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March 6, 2011

REQUEST FOR PROPOSALS: Website Design and Development for CicLAvia

CicLAvia is seeking proposals from qualified individuals and firms to re-design and develop its website. The re-design process will include planning, interface design and production/back-end development. Upon completion of the re-design, CicLAvia will assume full responsibility for website content and administration, so the design must include a content management system that allows staff with little to no design or technical knowledge to easily update content and modify elements of site design after the initial launch.

ABOUT CICLAVIA

Inspired by Ciclovía, the original, weekly street closure event in Bogotá, Colombia, CicLAvia consists of the temporary opening of Los Angeles streets to pedestrians and bicyclists so that they may enjoy a safe and pleasant recreation space, without the fear of car traffic. CicLAvia is a recurring free program that features interconnected routes throughout the Southern California region, creating a web of temporary public space where Angelenos are encouraged to make active use of their streets – a 'pop-up' space for recreation and social integration.

On 10/10/10, CicLAvia took place for the first time in Los Angeles and was enjoyed by an astounding number of participants: an estimated 100,000. From 10 am to 3 pm, 7.5 miles of roadways were temporarily closed to car traffic and open for recreational purposes. From Boyle Heights to Downtown, MacArthur Park to East Hollywood, families, pedestrians, cyclists, joggers, skateboarders, and rollerbladers rediscovered the roadways and neighborhoods that too often go unnoticed in a car.

CicLAvia is a partnership with Mayor Antonio Villaraigosa and the City of Los Angeles. Without the vision of the Mayor and the support of his staff and the strong backing of the City Council, CicLAvia would not be possible.

The CicLAvia organization is currently planning for three CicLAvia events in 2011: April 10, July 10, and October 9, 2011.

BENEFITS OF CICLAVIA INCLUDE:

- Improved public health
- Increased available public space
- Enhanced community and economic development
- The promotion of bicycle, pedestrian, and public transportation advocacy

SUMMARY OF THE PROJECT

The existing CicLAvia website (www.ciclavia.org / www.ciclavia.wordpress.com) pieces together elements of a basic wordpress.com site and a site that was quickly designed and developed for CicLAvia in October 2010

CicLAvia seeks a new website that would include much of the content from these existing sites, although the structure and design would change. The new CicLAvia website will maximize opportunities for user interaction (including but not limited to mailing list sign up, volunteer sign up, planning events at CicLAvia, collecting donations) as well as communicate clearly and effectively with our community and our current and potential funders.

Furthermore, it is important that the design of the new CicLAvia website be representative of the CicLAvia brand/identity, and any selected web designer will work in collaboration with our designer, Colleen Corcoran, to design the new site.

We invite interested parties to submit proposals for both the design and development phases of the project OR for the development phase alone (with the assumption that you will implement a front-end design created by our designer).

The new CicLAvia website will be improved in appearance, structure and the way that it manages and presents information and resources. It also requires the addition of various functionalities and features that will make it consistent with current web standards, including those related to accessibility, interactive content, search (and tag) ability, and traffic tracking.

KEY AUDIENCES

CicLAvia serves the needs of multiple stakeholders and maintains multiple relationships representing the full diversity of individuals and communities in Los Angeles and beyond, including:

- current and future CicLAvia participants,
- customers
- funders
- donors
- partner organizations
- communities and community members
- board members
- general public
- media
- and more

PURPOSE

To redevelop the CicLAvia web site in order to:

- Ensure infrastructure stability and integrity;
- Streamline and improve the user experience, making navigation consistent and intuitive, and simplifying the look and feel of the website to allow effective 'at a glance' connections for all stakeholders from the homepage, and further exploration of all pages;
- Communicate consistently all CicLAvia programs and events
- Communicate time-sensitive details of CicLAvia events and programs
- Encourage new visitors to sign-up for the CicLAvia mailing list
- Facilitate online transactions/purchases and payment processing through the use of forms, databases and ecommerce functions;
- Make it easy for donors to contribute; for interested individuals and communities to access and share resources; and for volunteers to sign up;
- Build interactive online communities around all of our programs to encourage the exchange of information and resources;
- Capitalize on all possible social media opportunities;
- Encourage viral activity to spread the word about CicLAvia

REQUIREMENTS

Following is a full wish list of functionalities. Proposals that incorporate a variety of approaches and that outline modular or **phased approaches** to achieving all of these desired functionalities will be appreciated in the event that budgetary considerations do not allow for the implementation of all of this work at once. **CicLAvia also encourages the integration and usage of open-source web tools and platforms.**

- Serve the needs of CicLAvia's many key audiences
- Programs and events prominent on the home page;
- Interactive calendar;
- Allow individuals to receive e-mail alerts notifications from CicLAvia;
- Facilitate payment and donation processing, using an off-site mechanism such as PayPal or Amazon;
- Include an ecommerce (online store) mechanism;
- Include a search mechanism;
- Include traffic tracking and reporting capabilities;
- Include blog;
- Include other social media connections and capabilities;
- Include survey management capabilities;
- Incorporate the management of enews, newsletters and subscription lists (can be through an off-site mechanism such as Constant Contact);
- Add a high-visibility media page and fundraising support area;
- Build interactive community hubs around CicLAvia events and milestones to encourage the exchange of information and resources (i.e. user-generated content);
- Host a variety of downloadable resources, including manuals, sponsorship documents, and press kits;
- Provide links to external resources;
- Incorporate the capability-through design elements and/or buttons and banners, to highlight key messaging, sponsorships, announcements, and upcoming events on the homepage;
- Reflect CicLAvia's branding (e.g., logo, color scheme, etc.);
- Supports multiple languages (English/Spanish)

DEVELOPMENT GUIDELINES

The website must meet the following criteria:

- Provide a content management system with varied levels of security access and integrated style guidelines to permit non-technical CicLAvia staff to instantly updated website content. This content management system must allow flexibility in templates such that individual webpages can cultivate a distinct look and features as required;
- The overall site must reflect CicLAvia's mission, values, and brand/identity
- Ease of Navigation
- Search capabilities
- Use and customization of open source tools highly encouraged
- Migration of existing content to the new website;

PROPOSAL FORMAT AND CONTENTS

All submittals shall include the following information, organized as a separate sections of the document. The submittal shall be concise and to the point:

- 1. Identification:** Provide the name of the individual or firm, the individual or firm's principal place of business, and the name, telephone number, and email address of the contact person, as well as a brief narrative description of the individual or team, organization and general experience.
- 2. Portfolio/Related Projects:** List the websites (including URLs) you have produced that best reflects your work and relevancy to this project, accompanied by a description of your objectives in these projects and an appraisal of your success in achieving them;
- 3. References:** List current reference information for three former or current clients.
- 4. Sub-Contractors:** List anticipated sub-contractors and their qualifications, as well as a description of the role they will perform.
- 5. Statement of Interest and Approach:** Provide a 1-2 page description of your firm's interest and proposed approach to this project. Include any concepts, website features or sample visuals that would be applicable.
- 6. Timeline:** A critical path up to the proposed launch date (June 17) including a description of required input from CicLAvia
- 7. Budget/fees:** The quoted price should be itemized and should separate the design and development and content migration as distinctive items. It should also include required revisions, and any other items required for site development. 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;
- 8. Any other information deemed pertinent.**

TIMELINE

This is an open and competitive process. Proposals are due no later than 5:00pm, Friday April 1, 2011.

Proposals will be evaluated immediately thereafter. The successful candidate will be notified in the week of April 11. Work will begin in the week of April 18, with ideal completion of the first phase prior to June 17.

SELECTION PROCESS

Notification will be given to each respondent by April 11

Criteria used in evaluating submittals will be:

- Cost;
- Demonstration of ability to best fulfill our requirements and meet our needs as outlined in this RFP on the defined timelines;
- Demonstration of ability to communicate the spirit of CicLAvia

SUBMISSION DEADLINE

Deadline for submittal is April 1.

Submission Deadline

Deadline for submittal is April 1. Submissions must be received in the Community Arts Resources (CARS) office by 5pm on Monday the 14th, either by delivery, mail or email. Emailed submittals must be consolidated into one PDF document. An original plus two (2) copies of the proposal are requested with each mailed or delivered submittal.

Interested parties should send their completed proposals to the following contact:

Amanda Berman
Community Development & Planning Associate
CicLAvia Event Producer
Community Arts Resources (CARS)
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Los Angeles, CA 90010
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