



## **Request for Proposal (RFP)**

### **Website Redesign**

Hartford Public Library (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.

#### **ABOUT HARTFORD PUBLIC LIBRARY**

HPL was founded as the Library Company in 1774, and over its 250 years, Hartford Public Library has remained at the forefront of redefining the urban library experience in the 21<sup>st</sup> century. HPL has seven full-service locations, two Boundless Library locations, and multiple outreach services, including the Library on Wheels and Story Stash, a 24-7 pickup locker. The Library provides educational opportunities, intellectual enrichment, and cultural development for thousands of children, youth, and adults. Hartford Public Library has gained local and national recognition for its wide range of new initiatives and partnerships designed to meet the needs of a diverse and dynamic city and region, including immigration services, workforce readiness and development, digital imaging and archiving, content creation, civic engagement, and youth leadership.

#### **PROJECT OVERVIEW AND SCOPE**

The Library's goal for the website redesign is to enhance the user experience and provide a modern, user-friendly platform that effectively showcases the various services, programs, and resources offered by the Library to benefit the community. The website should also include features for online catalog search, event registration, sales and product marketing, and virtual Library access. It must ensure Americans with Disabilities Act (ADA) compliance and accessibility for all users. The website should reflect the community HPL serves and represent the urban library experience in the 21<sup>st</sup> century.

Priorities are:

- Ease of navigation and intuitive wayfinding
- Continue providing a wide variety of high-quality services
- Prioritize community engagement
- Expand physical and virtual access to Library programs and services
- Continue to prioritize employee development and internal communication

The Library desires a more relevant, impactful, and user-friendly website. The website should accurately represent the Library brand, celebrate the Hartford community, and the wide range of initiatives the Library offers.

#### ***Scope of Work:***

The key responsibilities of the selected website designer will include:

1. Conduct a comprehensive analysis of the current website to identify strengths and weaknesses.



2. Engaging with stakeholders and end-users to understand their needs and expectations from the new website.
3. Develop a modern, responsive, user-friendly website design that aligns with the Library's mission and new branding.
4. Integrating features for online catalog search, event registration, 3<sup>rd</sup> party websites, and virtual library access.
5. Ensuring ADA compliance and accessibility features for all users.
6. Promote the entrepreneurial spirit and goals of the Library through the sale of goods and services.
7. Creating a mobile, tablet-friendly website that is compatible with all major browsers.
8. Providing training and support for staff members responsible for updating and managing the website content.
9. Creating a maintenance plan for ongoing updates, security, and performance monitoring.

#### **Website Must Haves:**

We have compiled a cross-department list of must-haves for the new website. These include the following. A more detailed list will be provided before the interview process.

- Website search (includes website, catalog, and e-resources)
- Special notices/alerts on the home page
- Rotating images for special events and programs on the home page
- Seamless integration with SirsiDynix's Symphony integrated library system (ILS)
- Book carousel/collection highlights
- Form filler
- Online store and payment system
- Chatbox
- Integration with NEOGOV for Human Resources
- An effective and efficient solution that allows HPL to move away from the Libguides platform
- Links to our social media accounts
- The ability to grow pages within each department with no space limitations
- Simple translation services
- Ability to view analytics in an easy-to-use and accessible format
- An employee-only portal to access resources, forms, trainings, etc.
- A website that can be managed and edited by HPL staff
- Portal for Board access and documents

#### **PROPOSAL REQUIREMENTS:**

Please provide a brief professional history along with the following information:

- Contact person
- Title
- Company name and address
- Company website
- Direct telephone / mobile phone
- Proposal must contain the signature of a duly authorized agent of the company submitting the proposal



### **Project Staffing:**

Include relevant experience of key staff, designers, and management personnel. Describe the qualifications and relevant experience of the individuals who would be assigned to this project by providing biographies of those staff members.

### **Project Summary and Approach:**

Vendors should provide a brief overview of their engagement strategy and approach to the project's scope of work and management. Include a timeline for completion and an estimate of the time required of staff and stakeholders in the process.

### **Itemized Pricing:**

Proposals must include an estimated cost for all work related to the tasks and deliverables outlined in the scope of work. 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.

*All expenses for the respondent's preparation and participation in the RFP process, including, but not limited to, interviews, document preparation, communications, presentations, and demonstrations, are entirely the respondent's responsibility and will not be billable to the Library.*

*The website shall become the property of Hartford Public Library, and Hartford Public Library shall have the right to copyright, service mark, and/or trademark the final design created on behalf of Hartford Public Library.*

### **References and Examples of Work:**

Please include portfolio samples that demonstrate technical and creative execution for similar projects. Provide two (2) current references for which you have performed work similar in size and scope. Experience in website work for a library, public or service organization, or non-profit is preferred.

For each reference, include the following:

- Organization name and address
- Type of organization
- User contact(s)
- Title(s) of user contact(s)
- Direct telephone number(s) and email address(es) of user contact(s)
- Description and approach to the project
- Sample of work completed for the project, including previous logo and final logo

### **PROPOSAL EVALUATION AND SUBMISSION:**

This is an open, competitive process for all qualified designers and design firms. Proposals will be evaluated, and the contract award resulting from this RFP will be based upon the most responsive vendor whose offer will be the most advantageous to HPL regarding brand design and value as specified in this RFP. The Library reserves the right to reject any or all proposals, or any portion thereof, as deemed to be in the best interest of Hartford Public Library, including:



- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential respondent
- Accept other than the lowest price offered
- Award a contract based on initial offers received, without discussion or requests for best and final offers
- The Library will not be reimbursing for any costs associated with the preparation and submission of the proposal.

The proposal submitted in response to the RFP shall remain firm and valid for ninety (90) days from the date of your submission.

Hartford Public Library will negotiate contract terms upon selection. All contracts are subject to review by the Library's senior management team. The project will be awarded upon signing an agreement or contract outlining terms, scope, budget, and other necessary items.

All proposals, including all deliverables, must be in PDF format and emailed 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](mailto:communications@hplct.org)

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	May 26, 2025
Anticipated Decision and Selection of Vendor	June 9, 2025
Desired Completion Date	September 22, 2025

Scheduled dates will be adhered to as closely as possible but may change without prior notice to applicants. This does not include the proposal due date.

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](mailto: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.