



**REQUEST FOR PROPOSAL (RFP)
WEBSITE DESIGN
FOR LEGAL AID SOCIETY OF SAN BERNARDINO, INC.**

RFP Issue Date: Thursday, March 09, 2023
RFP Submission Deadline: Monday, April 10, 2023

RESERVATION OF RIGHTS: By submitting a proposal, the respondent understands and agrees to the reservation of rights by Legal Aid Society of San Bernardino, Inc. as listed in this Request for Proposal. LASSB reserves the right to amend or cancel this Request for Proposal at any time.

**Issued March 2023
Request for Proposal (RFP)
Website Design
For Legal Aid Society of San Bernardino, Inc.**

Table of Contents

Page

Contents

REQUEST FOR PROPOSAL (RFP) WEBSITE DESIGN 1

RFP Submission Deadline: Monday, April 10, 2023 1

Issued March 2023 Request for Proposal (RFP) Website Design..... 2

Section 1. General Information 3

1.1 Introduction to Legal Aid Society of San Bernardino Legal Services 3

1.2 Summary of Services Requested 3

1.3 Overview of Proposal Requirements 3

1.4 Selection Schedule..... 4

1.5 Evaluation Criteria 4

Section 2. Project Requirements 4

2.1 Project Description 4

Section 3. Deliverables..... 5

3.1 Project Deliverables 5

Section 4. Proposal Requirements 5

4.1 Proposal Content..... 5

a. A summary of the proposed services to be performed and a total cost. 5

c. References:..... 6

Section 5. Acceptance and Evaluation of Proposals 6

Section 6. Questions 6

Section 7. Instructions for Submitting a Proposal 6

7.1 Proposals must be received no later than Monday, April 10, 2023. 6

Section 8. Assurances and Certifications 7

Section 1. General Information

1.1 Introduction to Legal Aid Society of San Bernardino Legal Services

Legal Aid Society of San Bernardino first opened its doors in 1958, the year of the economic slowdown. LASSB was formed with the express intent to correct the intolerable harm suffered by people who could not afford to hire attorneys in pursuit of justice. The founding members understood that there was a system to protect the rights of people charged with criminal offenses. Still, there was no such system to protect those suffering from vicious, fraudulent acts which violated their right to peaceful, healthy lives. Since its inception, LASSB has fought for the low-income community, and we will continue to serve. LASSB serves the San Bernardino and Riverside County community.

Legal Aid Society of San Bernardino has served the most vulnerable residents of this region for over sixty years. Key elements of this longevity are dedication, support, management, Vision, planning, and evolution.

Vendors are encouraged to visit LASSB online at <https://legalaidofsb.org/> to learn more about the organization.

1.2 Summary of Services Requested

LASSB is soliciting proposals for a redesign of its current website: <https://legalaidofsb.org/> and monthly maintenance. The new website should create an engaging user experience, offer an uncluttered design, facilitate organic website traffic, be designed for conversion, and mobile use, enable fast load time, build a strong brand identity, ADA compliant and culturally compliant competent sites. Expected users will be potential clients, job applicants, and LASSB volunteers.

1.3 Overview of Proposal Requirements

By responding to this RFP, a vendor is representing they can provide all aspects of the services requested by LASSB in this RFP, completing the work by the due dates stated in the document, in addition to presenting a strong financial position.

- a. Proposals must include all information solicited by the RFP, and any additional data, prints and literature that a vendor deems pertinent to the understanding and evaluation of its proposal.

1.4 Selection Schedule

The selection schedule dates may change at the discretion of LASSB. All dates shown below end as of the of the end of the business day, 4:30 p.m., PST, unless noted. Any changes to these dates will be communicated by e-mail.

RFP Issued	Thursday, March 09, 2023
Deadline to Submit Questions	Thursday, March 30, 2023
Submission Deadline	Monday, April 10, 2023
Contract Awarded *	On or before April 28, 2023

*** NOTE: LASSB reserves the right to reject all proposals received, and change the dates listed above, as it deems necessary.**

1.5 Evaluation Criteria

- a. Meeting LASSB’S Requirements** (maximum of 35 points; 35%) How completely the proposed service meets LASSB’S requirements, as stated in this RFP.
- b. Cost** (maximum of 35 points; 35%)
- c. Client Reference’s Satisfaction** (maximum of 15 points; 15%)
- d. Vendor Qualifications and Experience** (maximum of 10 points; 10%)
- e. Women and/or Minority Owned Businesses** (5 points, 5%) Points for this section will be awarded if the vendor, or vendor’s partner/subcontractor(s), are a woman or minority owned business.

Section 2. Project Requirements

2.1 Project Description

LASSB’s is soliciting proposals for to help redesign and upgrade its website: legalaidofsb.org. LASSB’S website was last upgraded in 2014 and is intended to assist our clients in finding legal help, provide relevant content to our volunteers, provide information about LASSB to our donors and the community, and connect job applicants with employment opportunities within our organization. The proposed design must be accessible, clear, uncluttered and contain elements that are visually appealing, culturally competent, and responsive to the diversity of our clients and communities, many of whom are low-income and/or marginalized. The design should also be easily viewable on mobile devices. It should support translation into multiple languages and accommodate multiple reading levels with plain language. The design should also be administrator-friendly and allow our staff to easily update its content. Additional requirements are outlined in Section 3 below.

Section 3. Deliverables

3.1 Project Deliverables

- a. Platform: LASSB.org is currently built on WORDPRESS but the selected vendor should provide a detailed overview of options and make a recommendation based on the needs outlined by LASSB.
- b. Hosting: The selected vendor is expected to recommend hosting solutions for the website, including startup and ongoing costs, any add-on services for backup and security. The selected vendor would be responsible for establishing hosting for the site, ensuring correct deployment and training for LASSB staff on access and administration. It should support language translation for multiple languages.
- c. Security: Establish security baselines and plans for updating
- d. Integrations: Online applications/forms, donation processing, social media, potential for password access for volunteers and board members. Ability for pop-up windows. Ability to showcase videos.
- e. Training: Training of program staff on the use and updating of the website and detailed documentation of necessary processes.
- f. Calendar: Allow for updatable calendars with the ability to integrate with Microsoft Office 365.
- g. 12-Month Technical SEO: Modifications & website maintenance.
- h. Search Engine Optimization: Allow for website to be easily found by users of multiple languages and reading levels with an acceptable SEO score.
- i. Analytics: Allow for usage reporting and tracking of site interactions.
- j. Branding: Website content is easily identifiable and conforms with LASSBS' branding standards.

Section 4. Proposal Requirements

4.1 Proposal Content.

Proposals must address all the questions and information being requested in this RFP, in addition to affirming the services required can be provided by your firm. Please submit the following with the proposal in a single PDF file as an email attachment:

- a. **A summary of the proposed services to be performed and a total cost.**
- b. **A company profile, including:**
 - Legal Name
 - Name of Owner(s)
 - Legal Address
 - Federal taxpayer ID
 - Number of Employees

- Number of Employees in California
- Years in Business
- Approximate Annual Revenue
- Total Number of Clients
- Number of Not-For-Profit Clients
- Number of law firm/legal aid clients

c. 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.

Section 5. Acceptance and Evaluation of Proposals

- 5.1** LASSB reserves the right to reject any proposals: received after the submission deadline, missing any proposal requirements, missing the Assurance and Certification, or that is not adequate for the LASSB to reach a judgment about the proposal meeting the needs of LASSB.
- 5.2** At its discretion, LASSB may choose to contact or request to meet with a vendor for an interview, to clarify their response, or to negotiate the contract terms submitted with their proposal.
- 5.3** LASSB reserves the right to make an award without further discussion of the proposals submitted. Therefore, agreements should be submitted on the most favorable terms the vendor can propose.

Section 6. Questions

- 6.1** Questions about this RFP may be directed to pablor@legalaidofsb.org.

Section 7. Instructions for Submitting a Proposal

- 7.1** **Proposals must be received no later than Monday, April 10, 2023.**

Proposals should be submitted electronically to Pablo Ramirez at pablor@legalaidofsb.org. Please include a signed copy of the Assurances and Certifications document below with your proposal.

- 7.2** **NOTE: All costs incurred in responding to this RFP are solely the responsibility of the vendor.**

Section 8. Assurances and Certifications

8.1 By signing this assurance and certification you agree that:

1. You are authorized to contract on behalf of your firm,
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 LASSB board member, officer, or employee of LASSB.
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 Legal Aid Society of San Bernardino, Inc. as listed in this Request for Proposal.
6. That you have read and understand all of the information in this Request for Proposal.

Legal Name of Firm

Representative

Printed Name and Title of Representative

Date