



Request for Proposals: Web Development Consultant

The [Legal Aid Association of California \(LAAC\)](#) seeks to contract with a person or entity to develop a website for its New Attorney Pipeline Project. As part of our commitment to supporting law students in launching a career in legal aid, this website will demystify the process of finding entry level jobs in legal aid, curate available resources for recent law school graduates, and host a portal to match law students with host legal services organizations for summer work.

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Section 1: About LAAC

LAAC is the statewide membership organization for legal aid nonprofits that provide free legal services to low-income people, seniors, and people with disabilities. LAAC serves its members by (i) engaging in strategic legislative and administrative advocacy; (ii) providing training in core substantive areas; and (iii) facilitating productive, interorganizational collaboration. As low-income people struggle with life issues, LAAC supports the legal safety net by working to secure funding, encouraging collaboration between organizations, and facilitating communication.

LAAC staff manages several statewide websites, including a job board; speak at statewide and national conferences; and work with volunteer law students throughout the year. We are uniquely positioned to work with legal aid organizations, law students, the State Bar of California, and the California Access to Justice Commission to support law students in launching a career in legal aid.

Section 2: Funding Source

This project is funded through a Legal Aid Infrastructure & Innovation grant awarded to the Legal Aid Association of California by the California Access to Justice Commission. The purpose of this RFP is to solicit competitive proposals from qualified vendors to design, furnish, and implement the technology required to create a website to meet the project's goals. All work performed under any resulting contract must comply with the terms, timelines, and documentation requirements of the grant, and the selected vendor(s) must provide invoices and deliverable confirmations sufficient to support LAAC's grant reporting obligations.

Section 3: Background, Current Needs, and Project Overview

It is an impossible task for many law students to understand how to begin a career in legal aid. One of the ways many recent graduates are able to start a career - importantly before they pass the California Bar Exam and are a licensed attorney - is through an external fellowship program, such as the Skadden Fellowship, the Equal Justice Works Fellowship, or the Borchard Foundation Fellowship. There are a smaller number of "bridge fellowship" programs that support recent graduates for a short period before they get their bar results. The fellowship application process is confusing, and it is difficult to learn which legal aid or immigration nonprofit would be willing to hire a recent graduate. Similarly, it is challenging for legal services organizations to connect with law students who may be interested in working in their offices without those organizations expending a lot of time and energy. This is especially challenging for organizations that serve rural Californians.

Section 4: Scope of Service and Proposed Deliverables

After consultation and focus groups with legal services organizations, law school career services staff, law students, and recent grads, LAAC will consult with the web development contractor to build an online platform to strengthen the new attorney pipeline. Importantly, in the fall of their second year, many law students interview for summer positions that ultimately turn into their career.

The platform will make it easier for law students to start their career in legal aid by:

- Explaining the processes to apply for various fellowship programs
- Describe alternatives to fellowship programs
- Identify organizations that hire new graduates before they pass the bar exam
- **Match applicants with potential employers** - we envision this as an AI-supported tool that requires a log-in, not a general purpose AI tool, that matches students' experience, skills, and interests with the needs of legal aid employers throughout California.

- Provide resources for organizations eager to hire recent graduates
- Serve as a tool for law school career services staff to support their students in starting a career in legal aid

In response to these website needs, the web development consultant will perform the following:

Project Management Deliverables (All Components)

- Kickoff meeting with project overview and timeline
- Detailed implementation and rollout plan
- Regular progress reports (every other week, minimum)
- Pilot testing with identified user group
- User acceptance testing (UAT) with documented success criteria
- Final project closeout report

Website Deliverables (All Components)

- Website design should include: system integration, content migration, and configuration that meets our functional and technical requirements.
- Draft website (colors, branding, skeleton of function) presented to LAAC staff for initial feedback.
- Website tested with volunteer users identified by LAAC
- Website finalized, based on user feedback, ensuring it meets standards for cross-browser compatibility, user experience, data security, scalability, and future-proofing.

Training Deliverables (All Components)

- Training sessions for LAAC staff on making updates to website (virtual)
- Training materials and recorded sessions for future use

Support Deliverables (All Components)

- 12-month post-deployment support and maintenance
- Defined SLA for issue response and resolution
- Bug fixes and security patches
- Quarterly review meetings during support period

Section 5: Evaluation Criteria

LAAC will evaluate potential vendors based on:

- Addressing all requirements of the RFP, including compliance with ADA accessibility and data security expectations
- Reasonable and completeness of proposed cost, including any licensing, implementation, training, and support fees
- Client references
- Vendor qualifications and experience: Experience with nonprofit organizations, legal aid organizations, or law firms is preferred.

Section 6: Selection Timeline

Milestone	Date
RFP Issued	August 17, 2026
Deadline to Submit Questions	September 4, 2026
Submission Deadline	September 15, 2026
Contract Awarded *	On or before October 31, 2026

Section 7: Overview of Proposal Requirements

By responding to this RFP, a vendor is representing that it can provide all aspects of the services requested by LAAC, complete the work by the due dates stated in this document, and present a strong financial position.

- Proposals must include all information solicited by this RFP, and any additional data, prints, and literature that a vendor deems pertinent to the understanding and evaluation of its proposal.
- Proposals must be complete, accurate, and submitted in the format required. Incomplete proposals may be rejected without further review.

Section 8: Project Timeline (Subject to Revision)

Milestone	Date
Interviews and selection of consultant (applications will be reviewed on a rolling basis)	September 1 - October 10, 2026
Scope of work finalized after meetings with LAAC leadership and program staff	No later than November 15
Draft website presented to LAAC staff for input and questions	December 1, 2026
Website finalized, after input from LAAC staff and other stakeholders and users	By January 15, 2027
Continued support of website to ensure SEO and AI search optimization and monitoring of website functionality	For one year after website launch

Section 9: Compensation

Up to \$30,000, depending on the scope of work.

Section 10: Proposal Format and Content

Proposals must be submitted as a single PDF file transmitted as an email attachment. Please submit to Sebonay Castle, SCastle@LAACOnline.org, with a cc to Salena Copeland, SCopeland@LAACOnline.org with the subject line "Web Development RFP Proposal."

Proposals should be organized with headers as appropriate for the following content.

- A. Executive Summary: A summary of the proposed services to be performed, identifying the component(s) on which you are proposing.
- B. Approach and Timeline: A description of your proposed approach, methodology, key milestones, and project schedule for each component proposed.
- C. Pricing Schedule: A total cost broken down by component, itemizing licensing, implementation, training, support, and any recurring fees.
- D. Company Profile, including:
 - a. Legal Name
 - b. Name of Owner(s)
 - c. Legal Address
 - d. Federal taxpayer ID
 - e. Number of Employees
 - f. Years in Business
 - g. Number of Nonprofit Clients in preceding three years
- E. Key Personnel: Names, roles, and relevant qualifications of the staff who will perform the work.
- F. References: Provide the name, title, and contact information of three references of clients for whom you have provided the same or similar services. Nonprofit and legal references are preferred.
- G. Similar projects: a listing of websites designed for similar purposes

Section 11: Contract Terms and Conditions

The following terms will apply to any contract resulting from this RFP. Vendors should identify any exceptions to these terms in their proposal; unexcepted terms will be deemed accepted.

- Independent Contractor. The selected vendor will perform all services as an independent contractor and not as an employee or agent of LAAC.
- Confidentiality and Data Security. The vendor may have access to confidential and privileged information. The vendor must maintain strict confidentiality, implement reasonable administrative, technical, and physical safeguards, promptly report any suspected data breach to LAAC, and return or destroy all confidential information upon completion of the engagement.
- Insurance. The selected vendor must maintain commercially reasonable insurance coverage appropriate to the scope of work, including general liability insurance and,

where applicable, professional liability and workers' compensation coverage, and must provide certificates of insurance upon request.

- Ownership of Work Product. Unless otherwise agreed in writing, all deliverables, configurations, documentation, and content developed specifically for LAAC under the resulting contract shall become the property of LAAC upon payment.
- Grant Funding Compliance. This project is funded by a grant from the California Access to Justice Commission. The vendor must cooperate with LAAC's grant documentation and reporting requirements, including providing itemized invoices and confirmations of deliverables.
- Invoicing and Payment. Invoices shall be tied to completed deliverables or milestones as set forth in the final contract. Payment terms will be net thirty (30) days from receipt of an approved invoice.
- Termination. LAAC may terminate the resulting contract for convenience upon thirty (30) days' written notice, or immediately for cause. In the event of termination, the vendor will be compensated for work satisfactorily performed through the date of termination.

Section 12: Assurances and Certifications

By submitting an RFP, applicants assure and certify that:

1. You are authorized to contract on behalf of your firm/company,
2. The fees quoted in the proposed agreement have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition.
3. No gratuities were offered to any LAAC board member, officer, or employee of LAAC.
4. The fees quoted in the proposed agreement have not been intentionally disclosed to any other firm.
5. That you have read and understand all the reservation of rights by the Legal Aid Association of California, as listed in this Request for Proposal.
6. That you have read and understand all of the information in this Request for Proposal.