



Request for Proposals - Redesign of ALRP Website

Responses due: March 20, 2024

Project. The AIDS Legal Referral Panel is seeking proposals to redesign and support its website. We want to redesign the website to give it a fresh and modern look, improve the organization and usability of the content, more effectively communicate the work of ALRP, make it more accessible to clients, and more engaging to donors. We are also interested in building a partnership with a firm that can provide longer-term support for maintenance and occasional enhancement of the website after launch.

Project Timeline. Our goal is to award a contract and kick off the project by the end of March 2024 and deploy the new site no later than August 1, 2024.

Budget. \$55,000

Who we are. Founding in 1983, ALRP works to help people living with HIV/AIDS in the Bay Area maintain or improve their health by resolving their legal issues. We accomplish this through direct representation of clients by one of our 11 staff attorneys or by careful placement of clients with one of ALRP's 550 volunteer Panel attorneys. Every year, we help thousands of clients stay in their homes, gain access to healthcare, become legal citizens, improve their finances, and connect to other community services. To date, we have handled over 95,000 civil legal matters.

Our website is our hub for sharing news and information about ongoing work, including client success stories, important policy developments, MCLE training opportunities, and fundraising events. It is also a means by which attorneys can apply to serve on our Volunteer Panel and individuals may volunteer to help in the office or at events. (We would like to enhance it to allow clients to request help via an on-line application.) It is also meant to contain up-to-date information on legal rights and protections and links to other service providers.

Why are we doing this? Our current website, designed 10 years ago with idiosyncratic custom code and now-defunct plugins, limits our ability to make content updates, use new technologies for client data-gathering, and provide a welcoming, effective, mobile-friendly user experience.

Our goals.

#1 – Create a visually appealing and accessible space to share information about ALRP, provide more site content up front, and give users the ability to access information with fewer clicks.

#2 - Improve site navigation and information architecture so users can find content that is most relevant for them.

#3 - Be able to make regular content updates for current and prospective clients, pro bono attorneys, volunteers, donors, and other stakeholders, with bilingual support including automatic web page translation in multiple languages, and Spanish-language resources

#4 - To use new technologies to identify client needs that will aid in matching clients with staff and pro bono attorneys

#5 - Integrate the website with our new Salesforce database (to enable better tracking of client, pro bono attorney, and donor communications)

#6 - Ensure the content is mobile friendly

#7 – Be able to design and deploy email templates that match the new website design for use in Mailchimp.

#8 - More strategically integrate content from our quarterly newsletter into the site

Our key audiences:

- HIV+ individuals needing legal assistance
- Current and prospective donors
- Attorneys/law firms interested in providing pro bono assistance to HIV+ people in the Bay Area
- Current or prospective funders interested in ALRP's work
- Individuals interested in volunteering to support ALRP

Key Technical Requirements and Functionality:

- We would like the new website to be built on the WordPress platform. We do not have coders or developers on staff, so we need a platform that does not require deep technical knowledge for managing content.
- The website must be compatible with all major web browsers and incorporate responsive design principles to allow for use on mobile and desktop devices.
- The site must be designed so that we can perform basic content administration without contractor support.
- Hosting requirements - Our existing website is hosted at X. Our preference is to continue using that same hosting environment for the new website.
- We use Mailchimp to deliver newsletters and emails to our contacts. We will need updated templates for the newsletters and emails that match the new site's design and can be deployed

in Mailchimp. We are also interested in ideas for how we may integrate the website with the Mailchimp platform to deliver a better user experience or encourage more frequent engagement.

- Include usability features or functions that accommodate the needs of persons with disabilities, including those who use assistive technology.
- The site should integrate with Google Analytics so we can monitor trends in web traffic.

Project Scope of Work and Key Deliverables. The successful contractor will work in collaboration with the project team to provide the following services:

Project Management. The contractor will provide expertise to manage the project and keep it on schedule and within the proposed budget. The contractor will:

- Develop and manage the project work plan and schedule.
- Facilitate project team calls and meetings, capture action items, and provide support for online meeting software.

Key Deliverables - Project work plan

Discovery and User Research. The contractor will design and conduct a Discovery process to gather input from the project team and up to 10 user representatives. The process may include electronic surveys and/or virtual interviews requiring no more than 1-2 hours of time for users. The contractor will capture the input in a Discovery Document.

Key Deliverable - A Discovery Document that captures user input on desired site content, functionality, and design

Design. Based on the goals in this RFP and the information in the Discovery Document, the contractor will:

- Design a new information architecture
- Create a new visual design for the website
- Produce/acquire graphics, illustrations, or photos to supplement the text-based site content

Key Deliverables –

- Sitemap and wireframes
- Source files for refreshed logo
- Source files for new page designs, photos, and illustrations that will be used in the new site
- Source files and images for new newsletter and email templates

Refine and migrate content. The contractor will advise the project team on strategies for improving the site's content to drive more user engagement. This will include assistance with improving, replacing, or eliminating existing site content or identifying opportunities to supplement or replace text with graphical elements. The contractor will provide assistance with:

- Content strategy
- Copywriting and editing
- Content migration

Key Deliverable - Refined website content for migration to the new website

Web Development

- Front-end coding to implement the new site design
- Back-end coding to implement the Content Management System and site functionality
- Implement cross-platform and cross-browser compatibility
- Perform search engine optimization
- Implement site analytics in Google Analytics

Key Deliverables –

- All code, themes, plug-ins, etc. necessary to support the new website
- Functional Google Analytics project

Implementation

- Work with us and our web host to prepare and deploy the necessary elements and software to host the new website. This will include provisions for a staging site to test future modifications and a solution for ensuring that the site is regularly backed up.
- Fully deploy the new site and refine as needed during testing.
- Conduct User Acceptance Testing with a small number of pilot users to be identified by ALRP.
- Test for browser/device compatibility.
- Develop technical documentation and user guides.
- Provide training to ALRP content administrators.

Key Deliverables –

- Operational hosting environment and site backup solution
- Fully tested and reasonably error-free website that meets the requirements in the Discovery Document
- Technical documentation and admin user guides

Long-term Website Maintenance. The prospective contractor should propose terms for a 1 or 2-year maintenance agreement for the site. The contractor will monitor the site and provide ongoing routine maintenance to troubleshoot and correct issues, install updates to the content management system and associated plug-ins, ensure site backups are working properly, optimize site performance, and provide small-scale enhancements to site features and functionality.

ALRP and the contractor will agree in writing to the scope and budget of any substantial new development work beyond regular maintenance.

Required Proposal Content. The proposal should be as streamlined and concise as possible. Complete responses will include the following information:

1. A concise description of the proposed approach for meeting our goals and requested scope of work. Please be sure to include recommendations for technology platforms and hosting arrangements and tell the project team why you would make those recommendations.
2. A high-level draft project work plan that describes the design and project management approach and includes an estimated schedule with key milestones, tasks, and deliverables.
3. Information on staff experience and qualifications for the work described in this RFP. Please include brief bios for proposed staff that demonstrate their relevant experience.
4. Three client references (name, address, phone number, email address) for whom similar work was performed. Please also include links to examples of your work.

Submittal Instructions. Responses to this Request for Proposals are due to ALRP by 5:00 PM PT on March 20, 2024. Responses must be e-mailed as one (1) PDF file to slokak@alrp.org. In the Subject Line of the e-mail, enter "ALRP Website RFP 2024."

Evaluation Process and Selection Criteria. We will evaluate proposals based on the following criteria:

- Overall proposal suitability: proposed solution must meet the scope, requirements and goals included in this RFP and be presented in a clear and organized manner.
- Quality of the draft work plan and project management approach.
- Organizational/Staff Experience: prospective contractors will be evaluated on their experience and previous work as it pertains to the scope of this project.
- Technical expertise and qualifications: prospective contractors must provide descriptions and documentation of staff technical expertise and experience.
- Prospective contractors will be evaluated on the cost and value of their solution for the scope of this project.
- We strongly encourage proposals from LGBTQ-, minority- or woman-owned businesses.

- References

Questions and Answers. All questions regarding this Request for Proposals must be submitted by email to slokaK@alrp.org by 5:00 PM PT on March 13, 2024.

Confidentiality and Disclosure. By submitting a response to this Request for Proposals, the prospective contractor agrees to keep confidential and not use or disclose any information acquired during the review process concerning ALRP, its business, finances, or operations. ALRP will take reasonable steps to keep the content of all responses confidential.