

# Civic Website Modernization Proposal for Los Angeles Neighborhood Councils



**FIFTHSUN  
PICTURES**

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# Company Background

- Since 2019, Fifth Sun Pictures, a City of Los Angeles approved, insured, and preferred vendor, is proud to help you achieve your digital communication, outreach, and brand goals.



Below is some company and background work experience:

- Proudly owned and operated by South Los Angeles's natives and Hispanic First-Generation Americans.
- We've collaborated with Neighborhood Councils like Zapata King, Central Alameda, Voices, and Community and Neighbors for Ninth District Unity:
- We are best known for our [Fifth Sun Marketing Framework](#), a methodology that fosters strong, more digitally connected civic and nonprofit communities
- The framework establishes and maintains an organization's online presence through digital transformation projects (website production, film production, and e-commerce store management).
- The [City of Los Angeles Youth Development Department](#) selected Fifth Sun Pictures as a qualified firm for: 1) Video & Website Content Production 2) Community Outreach and Engagement. Read them recommendation letters [here](#).



# Optional Extended Services: A Full-Service Marketing Company with Vertically Integrated Print Shop

## Website Design & Hosting



[Case Study: Zapata King](#)

## Promotional Supplies & Apparel



Order online via our  
[Fresh & Preppy](#)  
[Platform](#)



## Film Production & Storytelling



[Case Study: Boys Academic Leadership Academy](#)

# Understanding Your Neighborhood Council Goals

## Key Priorities:

- Modernize design while maintaining civic trust
- ADA compliance & mobile responsiveness
- Improve navigation for agendas/ minutes
- Simplify volunteer content management
- Integrate newsletter & forms
- Maintain transparency

Fifth Sun's proposal directly addresses each of these priorities through structured civic website architecture, ADA compliance standards, and volunteer-friendly CMS systems.

# Our Signature Project Philosophy

## The 10% Rule

We do 90% of the Heavy Lift, You Do No More Than 10% of the Work. Volunteer Boards Shouldn't Have to Be Web Developers

Fifth Sun Pictures understands that Neighborhood Councils are volunteer-powered.

That's why we've designed our website services to be **seamless, efficient, and easy to manage** — minimizing administrative burden while maximizing community impact.



- We manage project coordination
- We structure document archives
- We handle technical setup & compliance

# Our Website Production Methodology

Discovery → Design → Build → QA → Launch → Training → 3-Month Review

Week 1	Week 2	Week 3	Week 4
Website Production Assessment (Fill out Google Form or Google Doc)	Review Design Draft (Finalize Sitemap & Wireframe)	Ensure City Compliance/ Approval (if applicable)	Publish site
Story Development Workshop (Review Sample Website Designs for Inspiration with Client)	<a href="#">UX Design Process -- FIGJAM</a>	Check-in with client on website framework	Demonstrate how to edit the site
Asset Request and Collection	Create a website framework with landing page and client branding guidelines	Technical Setup: Buy Domain and Website Host Plan	Showcase key features
Show/Research Design Templates to Client (User Experience Driven Design )	Filming and Photoshoot Day (if applicable)	Client Review using <a href="#">markup.io</a> or provide feedback via meeting	Send Post-production Documentation
Create Project Timeline & Deliverable Deadlines	Start Copywriting (with client messaging)		<a href="#">Review Hotjar Data / Dashboard Analytics with Client 3-Month Post-project</a>
<a href="#">Review Light Score Success Metric</a>	Draft Menu for Website (Figjam) images, text, links		
Discuss Data and	Leverage Adobe XD, AI Bing Image Creator, and ChatGP4		

# Our Website Production Methodology

## Meeting Expectations

An improved Neighborhood Council website that aligns with board priorities

Visually pleasing

User Experience Centered Design

Customized Neighborhood Council Content

Clear project timeline and peer-review process (approval process for refresh)

Unique overall website

Unique and well-crafted messaging / copyrighting (Creative Writing)

Client Understands the Value We Delivered

Client Understand How to Navigate All Webpages

Every board member will have to have a picture and summary of who they are on the website.

Name, Reason for Service on Board (Google Survey)

Fifth Sun website maintenance support

## Exceeding Expectation

A volunteer page that communicates how community members can get involved with their NC throughout the year - English and Spanish

Create a volunteer onboarding video

Create a board member onboarding video

Client Agrees to Testimonial

[Add a branding guidelines page to NC website: Sample](#)

## WEBSITES AS CONTENT MANAGEMENT SYSTEMS

Training IT and Staff on Websiting

Teaching about SEO

## Greatly Exceeding Expectations

Client Connects Us with a Neighboring School or Referral

Client invites Fifth Sun to support community events as an exhibitor or workshop presenter

Collaborate with Fifth Sun on social impact initiatives

# The 10% Rule



# ADA Compliance & Accessibility Standards

Neighborhood Councils are public entities. Accessibility is not optional — it is essential.

- [WCAG 2.1 AA alignment](#)
- Alt-text for all images
- Proper heading hierarchy
- Color contrast compliance
- Keyboard navigability
- Screen reader compatibility
- Accessible PDF formatting recommendations
- Ongoing accessibility monitoring

# Information Architecture & Transparency

- Neighborhood Councils deeply cares deeply about:
  - Agendas
  - Minutes
  - Public documents
  - Committees
  - Encino boundary map
  - Searchable archives

Organized, searchable archives reduce public records requests and improve transparency.

## **Proposed Civic Structure:**

- Homepage
- About Neighborhood Council
- Board Members
- Committees
- Agendas & Minutes
- Public Records
- Community Events
- Council Specific Initiatives
- Contact & Feedback

# SEO & Organic Growth Slide

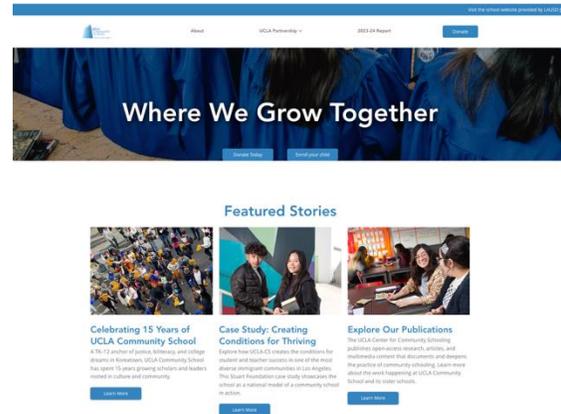
- Structured metadata
- Schema markup for civic entities
- Google Search Console setup
- Sitemap submission
- Neighborhood Council -specific keyword optimization



# Relevant Civic & Education Experience



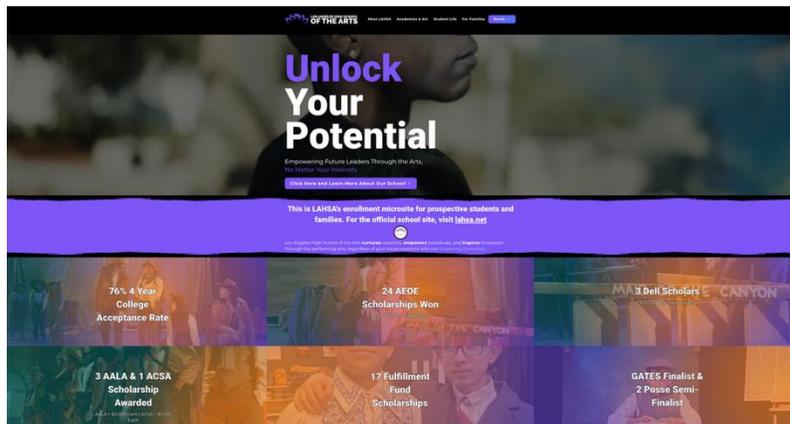
[Voices Neighborhood Council](#)



[UCLA Community School](#)



[Eastside High School](#)



[Los Angeles High School of the Arts](#)



[Community and Neighbors for Ninth District Unity](#)



[Central Alameda Neighborhood Council](#)

# Standard Website Service Pricing

Deliverables for Standard Service with one-time \$7,500 design project and \$1,000 annual maintenance and hosting:

- 2 to 4-week production process
- 3-person team: Account Manager, Website Designer, and Project Manager
- Custom Neighborhood Council Website or Template Selection
- Back-end Dashboard Training
- Includes \$500 Wix/ CMS License fee (12 months of hosting and domain management. )
- Monthly website updates for a year
  - Includes 12 month of website hosting
  - Includes 24 hours of update support (2 hours per month)
  - Includes 3-month post-launch performance review
- Renewal Costs (after the first 12 months)
  - \$1,000 for Wix/ CMS license and domain management
  - Option Add On: \$6,500 annual subscription for website updates with a Dedicated Account Manager (up to 5 hours of service per month, about \$108 per hour)

Project Timeline (Standard 4 Week Production)

\*Dates subject to change based on NC team and production team availability



# Preferred Public-Service Rate (Available for Select Councils)

## Market Value Comparison

- Comparable civic website projects in Los Angeles range from \$8,000–\$15,000 depending on ADA and information architecture complexity.
- As a City-approved and insured marketing firm, our standard civic website service is \$7,500. In support of volunteer-led Neighborhood Councils, we are pleased to offer Encino Neighborhood Council a preferred public-service rate of \$6,000.

# Logistics and Next Steps



Identify Points of Contact(s) for Website Digital Transformation Project



Approve formal estimate and issue purchase order/ service contract



Establish 30-min check-in (or meetings can be setup on a rolling basis)



Finalize project timeline



Send creative assets



Schedule Website Production Workshop (30 to 60 minutes)



Start Website Production Process