

**Mar Vista Community
Council
PO Box 66871
Los Angeles, CA 90066**



MVCC WEBSITE REDESIGN PROJECT

The Mar Vista Community Council is planning to redesign its existing website and are inviting you to bid on this project. Key to this project is creating a user-friendly site that gives us maximum ability for community outreach in compliance with the Brown Act in a manner where we are empowered to add our own content to the site without the aid of a web designer once the site is completed.

Overview:

There will be 2 parts of the website, the public FrontEnd site and the BackEnd site.

The new website must be user friendly at both ends of its design. The FrontEnd, that the general public sees, must be graphic, attractive and contain easy links to all aspects of MVCC operations and decisions. It must also be easily updatable to allow news items to be posted when appropriate via the BackEnd. No knowledge of HTML or other programming should be required for us to post content to the website on the pages where designated.

FrontEnd Requirements:

Home page should feature:

- Space for several easily changeable news items and a live calendar.
- Space for topical photographs that we can easily change.
- A keyword search capability that accesses the entire site content

In addition it should have the following links:

Who we are:

- The Board
- Neighborhood Councils
- DONE
- Borders
- Bylaws
- Elections

- Committees – each committee page to contain space for an updatable photo and a mission statement. In addition there should be a page for each committee, easily updatable by a committee chair, to provide current information on committee activities as well as links to external sites. Our committees are:
 - Executive Committee
 - Budget & Finance Committee
 - Education, Culture, & Arts Committee
 - Election and Bylaws Committee
 - Outreach Committee
 - Safety and Security Committee
 - Transportation & Infrastructure Committee
 - Urban Planning / Land Use Committee
 - Community Concept Plan Committee
 - Grievance Panel
 - Recreation & Open Space Enhancement Committee
 - Green Committee
 - Santa Monica College Bundy Campus Ad Hoc Committee
 - Santa Monica Airport Ad Hoc Sub Committee

- Meetings – contains links to all meetings
- Newsletters – list of links to articles
- Community Alerts – we need a way to inform our community of upcoming topical information and alerts and need your suggestion how to do this.
- Community Links
- Get Involved – Stakeholders can add their names to our mailing lists
- FAQ
- Contact Us

BackEnd Requirements:

The BackEnd is where board members and committee chairs input their information and must be user friendly and not require knowledge of HTML or other sophisticated technical areas.

The BackEnd administrative area will have two levels of access: All-Access designees that can access all areas of the BackEnd such as Executive Committee members, and regular Users such as committee chairs, who will only have access limited to management of their meetings, their stakeholder lists, and mailing list.

BackEnd Features:

Meetings (All-Access only):

Committee Chairs should be able to schedule, edit and delete their meetings, post agendas and minutes that will display on the public site. Each committee chair will only be able to schedule to their respective committee. All access users will be able to post to any committee.

Newsletters (All-Access only):

All-Access users should have the ability to create, post, edit and delete newsletter type articles that appear on the public site on the Newsletter page.

Stakeholder Management (All-Access and Users):

View, edit or delete registered Stakeholders that joined from the Join page on the FrontEnd site.

Password Management (All-Access and Users):

Change an All-Access or User's password.

eMail Lists (All-Access and Users):

Send emails to Stakeholders that have subscribed to receive emails for either the Main list or committee lists

Webmail (All-Access and Users):

All board members are assigned an email account, which they access via a browser

Website Statistics (All-Access only):

Shows statistics for the number of hits to our Website.

User Access Code Setup:

The website designer will assign their respective access codes and access levels.

Website Manual Documentation:

The new website must be clearly and comprehensively documented to provide administrative users clear instructions on how to perform the actions that are required for the council members.

Website Maintenance:

The BackEnd should be created to give us complete control over the day-to-day work Board Members or Committee Chairs do without having to rely on any commercial web firm or having any programming knowledge for the items mentioned above. However, we realize that some features must be handled by a web designer and we request an outline of regularly recommended maintenance along with frequency and attendant cost.

Brown Act Compliance:

The website must give us the ability to perform our all-important outreach in compliance with the Brown Act, which the web designer should be familiar with.

Web Designer Recommendations:

In addition to the above, we would like you to analyze our business and make recommendations how we might add to the above to best serve our day-to-day needs and functions.

Process and Timeline:

For the purposes of this bid, the Web designer should outline their process for building the site as regards what is needed from us (deliverables) and what we can expect in return from you in terms of a timeline.

Cost:

The bid should include your cost for building the site, payment structure and maintenance.