Objective: The purpose of this document is to enumerate the desired functional and technical requirements for a revised Sherman Oaks Neighborhood Council (SONC) Website (currently www.shermanoaksnc.org)

Background: The Sherman Oaks Neighborhood Council (SONC) is part of the City of Los Angeles Neighborhood Council System. The council system was developed for the purpose of improving public participation with local government and the city's responsiveness to local needs. To facilitate community outreach, SONC needs to communicate with Sherman Oaks stakeholders in a method that is compliant with the Brown Act (California Government Code 54950). And SONC needs to have the ability to receive communications from its stakeholders.

Website goals: To be more modern, user-friendly, to provide concise distribution of information, to stakeholders, to be more engaging and approachable for every age group. To have a simple mechanism for advocates and committee chairs to securely administer and publish documentation such as meeting agendas, meeting minutes, and supplemental documentation. To facilitate on-line publication of a community newsletter. To provide background information on the committee members. To outline the boundaries and jurisdiction of SONC. To publish the scheduled dates, start times, and locations of where official committee and BOD meetings will be conducted. To facilitate a mechanism for how community stakeholders and the public in general can contact and communicate with SONC. To provide a registration mechanism for community stakeholders and the public in general to subscribe to receive the SONC newsletter electronically, and other notifications electronically. To provide SONC advocates and leadership with a web site administrative tool to edit, modify, update and add content to the web site securely and efficiently.

1. <u>SONC Website Pages</u>
   Total number of primary pages desired = 8
   Sub pages = *TBD*

   a. Homepage/Landing page
   b. About
   c. Board Members
   d. Committee(s)
   e. Agenda & Minutes
   f. Calendar
   g. FAQ
   h. Contact Page

2. <u>Style</u>
   a. Modern, clean design elements
   b. Colors - new shade of Royal blue and Green -- why not Earth tones, taupe, pops of blue, sage green,

    c. Something calming with additional elements that alert stakeholders clearly on pages where information should stand out.

    d. Vision, hearing impaired, ADA compliant all tabs and menus are duplicate in image menu that appears above and perpendicular to menu bar.

    e. Mobile friendly
        i. Site should be designed so that content and navigation is uniform whether viewing pages from a full desktop browser or via a smartphone - currently the calendar does not view properly from a phone - user only sees dates, not the day of the week.
        ii. Need to add a viewport meta tag
        iii. Fresh, easy to use mobile format,
        iv. Not too many photos but enough to be exciting and inviting.
        v. Fast page load times

    f. Common elements to appear on all pages
        i. A 6 item icon menu bar, with easy to use, simple menu options with drop down boxes for accessing sub pages/pages related to main heading topic
            1. Register/registration
            2. Newsletter
            3. Calendar
                a. Committee Meetings
                b. Events
            4. Committees
                a. Meetings
                b. Agendas
                c. Supplemental documentation
                d. Member profiles
            5. Action Now
            6. Special/Annual Events
            7. Contact is a menu button that appears on each page (link to BOD distribution SONC e-mail?)
        ii. Phone number should appear on each page (as does now)
        iii. Embedded icons and corresponding links for social media (FB, Twitter, etc.) to be located on the side menu to easily access.
        iv. The same current site right side mechanism containing the new calendar entries summary and key event data

    g. All external links must open in new window/tab without redirecting user away from SONC site

    h. Uniform Logo graphic and branding
        i. Clear name and identifiable logo
        ii. Easy to remember website link (looked into acquiring ShermanOaks.info - as of 11-21-19 this domain name is available for purchase from a private party)

3. <u>Login & Security Capabilities for backend maintenance and content management</u>
    a. Committee Chair - each committee chairman should have admin control over their own individual committee's area
    b. Full-Admin Login (would want more than one global site admin so having capability to utilize multiple unique admin accounts for tracking purposes would be preferred)
    c. Want to add SSL encryption certificate (HTTPS)
    d. Complete logging mechanism to track access
    e. Not able to actually edit pages on current site - need CMS capability to modify photos, text and graphics that appear
        i. Do not want to have to FTP updated info or write html code to modify/create web pages - want a true publishing UI Admin tool
        ii. require a graphic admin UI for controlling and publishing content

4. <u>Customize Home page/landing page capabilities</u>
    a. This would be where dynamic data is viewed/built using a simple GUI admin tool for submissions in blog fashion (newsletter page will be similar function with admin requirements to create and publish dynamically)
    b. Multiple iframes needed on this page to communicate and highlight important events or activities
        i.   Maintain existing feature where calendar items appear in a frame on right side of page in date hierarchy as they are added to calendar
        ii. One frame can potentially link to a Photoshare page item (see Photoshare Page requirements below)
        iii. Want to be able to add iframes that contain current traffic conditions or weather conditions in Sherman Oaks
        iv. Want to be able to have an iframe where live streams of ongoing meetings (either SONC Committee Meetings, SONC BOD meetings or even outside organization meetings may be viewed (video streams from Youtube, Facebook or Microsoft). This might even be a tap into a webcam that is already mounted somewhere in the Sherman Oaks neighborhood vicinity that might be of interest for stakeholders to view
    c. Need to have full control over revolving photo mechanism to make changes and upload new photos, using an easy to navigate admin tool
        i.   Need to be able to suppress/hide this mechanism if desired

5. <u>Customize Committee Page capabilities</u>
    a. Ability to post agendas & meeting minutes
    b. Ability to post calendar dates, time & locations
        i.   as in current site, as calendar is updated with events, calendar snapshot that appears on main page should automatically be updated as well
    c. Ability to blast announcements
        i.   Requires utilizing integrated MailChimp or Constant Contact interface

    d. Automatic ability to send meeting reminder 24 hours prior to predetermined recipient list.
- i. Recipients would be committee members in most cases which means a mechanism to input committee members' contact information and associate that data with specific committees will be required

    e. Create an automatic deadline reminder that goes out to responsible committee leader 5 days prior so that meeting agendas are posted a minimum of 72-hours in advance (Brown act requirement).

    f. Once a committee chair has posted a new item, he/she should receive a verification notification via email from the system
- i. or if the posting fails a system generated error message

    g. All information must be transparent and easily accessible in congruence with the Brown act.

    h. Ability for admin to automatically spin-up/create a new section of site with same generic functions that other committee sections have when a new or ad-hoc committee is formed (via admin backend tool)

6. Stakeholder Engagement
    a. Ability to register stakeholder email addresses, gather data and register/create profiles and preferences to facilitate sending/subscribing to automatic updates and meeting notifications (similar to DONE's ESN service).
    b. Ability to generate an automatic-response email message that welcomes new registered stakeholders warmly, professionally and entices them to start getting involved by recognizing their interests and routinely participating in our committee meetings.
- i. Upon successful registration process completion, remind stakeholders via verification notification message to add SONC email address as a valid sender and to check their spam folder.

    c. Everyone who registers and opts-in will receive a monthly newsletter (link) and notices/updates.
- i. Top 5 priorities should be highlighted in monthly notification message in order to maintain community engagement. Top 5 might include: attending monthly board meetings, Metro meetings, Planning Dept. meetings, Burbank/Van Nuys Airport noise mitigation organization meetings, Homelessness & outreach meetings conducted by city organizations other than SONC.

7. Newsletter Page
    a. Need the ability to create a cohesive on-line newsletter complete with formatting, built from posted blog items on a dynamic page
    b. Content produced from Newsletter launched as a precursor and postcursor to event time

    c. Need the ability to dynamically create and export a newsletter (.PDF file) from the items posted on the newsletter page

8. Calendar Page
    a. Simple format with dates, day of the week, start times, location and a link to the individual committee page for each event/entry.
    b. An event reminder email message should be sent automatically 24-hours prior to each registered committee member of scheduled committee meetings or due dates.
        i. Reminder message should contain an embedded link to the published meeting agenda, and any supplemental documentation

9. Photoshare Page
    a. Mechanism to get Sherman Oaks stakeholders to submit and share the fun side of the NC and entice others to want to become a part of a vibrant council.
        i. Tag on IG and upload on gallery of website after admin approval to avoid inappropriate material aka SPAM.
    b. Possibly this is some sort of iframe link to images already posted on Facebook page
    c. one monthly approved published photo could perhaps appear on SONC site Home page as a feature

10. FAQ page
    a. FAQ presentation is simple as presented in current site (retain mechanism in similar fashion)
    b. Need to add a form on the bottom of this page for stakeholders to submit new questions
    c. New questions will need to be routed via email notification with links to assigned council members for review and response
    d. Need to make sure admin tool facilitates adding questions submitted by stakeholders and answers to the page
    e. questions must be QA'ed and reviewed first for appropriateness by council member(s) prior to posting
    f. Answers to be provided by knowledgeable council members and reviewed by council prior to posting

11. Stakeholder Resources Page
    a. Current site resource page with 311 info/mechanism and city agencies contact info works (retain in same form), it is clear
    b. There needs to be a simple mechanism included in admin tool to allow council members authorized to do so to add listings to this page when needed

12. About page - What is the NC?

    a. When was Sherman Oaks NC founded?

    b. Present history, current standing, links to all agendas, segway to community engagement and how to get involved.

    c. Save the dates for 2020.

    d. Possible location for posting of by-laws, Board Policies, etc.

13. <u>Board/Profile page</u>

    a. Who represents you?

        i. List of all board members with area represented, committe participation

        ii. Photo

        iii. contact info

        iv. bio

    b. 3 different board members featured each month - bio, their contact info, what are they currently working on, and how they want to serve the community. Mention of something inspiring to entice more community engagement.

14. <u>Contact page</u>

    a. Existing mechanism with user fillable form will need to be carried over and maintained in new site structure

    b. Form submission will automatically route request to SONC advocate distribution list

    c. Perhaps form can have an additional field so that stakeholders can route their message directly to a specific committee or council member

    d. Admin tool will also need a mechanism to view a list of all submissions, with date info and drill down to read content of message

    e. Unanswered submissions need to generate a system reminder email to intended recipient to respond in a timely fashion

15. <u>SEO optimized</u>

    a. Pages should contain appropriate embedded meta tags to facilitate necessary SEO, indexing and discovery

    b. Create a favicon with SONC logo

    c. Create a robots.txt file for the site

    d. Create an XML sitemap file

16. <u>Data Collection</u>

    a. Must have data validation mechanism - when people register - each field, such as e-mail addresses, zip codes, phone numbers, etc. need validation

    b. Admin tool must have a secure mechanism to sort and view collected data in tabular format

    c. Must have export capability to send data to external programs such as spreadsheets and text documents for publishing and distribution

d. Need to have some sort of ability to view and publish statistics gathered on site related to number of visitors, dates of visits, originating ip addresses, etc.
e. Must have ability to easily review security logs via admin tool, extract data, publish data