

## Request for Proposals for Colorado Legal Services organizational website

### PURPOSE

Colorado Legal Services has initiated a Request for Proposal (RFP) process to identify qualified vendors for the development of a new, updated website for our organization to advance our mission of serving low-income Coloradans seeking legal assistance. The current website can be found at [coloradolegalservices.org](http://coloradolegalservices.org).

### ABOUT THE ORGANIZATION

Colorado Legal Services (CLS) is Colorado's statewide nonprofit legal aid program, with 13 offices providing civil legal assistance to low-income Coloradans throughout the state. CLS provides free legal assistance in a broad variety of legal areas, including family law and domestic violence, public benefits, eviction defense, consumer protection, services to survivors of serious crime, and human trafficking, and many others.

CLS has strengthened lives, assisted families, and supported communities—one person at a time—since 1925. We are committed to providing high-quality, free legal advice and representation to eligible individuals throughout Colorado. We have a long history of successful impact and advocacy. CLS strives to bring about substantive, transformational change in the lives of those we serve.

### PROJECT DESCRIPTION

The current CLS website is outdated and needs to be redesigned for accessibility, a contemporary and compelling look, and ease of site management. An advisory team from CLS will provide input on the design of the website, offer feedback on its development, and assist with testing and launch of the website. The project is led by Communications Director Emily Wenger.

The new website will connect stakeholders, partners, potential and current employees, and funders to CLS. The site will also help clients find information and services with greater ease and will update partner agencies on the organization's work. A clear, accessible website also helps build community trust and accurately reflects the breadth of expertise and commitment of CLS' staff.

An accessible and robust website is a natural bridge to link low-income Coloradans with vital services and helpful information, while telling the story of our work in a visually compelling way.

### BUDGET

\$35,000-\$45,000

### SCOPE OF WORK & DELIVERABLES

Colorado Legal Services anticipates this project will take approximately 9 months to complete but welcomes other estimates. The design and execution of the website will include:

1. Website development plan and execution
2. Transfer of at least some information from the current site
3. Specific needs such as a quick exit button and translation options
4. Testing and refinement

5. Possible creation of at least some pages in Spanish (CLS will provide the copy)
6. A plan to hand off the site to CLS staff upon completion of the project
7. Logo and branding update: offer advice and support on logo and branding redevelopment process

The following are example websites that we feel clearly direct users to resources, applications, and statistics about the organizations. They also are accessible and contain imagery that clearly relates to the organizations' work.

- <https://legalaidwv.org/>
- <https://www.trla.org/>
- <https://legalaidchicago.org/>
- <https://alpinelegalservices.org/>
- <https://www.calindian.org/>

## PROPOSAL REQUIREMENTS

Please include the following in your proposal in this order:

1. A summary of your approach to website planning
2. Proposed project plan including timeline with major tasks and milestones
3. Identification of those on your team who will be involved with the project, including a short description of their role and a summary of their experience
4. 2-3 samples of a previously completed website (or links to samples), including a brief description of the design process. Portions may be redacted to protect private information as needed
5. Cost for the project, including anticipated ongoing costs
6. Client reference(s) (including name, phone number, and email address), and any past experience working with Colorado Legal Services, if applicable

Project's Technical Requirements:

1. WordPress is the preferred platform (though we are open to other recommendations)
2. User-centered design with usability testing and enhancements or iterations based on user testing feedback
3. Guided workflows to quickly and effectively connect potential clients, prospective donors, and potential future employees with the most applicable information
4. Approximately 15 pages; 41 currently exist within the site, but we will not move all of them over
5. Additional necessities (defer to developer on organization):
  - a. Site-wide accessibility, including translation
  - b. Button for quick exit of the site that follows users on each page
  - c. Clear application button
  - d. Prominently displayed donation button and/or menu item linking users to the [Legal Aid Foundation](#)
  - e. "About us": history of the program, board member and leadership information, grant information
  - f. Find your local office: Map showing locations of our offices (interactive preferred)
  - g. Specific program links (sending people to the [Colorado ID Project](#) and [Migrant Farmworker Division](#) sites)

- h. “Get involved,” information for volunteers, donors
- i. Eligibility information
- j. How we help: Resources for clients, organized by the types of cases we can take. This will need to be updated by the CLS team on a regular basis.
- k. Calendar of events that can be updated by the CLS team on a regular basis

## SCORING

Proposals will be reviewed and evaluated according to the following criteria:

1. Performance (technical merit)
2. Quality
3. Responsiveness and Professionalism
4. Pricing

## PROCESS FOR PROPOSAL SUBMISSION AND EVALUATION

Proposals are due by 5 p.m. on Nov. 15, 2023. Inquiries concerning this RFP should be directed to Emily Wenger, [ewenger@colegalserv.org](mailto:ewenger@colegalserv.org). Submissions should not exceed 5 pages, not including portfolio materials/links to samples of prior work. All submissions must be emailed to [ewenger@colegalserv.org](mailto:ewenger@colegalserv.org). An email acknowledgement of each submission received will be sent to each applicant.

## PROJECTED TIMELINE

- RFP release date: Oct. 16, 2023
- CLS accepting questions regarding the RFP: through 5 p.m. Oct. 27, 2023
- Deadline for proposals: 5 p.m. Nov. 15, 2023
- Evaluation of proposals (we may reach out with questions during this process): Nov. 15-Nov. 28
- Notice of selection: Wednesday, Nov. 29