., key stakeholder groups, board, etc.)

Please see our response to question 39.



59. Do you have a preference for in-person or virtual meetings?

We welcome all proposals and will consider them regardless of the designer/firm location.

60. Will preference be given to local agencies?

We welcome all proposals and will consider them regardless of the designer/firm location. We are looking for a designer/firm that can understand and celebrate the Hartford community.

61. Do you have a desired budget range you'll consider for this initiative?

Please see our response to question 1.

62. Does the website need to support multiple languages?

Please see our response to question 28.

63. Is there a preferred platform for the online store / payment system, or are you looking to the agency to provide recommendations?

We are currently using Stripe, Square, and Propay and may add PayPal in the near future. We are also open to recommendations.

64. Is there a preferred chatbot platform or are you looking to the agency to provide recommendations?

We are looking for the vendor to provide recommendations.

65. Can you describe in more detail how the website needs to integrate with NEOGOV?

Please see our response to question 19.

66. What are the current pain points with the LibGuides platform?

Please see our response to questions 54 & 55.

67. In the RFP it reads "Sample of work completed for the project, including previous logo and final logo". Is this meant to say "website" instead of "logo"?

Yes. It should say "website" instead of "logo". This has been updated.

68. Budget: Does the Library have a specific budget range or a maximum, not-to-exceed figure allocated for this website redesign project?

Please see our response to question 1.

69. Branding: The RFP mentions aligning with the Library's "new branding". Can you provide access to the new branding guidelines, logos, and style guide, or let us know the timeline for their completion if they are still in development?

You can find our brand guide [HERE](#).

70. Stakeholder Involvement: Could you identify the key stakeholders (departments, specific roles) who will be involved in the review and approval process during the project?

Not at this time.



71. Content Management & Migration: Who will be responsible for migrating existing content to the new website? Is new content creation anticipated as part of this project, and if so, who will be responsible for providing it?

The designer/firm will be responsible for content migration to the new website. We do not need content creation at this time, but if you feel it would benefit our web presence, please include it in your proposal.

72. Technology Preferences: Does HPL have a preferred Content Management System (CMS) or technology stack for the new website? Are there any specific technical constraints or requirements beyond those listed (like server environment)?

We are open to all options if you can explain and validate the benefits. Due to support issues, we are looking to avoid a custom CMS. See our answer to question 20.

73. ILS & 3rd Party Integrations: Could you provide more technical details or documentation regarding the required integration with Sirsi Dynix's Symphony ILS? What specific 3rd party websites require integration, and what is the nature of these integrations (e.g., API, iFrame, Link)?

We can't provide specifics at this time. We are hopeful that the vendor will guide us as we navigate this system.

74. LibGuides Replacement: Regarding the requirement to move away from the LibGuides platform, what specific functionalities currently provided by LibGuides are essential to replicate or replace in the new site?

Please see our response to questions 25 & 27.

75. E-commerce Functionality: Can you elaborate on the specific requirements for the "online store and payment system"? What types of goods/services will be sold, and what is the anticipated volume of transactions? Is there a preferred payment gateway?

Please see our response to questions 34 & 44.

76. Analytics: Does the Library have a preferred platform or tool for website analytics?

We are open to all options if you can explain and validate the benefits.

77. Timeline & Staff Availability: Considering the desired completion date of September 22, 2025, what is the anticipated availability of key HPL staff and stakeholders for meetings, content provision, feedback, and testing throughout the project timeline?

In our RFP, we asked that you include a timeline for completion and an estimate of the time required of staff and stakeholders in the process as part of your proposal. This is a priority for staff and stakeholders, and we will work to stay flexible.

78. Maintenance & Support: Beyond the initial creation of a maintenance plan, what are the Library's expectations for ongoing website maintenance, support, and security updates post-launch? Is HPL looking for a retainer agreement or ad-hoc support?

Please see our response to question 52.

79. Referring to "Integration with NEOGOV for Human Resources". Will this involve API integration of some kind? What features are needed to be integrated in the site?

Please see our response to question 19.



80. Does the ILS mentioned have an API for integration? What needs to be integrated?

Please see our response to question 74.

81. Are there any special e-commerce/user management features needed?

Please see our response to questions 34 & 44.

82. Is there an incumbent agency/firm for this project?

We welcome all proposals.

83. What is the monthly and annual website maintenance spend for the current web solution (breakdown detailing spend for hosting, tools, plugins, other technologies etc.) ?

We can't provide specifics at this time.

84. We assume HPL places an importance on its current SEO rankings, will the selected partner be in charge of the migration strategy to maintain said rankings?

Yes, the selected partner would be in charge of the migration strategy.

85. Although a bit of a touchy subject for most, we prefer a transparent approach when it comes to budgets. HPL's approximate budget for the project will be instrumental in properly staffing the project. A ballpark range at the least would be appreciated.

Please see our response to question 1.

86. Who would the selected partner be interfacing with on a consistent basis, is there a plan to assemble a project committee/team of sorts if one doesn't already exist?

This is a process with an interdepartmental committee, community input, and board guidance.

87. Are there any websites you admire that we can take as a design reference in terms of layout, features, or style?

Please see our response to question 29.

88. What are the pain points in the current website are critical and need to be addressed in the new website?

Per our RFP [HERE](#), we want the vendor to conduct a comprehensive analysis of the current website to identify strengths and weaknesses and engage with stakeholders and end-users to understand their needs and expectations from the new website.

89. We noticed the online store at <https://shop.hplct.org/> is built on WooCommerce. Is this included in the project scope, and are we considering a new tech stack for it?

Per our RFP, we are looking for a more streamlined option that will not navigate away from our main site.

90. Which payment gateway is currently used for processing payments? Do you wish to continue using it?

We are open to other possibilities, but we currently use Square. Please see our response to question 20.



91. Is the events microsite at <https://programs.hplct.org/events/> included in the revamp scope?

We currently use Communico for events and room bookings. We do not plan to move away from it at this time. We are open to other possibilities if you can explain and validate the benefits.

92. Regarding room bookings at <https://roombookings.hplct.org/reserve>, is this also part of the revamp? Are you using any third-party booking solutions or widgets for this feature?

Please see our response to question 92.

93. The current chat feature seems to use LibAnswers/LibChat Widgets. Are we planning to switch to a new chat solution?

We are looking to the vendor to provide recommendations.

94. The current donation feature redirects to the Bloomerang domain. Do you want to retain this functionality?

Yes, we would like to retain Bloomerang at this time.

95. The microsite at <https://dll.hplct.org/> appears to be built on the Wix platform. Is this included in the project scope, or will it remain as is?

We would like to move away from all external sites and have it included in the main website build.

96. In your Q&A, you mentioned that the staff intranet needs to be migrated. Could you provide more details on this?

Not at this time. Our staff intranet is approximately 50—100 pages

97. The current HPL site integrates SirsiDynix Symphony via links to the Enterprise catalog interface hosted at hplct.ent.sirsi.net. The RFP mentions the need for seamless integration with the SirsiDynix ILS. To achieve this, there are multiple approaches:

- Embedded search with results leading to the Sirsi Enterprise system.
- Custom UI with integrated APIs, providing a seamless user experience within the HPL website.

Could you clarify your user experience requirements so we can recommend the best approach?

You are free to include both options in your proposal so we can best choose the one that best fits our institutional needs.

98. Which analytics metrics are important to you (e.g., traffic, program interest, resource usage)?

Please see our response to question 46.

99. We see Google Analytics code in the website header. Are you using the Google Analytics Dashboard to track metrics? Do you need any additional features beyond what GA offers?

Please see our response to question 48.

100. What are the requirements for the Board portal (e.g., private meeting agendas, calendar, voting features)?

This is a new feature for us, and we are looking for guidance from the vendor. We want a portal that can grow and expand as we navigate what the service is used for.



101. Could you provide details of any other CMS/technology used on the current site besides Springshare/LibGuide CMS?

Not at this time.

102. Please list any third-party applications that need to be integrated into the website.

You can review our full RFP [HERE](#).

103. Events Calendar - currently it is part of a “programs” subdomain. Is this a different site entirely or part of a 3rd-party platform? Will this events functionality be a part of the new site or stay on this “programs” subdomain?

Please see our response to question 92.

104. The request for integration with SirsiDynix Symphony library system ILS - what sort of integrations are needed for this? It seems this platform has an API system to get data so we can utilize that, but a deeper understanding of what is expected with this integration would be helpful.

Please see our response to question 74.

105. Chatbox - it looks like currently this redirects to <https://hplct.libanswers.com/>. Is this request to keep this same functionality or to add something else onto the site?

We are looking for the vendor to provide recommendations.

106. Request for an online store and payment system - it seems you already have <https://shop.hplct.org/> - this looks to be built with Wordpress and Woocommerce but it's a separate site. Is this being merged into the new site (with the new design) or will it stay a separate site (shop subdomain) exactly as it is? If it stays separate will it need the same styles as the refreshed website?

Please see our response to question 90.

107. Request to move away from LibGuides - is this the current CMS platform the site is built on or only part of it? Seems this powers this section (looks to be not a part of the main website though) - <https://hplct.libguides.com/collections/storystash> - is the request here to migrate all of this content / functionality into the new website?

Please see our response to question 27.

108. What sort of integrations are expected for the NEOGOV integrations?

Please see our response to question 19.

109. The Reserver a Room subdomain here - <https://roombookings.hplct.org/reserve/> - is this just a script from a third-party service or is this functionality expected to be rebuilt from scratch as part of the new site?

Please see our response to questions 92 & 93.

110. Is there a specific reason for the Sept. 22 timeline, or is there flexibility?

Our desired completion date is October 1, 2025.



111. Could you elaborate on your e-commerce expectations? It looks like you are currently using WooCommerce and have two products. Is this tied to a merchant payment system plus shipping? Is your vision to take what you have and expand or start over with additional functionality? How many products do you envision?

Please see our response to questions 34 & 44.

112. What is your vision for the content gathering process? Are you planning to migrate the existing content, or have completely fresh content? If so, will the client provide content, or will it be the vendor's responsibility?

Please see our response to question 72.

113. Is there API documentation for your catalog system, including how it ties in and how you envision it tying in?

Please see our response to question 74.

114. Will you be looking to migrate existing content or have it rewritten for the new site? If rewritten, will HPL provide the content, or will the vendor be expected to provide this service?

Please see our response to question 72.

115. What other 3rd-party systems do you have in place for events or other functionality that might not be visible from the front end in our assessments?

Please see our response to question 92.

116. Which tools on your current site do you like using and wish to carry over to the new site?

Please see our response to question 54.

117. Which tools on your current site are cumbersome or not functioning as expected?

Please see our response to question 54.

118. Can you elaborate on the intranet for the board, employees, and the third-party system you are looking for your vendor to implement? How do you envision it working, and do you have anything in place today that you could walk us through?

We currently have an intranet for our staff, but we are looking for recommendations from the vendor on the best approach.

119. What is your internal approval process for working with a vendor like us? For example, when we provide design templates, how does your approval process work? Is it one person, a few, or a committee? What is a realistic turnaround time for you to approve or return feedback on key milestones within the project process?

Please see our response to question 39. In our RFP, we asked that you include a timeline for completion and an estimate of the time required of staff and stakeholders in the process as part of your proposal. You can review our RFP [HERE](#).

120. How are you working with your current vendor for ongoing maintenance and support? What is working, what isn't?

We can't provide specifics at this time.



121. Regarding the Neogov integration, what is your expectation? Will this simply be an embed that links out, or will it be fully integrated within your website?

Please see our response to question 19.

122. Is there an opportunity to have a meeting to further clarify some questions?

In order to keep the RFP process transparent, we are not accepting meetings before submissions.