



[Hartford CT] – Hartford Public Library (HPL) is excited to announce an open Request for Proposal (RFP) for a website redesign. HPL is seeking a creative, qualified freelance website designer, design firm, or agency to create a dynamic and user-friendly platform to enhance brand awareness, effectively showcase the Library’s services and resources, improve the user experience, and align with the Library’s mission and new branding.

HPL’s priorities are to ensure ease of navigation and intuitive wayfinding, provide a wide variety of high-quality services, prioritize community engagement, expand both physical and virtual access to programs and services, and continue to focus on employee development and internal communication.

Please find the attached RFP, which lists the expectations and proposal requirements. If you are interested in applying, please email your proposal and all requirements/deliverables in PDF format, with “RFP Website Project” in the subject line, by May 5, 2025, by 5:00 p.m. EST. to the following:

Communication & Marketing Team
Hartford Public Library
communications@hplct.org

We will host an open Q&A window for the Website Redesign RFP from April 10 to April 28, 2025. During this period, please email questions you may have regarding the RFP to communications@hplct.org. Questions will be answered and posted publicly at <https://www.hplct.org/about/rfp> for all applicants to review. This ensures transparency and equal access to information for all participants.

| Event | Date |
|--|-----------------|
| RFP Distribution to Vendor | April 10, 2025 |
| Questions and Answers (Q&A) Opens | April 10, 2025 |
| Q&A Period Closes | April 28, 2025 |
| Proposal Due Date | May 5, 2025 |
| Target Date for Review of Proposals | May 19, 2025 |
| Potential Discussions with Candidates | June 2, 2025 |
| Anticipated Decision and Selection of Vendor | June 16, 2025 |
| Desired Project Completion Date | October 6, 2025 |

