



**Illinois Heartland Library System**  
IMAGINING TOMORROW - DELIVERING POSSIBILITIES TODAY

# IHLS Website Redesign

Request for Proposal  
Issued March 1, 2019

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## Purpose

The Illinois Heartland Library System (IHLS) is requesting a plan that lays out, and implements, a new design and layout to the IHLS website. We currently have a responsive website that is mobile, tablet and desktop browser friendly using Drupal 7 and the bootstrap framework, and we are looking to expand its functionality.

Our goals for this project are to:

- Give our website a more approachable and attractive home page, contact pages, and article pages.
- Have an area where a “Staff Spotlight” article can easily be incorporated on a regular, rotating basis.
- A dedicated delivery section that is easy for delivery staff to update and maintain, while keeping the styling and consistency of the site as a whole intact.
- Delivery area will have a “Meet your driver” section with a short biography similar to the “Staff Spotlight” above.
- Create a job posting section where member libraries can submit their own job entries that only need to be approved to be displayed. Currently they have to be recreated from an email.
- Site navigation and organization will need to be addressed and made to be intuitive and simple from any page on the site.

Our target launch date for the new website is October 31, 2019 (assuming that fits within your proposal’s timeline). This date can be changed if both parties agree.

# Background

## About IHLS

IHLS is one of two multitype regional library systems in Illinois. We serve 521 academic, public, school, and special library members in a 28,141-square mile area across central and southern Illinois. We currently have offices in Edwardsville (our headquarters), Carbondale, and Champaign.

IHLS is governed by a Board of Directors elected by member libraries. Funding is provided through the Illinois State Library and the Secretary of State, with funds appropriated by the Illinois General Assembly. IHLS currently holds funds in reserve to cover about one year of operating expenses and is positioned well to meet contractual obligations during this fiscal year.

IHLS was formed in July 2011, through the merger of four predecessor library systems. Our original website went live on July 1, 2011, and a redesign was launched in February 2016. Although features have been added, and some modifications have been made to the site's architecture and navigation, the 2016 redesign still essentially functions as the current website.

Our website is built on Drupal 7, and uses a number of contributed modules as well as some custom modules and modifications.

- **Content Types**
  - Chat Transcript
  - Grant
  - Job Posting
  - Meeting
  - Special Interest Group
  - Vendor Discount
  - Web forms
- **Views**
  - Meetings pages (showing lists of each meeting type)
  - Library Jobs lists
- **Themes**
  - Custom IHLS theme based on Bootstrap 3 (bootstrap\_ihls)

'Members -> Directory Search' and 'Members -> Special Interest Groups' pull from the L2 (MSSQL) database.

The 'Delivery -> Routes -> Champaign/Carbondale/Edwardsville route' pages pull from Delivery (MSSQL) database.

## **Website Audience**

### ***Primary Audience Group:***

Employees of, and other individuals associated with, the 521 library agencies that are members of IHLS:

- Academic 30
- Public 227
- School 235
- Special 29

### ***Secondary Audience Groups:***

- IHLS system employees (primary audience for Intranet area; main use of public/member website is to provide assistance to libraries)
- IHLS Board Members (all are affiliated with member libraries)
- Library employees who are specifically involved in IHLS committees, working or advisory groups, or other activities related to the system's operations
- Employees of the Illinois State Library

### ***Tertiary Audience Groups:***

- People affiliated with non-member libraries in the IHLS service area (prospective members)

### ***Other Audience Groups:***

- The general populace of the IHLS service area in Illinois
- Job seekers (approximately 50% of traffic on the site is for job listings)

Normal traffic for the IHLS website is 1,000-2,000 visitor sessions on weekdays, about half that many sessions on Saturdays, and fewer sessions on Sundays.

## **Project Expectations and Objectives**

The IHLS website (<https://www.illinoisheartland.org>) is moderately complex. Our expectations are that functionality for our users be retained or improved upon and that the site's appearance and usability will be markedly improved.

## **Interview and Discovery**

It is expected that an extensive creative design phase is done by the winning vendor. This phase should include a time of researching and selecting a design theme that best meets the needs of IHLS. Samples of current work and the methods that you will use to help IHLS work through this process should be submitted with your proposal.

Please explain how you will handle this phase of the process in detail.

Key IHLS personnel will form a team to collaborate with the vendor chosen. This team will consist of admin, creative, and IT staffers.

## **Theme Selection**

A new website theme should be created for the website that is responsive and works well across all common viewing platforms, including desktop computers, tablets, smartphones, and other devices that can run modern internet browsers.

The theme can be created from scratch or based on an existing theme in the market or that the vendor has developed already. The functionality of the end product is more important than the uniqueness of the design. Structure and functionality of a pre-designed theme may need to be changed or adapted to suit the needs of the project.

## **Additional Custom Features**

- Homepage rotating "news" section so multiple news articles don't lengthen the page.
- Staff spotlight feature article with teaser on homepage. Photos professionally taken inhouse on white background.
- Incorporate upcoming events via RSS or MSSQL direct connections using site style.
- Meeting templates that incorporate the ability to upload agendas and documents to upcoming meetings and archive old meeting information. This is currently accomplished with an add-on "accordions". The desire is for something more in line with an overall theme with the most recent/important event being the focus and the older events archived but still easily accessible for several years.
- Other ideas may be revealed by your questions during the interview and based on the winning vendor's experience.

## **Support**

A timeframe of support should be included in the proposal. Many factors go into adding content to a website, and many might not be discovered for several weeks after go live. Please include ample

time in your proposal to discover and implement a solution for those issues.

## **Synopsis of Tasks and Issues**

Our main objectives for the development of our new website, and some anticipated tasks and issues related to the work that will be involved, are:

### ***Objective: Create a Drupal theme for the website that is responsive and modern***

1. Design and implement a responsive theme that is attractive and works well on desktop/laptop, tablet, and smartphone devices
2. Improve the look and usability of the homepage
3. Improve the look and usability of interior pages
  - a. Provide better contextual linkages between related content areas on the site
  - b. Provide contextual linkages between website content (e.g., specific services) and IHLS personnel (i.e., “for more information, contact ...”)
4. Provide consistent navigation throughout the site
5. The new site must comply with State of Illinois Web Implementation Guidelines, <http://www.dhs.state.il.us/IITAA/IITAAWebImplementationGuidelines.html>

### ***Objective: Improve and expand website search functionality***

1. Implement a robust search platform for the IHLS.
2. Include specific views pages – i.e. pages that list nodes that aren’t individually included in the search index – in search results
3. Include the content of Microsoft Office, PDF, and other files attached to nodes as attachments or in file fields in search results
4. Honor access restrictions in the display of search results, based on user roles/status for the website

The contracted developer will work with the IHLS Web Developer and our Information Technology staff throughout the project. The contractor will provide appropriate documentation and training to the IHLS Web Developer and IT staff, detailing the features and functionality of the new site, reviewing changes to databases or source code, explaining how the site operates, and providing information necessary for daily maintenance and upkeep of the site.

We host the current IHLS website on our own server, and we plan to continue to self-host the new site.

IHLS will retain ownership of all design, architecture, files, data, source code, and other products. No logo or other advertisement for the contractor will be permitted on the site, unless special arrangements are made, or pricing concessions are agreed upon during the contract and proposal. IHLS is open to a mutually beneficial agreement that can promote the winning vendor while giving a discount to IHLS and/or its members.

# Instructions for Proposal Submissions

## RFP Contact Person:

Troy Brown  
IT Director  
Illinois Heartland Library System  
1840 Innovation Dr; Ste 107  
Carbondale, IL 62903  
tbrown@illinoisheartland.org

## Questions and Notifications

All inquiries, questions or notifications must be sent to us in writing via email and marked “Questions—RFP for Website.” Phone calls will not be accepted. All inquiries shall be directed only to the RFP contact person as shown above. The deadline for questions is 4:30 p.m. Central Time on Wednesday April 17, 2019.

Should you suspect any error, omission, or discrepancy in the specifications or instructions, please notify Troy Brown immediately via email. Questions, answers, and updated instructions will be posted on the IHLS website at <https://www.illinoisheartland.org> by 4:30 p.m. Central Time on April 30, 2019. It is the vendor’s responsibility to check the website for this information.

## Proposal Submission

Proposals must be received no later than 3:00 p.m. Central Time on Wednesday, May 23, 2019. Proposals must be submitted electronically to the RFP contact person listed above with a subject line of “RFP – IHLS Website”.

Proposals must be Adobe PDF or Microsoft Word documents. Files may not be password-protected or copy-protected. Submit the “Project Cost” section as its own file attachment, separate from the other sections. This will allow us to evaluate the project without the cost being a factor initially.

Proposals must include the following sections in this order:

- A. **Contact information.** Name, address, FEIN number, phone number, and email address of the vendor and/or firm, and the name and contact information of the person whom IHLS should contact concerning your company’s proposal.
- B. **Corporate profile** describing your company and experience developing Drupal websites. Number of employees and physical location of offices. Also indicate whether the corporation or other entity is registered as a business in the State of Illinois. List any past and/or pending litigation or disputes relating to website development work that your company or sub-contractors have been involved in within the last five (5) years; include project name, nature of litigation and outcome of litigation.
- C. **Key personnel.** Provide brief profiles of key people who would be assigned to work on this project.
- D. **References.** Provide contact information (name, agency, phone number, and email address of person to contact) and public website URL for at least three recent clients in the library, government, not-for-profit, or membership association sectors. Names and

URLs of websites recently developed for clients in other sectors may additionally be included to provide extra examples your company's work product. Describe any special components of any of these development projects, including content migration.

- E. **Project narrative.** Provide details about your proposed approach to completing the project, including:
- a. Overview that describes your approach to the project, your "big picture" for developing the new IHLS website.
  - b. Schedule of major tasks/phases, including summaries of activities and deliverables, and estimated completion dates.
  - c. Recommended technical specifications for our webserver to run the site.
- F. **Total cost for the complete project.** Submit this information as a separate file attachment. If you are including the implementation of the single sign-on component, or wish to offer any optional add-on services, please break out those costs separately. Breakdown of project cost by phase, etc., may optionally be included. Cost is requested separately so evaluation of the proposal can be done without a bias of cost.

**Please Note:**

As a nonprofit, we seek a project partner that is interested in providing a heavily discounted proposal in exchange for a top-level corporate giving partnership with Illinois Heartland Library System. Depending on the size of the discount, this partnership will include extensive public recognition on the new website, across various social media platforms including Facebook and Twitter, in our e-newsletter, and as options exist, in print materials and public presentations.

The proposal must be signed and dated by an individual authorized to enter into a binding agreement in the name of the vendor.

# **IHLS Review of Proposals**

## **Evaluation Criteria**

A weighted consideration will be given to the following areas, among others:

- Cost (20%)
- Vendor's qualifications and references (20%)
- Vendor's understanding of the project, including familiarity with the Illinois library environment, membership organizations, and/or state and local government. (20%)
- Vendor's ability to provide the services required, including financial stability. (20%)
- Adequacy and completeness of proposal (10%)
- Compliance with the format, terms and conditions of the RFP (10%)

IHLS reserves the right to reject any and all proposals, including without limitation the right to reject any or all nonconforming, nonresponsive, unbalanced, or conditional proposals, and to award a contract in the best interest of IHLS. Submission of an offer confers on the vendor no right to an award or to a subsequent contract. The selected proposal, if any, will be selected solely by the scoring criteria above, and the judgment and best interests of IHLS.

IHLS reserves the right to waive any informalities, technicalities, or discrepancies; to permit a vendor to clarify such discrepancies; and to conduct discussions with any qualified vendor in any manner necessary to serve the best interests of IHLS. These follow ups will be in the form of an RFC (Request for Clarification).

Vendors must be prepared for IHLS to accept the offer as submitted without prior discussions or negotiation, but IHLS may require additional contract negotiations. If negotiations do not result in an acceptable agreement, IHLS may reject the offer or revoke the award, and may begin negotiations with another vendor or re-issue the RFP.

## **Process**

Once proposals are received, the selection committee will review each submittal and evaluate each proposal based on the evaluation criteria listed above and consider the outcomes listed in this document. The award will be based on the proposal that is most advantageous to IHLS.

As part of the evaluation process, IHLS may ask any vendor to present its proposal before the IHLS selection committee at our office in Edwardsville, IL, or via a web video-conference. Presentation(s) may be used in the evaluation of the vendor's proposal.

Once the proposals and/or presentations have been reviewed and evaluated by the selection committee, all vendors will be notified.

## Timeline Overview

Listed below are the important dates by which the actions noted must be completed. All dates are subject to change by IHLS. If IHLS finds it necessary to change any of these dates or times prior to the proposal due date, the change will be accomplished by an addendum.

Action	Completion Date
RFP issued by IHLS	Friday, March 1, 2019
Last day for questions to IHLS	Wednesday, April 17, 2019 at 4:30pm CDT
Questions and answers posted online	Tuesday, April 30, 2019 by 4:30pm CDT
Deadline to advise IHLS of anything in RFP that limits bidding to a single source	Thursday, May 16, 2019 by 4:30pm CDT
Proposal due date	Thursday, May 23, 2019 – 3:00 pm CDT
Opening of proposals at IHLS Carbondale Office	Friday, May 24, 2019 – 10:30 am CDT
Selection Committee review	TBA (June 2019)
Vendor presentations (if required)	TBA (July 2019)
Award of selected proposal *	TBA (August 2019)
Project completion goal	October 31, 2019

\* Based on funding availability, the project may not start immediately after the award of the contract. The project will not start until the appropriate funds are available to pay for the project.

## **Conditions of the Project**

All files and data relating to the computer network, websites, and operations of the Illinois Heartland Library System (IHLS), whether they are prepared by the vendor or come into the vendor's possession in any other way, are and shall remain the exclusive property of IHLS. The vendor shall not misuse, misappropriate, or disclose any of the information or materials described therein, directly or indirectly, either during the term of the contract or at any time thereafter.

The person(s) fulfilling the specifications of this project will not assume an employer/employee relationship with IHLS. The relationship will be contractual. Benefits provided to IHLS employees will not be provided to the vendor for this project. A tax return form 1099 (Misc. Income) will be issued for services performed.

Payment terms will be negotiated and be based on performance. Under no condition will payments be made prior to delivery of any services or products to be furnished.

The proposal should be presented in a format that can easily be incorporated into a contract between the vendor and IHLS encompassing the guidelines detailed in the RFP and required by IHLS.

Certain conditions are unacceptable to IHLS, including, but not limited to, the following:

- Governing law other than the State of Illinois
- Clauses requiring IHLS to indemnify or hold harmless the successful vendor
- Clauses relating to requiring IHLS to enter into reimbursement arrangements relative to attorney's fees
- Payment terms of less than thirty (30) days

## **Compliance with Requirements**

Each vendor is responsible for the contents of its proposal and for satisfying the requirements set forth in the RFP. The vendor is expected to comply with the true intent of this RFP taken as a whole and shall not avail itself or take advantage of any errors or omissions in the description of the proposed website migration project.

The successful vendor must comply with all applicable federal and Illinois laws. The website delivered by the vendor must comply with the "Implementation Guidelines for Web-Based Information and Applications" issued under the Illinois Information Technology Accessibility Act.

These requirements also apply to all subcontractors hired by the primary vendor. Work assigned under the terms of this request for proposal cannot be reassigned, transferred or subcontracted without prior written approval by IHLS.

## **Preparation of Proposal**

The cost of developing and submitting the proposal is entirely the responsibility of the vendor. This includes costs to determine the nature of the engagement, preparation of the proposal, submitting the proposal, presentations/demonstrations, negotiating for the contract and other costs associated with this RFP.

IHLS has the right to rely on any information and price quotes provided by vendors. The vendor shall be responsible for any mathematical error in price quotes. IHLS reserves the right to reject proposals which contain errors.

A proposal shall not be considered for award if the price in the proposal was not arrived at independently and without collusion, consultation, communication or agreement as to any matter related to price with any other vendor, competitor or interested party.

## **Competition**

The purpose of this RFP is to seek competition. Price is not required to be the determining factor, although it may be, and IHLS has the flexibility to negotiate with one or more vendors to arrive at a mutually beneficial relationship. The vendor shall advise IHLS if any specification, language or other requirement inadvertently restricts or limits bidding to a single source. Notification shall be in writing and must be received by the RFP contact person no later than five (5) business days prior to the response due date.

## **Proposal Disclosures**

All information submitted is subject to the Illinois Freedom of Information Act (5 ILCS 140) and other applicable laws and rules. Vendors claiming exemption from disclosure of certain portions of the proposal must do so in a separate section of the proposal clearly labeled "Confidential Information."

At the time of response opening, only the names of those who submitted proposals shall be made public information. No price information will be released. Results will not be given to individuals over the telephone. Results may be obtained after the contract is awarded.

## **Penalty Schedule**

If through no fault of IHLS, full functionality of proposed solution is not achieved within the project deadline, vendor will reduce total cost of the project by 5% and an additional 5% each 30-day delay thereafter which is not the fault of IHLS.

Timelines are to be reviewed at specified milestones.

IHLS will not be responsible for any reasonable cost that should have been disclosed in the response to this RFP.