

Laramie County Library System
REQUEST FOR PROPOSAL
Website Rebuild
November 10, 2023

The Laramie County Library System (LCLS), 2200 Pioneer Ave., Cheyenne, WY is requesting proposals for rebuilding the organization’s website <https://lclsonline.org/> and intranet.

Background

Laramie County Library System (LCLS) has served the Laramie County community since 1886. During its 137-year history LCLS has striven to be sensitive and responsive to patrons’ needs. Its mission to “be a hub for engagement, literacy and learning, and lifelong curiosity and discovery” has driven the library system to continually innovate and expand. Increased usage by a growing population has prompted the library to move into increasingly larger spaces and open branch libraries to ensure all residents of Laramie County can make full use of their library resources. In 2007, the Cheyenne Branch moved into its current location, a large and thoroughly modern, LEED-certified building, in order to provide a comfortable and welcoming environment for all visitors.

The library has also expanded programming and services to respond to the needs of community members. From early literacy classes that draw on cutting-edge research to free notary services that lower patrons’ threshold of access to important government resources, LCLS is constantly revising and reevaluating its offerings to ensure they are in line with peer institutions and recognized best practices.

Why We Need to Update Our Website

Laramie County Library System’s website is often a patron’s first encounter with the library and, for some, the primary portal through which they make use of the resources LCLS provides. While LCLS has an impressive history of modernizing its spaces and services, its primary online presence has lagged behind. The current website retains design and structural elements that are ten- to fifteen-years out of date and do not reflect the responsiveness that characterizes the institution as a whole. Many of the library’s marketing materials direct patrons to a website that is difficult to navigate and onerous to use. Years of “making due” has made the website difficult to update, resulting in unacceptable delays when providing information to patrons. Most critically, the current framework is no longer compatible with current web standards, a problem that makes the website less secure and could lead to a breakdown of the entire website, eventually making it impossible for patrons to engage with LCLS online in any way, shape, or form.

Overhauling Laramie County Library System’s website will improve patrons’ experience, staff workflows and website security. A modern aesthetic will be more welcoming to and useful for patrons who engage with their library online. A new framework will better serve patrons by

improving access to library resources. An updated theme will allow staff to be more efficient and timely with updates so that website visitors can be confident they have the most up-to-date information. A fully-compliant website will improve security and eliminate the risk of catastrophic failure. In essence, a comprehensive update to the Laramie County Library System website is crucial to ensure that LCLS' online presence is as dynamic, responsive, and welcoming as its physical environment, its programming, and its services.

Scope of Project

LCLS is requesting assistance with all of the following components as part of its website redesign:

- Project management
- Content strategy
- Information design
- Visual design
- Search engine optimization
- Front-end coding (HTML/CSS, animations)
- Back-end coding (CMS, 3rd party APIs)
- Custom software or app development
- Mobile device optimization
- Testing & quality assurance
- Software training
- Analytics Software
- Ongoing Support / Retainer
- Timeline for Completion

Project Goals

Laramie County Library System is requesting the following:

1. An aesthetic revitalization of LCLS's website that reflects LCLS' mission and goals while attracting and engaging library users.
2. Enhanced integration and support of LCLS' social media content.
3. Improved organization of the website's content, menus and online events calendar so library users can easily navigate the site to find what they are looking for while also discovering new opportunities and potential interests.
4. A robust and multi-functional form system for creating registrations, appointment requests, surveys for data collection, etc. to be applied to services such as meeting room reservations, 3D printing and outreach visit requests, purchase suggestions, patron feedback, etc.

5. An easy-to-use content management system that allows website content such as webpages, blog posts, menu items, forms, digital advertisements, etc. to be created, updated, and adjusted by designated library employees.
6. Ongoing training and support to ensure library employees remain up-to-date with the website's functionality and structure.
7. Mobile optimization so that LCLS's website is complexly functional and visually appealing on mobile devices.
8. Improve SEO ranking and optimization across various internet browsers.
9. ADA compliance and improved accessibility and usability for visually-impaired and other disabled patrons.
10. Ongoing website maintenance to ensure that the website is always secure and functional.
11. Maintenance and oversight of a cost-efficient web-hosting service that allows for future growth and increased traffic.

Budget

LCLS has approximately \$30,000 for the work associated with the redesign of the library's main website and intranet. Any ongoing costs for maintenance, upkeep, web-hosting, etc. will be incorporated in the budgeting process for future fiscal years.

How to submit information

Interested companies must electronically submit their response to the points below, along with a completed information form located here (<https://forms.gle/Es2pgNZzy4BJxLR39>) no later than **noon on December 15, 2023 to RFPSubmission@lclsonline.org**. Contact Laura Block, Senior Deputy Director of Operations, Laramie County Library System, at 307-773-7223 or lblock@LCLSONline.org with any questions.

All Companies:

1. Provide an Executive Summary not to exceed two (2) pages. The Executive Summary should include the company's background and experience that demonstrates the ability to provide the required services. It should also highlight the company's offer and outline the benefits to Laramie County Library System.
2. Provide the names and contact information (address, telephone number, email address) of three professional references. References should be qualified to comment on the performance of the company and personnel.
3. Provide a copy of the company's standard contract agreement form.
4. Provide any additional information about your company and services that will assist in the evaluation of your response.

LCLS reserves the right to waive all irregularities, formalities and informalities, reject any or all proposals without prejudice or further obligation and to accept any proposal or combination of proposals deemed desirable is its sole discretion.

A contract, including the following general provisions to be approved by the County Attorney, will be negotiated with the selected company.

GENERAL PROVISIONS

A. Default: Each and every term and condition hereof shall be deemed to be a material element of the Agreement. In the event either party should fail or refuse to perform according to the terms of this Agreement, such party may be declared in default thereof.

B. Indemnification: To the fullest extent permitted by law, CONSULTANT agrees to indemnify, hold harmless, and defend LIBRARY and its officers, employees, and volunteers from any and all liability for injuries, damages, claims, penalties, actions, demands or expenses arising from or in connection with the services performed by CONSULTANT in furtherance of this Agreement except to the extent liability is caused by the sole negligence or willful misconduct of LIBRARY or its officers, employees, and volunteers. Nothing in this provision serves to abrogate in any manner LIBRARY'S assertion of sovereign immunity.

C. Independent Entities: LIBRARY, and CONSULTANT are independent entities and their employees or volunteers are not to be considered agents or employees of the other. Actions performed by CONSULTANT pursuant to this Agreement are those of an independent CONSULTANT and not those of an employee of the LIBRARY.

D. Governmental Immunity: LIBRARY does not waive its governmental immunity provided by any law, including W.S. § 1-39-101 et seq., by entering into this Agreement and fully retains all immunities and defenses provided by law with regard to any action based upon this Agreement. Further, LIBRARY does not waive its sovereign immunity under contract, tort or any other applicable theory of law by entering into this Agreement.

E. Acceptance Not Waiver: LIBRARY approval of the reports, and work or materials furnished hereunder shall not in any way relieve CONSULTANT of responsibility for the technical accuracy of the work. LIBRARY approval or acceptance of, or payment for, any of the services shall not be construed to operate as a waiver of any rights under this Agreement or of any cause of action arising out of the performance of this Agreement.

F. Entire Agreement: This Agreement (7 pages) and Attachment A (X pages – consultant's proposal, standard agreement, other documentation necessary for the agreement, etc.) represents the entire and integrated Agreement and understanding between the parties and supersedes all prior negotiations, statements, representations and agreements, whether written or oral.

G. Modification: This Agreement shall be modified only by a written agreement, duly executed by all parties hereto.

H. Invalidity: The parties mutually understand and agree this Agreement shall be governed by and interpreted pursuant to the laws of the State of Wyoming. If any provision of this Agreement is held invalid or unenforceable by any court of competent jurisdiction, or if the LIBRARY is advised of any such actual or potential invalidity or unenforceability, such holding or advice shall not invalidate or render unenforceable any other provision hereof. It is the express intent of the parties that the provisions of this Agreement are fully severable.

I. Venue: If any dispute arises between the parties from or concerning this Agreement or the subject matter hereof, any suit or proceeding at law or in equity shall be brought in the District Court of the State of Wyoming, First Judicial District, sitting at Cheyenne, Wyoming. The parties hereby waive any objection that a suit or proceeding brought in the foregoing forum is brought in an improper or inconvenient forum or otherwise should be heard in any other forum for any reason including, without limitation, insufficiency in the service of process. The parties hereby agree if either party shall bring suit hereon in any other court than the above named, the parties shall cooperate fully in the removal, transfer or dismissal, as necessary, of any such proceeding to the end no suit concerning this Agreement shall lie, except in the aforementioned court. The foregoing provisions of this paragraph are agreed by the parties to be a material inducement to CONSULTANT and to LIBRARY executing this Agreement. Nothing in this clause shall be interpreted or construed to waive LIBRARY'S assertion of sovereign immunity.

J. Contingencies: CONSULTANT certifies and warrants no gratuities, kick-backs or contingency fees were paid in connection with this Agreement, nor were any fees, commissions, gifts or other considerations made contingent upon the award of this Agreement.

K. Termination: This Agreement may be terminated (a) by any party at any time for failure of another party to comply with the terms and conditions of this agreement; (b) by any party, with thirty (30) days prior written notice to all other parties; or (c) upon mutual written agreement by all parties. In the event of termination, any documents and data produced in furtherance of this agreement, whether or not finished, shall become the property of LIBRARY. CONSULTANT shall be entitled to compensation for any satisfactory work completed prior to termination.

L. Discrimination: All parties agree they will not discriminate against any person who performs work under the terms and conditions of this Agreement because of race, color, gender, creed, handicapping condition, or national origin.

M. ADA Compliance: All parties agree they will not discriminate against a qualified individual with a disability, pursuant to a law as set forth in the Americans with Disabilities Act, P.L. 101-336, 42 U.S.C. § 12101, *et seq.*, and/or any properly promulgated rules and regulations relating thereto.

N. Conflict of Interest: LIBRARY and CONSULTANT affirm, to their knowledge, neither CONSULTANT nor any employee of CONSULTANT has any personal beneficial interest

whatsoever in the Agreement described herein. Neither CONSULTANT nor any employee of CONSULTANT, compensated either partially or wholly with funds from this Agreement, shall engage in any conduct or activity which would constitute a conflict of interest relative to this Agreement.

O. Force Majeure: Neither party shall be liable to perform under this Agreement if such failure arises out of causes beyond control, and without the fault or the negligence of said party. Such causes may include, but are not restricted to, Act of God or the public enemy, fires, floods, epidemics, quarantine restrictions, freight embargoes, and unusually severe weather. In every case, however, a failure to perform must be beyond the control and without the fault or the negligence of said party.

P. Notices: All notices required and permitted under this Agreement shall be deemed to have been given, if and when deposited in the U.S. Mail, properly stamped and addressed to the party for whom intended at such parties' address listed herein, or when personally delivered to such party. A party may change its address for notice hereunder by giving written notice to the other party.

Q. Third Party Beneficiary: The parties do not intend to create in any other individual or entity the status of third party beneficiary, and this Agreement shall not be construed so as to create such status. The rights, duties and obligations contained in this Agreement shall operate only between the parties to this Agreement, and shall inure solely to the benefit of the parties to this Agreement.

R. Availability of funds: The obligations of LIBRARY herein are conditioned upon the availability of funds appropriated or allocated for use under this Agreement. If funds are not allocated and available as needed for LIBRARY to perform this Agreement, the Agreement may be terminated at the end of the period for which funds, if any, are available. Each party shall notify the other party at the earliest possible time if the agreement will or may be affected by a shortage of funds. No penalty shall accrue to either party in the event this provision is exercised, and neither party shall be obligated or liable for any future payments due or damages as a result of termination under this section. This provision shall not be construed to permit either party to terminate this Agreement in order to engage in a similar agreement with another party.

S. Understanding and acceptance: By their execution each party certifies it has read and understood this Agreement, agrees to be bound by the terms hereof, has the authority to execute and bind, and has received a signed and dated copy of the agreement.

T. Assignment: Neither this Agreement, nor any rights or obligations hereunder shall be assigned or delegated by a party without the prior written consent of the other party.

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