

THE NEWARK PUBLIC LIBRARY

5 Washington Street • P.O. Box 630 • Newark, NJ 07101-0630
www.npl.org

Request for Quotation: The Newark Public Library Website Redesign

Introduction & Background

The **Newark Public Library** is requesting quotations from qualified vendors to redesign and redevelop our public-facing website. Our current website was last updated in 2010 and no longer meets accessibility, usability, or mobile standards and overall design.

Newark Public Library is an anchor institution in the City of Newark. It has been a source of knowledge and pride for Newark residents for 125 years. With branches in every ward and online resources galore, NPL provides a crucial network for education, entertainment, and growth for people of all ages in New Jersey's largest city. The library serves a community of approximately 300,000 residents. Our goal is to provide an engaging, mobile-friendly, and accessible online experience that supports discovery of library's department, resources, special collections, event participation, community engagement and much more.

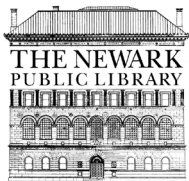
Eligibility

This RFQ is open to qualified web development firms with experience designing and delivering secure, accessible, and user-friendly websites for libraries or similar organizations, and with references from comparable projects within the past five years.

Project Goals

The redesigned website should:

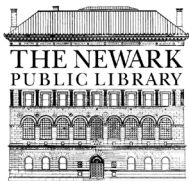
- *Improve User Experience* – Make it easier for patrons to find resources, services, and events.
- *Enhance Accessibility & Inclusivity* – Ensure full compliance with ADA/WCAG 2.1 standards and usability for all community members.
- *Deliver Mobile Responsiveness* – Provide a seamless experience across desktops, tablets, and smartphones.
- *Streamline Navigation* – Organize content so users can intuitively locate materials, programs, and information.
- *Expand Online Services* – Enable access to catalogs, e-books, audiobooks, research databases, event registration, and account management.



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- *Promote Community Engagement* – Highlight programs, events, and initiatives that strengthen the library's role as a community hub.
- *Strengthen Brand & Identity* – Reflect the library's mission, vision, and values through modern, cohesive design.
- *Empower Staff with Content Management* – Provide an easy-to-use CMS for timely updates with minimal technical support.
- *Simplify Content Updates* – Ensure staff can create, edit, and publish content quickly without specialized training.
- *Enhance Multilingual Access* – Support content in multiple languages to serve the community's diverse population.
- *Boost Search Capabilities* – Implement robust site-wide search to help users easily locate books, resources, and services.
- *Support Digital Literacy* – Provide clear, accessible pathways to online learning tools and digital collections.
- *Strengthen Security & Privacy* – Protect patron data and ensure a secure online environment.
- *Support Data-Driven Decisions* – Integrate analytics tools for tracking usage patterns and improving services over time.
- *Ensure Scalability & Future Readiness* – Build a flexible foundation that can adapt to new technologies, integrations, and evolving library initiatives



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Scope of Work

Discovery & Research

- Conduct stakeholder interviews, user surveys, and review of analytics.
- Conduct a comparative analysis of peer library and nonprofit websites to guide recommendations.

Information Architecture & Content Strategy

- Redesign site navigation for intuitive user journeys.
- Develop a content strategy that prioritizes accessibility, readability, and scalability.

UX & Visual Design

- Develop responsive, mobile-optimized website designs.
- Produce and present wireframes, visual mockups, and interactive prototypes for stakeholder feedback.

Technical Development

- Implement the website on an open-source CMS (WordPress, Drupal, or equivalent).
- Integrate with the library's catalog, event calendar, room reservation system, and e-resource platforms.
- Implement robust search functionality across site content and catalog data.
- Ensure multilingual support if applicable.

Accessibility & Compliance

- Design and develop in compliance with WCAG 2.1 AA accessibility standards.
- Ensure accessibility by evaluating the site with assistive technologies, including screen readers.

Testing & Quality Assurance

- Perform cross-browser, cross-device, and performance testing.
- Conduct user acceptance testing with library staff

Content Migration & Launch

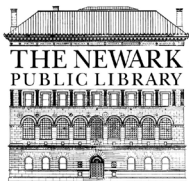
- Migrate content from the existing site to the new platform.
- Conduct a phased rollout or soft launch before full public release.

Training & Documentation

- Provide staff training on CMS usage and content updates.
- Deliver written documentation and user guides.

Post-Launch Support

- Deliver maintenance and technical assistance for a period of [X months] following launch.
- Provide options for continued support and future upgrades.



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Evaluation Criteria

Quotes will be reviewed by the NPL leadership staff based on the criteria below.

Quotes will be evaluated based on the following:

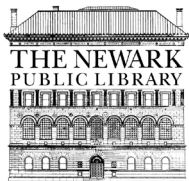
- *Relevant Experience (25%)*
 - Demonstrated experience with library or public-sector website redesigns and redevelopments.
- *Project Approach & Methodology (20%)*
 - Clear and feasible plan for discovery, design, development, testing, and launch.
- *Design & Usability (15%)*
 - Quality of proposed design approach, user experience, accessibility, and responsiveness.
- *Technical Capabilities (15%)*
 - Ability to deliver a secure, scalable, and maintainable CMS-based website.
- *Cost / Value (15%)*
 - Cost-effectiveness, transparency of pricing, and value relative to scope of work.
- *References & Past Performance (10%)*
 - Feedback from prior clients, especially libraries or similar organizations.

Additional Considerations:

- Compliance with WCAG 2.1 accessibility standards and mobile responsiveness.
- Ability to provide post-launch support and training.
- Demonstrated innovation and use of best practices in digital library services.

Timeline

Quotation must be submitted by **September 15, 2025**. Following a thorough review, the selected vendor will be announced on **November 3, 2025**. The project is expected to begin on **January 5, 2026**, with a target launch date for the new website in **June 2026**. Vendors should plan their quotations and project schedules accordingly to meet these milestones.



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Quotation Submission Guidelines

Quotes should include:

- Company background
- Examples of similar projects, preferably for libraries or public-sector clients.
- A description of their approach to the scope of work.
- Description of design and development process.
- Implementation timeline and key milestones.
- Cost breakdown (design, development, migration, training, ongoing support).
- Three client references.

Deadline for submissions: September 15 2025

Send quotations electronically in PDF format to:

Anija Haskins, Public Information Officer

Email: ahaskins@npl.org