Request for Proposal:  
Website Update for Cedar Mill & Bethany Community Libraries 2024

Project Overview

The Cedar Mill & Bethany Community Libraries, a 501(c)3 non-profit in unincorporated Washington County, Portland, Oregon, seeks qualified professional website design and development consultants to update (including some design and rebuilding) the non-profit's WordPress CMS website. The Cedar Mill & Bethany Community Libraries seeks consultation on, and rebuild/update/design of, the following:

- Assessment of current WordPress site with some reuse of current theme/design
- Recommendations for modern responsive design implementation
- Development of updated site, migration of content, incorporated third-party vendor content, and built-in analytics capturing usable measurements
- Usability testing for final product
- Recommendations and training for ongoing content management and website administration
- An updated portfolio of branding images for the website

Website Description

The Cedar Mill & Bethany Community Libraries website ([https://library.cedarmill.org/](https://library.cedarmill.org/)) is maintained in-house and hosted by Siteground. The platform is WordPress CMS. Library staff provide design, administrative support and content.

The website provides information to the general public of all ages about the Libraries and its services. The site also serves as an access point to our shared online public catalog and electronic and subscription content through Washington County Cooperative Library Services ([https://www.wccls.org/](https://www.wccls.org/)). The website uses embedded content from LibCal to manage Library events and room reservations ([https://cedarmillbethany.libcal.com/](https://cedarmillbethany.libcal.com/)).

Our home page is always the most-viewed page on the website so key content/CTAs need to be on the home page. Overall, 40% of traffic is mobile, the majority on Apple devices and browsers. For some content like Storytime schedules, mobile is 50% of the traffic.
Primary Audiences:
- Individual library patrons looking for services
- Supporters of the library (donors, volunteers)

Secondary Audiences:
- Library Staff (internal and external)
- Persons looking for information about our Library Association (governance, job hunting)

Scope And Context Of Project

Project Goals
- Upgrade current WordPress installation to take advantage of updates in WordPress and Avada theme.
- Update visual design and site organization to support responsive design.
- Create design templates and content blocks for use throughout the site.
- Develop editorial workflows built in where content creators can submit content and have it modified, approved and published.
- Incorporate third-party existing vendor content (including search boxes and widgets) and advise on options for integration of dynamic content.
- Review and improve library digital branding packet to meet accessibility guidelines (colors, alt text).
- Provide guidelines for internally created digital content to ensure that they meet accessibility objectives (alt-text, image size, legibility).
- Site will include google analytics integration (or similar) to generate easy-to-use metrics for reports.
- Recommend options for automated translation (such as G-Translate).

Project Scope
The vendor will collaborate with staff to develop the website leading up to the rollout, with staff continuing to develop and enhance the site going forward. Redesign must preserve content and enhance the functionality of our current site. During the project, the vendor will provide staff with training necessary to maintain, add to, and modify the site in a sustainable way. The vendor will provide some on-going support and be available for future design changes and additions. Any graphic design or brand adaptation constructed during this project will become property of the Cedar Mill & Bethany Community Libraries.
Project Timeline And Response

Key Dates
RFP opened on April 5. Review of applications begins May 1.
We would expect that the website and staff information would be completed and operational by January 2025.

Response Must Include
Vendor responses should include all the following:

- Summary of company and related work experience
- Proposal, project timeline, breakdown of pricing (including billable items and hourly costs)
- Estimated budget quote, including custom services and ongoing site consulting options post project
- Sample portfolio of work, including references
- Company information and contact information

Evaluation Criteria
We will select a vendor based on qualifications and the response that comes closest to matching all the requirements for this RFP and that provides the best value for the Cedar Mill & Bethany Community Libraries. The Cedar Mill & Bethany Community Libraries reserves the right to reject any and all proposals.

Greatest consideration will be given to:

- Demonstrated ability to work collaboratively
- Demonstrated understanding of the Libraries’ objectives and audience
- Quality of demonstration and portfolio of projects (WordPress CMS sites preferable)
- Experience working with libraries and non-profits
- Knowledge of current trends in web design, branding, mobile design and development
- Knowledge of web standards, usability, and accessibility
- Cost

Submitting Proposals
Attn: Website Update Project
Cedar Mill & Bethany Community Libraries
1080 NW Saltzman Road, Portland, OR 97229
Or submitted via email to: CMLWEB@wccls.org