Request for Proposals
Legal Services for Children Website Redesign Project, 2024-25
Released: 3/26/34
Proposals Due: 4/24/24

About Legal Services for Children

Legal Services for Children (LSC) provides free representation to children and youth who require legal assistance to stabilize their lives and realize their full potential. Through a holistic team approach utilizing legal advocacy and social work services, our goal is to empower clients and actively involve them in the critical decisions that impact their lives. LSC uses this model to achieve safety and stability at home, educational success, and freedom from detention and deportation for our clients.

Legal Services for Children 2024-25 Website Redesign Project

LSC seeks proposals for a top-to-bottom redesign of our website that will broaden the reach of our vital information resources and make them more accessible to internal and external stakeholders – especially the indigent children and youth to whom we provide free-of-cost direct services. The timeline of the project will be from April 2024 to March 2025.

The website redesign project will achieve improvements in three areas:
1. Improved website usability
2. Accessibility improvements, including achievement of Web Content Accessibility Guidelines (WCAG 2.0) compliance
3. Enhanced visual representation of LSC's organizational identity and culture

Proposals are due by 5pm Pacific time on April 24, 2024, and must be submitted by email to Moisés Cruz at moises@lsc-sf.org.

Work and Deliverables

The project will include benchmark usability and accessibility testing, visual and structural redesign of the website, and post-implementation usability and accessibility testing against initial benchmarks. Proposals are sought from web designers who are able to provide testing, structural redesign, and graphic redesign services. We expect the project to proceed in the following phases:

Preliminary testing

The graphic and web design consultants will conduct usability and accessibility testing on our current website and, based on their findings, strategize the redesign of the website to achieve Web Content Accessibility Guidelines (WCAG 2.0) compliance, improved readability, Google plugin-based capacity for language translation and multi-lingual search engine indexing of the site, and (in close collaboration with LSC staff) strengthening of the website design's representation of our organizational identity and values.

Re-design

The graphic and web designers will iteratively redesign the website based on the findings of the testing phase, incorporating LCS's vision for enhanced representation of the organization's culture

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and values in the graphic representation of LSC through our website. Internal LSC staff will consult regularly with the designers as the project progresses to ensure that the new design aligns with our organizational identity, mission, and values.

Evaluative testing
Post-design readability and accessibility tests will be conducted to ensure that the goals outlined in Phase 1 have been met. Any necessary changes to the design will be made prior to the launch of the new site. Once the design has been finalized, the site will launch.

Vendors must be licensed to operate a business in California.

RFP Process & Timeline
Proposals will be accepted for a period of 30 days, and evaluated as they are received. LSC will reach out to request clarification, further information, or revisions to proposals during the evaluation process. LSC will be reviewing proposals and seeking any needed follow-up information from vendors as they are received; early submissions are encouraged. Vendors will be notified of the outcome at the earliest possible date following the end of the proposal submission period. We seek to commence the project immediately after finalizing a contract.

Proposal Evaluation Criteria
Proposals will be evaluated on the following indicators:
- Fit with the outlined deliverables of the project
- Cost efficiency
- Prior design work (please provide a few links to your graphic design work or a link to your website/portfolio)
- Preference will be given to applicants who can carry out the design and testing elements of the project in-house

Please email Development Manager Lisa Kalayji at Lisa@lsc-sf.org with any questions about the project or process.

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