



About the Encino Neighborhood Council:

The Encino Neighborhood Council (ENC) is a governing body comprised of elected volunteers from Encino. The ENC was designed to give stakeholders, who are residents, business owners, employees, members of organizations, and other community members a forum for addressing issues important to Encino, as local advocates with the City of Los Angeles government officials.

Our current website is: <https://www.encinonc.org>

Project Overview:

The ENC is seeking proposals from qualified website design and development agencies/contractors to redesign and modernize our current website. The priorities of the redesigned website include:

- **Modernize the design** to reflect Encino's character while maintaining professionalism and civic trust.
- **Improve accessibility and mobile responsiveness**, ensuring the site functions flawlessly across all devices
- **Enhance information architecture** for easier navigation of meeting agendas, minutes, documents, and calendar events.
- **Simplify content management** so ENC staff and volunteers can easily update the site.
- **Integrate tools** such as newsletter sign-ups, community feedback forms, and searchable archives.
- **Maintain transparency** by offering access to many documents, including public records, board information, and council agendas/minutes in a clear and organized manner.

Key insights:

To help understand how our community engages with our website, sharing our traffic/activity over the past calendar year:

- Over half of our website traffic comes from organic search, so SEO is important, especially as we always aim to grow our engagement & Council awareness.
- A third of our traffic comes from a direct source – so repeat, engaged neighbors. Social traffic is extremely low – which is a (potential?) opportunity to optimize.
- Top viewed pages from our community include: Homepage, Encino boundary map (noting new users trying to learn more about ENC), EncinoFest event festival page, Board Agendas/minutes, Public Safety committee page, Planning & Land Use committee page.



Scope of Work:

The selected vendor will be responsible for:

- Conducting stakeholder discovery
- Redesigning the ENC website's layout, visuals, and content structure
- Implementing a user-friendly content management system (CMS) (e.g., WordPress) and potential integrations with Constant Contact
- Migrating existing content and ensuring link integrity
- Embedding multimedia (e.g., videos, PDFs, forms)
- Training ENC staff/volunteers to update and maintain the website
- Providing technical support for at least 3 months post-launch, and option for ongoing monthly maintenance.

Budget:

The ENC has a limited public-service budget and is seeking proposals that balance affordability and value. Please include a detailed cost breakdown (design, development, training, ongoing support, etc.). Budget range: \$4,000-\$6,000.

Proposal Requests:

- Company background and experience with civic or nonprofit websites
- Portfolio with examples of similar projects
- Project approach and development/launch timeline
- Detailed scope of services and deliverables
- Hosting/maintenance options (if offered)
- Three references from recent clients
- Total project cost (with optional add-ons if applicable)

Timeline & Contact Info:

- RFP's Sent: Fri 2/13/26
- Proposal Submission Deadline: Thurs 2/19/26
- TBD - ENC Board Meeting to present recommended vendor: Weds 2/25
- ENC Contact: Kristin Moss, At-Large Board Member and Outreach Chair.
kmoss.enc@outlook.com, 310-882-9555

Thank you for your interest in partnering with the Encino Neighborhood Council to enhance our digital presence and better serve our community!