

MAR VISTA COMMUNITY COUNCIL  
BOARD OF DIRECTORS MEETING  
August 12, 2008  
MINUTES

7:00 P.M.  
MAR VISTA PARK AUDITORIUM

*CALL TO ORDER*

The following members of the board were present or arrived shortly thereafter:  
Sharon Commins, Bob Fitzpatrick, Rob Kadota, Bill Koontz, Christopher McKinnon,  
Marilyn Marble, Albert Olson, and Bill Scheduling.

*APPROVAL OF MINUTES*

The minutes from the July 22, 2008 special meeting were approved as presented.

*PUBLIC COMMENT (1)*

Marty Rubin commented on the airport motion.

*ELECTED OFFICIALS AND CITY DEPARTMENT REPORTS*

Department of Neighborhood Empowerment Project Coordinator Barry Stone requested 2 representatives for the Mayor's Budget planning. He also announced the next Board member training at the Westside Pavilion. He directed stakeholders to the save the date flyer promoting the Congress of Neighborhoods and the Mayor's Budget Planning.

Mar Vista Recreation Center Director Laura Island announced the park's Fall Festival on Oct. 4. Online program registration will be available soon.

Mayor Antonio Villaraigosa Westside Area Representative Stephen Cheung announced that the Westside Regional Alliance of Councils was a success. He announced the community beautification grants are available again, due in October. He announced an Emergency Preparedness Ambassador program held in Westchester. He directed stakeholders to Shakeout.org which is holding an event on Nov. 12-16 to have emergency preparedness drills.

*STRATEGIC TRANSPORTATION PLAN*

Special Presentation by City of Los Angeles Councilmember Wendy Greuel, 2<sup>nd</sup> District. Introduced by Councilman Rosendahl. Councilmember Greuel is Chair of the Los Angeles Transportation Committee and has secured the City's first strategic plan in over a decade. Councilmember Greuel's Biography <http://www.lacity.org/council/cd2/bio.htm>

*OFFICERS AND LIAISON REPORTS*

Chair: Rob Kadota made the following motion:

**ADMINISTRATIVE MOTION: to Board of Directors by the Chair to nominate Laura Bodensteiner to fill vacant At Large Director seat.**

Ken Marsh commented that there was not enough time to do a thorough search for a replacement. He commented on the need to build stakeholder constituency.

Bill Scheduling commented that the vacancy should be filled because the board needs a secretary.

Bill Koontz commented that there has been a lot of outreach surrounding the recent election.

Albert Olson commented that there should be more outreach and transparency for this appointment.

Bob Fitzpatrick echoed the need for transparency.

5 for, 1 against (Bob Fitzpatrick), 1 abstention (Albert Olson).

There was discussion about what 2/3s of the board means and concern that 2/3s of the board is not present to make this vote valid.

**MOTION to table.**

**Motion passed. 4 for, 3 opposed.**

**B. Administrative Motion: Rob Kadota nominated the following**  
**Community Concept Plan Committee - Sharon Commins, Chair**  
**Education, Culture, & Arts Committee - Babak Nahid and Kate Anderson, Co-Chairs**  
**Election and Bylaws Committee - Bob Fitzpatrick, Chair**  
**Green Committee - Laura Bodensteiner, Chair**  
**Grievance Panel, Secretary (open)**  
**Outreach Committee - Albert Olson and Stephen Boskin - Co-Chairs**  
**Recreation & Open Space Enhancement Committee - Tom Ponton, Chair**  
**Safety and Security Committee - Bill Koontz, Chair**  
**Santa Monica Airport Committee - Bill Scheduling, Chair**  
**Santa Monica College Bundy Campus Ad Hoc Committee - Bob Fitzpatrick, Chair**  
**Transportation & Infrastructure Committee - Albert Olson, Chair**  
**Urban Planning / Land Use Committee - Ken Alpern and Steve Wallace, Co-Chairs**  
**Web Development Committee - Babak Nahid, Chair**  
**Neighborhood Traffic Management Committee - Bill Pope, Chair**  
**Director of Animal Welfare - Lola McKnight**  
**DWP MOU Representative - Babak Nahid**  
**The nominations were approved by the board.**

First Vice Chair: No report.

Second Vice Chair: Sharon Commins requested e-calendar items. She also solicited quarterly stakeholder meeting ideas.

Treasurer: Chris McKinnon reported on the amount of funds available. He reported that the budget is not approved by DONE.

LANCC Delegate: No report.

Mayor's Budget Planning: No report.

Director for Animal Awareness: No report.

DWP MOU: No report.

*COMMITTEE REPORTS*

Executive & Finance: No report.

Community Outreach Committee:

**FUNDING MOTION: Motion to Allocate MVCC Funds for Neighborhood Association newsletter and Approval of Request for Information**

**The Mar Vista Community Council shall allocate up to \$6,000 to pay for advertising in Neighborhood Association newsletters, with the distribution of these funds being divided so that each MVCC Zone will receive \$1,000. The actual payment of such funds will take place upon MVCC receiving a request from a Neighborhood Association (NA), the NA filling out the Request for Information (see attachment A), and Board approval of the request. This allocation will be available for only the fiscal year July 1, 2008 to June 30, 2009.**

**Motion passed.**

Education, Arts & Cultures: No report.

Election & Bylaws Committee: No report.

Green Committee: Laura Bodensteiner reported that the next meeting would be held Aug. 24 at 9:30 AM at the MVFM. The regular meeting is the 4<sup>th</sup> Sunday of the month, and monthly speaker is the 2<sup>nd</sup> Sunday.

Recreation & Open Space Enhancement: Tom Ponton Aug. 24 meeting at the Mar Vista Farmers' Market.

Safety and Security Committee: Bill Koontz reported that the committee met and discussed the graffiti removal request for money.

Santa Monica Airport Committee:

**POLICY MOTION: in Support of AJR 37**

**The Mar Vista Community Council strongly supports resolution AJR 37 (Lieu) currently under consideration by the California Legislature. We enthusiastically encourage its adoption by the Legislature. Furthermore, the MVCC appreciates of Assemblymember Ted Lieu's leadership in creating and promoting this resolution.**

**The MVCC also believes the FAA should**

**a. engage in an open and transparent process to resolve community and airport stakeholder concerns that includes input from the Cities of Santa Monica and Los Angeles, appropriate local and state elected officials, and affected community organizations, and**

**b. honor the decision of the City of Santa Monica to increase safety precautions at SMO and restrict the use of class C and D aircrafts at SMO.**

**The MVCC regards the City of Santa Monica's Ordinance, and Resolution AJR 37, as significant first steps to address the concerns of the communities surrounding the Santa Monica Airport regarding the safety, noise, and air pollution impacts of the Airport.**

Marty Rubin commented that AJR 37 has already passed.

**Motion passed.**

Transportation & Infrastructure Committee:

**POLICY MOTION: regarding new development at 3992 S. Inglewood Blvd.**

The Mar Vista Community Council would like express the following concerns regarding the proposed 30-unit apartment development at 3992 S. Inglewood Blvd. The MVCC is concerned about any redevelopment project, whether "by-right" or not, that results in a 5-fold net density increase. On-street parking is already at the saturation point along this section of Inglewood Blvd. , and the plan to provide only one parking space per unit will force additional cars from this new development to search for on-street parking. Therefore the MVCC requests that CD11 pursue any means available to require an increase in the on-site parking spaces in this development project. Additionally, access to this project requires use of the intersection of Inglewood Blvd. and Washington Place. This intersection is already rated LOS "F". The MVCC believes that adding more traffic to a LOS "F" intersection is irresponsible.

**Motion passed.**

**POLICY MOTION: concerning Residential Street Speed Management.**

The Mar Vista Community Council requests the Los Angeles Department of Transportation to:

1. Post speed limits on MVCC territory residential Collector and Local streets no higher than 25 MPH on residential streets less than 40 feet in pavement width, no higher than 30 MPH on residential streets with pavement width from 40 to 50 feet, and no higher than 35 MPH on residential streets with pavement widths 50 feet or wider, and

2. Install Speed Humps, when requested by 70% of a block's residents, at heights and/or spacing such that the 85th Percentile Speed of traffic remains at or below the posted speed limit.

3. Switch to "split-type speed humps", as used by Culver City and other neighboring cities, which allow Fire Department trucks, engines and rescue ambulances to pass without slowing.

Mariana Lim commented on the 2 speed bumps that were installed on her street.

Sharon Commins asked about an even lower speed limit.

**Motion to table.**

**Motion tabled.**

Bill Pope reported that the speed trailer has been busy. NTM began work with with LADOT Sept. 22

Linda G report Sept. 10 10 AM councilman's west LA office.

Urban Planning Committee:

**POLICY MOTION: Regarding the renovation of 3160-3178 Barrington**

The Mar Vista Community Council supports the proposal put forward by the owner of the 3160-3178 Barrington Ave. properties, Mr. Assil, to refurbish the

**existing buildings on the property, keeping the original construction and parking arrangements, and turning them into condominiums. As part of the proposal, a certain number of these condos will be designated as Senior Housing. The MVCC requests that CD11 representatives and Mr. Assil work together to find mutually agreeable covenants for the Senior Housing designation.**

**The MVCC believes this proposal will best accommodate the desires of the surrounding neighbors that the development of this property protect the character and scale of the existing residential neighborhoods.**

Steve Wallace commented that the senior housing portion is no longer part of this. It has been modified to 48 units and needs variance for 36 parking spaces that will be short.

Nancy Karlin commented on the loss of senior citizen housing.

A resident at 3171 Barrington across the street from this project commented on the loss of affordable housing.

Susan Astaneck lives across from this project. She is concerned about the loss of parking and believes that the motion has changed and should be considered again.

**Motion to table.**

**Motion tabled and referred back to committee.**

**POLICY MOTION: to support variance at 11825 Courtleigh Drive to keep complex as a 12-unit project.**

The owner commented on the motion.

Nancy Karlin commented in support.

Keith Lambert commented on precedent for this variance.

**Motion passed.**

**POLICY MOTION: support 3772 Grandview Blvd. Fence Height Variance and send a letter of support to the appropriate parties.**

A representative of the building owner presented pictures of the fence and building.

**Motion passed, 1 against.**

Web Development Committee:

**ADMINISTRATIVE MOTION: approve web redesign Request For Proposal See Attachment B.**

Keith Lambert commented in favor of the RFP.

Bill Scheduling offered friendly amendments.

**Motion passed.**

Zone 1: No report.

Zone 2: Bill Koontz reported that NRNA will meet again in September. Hearing on Aug. 15 about Stone Pine removal.

Zone 3: No report.

Zone 4: No report.

Zone 5: Chris McKinnon commented on the complete removal of vegetation at a site.

Zone 6: No report.

*OLD BUSINESS*

None.

*NEW BUSINESS*

None.

GRIEVANCES

None

*PUBLIC COMMENT (II)*

David Barish introduced himself and his wife from Marina del Rey. Meeting Aug. 21 6-8 PM Marina Del Rry Hotel on Bali Way meeting to discuss LCP which governs development in Marina del Rey. 3,500 new apartments are being developed. The increase in density will drain Mar Vista resources and heavily impact traffic.

Rob Kadota announced the WLANC concerts.

The meeting was adjourned at 9:27 PM.

Minutes submitted by Laura Bodensteiner on Aug. 26, 2008.

## Attachment A – Motions from Outreach Committee

### Motion to Allocate MVCC Funds for Neighborhood Association newsletter and Approval of Request for Information

The Mar Vista Community Council shall allocate up to \$6,000 to pay for advertising in Neighborhood Association newsletters, with the distribution of these funds being divided so that each MVCC Zone will receive \$1,000. The actual payment of such funds will take place upon MVCC receiving a request from a Neighborhood Association(NA), the NA filling out the Request for Information, and Board approval of the request. This allocation will be available for only the fiscal year July 1, 2008 to June 30, 2009.

### MVCC Request for Information from Associations Asking for Newsletter Funds

The Mar Vista Community Council would like some information concerning the Association and its newsletter. Please answer the following questions:

1. What is the amount of funds available to the Association for its activities? \_\_\_\_\_
2. How much advertising revenue does your newsletter generate per issue? \_\_\_\_\_
3. How much are your printing costs per issue? \_\_\_\_\_
4. How many pages on average does your newsletter contain? \_\_\_\_\_
5. How many times a year is your newsletter published? \_\_\_\_\_
6. How many copies of your newsletter are printed? \_\_\_\_\_
7. How is your newsletter distributed? \_\_\_\_\_
8. To whom is your newsletter distributed?
  - a. \_\_\_ Single family residences
  - b. \_\_\_ Apartment residents
  - c. \_\_\_ Business establishments
  - d. \_\_\_ Houses of worship
  - e. \_\_\_ Other \_\_\_\_\_
9. To how many households is your newsletter distributed? \_\_\_\_\_
10. In what language(s) is your newsletter printed?
  - a. English
  - b. Spanish
  - c. Other \_\_\_\_\_
11. Please attach a sample newsletter.

**ATTACHMENT B**  
**Mar Vista Community Council**  
**REQUEST FOR PROPOSAL**  
**Web Site Design and Development**  
**Date: July 9, 2008**

1. SUMMARY

The Mar Vista Community Council ( MVCC ) is accepting bids for the redesign of its existing Web site. The current Web site is on- line at [www.marvista.org](http://www.marvista.org).

The purpose of this RFP is to provide for all potential vendors a reasonable set of requirements and strong preferences for the new Web site and to provide the candidates with the overall evaluation criteria that will determine the winning bid.

The current Web site is a dynamic database driven site. It features primarily php code and mysql.

The new Web site will have a brand new look and feel, as well as provide additional content and features enabling more robust end user experience and timely uploading of content by the board members and committees. It will be hosted by a quality third party host.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process. All bids will be treated equally by the committee and the Board.

Proposals must be submitted in writing before the xx, xx, 2008 MVCC Web Development Ad Hoc Committee meeting. At that meeting potential vendors may present demonstrations and further explain their bid.

The proposal must bear the signature of a duly authorized officer or agent of the company submitting the proposal.

Alternate solutions are also welcome.

The price you quote should be inclusive (design, development, and T & M for any maintenance).

If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations as stipulated in the final work-for-hire agreement.

3. CONTRACT TERMS

MVCC will negotiate agreement terms upon selection. All contracts are subject to review by MVCC Board of Directors, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. Further the contract and and terms must comply with City of Los Angeles funding policies as administered by Department of Neighborhood Empowerment (DONE). MVCC will require a work-for-hire agreement with the vendor.

#### 4. PURPOSE, DESCRIPTION AND OBJECTIVES

##### **Purpose**

MVCC's current web presence needs significant improvement and redesign to better reflect MVCC's mission and incorporate the latest in web technology.

Key persons who chair and run different committees need to be able to update and post the information that is relevant and timely for their committee as defined by the Brown Act. These individuals will change and their technical ability in computer use varies significantly. Therefore the new site must be very easily to maintain.

Publishing meeting agendas and minutes is very important. The timeliness of the information published is critical and must be Brown Act compliant (e.g. "The agenda for a regular meeting of a neighborhood council must be posted at least 72 hours (which may be calculated to include Saturdays and Sundays) before the meeting)."

An integrated, full-featured email server is also vital. Gmail through Google Apps is the preferred third-party web email server host as MVCC already has access to the free version of Google Apps and can further upgrade to the enterprise level of Google Apps to gain even greater email functionality (i.e. Postini). Alternative solutions are welcome.

Upon completion of the development of the site, MVCC will assume full responsibility for Web site content maintenance and administration. All content, coding and graphics will become the property of the MVCC.

##### **Description**

Create an attractive, flexible, friendly and informative Web site with an intuitive interface that is easy to maintain. The site must deliver small amounts of constantly changing information to our key audiences.

We must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.

MVCC will maintain ultimate editorial control of content, without burdening the committees and significantly delaying the publishing of new information on the site. Committees will efficiently manage web publishing processes, preferably by using a system (i.e. wysiwyg control panel) with a browser-based user interface.

Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer/editor, publisher) with granular permissions for various access levels to moderate content.

To be effective, our Web site must be:

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate
- Dynamic and database driven
- Easy to manage back end (wysiwyg, drag-and-drop, web-based control panel)
- Feature-rich

- Modular (add-on modules, plugins, and extensions)
- Cross-platform and cross-browser
- Error free (server side)
- Standards compliant (usability, functionality and accessibility)
- Preferably open source CMS with a large, thriving community of developers and users (e.g. Drupal, Joomla)
- Scalable

### **Objectives**

Our primary Internet objective is to continue to build increase public outreach, awareness, interest and active participation in the organization and the services it provides.

### ***Our Vision***

- Maximize web-based technologies
- Build stakeholder and community participation and enhance community relationships
- Improve communication and collaboration
- Provide focused web-based solutions
- Leverage human capital

### ***Specific Strategies***

- Increase awareness of MVCC mission, needs and accomplishments and promote active community involvement.
- Retain current stakeholders and gain new ones.
- Strengthen relationships with all residents, community partners, city agencies (e.g. DONE), businesses and Council participants.
- Attract qualified and diverse stakeholders and participants
- Improve business efficiencies
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Integrate community's brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable foundation

Ideally, the new MVCC Web site will tell our story through the use of compelling visuals, intuitive navigation, and concise messaging. It will help facilitate Council business, and serve as an effective community portal for approximately 50,000 residents.

Ease of Use: Design the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.

Compelling design and tools: Develop tools to deliver timely, relevant answers to the breadth and depth of residents' questions and concerns.

Unique and strong identity: Reinforce MVCC's brand and community leadership and mobilize residents with incentives to take action and to participate.

## 5. TIMELINE

This RFP is dated xxxx, 2008. Proposers may also request a copy be sent via email by contacting babak@marvista.org.

Proposals are due to the MVCC Outreach Committee no later than 12:00pm/noon PST, xx, xx, 2008.

Proposals will be evaluated immediately thereafter. During this time we may require in-person or virtual interviews with our evaluation team. You will be notified if this is requested.

The MVCC Board will vote to select the winning vendor.

The winning vendor will be notified and negotiations will begin immediately with the vendor. The Web Development Ad Hoc Committee will confirm the details and terms of the contract.

Phase I of the project is anticipated to be completed and delivered by October/November 2008.

Deliverable date of Phase II Closed Beta and Open Beta Testing of the live Web site will be determined during negotiations.

It is anticipated that the Web site is completed and public by year end 2008.

## 6. BUDGET

Please provide one or more cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for design and development. Also, we request an ongoing maintenance plan/proposal for the Web site after delivery.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment
- Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

MVCC has allocated a maximum of \$8000 for this project (Phase I and II), not including hosting.

## TERMS

The MVCC Board will vote to agree to the terms of the contract and payment schedule. Also, the terms and payment schedule will have to comply with the City of Los Angeles DONE guidelines.

## 7. BACKGROUND OF ORGANIZATION

### **Our Mission**

MVCC represents a community of 50,000, composed of people of all ages, ethnic backgrounds and religious affiliations united in their efforts to improve quality of life for all by communicating information, raising awareness, increasing participation, surveying, monitoring and undertaking studies, passing resolutions and leading committee projects that address vital health and safety concerns of the entire community.

Additional information (demographics etc.) can be found at [http://en.wikipedia.org/wiki/Mar\\_Vista,\\_Los\\_Angeles,\\_California](http://en.wikipedia.org/wiki/Mar_Vista,_Los_Angeles,_California)

## 8. AUDIENCE

### **Stakeholders and audience group**

Primary: Current stakeholders, participating residents, businesses, volunteers, parents, community members, community agencies and their employees.

Secondary: Prospective members, residents, businesses, volunteers, and city agencies.

## 9. SCOPE & GUIDELINES

The scope of this project is to update and redesign the existing MVCC Web site at [www.marvista.org](http://www.marvista.org).

MVCC will provide all of the site copy and provide the successful candidate with the most necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows MVCC to easily and cost effectively update content and modify site design after the initial launch.

### **Discovery**

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

### **Design**

Web site information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

### **Development Guidelines**

The Web site designed by the successful candidate must meet the following criteria:

- Create a preferably open-source content management system that will permit non-technical MVCC volunteers to instantly create and update Web site content on specific pages.
- Easily Updated – Once the site has been completed and accepted by MVCC, the site will be maintained by MVCC volunteers using a web-based, wysiwyg administration/control panel.
- MVCC strongly prefers the use of a flexible, scalable, well-supported and easy-to-manage open-source CMS e.g. Drupal.
- Convert substantial amounts of existing content to new Web site.
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Common Theme – Each section of the site should have a common look and feel. MVCC logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.

- Development of web pages to accommodate the proposed navigation scheme.
- Provide necessary software and licenses to maintain site internally or externally, as decided by MVCC.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits the MVCC to maintain a single database of users and e-mail each according to their area of interest and profile. Provide training and all necessary support to permit ease of use by MVCC volunteers.
- Search Engine: Provide search capabilities using key words, phrasing or indexing that will identify content from throughout the site.
- Site Map
- Blogs
- ListServ capabilities
- Database Reports
- Discussion / Forum
- Events Calendar
- Online registration and RSVP
- Events Management
- FAQ Management
- Help Desk / Bug Reporting
- Link Management
- Mail Form
- Newsletter
- Photo and Video Gallery
- Syndicated Content (RSS)
- User Contributions

**Preferred features as add-ons/plugin-ins**

- Contact Management
- Community Resource and agency locator (by zip code search).
- Document Management
- File Distribution
- Polls
- Surveys
- Project Tracking
- Wiki

*Ease of Use (management/backend)*

- Drag-N-Drop Content
- Email To Discussion
- Friendly URLs
- Image Resizing
- Mass Upload

- Site Setup Wizard
- Spell Checker
- Style Wizard
- Subscriptions
- Template Language
- Undo
- WYSIWYG Editor
- Archives
- Asset Management
- Content Scheduling
- Content Staging
- Online Administration
- Sub-sites / Roots
- Themes / Skins
- Web Statistics (e.g. Google Analytics, Google Trends)
- Web-based Translation Management

#### Overview

There will be 2 parts of the Web site, the public FrontEnd site and the management BackEnd site. The new Web site must be user friendly at both ends of its design.

The FrontEnd, that the general public sees, must be graphic, attractive and contain clear 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 Web site on the pages where designated.

Some of the raw content and data needed for the new Web site is available and accessible on [www.marvista.org](http://www.marvista.org).

#### **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:

- About MVCC
- 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:

1. Executive Committee
2. Budget & Finance Committee
3. Education, Culture, & Arts Committee
4. Election and Bylaws Committee
5. Outreach Committee
6. Safety and Security Committee
7. Transportation & Infrastructure Committee
8. Urban Planning & Land Use Committee
9. Community Concept Plan Committee
10. Grievance Panel
11. Recreation & Open Space Enhancement Committee
12. Green Committee
13. Santa Monica College Bundy Campus Ad Hoc Committee
14. Santa Monica Airport Ad Hoc Sub Committee
15. Other new standing or ad-hoc committees

Additional ad hoc and standing committees will be added through time. The Committee's page and content creation control panel/ADM should reflect the two-tier structure of the committees.

- 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

### **Navigation**

Below is a table with most of the main navigation links:

Home About MVCC Contact Committees Announcements  
 News Sitemap Accomplishments Meetings Calendar  
 Newsletter Help BOD (Contact, Bios) Zone Directors (Contact, Bios, Map)  
 Agenda & Minutes Events Community Resources Resolutions Subscribe  
 Services Search Forum (moderated) Programs Register  
 Gallery FAQ Feedback Maps Accessibility  
 Get Involved DONE/LA City Privacy Policy Volunteer Emergency  
 Preparedness  
 Directory Mar Vista Business  
 Community Webmaster Early Notification System Copyright

### **Backend Requirements**

The BackEnd is where board members and committee chairs input and edit their information (text, images, audio and video) and must be user friendly and not require knowledge of HTML or other sophisticated technical areas.

The BackEnd administrative area will have at least two levels of access or even more granular access:

All-Access designees that can access all areas of the BackEnd such as Executive Committee members, Elected Board, Outreach Committee Chairmen, and Ad-Hoc Web Committee Chairs.

Regular Users such as committee chairs, who will only have access limited to management of their committees information. Editing the relevant committee meeting information, minutes, agendas, 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.

Ideally, committees should be able to independently (with minimum or no need for web developer or programmer) to create new pages on their subsite to post audio, video, images, documents as well the ability to upload modular plugin applications when needed.

Ideally, the committees should be able to have more than one option in terms of templates, themes, and skins (i.e. the ability to convert a 2-column to a 3-column page).

Newsletters (All-Access only): All-Access users should have the ability to create, post, edit and delete newsletter type articles with images, audio and video 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 who 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

Web site Statistics (All-Access only): Shows statistics (e.g. Google Analytics and Google Trends) for our Web site.

User Access Code Setup: While the Web site developer may assign their respective access codes and access levels, a user-friendly "user access" control panel would be ideal.

Web site Manual Documentation: The new Web site 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.

Web site Maintenance: The BackEnd should be created to give MVCC complete control over the Council's day-to-day work without Board Members or Committee Chairs having to rely on any commercial web firm or having any programming knowledge for the items mentioned above.

However, we request an explanation of features that must be handled by a web developer/designer and an

outline of regularly recommended maintenance along with frequency and attendant cost.

**Brown Act Compliance:** The Web site must give us the ability to perform our all-important outreach in compliance with the Brown Act.

**Web Designer/Developer 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, milestones, payment structure and maintenance costs, if applicable.

### **Project Management**

An assigned project manager will be made available to present information and coordinate with MVCC point-of-contact person, including a reasonable number of meetings to present design and development solutions.

Once the Web site has been completed and accepted by the MVCC, the Web site design and all of its contents, software and architecture becomes property of MVCC.

### **Site Specifications**

MVCC encourages creativity in the proposals submitted; however there are certain requirements for the Web site project. Your proposal must account for all of these requirements.

- Site must be compatible with IE and Netscape browser versions 4.0 and higher, Safari and Firefox.
- Web site must not require plug-ins as a default. Pdf and Word may be integrated without significantly slowing down the site upload/download functions.
- Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- Site must be built in accordance to the Web Content Accessibility Guidelines provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The Web site must be designed with a balance of text and graphics such that each page loads in 15 seconds or less on the average computer (using a 56K modem).
- Testing: Testing of site on all applicable platforms and performance of validation to ensure Web site works as promised. Explain testing plan through development process. MVCC will need approximately 30 days of Closed Beta testing and at least 30 days of Open Beta testing to ensure error-free functionality of Web site by the public.
- Delivery: Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).
- Tracking: Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve Web site performance and availability. (This may be offered through hosting service.) Free web traffic analysis as provided by Google Analytics and Google Trends would be ideal.

- Back up and archiving of entire site.

## 10. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

We will use much of our existing web content. New content will be identified through interviews and user focus groups.

Existing databases may need to be imported/connected to the new site.

We do not need e-Commerce systems.

The site may feature a stakeholder registration program.

## 11. MVCC STAFF RESOURCES

Web Development Ad Hoc Committee and MVCC Board of Directors.

## 12. QUALIFICATIONS

- List the 3-5 Web sites (with their URLs) your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project.
- Describe your experience in producing sites for non-profit and/or community-focused projects.
- Provide current reference information for three former or current clients.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe your firm's project management process.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated.
- Terms and conditions

## 13. EVALUATION CRITERIA

The following criteria will form the basis upon which MVCC will evaluate proposals. The mandatory criteria must be met and include:

Electronic and hard copies of your proposal must be received no later than xxxx, 2008 MVCC Web Development Ad Hoc Committee meeting.

At that meeting potential vendors may present demonstrations and explain their bid.

Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee-for-service format.

Deliver proposals to the attention of:

Babak Nahid

Co-chair, MVCC Web Development Committee

[babak@marvista.org](mailto:babak@marvista.org)

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer. As a publicly-funded organization, MVCC is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the Web site and other collateral as an MVCC supporter and partner.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).
- Although not required, MVCC prefers that bidders are licensed for doing business in the City of Los Angeles.

#### 14. FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

**Length and Font Size:** Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 15 pages (not including Hosting Attachment information).

**Title Page:** MVCC, Web Site Development Proposal, your company name, address, Web site address, telephone number, fax number, e-mail address and primary contact person.

**Cover Letter:** Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

**Proposal:** Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the time-frame noted in Section 5 (1-2 pages).

**Qualifications:** Provide the information requested in Section 12 (1-2 pages).

**Budget and Fees:** List budgets as requested above.

**Attachments:** Hosting options/information:

- Do you provide hosting? If so, please provide answers to the following questions.
- How often do you backup?
- How often do you have down time?
- How often do you upgrade software/hardware?
- Please describe your technical support.
- Please describe your security.
- Do you have a high-speed, direct connection to the Internet?

- Please describe your methodology and service level agreements.
- Pricing, terms and conditions.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.

### **Appendix**

Brown Act: The Brown Act will generally apply \*when there is a quorum or majority of the governing body of a Neighborhood Council present. The essential provisions that should be complied with include: meetings must be open (§ 54953.3); agendas of meetings must be posted 72 hours in advance for regular meetings and 24 hours in advance for special meetings (§ 54954.2 and § 54956); at the meeting the legislative body is limited to acting on the matters on the agenda (§ 54954.2); members of the public must be given an opportunity to speak to the legislative body on agenda items and non-agenda items within the jurisdiction of the Neighborhood Council ballots or deliberations are permitted (§ 54953); and agendas of public meetings and any other distributed writings are public records and shall be made available upon request without delay (§ 54957.5).

\* There are some statutory exceptions that allow for a majority of the governing board to meet without compliance with these provisions depending upon the circumstances.