



3371 Glendale Blvd.  
Unit 105, Los Angeles, CA 90039  
Email: Board@AtwaterVillage.org  
Phone: 323 230-3406  
www.AtwaterVillage.org



---

**AVNC Officers:** Co-Chairs: Torin Dunnivant; Courtney Morris • Treasurer: Julia Mewbourne • Secretary: Karen Knapp

## Request for Proposals *to redesign Atwatervillage.org*

### Introduction

The Atwater Village Neighborhood Council is an elected board of 17 members charged with increasing stakeholder engagement in local politics in the Atwater Village community. Fourteen members are elected by the general public (stakeholders who live, work, or own property/businesses in the community), and three are then appointed as Special Interest Representatives by the elected board.

Each chartered Neighborhood Council is allocated an annual budget of \$37,000 by the City of Los Angeles. Due to this extremely small allocation, we accomplish much of our work on highly scalable electronic platforms, and our website is a crucial tool in disseminating information and communicating with stakeholders.

Our existing website, **atwatervillage.org**, requires a complete redesign that is both aesthetically appealing and highly functional. The site needs to be kept up-to-date easily by a board that turns over at least partially every two years, made up of individuals with highly variable technical knowledge.

### Important Information

**Budget:** \$4,000 (all else being equal, lower responsive bids will be viewed favorably)

**Response due:** Tuesday, March 16th, 2015 by 3 p.m.

**Delivery:** electronically to [website@atwatervillage.org](mailto:website@atwatervillage.org)

**Register:** Registration is optional; however, if we receive questions, we will copy the answers to all who register. Register by sending an email to [website@atwatervillage.org](mailto:website@atwatervillage.org) with the subject line “Registration for Request for Proposal”; no content is required. Responses will go to the “reply-to” address (or, if there is none, the “from” address) on that email.

**Questions:** Please email [website@atwatervillage.org](mailto:website@atwatervillage.org) if you have any questions regarding this RFP process

# Site Requirements

Our Ad-hoc Website Committee has established the following required elements for our new website (some of which are incorporated into our current website, and some of which are new).

## Site Map:

- Home Page
  - Next meeting(s) (pulled automatically from calendar)
  - Upcoming events (pulled automatically from calendar)
  - News teasers, etc.
- About AVNC
  - Description and Boundaries
  - Mission & History
  - Board of Governors
    - Sub-pages for each board position; cross-links for officers
  - Agendas and Minutes archives
  - Committees
    - Sub-pages for each committee, including upcoming meetings, links to agendas and minutes archive, and blog posts tagged with that committee name
  - FAQ
- News
  - Top Issues / Announcements
  - Articles
  - Meetings - upcoming and past with links to minutes
  - Gallery - photos and embedded video
  - Links - to news sites
- Events
  - Calendar, preferably with toggles to show only events or only meetings or maybe even select specific committees etc. to display
  - Events Committee and ad-hoc event committees
  - Past events archive (links to gallery and news stories)
- Connect
  - Contact Us
  - Newsletter sign-up
  - Social media links - Facebook, Twitter, Instagram, YouTube channel, Nextdoor (with disclaimer that AVNC doesn't run Nextdoor)
- Resources
  - Existing content updated as appropriate.

## **Functional elements:**

### Event Calendar

- Visual display as a calendar
- Ability to easily create events
- Each event has its own URL (for easy sharing on social media and other outlets)

### Board Member Committee Association

- Be able to associate board members with their committee positions easily

### Calendar Item Committee Association

- Calendar items tagged to a particular committee should show on that committee's page

### Constant Contact Integration

### Social and Contact legends on each page

### Document Upload

### Photo Upload

### Video Embedding Capability - Youtube, Vimeo, etc.

## **Aesthetics:**

Our logo has been changed since our last website was created. We are looking for a lighter, brighter (but not too bright) color scheme more in keeping with this new logo. Colors should complement the teal and orange of our logo.

## **Accessibility:**

We are required to comply with ADA accessibility requirements. Proposers are expected to familiarize themselves with the guidelines available here: <http://www.ada.gov/pcatoolkit/chap5toolkit.htm> and ensure that the resultant project can comply with them. We do not hold proposer responsible for ensuring the compliance of content which we create after the project is completed, so long as the website design does facilitate the creation of compliant content.

## **Training:**

We anticipate that the successful bidder will provide orientation to the CMS once the site is completed. Such training may be conducted in person, remotely, or by providing thorough documentation including screen captures, with an option to follow up on such documentation with clarification questions during a 60-day period after the site is turned over.

## **Ownership:**

At the end of the project, the Atwater Village Neighborhood Council assumes ownership of the entire website and its content. Ongoing support is not requested or expected in this bid; the resulting site should be maintainable by people with basic end-user level capabilities. All site elements should be accessible and modifiable by an account held by a member of the AVNC (though other accounts should be able to modify content without ability to modify basic structures).

## Preferred Items

These items are not required; however, they are highly desirable:

### Automatic Agenda Creation via Template

- Committee, Time, Date, Location, Agenda items, etc. (editable and proof functionality)
- Automatically populates into event calendar and committee pages
- Emails out to select distribution lists

## Additional Guidance

### **Platform:**

We are currently examining hosting options separately, but will be using a shared hosting solution that supports several CMS packages. We expect that the WordPress platform will most easily offer us what we need without exceeding our ongoing hosting budget, but will consider other platforms if a strong case is made. Please note, as we have not extensively reviewed other platforms, if you are proposing to develop on another platform, we will want you to provide background information on that platform and why you feel it is the best choice for this project.

The resultant site should utilize responsive web design principles.

### **More about the Atwater Village Neighborhood Council:**

AVNC holds monthly General meetings, but also conducts work throughout the month via several committees. All meetings are subject to Brown Act requirements for “Public Meetings”, which means that we must post our agendas publicly 72 hours in advance. In addition, we also must post agendas to our website and email them to the City. For this reason, we expect each of our committee heads (which can vary from a handful to the full 17 of us) to each have separate access to the site, preferably which identifies their role and knows which committee(s) they can post to.

Each committee can have up to four board members on it, and an unlimited number of stakeholder members. Committee heads will need to add and remove stakeholders to and from the committee page easily, as it may need to be done often. Committee heads are normally nominated and approved after each election cycle, but can also be changed mid-term in the event that someone steps down and is replaced.

Following meetings, we post draft and final approved minutes to have them available to the public as well.

We also need the ability to add and remove committees at any time.

### **Selected Proposers**

Please note: if your proposal is selected, we will require a W-9 and a formal invoice before any payment may be processed. Down payment may not exceed 25% of total bid. The process for payment takes approximately two weeks to issue from receipt of W-9 and invoice.

# Format of Proposal

Please submit a PDF document which provides the following information:

1. Completed Proposer Form (see next page).
2. A short (one to two paragraphs) description of your experience in website development.
3. A description of how you intend to respond to this project, including how you will construct required elements, proposed construction, platform, plug-ins, and/or widgets, whether you will include preferred items or additional items not listed, but you believe we will find favorable (Maximum of 5 pages, single-spaced, 12 point Times New Roman or comparable font, one-inch margins; graphical attachments may be added in excess of this limit).
4. At least three examples of sites you have developed, preferably similar in scope.
5. Other information you believe we need in order to fairly and completely judge your proposal (maximum of one page, same formatting requirements as in #3).
6. A budget breaking down your total bid amount into line items.