DEVELOPING A NEW WEB REFERRAL SYSTEM:
REQUEST FOR PROPOSALS

About The Bail Project
The Bail Project is a national nonprofit organization that provides free bail assistance to thousands of low-income people every year while working to eliminate cash bail. Through our model of Community Release with Support, we extend our help after paying bail by connecting our clients to voluntary services and resources, based on their needs, and provide them with court reminders and transportation assistance for the duration of their case. As people come back to court, bail payments return to our National Revolving Bail Fund and we reuse them to help more people. Along with these direct services, we use the power of human stories and data to make the case for ending cash bail and investing in communities. In some jurisdictions, we provide Community Release with Support to individuals who have been released without receiving bail assistance from The Bail Project.

Our organization consists of a Central Support Hub and a growing network of client advocates in more than 25 cities across the country who work in their local communities to provide bail assistance and Community Release with Support.

Opportunity
The Bail Project receives many requests for bail assistance or Community Release with Support from public defenders and community members. Our primary channel for receiving these requests is the web referral forms on our website. We wish to revamp both the frontend and the backend of our web referral forms to make them more user-friendly and more adaptable to the varied needs of our different sites. We are seeking a vendor (“the Vendor”) to design, build and deploy this new system.

Technical context
The Bail Project’s website is run on WordPress. The new web referral interface may be an adaptation of a third-party Wordpress plugin or custom code integrated into Wordpress. We use Salesforce to manage our client data, including referrals. The referral information may populate multiple, related custom Salesforce objects. The Bail Project has a cloud database where submissions from the web referral system can be stored and processed before being uploaded to Salesforce.

We have some in-house capacity to make adjustments to our Salesforce instance, cloud database, and website where required to integrate with or support the new web referral system.

Scope of work
We envision the work unfolding as described below, but welcome proposals that lay out a different approach:

1. Understanding the ecosystem: The Vendor will speak with our Salesforce and web administrators and review technical documentation to understand the ecosystem into which this new system must fit.

2. Understanding user needs: The Vendor will review the set of “user stories” The Bail Project has developed, which describe in plain language how each user group should be able to use
or experience the new system. If needed and agreed to by The Bail Project, the Vendor will conduct additional user research (e.g., user interviews or observations).

3. **Developing options**: With a firm understanding of user needs, the Vendor will refine the proposed system design or develop a set of possible alternative designs for the new system, including, for each option, the estimated costs; timeline; needed adjustments to The Bail Project’s Salesforce instance, cloud database, and website; and the pros and cons. The Vendor will present and discuss the options with the project team comprising key internal stakeholders (including The Bail Project’s operations, data, and communications teams), which may request that the provided options be modified or additional options be developed.

4. **Building and rolling out the new system**: Once a system design has been selected, the Vendor will contract with any subcontractors as needed, engage with other vendors on The Bail Project’s behalf, oversee the work of subcontractors and other vendors, and project manage the building of the system, including iterative user testing and roll out.

**Contract terms**

We are open to hourly or deliverable-based fees. We expect a contractual period of three months, but proposers are welcome to propose alternative contractual periods.

**Key questions to address in a proposal**

Any individual or entity interested in providing these services should submit a proposal addressing the following:

- Describe a high-level proposed design for the new system, given the information provided in this Request for Proposals.
- List key design parameters that you believe to require further information or user research before finalization.
- Describe the additional information or user research you believe would be needed to finalize the detailed system design.
- Describe one or two similar projects that you have undertaken and how you approached the work. Include links to end products or screenshots illustrating user functionality if available.
- Demonstrate the range of platforms and solutions you and your intended subcontractors have expertise in, including for content management systems, database development, and front-end development (HTML/CSS/Javascript).
- Provide resumes and, if charging hourly fees, list the hourly rate(s) for the staff and any intended subcontractors.
- A high-level work plan for each phase of the work and the duration and estimated number of hours required for each task. If proposing deliverable-based fees, please include the proposed fees here.

**Submission timeline**

If you are interested in receiving further information about this RFP (including any changes to deadlines, written responses to submitted questions, or an invitation to any Q&A session we may choose to host), please email us by the deadline indicated below to be added to our mailing list.

Any questions about the RFP must also be submitted by the same deadline.

We will respond to selected questions via email to the mailing list. We may also choose to host an optional question-and-answer session for those on the mailing list to pose and receive answers to additional questions.
All emails about this RFP must be sent to webreferralsRFP@bailproject.org.

The Bail Project will review received proposals and may reach out to some proposers with additional questions. We may choose not to select any submitted proposal.

Below are the target milestones for this RFP. Dates outlined below are subject to change.

- RFP release: 8/19/21
- Deadline to submit questions and request to be added to the mailing list: 8/31/21
- Optional Q&A session (TBC): Week of 9/6/21
- Proposal review begins: 9/15/21