Announcement of Request for Proposal (RFP) Website Redesign and Brand Management
Fiscal Year 2026-2027 and 2027-2028

Summary of Project

Westside Regional Center (WRC) is soliciting proposals as part of the Language Access and Cultural Competency (LACC) plan to increase community engagement and ensure WCAG 2.2 AA compliance through a redesign of the WRC website. This project aims to maximize accessibility, readability, functionality, and usability of the website for all stakeholders including individuals served, families, vendors, staff, and other visitors to the WRC website. Additionally, WRC requests support with rewriting copy to increase readability of distributable materials.

Service Type: **Website Redesign/Language Access Support**

Posting Date: **October 15, 2026**

Closing Date: **November 10, 2026**

Development Timeline: Website redesign and rewriting of copy to improve language access is to be completed by December 31st, 2027.

Service Description

WRC is seeking proposals from website developers to meet the following objectives:

(1) Enhance community engagement through the redesign of our website: We aim to have a fully ADA-compliant website that adheres to WCAG 2.2 AA compliance and is user-friendly and interactive to foster meaningful connections and communication with our community as well as vital resources to internal and external stakeholders (new and existing families and individuals served, vendors, staff, and other community partners).

(2) Improve readability and usability of website by updating website copy. Copy needs to be revised to be in plain English with as few technical terms and jargon as possible, so that any visitor can read and understand WRC's mission and objectives.

Company Overview

WRC is a nonprofit, private corporation funded by the Department of Developmental Services (DDS) and the State of California to provide diagnosis and assessment services, as well as ongoing services and supports needed due to a developmental disability. WRC is one of 21 regional centers in the State of California that provide services to persons, age three and above, with a disability pursuant to the Lanterman Act. WRC also provides services to infants and toddlers ages 0-36 months, who meet criteria for the California Early Start Program. Most regional center services and supports are free regardless of age or income. It is WRC's mission to support people with developmental disabilities, their families, and communities of choice by facilitating access to person-centered, culturally responsive services and resources.

Website Audience

Our website primarily serves as a vital resource hub for individuals with developmental disabilities or delays, their families, and others in their circles of support (e.g., medical providers, education specialists), offering essential support, program information, and resources. Secondarily, it provides updates and guidelines for vendors and providers, facilitating seamless collaboration and service delivery. Staff members, while essential, are the third priority audience, relying on the website for internal resources and operational information. Recognizing the varying needs of these user groups, the redesigned website must prioritize intuitive navigation, clear communication of client-focused information, and seamless access to resources for all stakeholders.

Current Website

In its current state, our website presents several challenges that hinder user experience. Navigation is cumbersome, with a cluttered menu interface that overwhelms users. Content-heavy pages make information difficult to digest, and the overall design feels overly corporate, lacking in visual appeal. Additionally, there's a lack of consistency in design elements, with no clear style guide for administrative staff to follow, leading to inconsistencies such as the use of colors or banners. Mobile navigation exacerbates these issues, offering a particularly challenging user experience. These shortcomings underscore the need for a comprehensive overhaul to ensure our website provides an intuitive, seamless experience for all users, regardless of device.

New Website Functionality Requirements

The new website must meet the following requirements to ensure improved functionality, accessibility, and user experience:

1. Continued Use of Wordpress as CMS: The updated website will continue to leverage Wordpress as its Content Management System, allowing for ease of content management and updates. If WordPress cannot be used as the CMS, please include in your proposal a plan to provide training to administrative staff on how to use the new CMS.
2. Mobile and Desktop Compatibility: The redesigned website will be fully responsive, providing seamless user experiences across both mobile and desktop devices.
3. Prioritization of Accessibility and ADA-Compliance: Accessibility standards will be prioritized throughout the development process to ensure compliance with ADA guidelines, making the website usable for all individuals, including those with disabilities. Website will need to be WCAG 2.2 AA compliant at the end of the project.
4. Simplified and Clear Copy: Website copy will be revised to be concise, easy to understand, and free from unnecessary jargon, ensuring that information is accessible to all users.
5. Consistent Branding and Color Usage: The updated website will maintain consistent branding elements and color schemes across all pages, reinforcing our brand identity and providing a cohesive user experience.
6. Efficient Navigation: Important consumer pages will be easily accessible, ensuring that key information is no more than two clicks away from the homepage, improving user navigation and reducing frustration.
7. Prioritized Information Architecture: Client and family-centric information will be prioritized, followed by information for vendors and then staff, ensuring that the most relevant content is readily available to each audience segment.
8. Purposeful and Concise Content: Each webpage will serve a distinct purpose and avoid overwhelming users with excessive text, ensuring that information is clear, concise, and easy to digest.

Scope of Work

1. Website Audit and Confirmation

Conduct a comprehensive website audit followed by a site walk-through to confirm audit findings.

2. Interactive Moodboard Deliverable

Provide an interactive moodboard reflecting the proposed design direction and visual elements.

3. Interactive Sitemap Deliverable

Develop an interactive sitemap outlining the website's structure and navigation flow.

4. Interactive Wireframe Deliverable

Create interactive wireframes to visualize the layout and functionality of key pages.

5. Interactive Homepage Design Options

Develop interactive homepage design options aligned with the moodboard and existing branding.

6. Content Migration

Migrate content from the original site to the new site, ensuring compatibility with the redesigned layout.

7. Copy Editing

Conduct copy editing to simplify language, remove acronyms, and eliminate jargon for enhanced clarity.

8. Content Curation

Curate content with input from WRC staff to ensure relevance and accuracy.

9. Beta Presentation

Present a beta version of the website for internal review and feedback.

10. Administrator Training

Conduct a training session for administrators on how to interact with the site's backend to modify, edit, and upload content.

11. Browser and Mobile Testing

Perform thorough browser testing across Edge, Firefox, Opera, Safari, and Chrome (Mac and PC), along with mobile testing on iPhone and Android devices.

12. Accessibility of Website

Provide solutions for usability of website to those who require assistive technology due to being hard of hearing, Deaf, or vision-impaired/Blind.

13. Post-Launch Maintenance and Tech Support

Provide post-launch maintenance and technical support to address any issues and ensure the smooth operation of the website.

Proposal Requirements

Responses must include the following:

1) Mission statement and core values of your company
2) Broad description of past work and strengths of your company, including why you would like to work with WRC
3) Minimum four examples of websites previously completed by your company
4) Introduction to the project team
5) Project methodology and project management explanation
6) Phases of project, timeline, deliverables, and pricing
7) Information on ADA compliance, training, hosting, maintenance and tech support
8) Based on extensive experience, the proposal should include assumptions regarding the proposed project.
9) Contact information

Proposal Submission Deadline, Notification Date, Reservation of Rights

Proposal Submission Deadline:

All interested firms are requested to submit their proposals no later than 5:00 pm on November 10, 2026 by email to sarahr@westsiderc.org. Late submissions will not be considered.

Notification of Selection and Timeline:

WRC will seat the RFP Selection Committee. The evaluation process will include individual committee member evaluation and rating of each proposal, followed by committee discussion and ranking of proposals. After preliminary rating and ranking of proposals, interviews may be scheduled with finalists, particularly if two or more proposals are closely rated and/or more information is needed. References will be contacted for all finalists. The final recommendation of the RFP Selection Committee will be submitted for approval by the WRC Executive Director and is not subject to appeal. The successful proposer, if any, will receive written notification of the WRC decision regarding their proposal. Additional information may be required from the selected applicant prior to the awarding of the project. Any information withheld or omitted, or failure to disclose any history of deficiencies shall disqualify the applicant from award of the project and/or contract.

Notification of proposal status will be sent by November 30, 2026.

Reservation of Rights:

WRC reserves the right to request or negotiate changes in a proposal, to accept all or part of a proposal, or to reject any or all proposals. WRC may, at its sole and absolute discretion, select no provider for these services if, in its determination, no applicant is sufficiently responsive to the need. WRC reserves the right to withdraw this Request for Proposal (RFP) and/or any item within the RFP at any time without notice. WRC reserves the right to disqualify any proposal which does not adhere to the WRC guidelines. If no proposal is selected, WRC may elect to either not develop the service pending further analysis of alternatives to meet the expressed need, or to issue a new RFP to attempt to expand the pool of potential respondents. This RFP is being offered at the discretion of WRC. It does not commit WRC to award any grant or contract.