The RFP response

RESPONSE TO REQUEST FOR PROPOSAL

RFP: Website Redesign, RFP No. JRLD-2027-01, issued Monday, January 11, 2027

Issued by: Juniper Ridge Library District, a public library district with three branches ("the district")

Submitted by: [your agency], [address], [email] ("the agency")

Contact for this response: [name], [title], [phone], [email]

Submitted: Friday, February 5, 2027, before the 4:00 pm Pacific deadline

Addenda acknowledged: Addendum 1, published Friday, January 29, 2027

1. COVER LETTER

1.1 Thank you for the chance to answer this RFP. We build websites for public organizations whose staff, not developers, keep the site up to date, and that is the site this response describes.

1.2 Our price for the work described in sections 4 to 6 is $47,850, fixed, with a launch on Friday, July 30, 2027, the date in requirement R-12.

1.3 Every requirement is answered in section 4 in your numbering. Where a requirement could be read more than one way, we've written the reading we priced in section 5, so you can correct it before you award.

2. SUMMARY

2.1 A new website for the district's three branches with seven page templates, 60 migrated pages, a catalog search box, an events listing fed from your current calendar, and two training sessions for staff.

2.2 Tested against WCAG 2.2 level AA on every template before launch.

2.3 Two options are priced in section 7 and can be added at award or at any time in the 12 months after it, at the printed price.

3. HOW TO READ SECTION 4

3.1 INCLUDED AS WRITTEN: we'll do exactly what the requirement says, inside the price in section 6.

3.2 INCLUDED AS WE READ IT: we'll do it inside the price, on the reading stated in the numbered assumption next to it.

3.3 OPTIONAL: outside the price in section 6, with its own price in section 7.

3.4 NOT INCLUDED: we won't do it under this response, for the reason given.

4. ANSWERS TO THE REQUIREMENTS

R-01 A site that adapts to phones, tablets and desktops. INCLUDED AS WRITTEN.

R-02 Conformance with WCAG 2.2 level AA. INCLUDED AS WRITTEN. Each of the seven templates is tested before launch and the results are handed over in writing.

R-03 A content system staff can edit without writing code. INCLUDED AS WRITTEN, on [content system].

R-04 Migrate all existing content. INCLUDED AS WE READ IT, see assumption A-1.

R-05 Integration with the library catalog. INCLUDED AS WE READ IT, see assumption A-2. A deeper integration is option O-2.

R-06 An events calendar for all three branches. INCLUDED AS WE READ IT, see assumption A-3.

R-07 A Spanish-language version of the site. OPTIONAL, see option O-1.

R-08 Training for staff who will edit the site. INCLUDED AS WRITTEN: two sessions of two hours each, recorded.

R-09 Hosting for five years. NOT INCLUDED. The district's current host can keep the site, and we'll move it there at launch inside the price.

R-10 Unlimited design revisions. INCLUDED AS WE READ IT, see assumption A-4.

R-11 New photography of all three branches. NOT INCLUDED. We don't take photographs, and we'll use the district's photo library or images it licenses.

R-12 Launch by Friday, July 30, 2027. INCLUDED AS WRITTEN, given assumption A-5.

5. ASSUMPTIONS

5.1 A-1 (R-04): we migrate the 60 current pages named in the content audit in section 9.2, rewriting nothing. The roughly 1,100 pages of past events are exported to a spreadsheet archive and are not migrated. Each further page migrated is $65.

5.2 A-2 (R-05): the site carries a catalog search box that sends the search to the district's existing catalog, which shows the results. Results shown inside the site are option O-2.

5.3 A-3 (R-06): events come from the district's current calendar system through its published feed, and the site lists them by branch. The calendar system itself isn't rebuilt or replaced.

5.4 A-4 (R-10): two rounds of revisions on the home page design and two on the other six templates as a set. A further round is $870.

5.5 A-5 (R-12): the district's approver named in section 11 answers each request for content or approval within five business days. A later answer moves the launch by the same number of business days.

5.6 If the district reads a requirement differently from the assumption beside it, tell us before award and we'll restate the price in writing.

6. PRICE

6.1 Discovery and content audit, 40 hours: $5,800.

6.2 Design of the home page and six templates, 92 hours: $13,340.

6.3 Build on [content system] and migration of 60 pages, 128 hours: $18,560.

6.4 Events listing from the calendar feed, 30 hours: $4,350.

6.5 Accessibility testing and fixes, 24 hours: $3,480.

6.6 Training, launch and the move to the district's host, 16 hours: $2,320.

6.7 Total, fixed, for the work in sections 4 and 5: $47,850, or 330 hours at $145 an hour.

6.8 Payment: $14,355 at award, $19,140 when the district approves the designs, $14,355 at launch, each due within 30 days of invoice.

7. OPTIONS

7.1 O-1 (R-07): Spanish versions of all seven templates with a language switch, 22 hours: $3,190. Translation of the text is done by the district's translator.

7.2 O-2 (R-05): catalog results shown inside the site instead of on the catalog's own pages, 40 hours: $5,800.

7.3 Either option can be added at award or within 12 months after it at the price printed here, and it adds to the schedule in section 9 the weeks we state in writing when it's ordered.

8. NOT INCLUDED

8.1 Hosting after launch (R-09), photography (R-11), writing or rewriting page text, translation, paid advertising, and changes to the catalog or calendar systems themselves.

8.2 Anything not answered as included in section 4 and not priced in section 7.

9. SCHEDULE

9.1 Work starts Monday, March 15, 2027, if the award is made by Monday, March 1, 2027.

9.2 Discovery and the content audit, with the list of 60 pages to migrate, by Friday, April 2, 2027.

9.3 Designs approved by Friday, April 30, 2027.

9.4 Build and migration finished by Friday, June 25, 2027.

9.5 Testing, training and launch on Friday, July 30, 2027.

10. HOW LONG THIS PRICE HOLDS

10.1 The price in sections 6 and 7 holds for 120 days from the submission deadline, to Saturday, June 5, 2027, for an award made in that time with work starting within 30 days of the award.

10.2 After that, we re-price the same hours at our rate on the date of the award and send the new total in writing before any contract is signed.

11. CHANGES AFTER AWARD

11.1 The district names one approver at award, who accepts or declines every change in writing.

11.2 Anything outside sections 4 to 7 is a change. We send each one as a written change order with its price at $145 an hour, the hours behind it and what it does to the launch date.

11.3 Work on a change starts only after the approver accepts it in writing, and accepted changes are invoiced with the next payment in 6.8.

11.4 Options in section 7 are ordered the same way, at their printed prices.

12. TEAM AND REFERENCES

12.1 [Name, role and years of experience for each person who will work on the project.]

12.2 [Three public-sector or nonprofit references, with a contact and the site each one can point you to.]

13. EXCEPTIONS TO THE RFP'S TERMS

13.1 [List each term in the district's sample contract you can't accept, with the wording you propose instead, or write "None." Have a lawyer read the district's contract before you sign it.]

Signed for the agency: _____ Name: _____ Date: _____