

Request for Expressions of Interest: Developer to Rebuild a Drupal 7 Site in Drupal 10

Issue date: March 14, 2023

Responses due: March 29, 2023

Summary

Massachusetts Legal Assistance Corporation (MLAC) is seeking Expressions of Interest from developers to rebuild **MassLegalHelp.org** in Drupal 10, and to migrate the content from the current Drupal 7 site to the new site. This is Phase Two of our redesign process—we have completed *Phase One: Research and Design*, and have already developed the information architecture, overall design and wireframes for the key pages in the new site.

About MassLegalHelp.org: the civil legal aid information website for Massachusetts

[MassLegalHelp.org](https://www.masslegalhelp.org) (MLH) contains a robust library of articles, videos and other materials on civil legal aid topics such as tenants' rights and family law to help Massachusetts residents learn more about their legal problems and to take steps to help themselves if they cannot find legal representation.

Articles are written in “plain language,” at a 4th to 6th grade reading level. Content is translated into Spanish and other languages spoken by Limited English Proficient residents.

MLH is well used and ranks well in search engines—last fiscal year, there were over 3,600,000 sessions and almost 5 million pageviews. The core audience is low-income, low-literate Massachusetts residents, although the site is also used by many others, including social service providers, attorneys and librarians.

The site is currently built in Drupal 7 and needs to be rebuilt, as Drupal 7 is being deprecated.

About MLAC and the Massachusetts Websites Project

The [Massachusetts Legal Aid Websites Project](https://www.masslegalhelp.org) is based at the **Massachusetts Law Reform Institute (MLRI)** and is supported by funding from the Massachusetts Legal Assistance Corporation. The Websites Project uses technology to provide easy-to-understand, free legal resources to low-income people in need of legal help.

MLAC is the largest funding source for civil legal aid programs in Massachusetts. MLAC provides funding and support to civil legal aid programs throughout the state. See www.mlac.org for more information.

Core Objectives of the Rebuild

In Phase One of our redesign, we worked with a consultant who performed research and discovery about

the strengths and challenges of our current site as well as similar legal information websites, engaged in user testing, and created information architecture, wireframes, a prototype and design guide for the upgraded site.

We are now seeking Expressions of Interest from developers to build MLH on the Drupal 10 platform based on the prototype designs and initial requirements developed in Phase One of our redesign process. The developer will also need to oversee the migration of content from our current Drupal 7 site to the upgraded site.

The information architecture, wireframes and preliminary designs are available upon request by contacting rhahn@mlri.org. Additional materials developed as part of Phase One will be available for the developers who are invited to submit a full proposal. Developers requesting any of these materials agree that they will treat these materials as confidential, not disclose them to others, and acknowledge that they are subject to copyright protections and must not be reproduced or derivative work prepared based on these materials.

Key objectives of Phase Two of the rebuild are listed below.

1) Timely delivery of a secure, fully functioning, mobile optimized Drupal 10 site by October 2023

The heart of MLH is a robust library of substantive legal content (including over 1,000 articles, handbook chapters, how-to checklists and videos).

Our proposed information architecture calls for approximately 12 substantive law parent topics (*e.g. Family Law*), each with a landing page. There will be 6 to 12 child terms within each parent topic that constitute subtopics (*e.g. child support, divorce*); each subtopic will also have a landing page with the option to filter substantive content. From the subtopic landing page, users will be able to select which pieces of substantive content they wish to review. We anticipate that each subtopic landing page will display links to approximately 10 to 20 nodes of various content types.

Users must be able to easily move to related pages in the site from substantive content nodes and topic/subtopic landing pages as well as the homepage; we anticipate that users will do so through internal links in the body of the content as well as blocks with related content, many of which will need to be customizable, repeatable or both. This is significant, as the majority of users come to the site via Google search, and their first stop is an interior page, not the homepage.

We also require a robust search, with the ability to filter results.

Users must be able to share content by email and, if possible, SMS; they must also be able to print articles as nicely formatted documents.

As part of the rebuild, the vendor will need to oversee the migration of substantive content from the Drupal 7 site to the new site. We anticipate that a significant amount of this content will need to be reformatted in accordance with our new designs. For example, our current site has separate nodes for short articles on related topics; in the new site, these short articles will often be consolidated into a

single node with accordions. It is essential that existing urls are redirected to the corresponding content on the new site.

2) Accessible and multilingual

The site must be accessible to those with disabilities. It must be 508 compliant and meet WCAG 2.1 guidelines, ideally Level AAA (level AA as a minimum).

We require a mirror site in Spanish, which we will supply the content for. In addition, there should be the ability to display selected content (articles, how-to checklists, etc.) in languages other than English even if there isn't a mirror site in that language. We also require a robust translation module that is easy for editors, translators and content creators to use. We cannot use machine translation alone for our translation needs; all content must, at a minimum, be human reviewed before being published.

The site should be easy to use by people with low literacy and those not comfortable with technology. Many end users do not have fast internet, are using the site on their phones, and have limited data plans.

We'd like to include a glossary, in English and Spanish, of legal terms. Users should be able to click on a legal term in the body of an article and see its definition.

3) Easy to maintain

A very small team maintains the site on an ongoing basis, in conjunction with volunteer subject matter experts. The content must be structured so that it is easy to post, review and keep substantive content current. We also need a quality assurance system so that site administrators can keep track of when content needs review and its workflow status.

We require robust analytics and reporting capabilities, including an analytics dashboard with key metrics that is available within the administrative interface of MLH.

4) Additional deliverables

We anticipate needing to develop mobile and desktop wireframes for a small number of additional substantive content types that were not designed in Phase One, including a content type for content rich handbooks and a content type for checklists. We will also need technical documentation and training for website administrators.

Project Timeline and Budget

We would like all work to be completed by the end of October 2023. We anticipate that work will begin no later than June 1, 2023.

We are hoping that the budget for this Phase of our redesign will not exceed \$100,000 to \$120,000, but do have some flexibility to increase that amount if that is needed to accomplish our objectives within our timeline.

If you don't think that our objectives are achievable even within this higher budget amount, but are interested in the project and think you are a good fit, please let us know what budget range you think the project requires as part of your RFEI response.

RFEI Schedule and Timeline

- RFEI released: March 14, 2023.
- RFEI responses are due by 11:59 p.m. ET on **March 29, 2023**.
- Our tentative timeline once the RFEI responses are received is as follows:
 - We will be scheduling follow-up Zoom interviews with a limited number of applicants in early to mid April.
 - On or around April 13, a small number of vendors will be invited to submit a full proposal. Full proposals will be due at the end of April.
 - We anticipate holding interviews with finalists at the beginning of May and hope to select a developer by mid May, with work to commence at the beginning of June.
 - Specific details about deadlines will be provided to vendors who are selected to continue with the proposal process.

The response to this RFEI must be delivered via email in Microsoft Word or Adobe PDF format to the RFEI Coordinator:

*Rochelle Hahn - Director, Massachusetts Legal Aid Websites Project
Massachusetts Law Reform Institute
rhahn@mlri.org*

Any questions should be directed to the RFEI Coordinator via email prior to the response deadline.

Vendors should be based in the United States.

Response Format and Requirements

Expressions of interest should include:

- 1) Information about you, and why you think you are a good fit for our project.
- 2) At least two to three examples of previous work that included Drupal website builds at a comparable budget point and complexity. Examples that showcase work done for content dense sites, particularly nonprofit organizations, are a plus. Please make sure to identify what elements of the previous projects were done by your company versus other collaborators.

- 3) Your general approach to managing projects of this size, including any particular tools you use. We are passionate about our website - please let us know how your process enables and responds to feedback from MLH staff and stakeholders.
- 4) A ballpark estimate or range of what you think our build would likely cost, what factors might increase or decrease that estimate, and what work this ballpark estimate includes. We are not looking for a detailed quote at this stage.
- 5) We will also be looking for hosting and support once the new site is launched, and for some additional user testing of the beta site. If these are functions that you are able to handle in addition to the Drupal build, please let us know.

This RFEI will be posted at <https://mlri.org/advocacy-issue/legal-aid-websites/> In the event that we add FAQs related to this RFEI, these FAQs will be posted there as well.