Request for Proposals

Website Refresh and Accessibility Compliance

The purpose of this Request for Proposals (RFP) is to receive proposals from individuals or teams who are interested in redesigning and refreshing Senior Fund's website. https://stlseniorfund.org/

The refreshed website should be an accessible, practical source of information for older adults, family caregivers, service providers, and community partners.

The project must:

- Incorporate Senior Fund's updated branding.
- Improve navigation, readability, accessibility, and mobile usability.
- Create clear pathways for older adults and caregivers seeking information and resources.
- Help providers find funding opportunities, application instructions, training, and capacity-building resources.
- Communicate Senior Fund's role, investments, and community impact.
- Support public access to governance information and organizational documents.
- Allow a small staff team to maintain content efficiently.
- Support compliance with applicable ADA Title II digital accessibility requirements.

Senior Fund prefers to retain WordPress. Vendors may propose another platform if they explain its benefits, migration requirements, limitations, staff training needs, and one-time and recurring costs.

About Senior Fund

City of St. Louis Senior Citizens' Services Fund (Senior Fund of St. Louis City) is a public entity dedicated to strengthening the health, independence, and well-being of older adults, age 60 and older, living in the City of St. Louis.

With approximately $2.5 million in annual revenue, Senior Fund invests public resources through grantmaking and capacity-building efforts. These investments support service providers and strengthen the aging services network.

In early 2026, Senior Fund refreshed its branding to celebrate its 10th anniversary. We now seek a qualified partner to incorporate that brand into a website refresh focused on improved accessibility, updated design, and a clearer structure.

Project Timeline

The anticipated contract term is December 2026-April 2027

The project will follow a phased approach. The initial website refresh must be completed and launched no later than April 15, 2027.

Website Refresh and Launch

Required deliverables for the April 15 launch include:

- A review of the existing website and a confirmed project plan.
- An approved site map and visual design.
- Implementation of the updated branding.
- Improved navigation and clear pathways for older adults, caregivers, and providers.
- Conformance with WCAG 2.1, Level AA, for the website and all non-exempt content available at launch.
- Mobile usability improvements.
- Migration and accessibility remediation of essential content and documents.

- Clear access to funding opportunities and the existing grant application system.
- Public-facing board, meeting, and organizational information.
- Completed functional and accessibility testing, correction of identified defects, and written testing documentation.
- Staff training and administrative access needed to manage the website.

Proposals must identify milestones, staff review deadlines, and dependencies necessary to meet the April 15 refresh deadline. Required accessibility work may not be deferred to subsequent phases.

Subsequent Phases and Final Completion

Vendors must propose a timeline for additional enhancements and content development following the initial launch. The timeline must identify deliverables, costs, staff responsibilities, and acceptance criteria for each phase.

All agreed-upon work, final testing, defect resolution, documentation, training, and transfer of administrative access must be completed before April 2027

Proposals must allow time for Senior Fund review and vendor corrections before final acceptance. Final deliverables must include a recommended maintenance plan and anticipated costs for services beyond the contract term. Services beyond April 2027 would require a separate agreement.

Primary Audiences and Website Functions

Older Adults and Family Caregivers

Visitors should be able to find understandable information, identify relevant resources, and know whom to contact for assistance.

The design should account for varying levels of digital familiarity, visual ability, and access to technology. Essential information should be available without creating an account.

The vendor should recommend a manageable approach to organizing resources, such as topic-based pages, curated links, or a searchable resource collection. Proposals must explain how staff can maintain this information and identify outdated resources.

Service Providers and Grant Applicants

Visitors should be able to locate:

- Current and upcoming funding opportunities.
- Eligibility criteria, deadlines, and application instructions.
- Links to the existing grant application system.
- Applicant guidance and frequently asked questions.
- Grantee reporting information and resources.
- Training, events, and capacity-building opportunities.

The base proposal must assume continued use of Senior Fund's existing grant management system, Foundant GLM. Vendors must distinguish simple links from additional integration and explain the associated costs.

Community Partners, Funders, and the Public

Visitors should be able to understand Senior Fund's purpose, learn about its investments and initiatives, and access public-facing information, including:

- Board and committee information.
- Meeting schedules, agendas, and minutes.
- Organizational policies and reports.
- Financial information approved for publication.
- Contact information.

Staff should be able to publish and archive these materials easily.

ADA Title II and Digital Accessibility Requirements

Senior Fund is a public entity. The website project must support compliance with applicable requirements of Title II of the Americans with Disabilities Act,

including the Department of Justice's web accessibility regulations at 28 CFR Part 35, Subpart H.

Required Technical Standard

The website and all non-exempt web content provided through it must conform to *Web Content Accessibility Guidelines (WCAG) 2.1, Level AA,* including applicable Level A and Level AA success criteria. This requirement applies regardless of the selected platform.

Accessibility is a required component of the base scope and must be incorporated throughout planning, design, development, content migration, testing, and maintenance.

Content and Functionality

The accessibility scope must address:

- Navigation, page templates, mobile layouts, and interactive features.
- Forms, application instructions, and funding information.
- Images, audio, video, and other published media.
- Downloadable documents, including PDFs.
- Calendars, embedded tools, plugins, and other third-party features used to provide Senior Fund services.

The vendor must inventory existing content and identify accessibility barriers. Any proposed exception must be documented with its rationale and submitted to Senior Fund for review. The vendor may not independently exclude content solely because it is old or supplied by a third party.

Documents and External Systems

Proposals must include an approach and pricing for making current, non-exempt documents accessible. Vendors must identify assumed document volumes and unit costs for additional remediation.

The vendor must assess accessibility along key user pathways, including access to the existing grant application system. When remediation requires another system provider, the vendor must document the issue, identify the responsible party, and support coordination.

Proposals must distinguish work the vendor can complete directly from work requiring action by Senior Fund or another provider. Linking to an external system does not, by itself, resolve an accessibility barrier.

Testing and Acceptance

The vendor must conduct automated and manual accessibility testing, including:

- Keyboard-only navigation.
- Screen-reader use.
- Text contrast, zoom, and reflow.
- Heading structure, image descriptions, and link descriptions.
- Forms, instructions, error messages, and submission processes.
- Mobile usability.
- Complete user tasks, including finding resources and accessing funding opportunities.

Before launch and again before final acceptance, the vendor must provide:

- A written report identifying the scope, methods, tools, and results of testing.
- Findings mapped to applicable WCAG success criteria.
- Documentation of corrections and retesting.
- A conformance statement identifying any remaining limitations or exclusions.

Automated scan results alone will not satisfy acceptance requirements. Accessibility widgets or overlays may not substitute for accessible design, code, content, and testing.

Vendor-controlled deliverables must meet the required standard before acceptance. Unresolved barriers involving external systems must be reported promptly for Senior Fund action.

Maintenance and Staff Support

Throughout the contract, the vendor must monitor accessibility, test material changes, and correct accessibility defects within agreed-upon response times.

The vendor must provide:

- Staff training on accessible publishing.
- Accessible content and document templates appropriate to the agreed-upon scope.
- Publishing checklists.
- A process for reviewing new documents and media.
- An accessibility statement and a clear way to report barriers or request assistance.

Meeting the technical standard does not replace Senior Fund's broader ADA responsibilities for effective communication and equal access.

Ownership and Administrative Control

Senior Fund must retain ownership of its content and custom project deliverables, subject to disclosed third-party licensing terms. It must also retain administrative control of its domain, hosting, and website accounts.

Proposals must disclose:

- Licensing restrictions.
- Recurring subscriptions.
- Features that depend on continued vendor services.
- Access and credentials to be provided to Senior Fund.
- Procedures for transferring the website and content to another provider.
- Costs associated with termination or transition.

Scope of Work: Required Project Deliverables

At minimum, the completed project must include:

- A website review and confirmed project plan.
- An approved site map and visual design.
- A refreshed, accessible website launched no later than April 15, 2027.
- Migration and remediation of approved launch content and documents.
- Completion of approved subsequent phases before December 31, 2026.
- Functional and accessibility testing reports documenting corrections and retesting.
- Staff training, publishing tools, and maintenance documentation.
- Account, licensing, and administrative access documentation.
- A final review and recommended ongoing maintenance plan.

Proposals must identify milestones, staff responsibilities, and acceptance criteria for each phase.

Proposal Requirements

Proposals must not exceed five pages, including the proposed project timeline. The timeline should reflect the vendor's availability and preferred workflow while meeting the required project deadlines.

Proposals must include:

1. Vendor background and relevant experience with small public entities, nonprofits, aging services, or similar audiences.
2. Understanding of Senior Fund's needs and recommended approach.
3. Proposed platform and rationale.
4. Scope, deliverables, assumptions, and exclusions for each phase.
5. A timeline demonstrating completion of the refresh launch by April 15, 2027.
6. Expected staff participation and review deadlines.
7. Accessibility expertise, testing methods, and examples of comparable work.
8. Examples of completed website projects and references.

9. Itemized pricing and a payment schedule.
10. Maintenance and support included during the contract.
11. Ownership, licensing, hosting, and transition terms.
12. Project team members, subcontractors, and their responsibilities.

Alternative platform proposals must explain migration needs, staff training requirements, ongoing costs, and how content can be exported or transferred in the future.

Eligibility and Preferred Qualifications

Applicants must be based in the United States; international vendors are not eligible to submit proposals for this RFP. Preference will be given to vendors located within the St. Louis metropolitan region.

Budget and Pricing

Senior Fund seeks a proportionate, sustainable investment that reflects its size and stewardship of public resources.

Available project budget: $15,000-17,000

Provide itemized pricing for:

- Discovery and planning.
- Design, development, and the April 15 launch.
- Accessibility assessment, testing, and remediation.
- Content and document migration.
- Subsequent enhancements and content development.
- Hosting, licenses, maintenance, and technical support during the contract.
- Optional features and services.

Clearly distinguish fixed deliverables from hourly or monthly services. Identify limits on revisions, content support, document remediation, and technical assistance.

Explain how additional work will be authorized and priced. Work outside the approved scope must receive written authorization before proceeding.

Identify all one-time and recurring expenses. Proposed payments should be tied to defined milestones and accepted deliverables.

Proposal Evaluation

Proposals will be evaluated based on:

- Understanding of Senior Fund's mission and audiences.
- Quality and practicality of the proposed phased approach.
- Demonstrated ADA Title II and WCAG accessibility expertise.
- Relevant experience and references.
- Ease of staff maintenance.
- Total cost and long-term sustainability.
- Ability to meet the April 15 refresh deadline
- Quality of maintenance, training, and transition support.

Senior Fund may negotiate the scope, deliverables, and interim milestones based on the proposed work, provided the required launch and final completion deadlines are met.

Proposal Review and Selection Timeline

Date	Milestone
October 26, 2026	RFP issued
November 6, 2026	Proposals due
November 9–13, 2026	Initial proposal review and vendor interviews
November 19, 2026	Selected vendor's proposal presented to Senior Fund Board of Directors for approval
December 7, 2026	Proposed contract start date; confirm alignment with the December 2026 – April 2027 contract term
Week of December 7, 2026	Proposed project kickoff and discovery

Proposal Submission

Proposals must be received no later than:

Friday, November 6, 2026
12:00p.m. (noon) Central Time

Please submit proposals electronically to:

Nicole Brueggeman
Executive Director
Senior Fund of St. Louis City
info@stlseniorfund.org