

Legal Services National Technology Assistance Project



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RFP - Montana Website Enhancement Project

We will consider all responses that are sent to the Project Manager, Alex Clark, at aclark@mtlsa.org by 5:00 pm MST on January 18, 2019. Please include the name of the project, “Evaluation of Montana Website Enhancement Project” in the subject line. All vendor communication concerning this Request for Proposal must be directed to aclark@mtlsa.org. Any oral communications will be considered unofficial and nonbinding on MLSA. Only written statements issued by the Project Manager may be relied upon.

PROJECT SUMMARY

Through this Request for Proposal (RFP), Montana Legal Services Association (MLSA) is soliciting responses from vendors interested in evaluating the effectiveness of MLSA’s plain language, accessibility, search engine optimization (SEO), and internal search engine enhancements to its website, MontanaLawHelp.org. In addition to conducting the evaluation, the successful vendor will produce a draft of the evaluation report.

WHO WE ARE

MLSA is a law firm that empowers low-income people by providing legal information, advice, and other services free of charge. Our mission is to protect and enhance the civil legal rights of, and promote systemic change for, Montanans living in poverty. MLSA accomplishes its mission by engaging with the low income community in Montana to become their advocates to change the systems that keep people in poverty.

PROJECT DESCRIPTION

The object of the website enhancement project is to:

- Enhance content plain language readability and accessibility.
- Apply leading Search Engine Optimization techniques for enhanced visibility.
- Modify the LawHelp.org search engine, making it more intuitive to use and more forgiving of visitor mistakes.
- Conduct outreach and publicity to increase the availability and use of enhanced MontanaLawHelp.org by low-income persons and pro bono volunteers, and use of enhanced LawHelp tools by all states on the platform.

- And, create new Montana style guides to ensure best practices for future content readability.

This evaluation will assess the usability, usefulness, accuracy and efficiency of enhancements to MLSA's legal information website, MontanaLawHelp.org. In addition the evaluator will help compile the information into a report that will be submitted to the Legal Services Corporation.

To accomplish this, the evaluation will be comprised of information and data from:

1. Usability test protocols, including major test results & significant changes/modifications based on test results.
2. Description of collaboration with PBN.
3. Descriptions of interviews and surveys of MLSA staff and clients and PBN staff about usability, usefulness, accuracy, and efficiency of enhanced content, accessibility, and navigation using the enhanced internal search engine.
4. Content subject tracking tool data regarding use of enhanced content and accessibility.
5. Internet access point tracking tool data regarding placement of MontanaLawHelp.org in searches.
6. Content subject tracking tool data regarding use of enhanced search engine.
7. Data from Google Analytics on number of page views, number of engaged visitors, and other visit data accessed on MontanaLawHelp.org.
8. Data from Google Analytics on changes in click-through-rate (CTR), bounce rate, dwell time, and other SEO metrics.
9. Data from PBN and national server on number of templates uploaded and internal searches leading to engaged activity.
10. Anecdotal evidence regarding use of LawHelp.org and MontanaLawHelp.org enhancements, such as self-reporting by HelpLine, intake staff, casehandlers, pro bono attorneys, and Self Help Law Center staff and patrons regarding their knowledge and use of enhanced websites and ability to utilize style guides, templates, and searches.
11. Description of outreach activities, including roles and activities of project partners.
12. For more information see the LSC Technology Initiative Grant Program Evaluation Plan included in the original announcement.

It is anticipated that the vendor will work with MLSA staff to conduct the surveys and interviews and that necessary data will be gathered by MLSA.

PROJECT SCHEDULE

- RFP released – December 12, 2018
- Responses due no later than 5pm MST, January 18, 2019
- Successful vendor announced – February 1, 2019
- Contract signed and work commences – February 19, 2019
- Draft of evaluation by November 1, 2019
- Revisions to be completed by December 13, 2019

PAYMENT

It is anticipated that payment will be made in two installments contingent upon of the completion

of the final evaluation report. The first payment will be made on or before November 1, 2019, upon satisfactory completion of the initial draft of evaluation report. The second and final payment will be made upon the satisfactory completion of the revisions to the evaluation, on or before December 13, 2019. Alternative payment arrangements, including monthly billing for time spent, may be negotiated with a successful contractor.

THE INFORMATION WE NEED

For consideration, please provide:

1. Vendor's Name, address, federal tax identification number, Uniform Business Identifier (UBI) number, and a description of the vendor's legal status, e.g., corporation, sole proprietor, etc.
2. Vendor contact's Name, telephone number, fax number and email.
3. A statement that guarantees that the response constitutes a firm offer valid for sixty (60) days following receipt and that MLSA may accept any time within the 60 day period.
4. A statement on whether the vendor or any employee of the vendor is related by blood or marriage to an MLSA employee or resides with an MLSA employee. If there are such relationships, list the names and relationships of said parties. Include the position and responsibilities within the vendor's organization of such vendor employees.
5. State whether the vendor has been a party in any litigation during the past five (5) years, all such incidents except employment related cases must be described, including the other parties' name, address, and telephone number. Present the vendor's position on the matter.
6. Provide two (2) references for other small projects you have completed. Please include a phone number or email address of the referenced individual so he/she may be contacted.
7. Provide an estimated number of hours you believe the project will take.
8. Provide a statement of your hourly rate and any other information about your compensation requirements.
9. Provide a statement of how you propose to complete the project.

Proposals that exceed 10 pages in length will not be accepted. Late proposals will not be accepted and will be automatically disqualified from further consideration. Vendors must respond to each question/requirement listed above. In preparing their response, vendors should restate each requirement and then give their response.

SELECTION CRITERIA

We will consider all responses that are sent to aclark@mtlsa.org by 5:00 pm MST on January 18, 2019. Please include the name of the project, "Evaluation of Montana Website Enhancement Project" in the subject line.

The following will be key factors in our decision-making process:

- Demonstrated commitment to exceptional customer service and responding to client requests in a timely fashion
- Experience working with nonprofit organizations
- Past performance working with MLSA (if applicable)
- Price that is commensurate with the value offered by the firm/individual and ability to work

within a budget

- Responses are presented in a clear, organized, and logical manner
- Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project
- Can demonstrate detailed-oriented nature.

Printed: January 22, 2019

<http://www.lsntap.org/node/195/rfp-montana-website-enhancement-project>

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