

## **Project Objectives**

Create a beautiful new user friendly website for the Central San Pedro Neighborhood Council (CSPNC). CSPNC currently has a site at: <http://sanpedrocity.org/> built on WordPress and managed by another website provider. You are interested in a more updated look like WattsNC.org. We will transfer the site with the provided database to another host and configure a theme to the new desired look and feel incorporating the colors and elements of your new logo. We are also available to assist with online outreach as needed to promote community engagement and to keep stakeholders informed about board meetings, community events and the great things CSPNC is doing in the community.

## **Scope of Work**

1. Install WordPress on new host and import database.
2. We work with you to identify the specifics of your preferred look and feel. We then select and implement a WordPress theme to meet those requirements.
3. We add current information to the site creating a tool where board members and stakeholders alike will find board accomplishments, objectives, news, events and how to get involved information. The page list includes:
  - Home with menu, slideshow, news teasers, email sign up, event list.
  - About Us: Describes NCs, boundaries, link to bylaws, about our meetings
    - Board
    - Agendas
    - Minutes
    - Correspondence
  - News: Links to all news articles, even after they are no longer on the home page. Create 2-3 news articles to start.
  - Committees
    - Agenda
    - Bylaws
    - Communications & Outreach
    - Elections
    - Finance
    - Homelessness
    - Land Use, Planning & Public Works
    - Port
    - Public Safety & Transportation
    - Rec and Parks
    - Sustainability
    - Ad Hoc
  - Resources: lists elected officials and local community organizations
  - Calendar: Board and community events shown in a grid

Attract them with graphics. Keep them with content.

## Central San Pedro NC

January 3, 2018

1930 Rinaldi St. #7254

Northridge, CA 91327

[wmoore@moorebusinessresults.com](mailto:wmoore@moorebusinessresults.com)

818 252-9399



- Contact: Board address, phone, email and contact us form.
4. Configure functionality:
    - Blue LA City Navigation Bar, if desired
    - Onsite subscription to Constant Contact
    - Sidebar with Meeting and Event list
    - Slideshow on home
    - News blog on home and News page
    - Calendar page grid with repeating event functionality
    - Google Analytics
    - Site search
  5. Configure eblast template to coordinate with site branding.

### Assumptions

1. CSPNC empowers a single point of contact to work with us and approve the site.
2. CSPNC provides access to accounts as necessary.
3. CSPNC provides existing content database and establishes new hosting account with mutually agreeable hosting company
4. Site will include an events calendar with repeating events functionality for which there is an annual license fee of \$50.
5. Having collected your initial requirements, we will build the site to your requirements and provide one opportunity for your review. The single point of contact will provide timely review of site and complete list of changes, so we may address them quickly. Any further rounds of requested changes will be at our hourly rates. Our objective is to quickly create a beautiful site for you with a minimum of iterations.
6. Training is out of scope.

### Accessibility

Website accessibility is becoming increasingly important in Los Angeles websites. We will endeavor to build the site for accessibility, minimizing potential accessibility errors, but cannot guarantee the site will meet all accessibility standards. Further, as the site is updated, changes in the content, plugins etc. may adversely affect accessibility. The [Avada template](#) we plan to use is WCAG 2.0 compliant. Some of the plugins we use may not be. The SCPNC logo and color scheme may not promote high contrast accessibility. We plan to install the Userway Accessibility tools to help address those concerns. The tool we use to identify accessibility issues is: <http://wave.webaim.org/>.

### Pricing

We have aggressively priced this project for your budget. The total cost is \$4,000 which includes the cost of the theme, up to \$65, and the annual license for the repeating calendar, \$50.

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## Ongoing Outreach

We appreciate working with productive organizations who are seeking to partner for effective outreach. Usually we expect regular outreach, communications and marketing to require \$300-400/month depending upon the number of articles, eblasts, events, and board activity. We can assist you with adding agendas, minutes, events, news, writing news, email set up, eblasts, social media, and improvements to site layout and functionality. We would like to partner with a single point of contact with CSPNC who can provide guidance on content and news and answer questions in a concise and timely manner. Content work is billed at \$103/hour, developer work at \$63/hour. Actual hours worked are invoiced monthly.

## Why Moore Business Results?

I am very knowledgeable about Neighborhood Councils. I bring to the table 14 years of working with Neighborhood Councils, professionalism, timely service and significant experience with writing, eblast communications and social media. I have a strong reputation across the City for superior work and service partnering with Neighborhood Councils across the spectrum of their outreach needs.

## Client List

View Portfolio at [moorebusinessresults.com/portfolio/](http://moorebusinessresults.com/portfolio/). Click on the screen shots below to view the sites. Selected clients include:



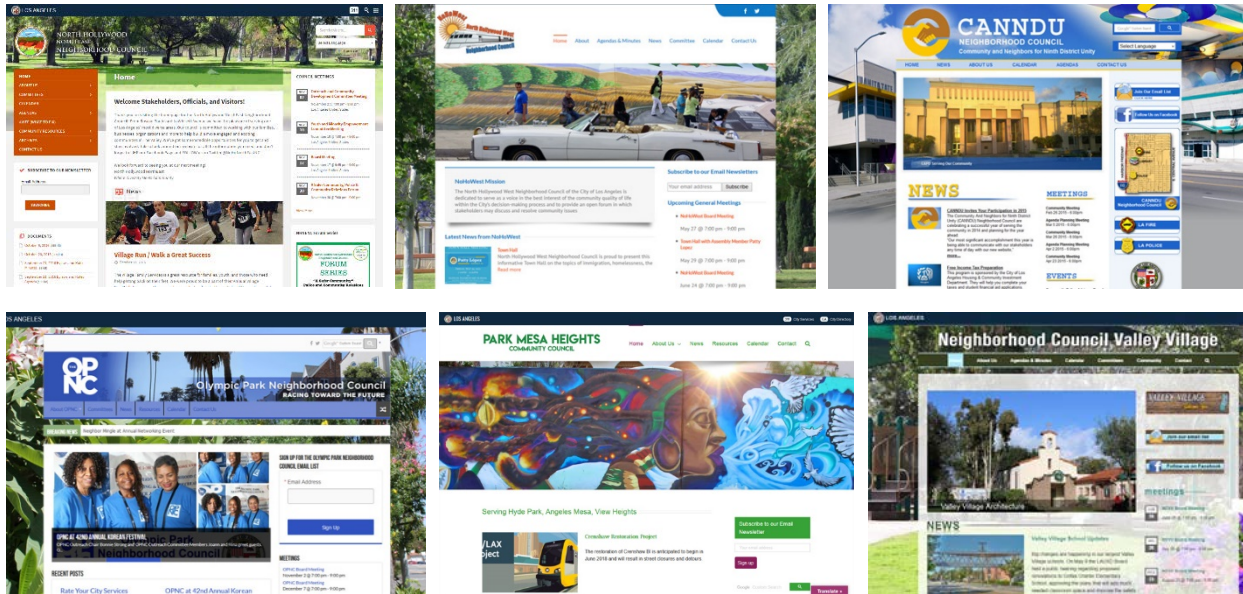
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## Client Quotes

Wendy Moore is an incredible asset to have on your team. Wendy gets it. She gets it technically, she gets it from a branding perspective and she understands how Empower LA and the Neighborhood Council system works.

We don't think of Wendy as just our website gal. She's our brand manager, our publicist, and our news writer. Wendy is a great asset to us and I know she can continue to be for you as well.

*Former [PRNC](#) Treasurer*

The WNC has been extremely happy with Moore Business Results. The website they built for us has really allowed our Neighborhood Council to present a more professional appearance to our stakeholders.

*[WNC](#) President*

I'm loving the momentum of this project! Thank you for the creative solution on this. It looks great! We are very happy with it!

*[Del Rey Neighborhood Council](#) Former Communications Officer*

You always make us look so good!

*[ECCANDC](#) Outreach Chair*

The best part about this job is working with you!

*[OPNC](#) Outreach Chair*

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