



## **REQUEST FOR BIDS**

### **Website Development – ILRCSF’s Center for Community Participation**

The Independent Living Resource Center San Francisco will develop a new, accessible and user-friendly website that will be much more than a traditional, static website. The new ILRCSF site will serve as dynamic web portal for consumers who wish to become actively involved in:

- ◆ Disability rights advocacy,
- ◆ The democratic process on a local, state, and national level,
- ◆ Community organizing, and
- ◆ Networking with other advocates;

*The Center for Community Participation (CCFP)* will part of an overall ILRCSF web presence aimed at engaging not only people with disabilities, but the wider public, and immersing them in the Independent Living experience.

CCFP will include and integrate training, informational, and community engagement/organizing resources, including:

- ◆ Original, fully accessible video content (audio description, captioning),
- ◆ Downloadable written resources pertaining to the ADA/disability rights, the legislative process, community organizing, etc.
- ◆ Social networking components (moderated discussion boards, a Twitter feed, Facebook groups, a user-generated blog, monthly, moderated live chats addressing specific topics)
- ◆ A news section that include up-to-date information on current legislation, calls to action, internship opportunities, success stories, etc.
- ◆ Direct links to other valuable sites and internet resources

**Purpose of the website:**

To provide information and to connect people with disabilities to ILRCSF's Community Involvement resources.

**Targeted Audience:**

People with disabilities, people with an interest in disabilities and their rights and history, people who are involved in disability-related public policy.

**Elements that will be incorporated into the website:**

The website will be a WCAG 2.0 Wordpress site (the current site, which was designed and is maintained using Dreamweaver, site consists of a blog and a publications repository)

Our current blog has its own domain ([www.itsnormal.org](http://www.itsnormal.org)) – this blog will be migrated to the Wordpress site, so that all ILRCSF content will share one domain, seamlessly

An accessible form (connected to Constant Contact) is needed for consumers to sign up for our newsletter and to receive information

The site will incorporate video content, and will need to be linked directly to our Youtube channel

Search engine optimization will be included in the development of this site

Social media integration, including Facebook, Twitter, ShareThis, etc.

Essential Wordpress plug-ins, especially those that filter out spam in any of sections of the site that include a comments or posting option for users

The Donate Now link will be included on every page of the site

All text will be prepared

**Additional information about Content:**

ILRCSF will provide the web designer with logos, art work, PDFs of resources, video content, etc that we have on-hand, or are in the process of producing

Static pages for the site include: Get Help, Download Publications, Donate Now and About Us

**Contractor:**

ILRCSF will accept bids from qualified candidates to spearhead this web development project on a contract basis.

**Scope of responsibilities:**

- ◆ Map, design and launch a fully accessible web site which meets the specs put forth by ILRCSF
- ◆ Arrange domain and hosting, and set up for ongoing site maintenance, which will be done in-house
- ◆ Liaise with other key players (staff and other contractors) to secure and upload site content in a timely fashion
- ◆ Coordinate test panels to review the site-in-progress, for content, accessibility, and ease of use
- ◆ Register site with search engines, including Google, Yahoo, Ask.com, etc.
- ◆ Train no less than one ILRCSF staff member to maintain every aspect of the site in the future

**Qualifications:**

- ◆ Experience in accessible web design, with examples of previous projects
- ◆ Experience with Wordpress
- ◆ Proven ability to map and design a website from the ground up
- ◆ Knowledge of working online with multi-media, including video and podcasts
- ◆ Proven ability to work independently and meet hard deadlines
- ◆ Ability to coordinate with other key players and contractors (ILRCSF staff, videographers, transcribers, etc.)
- ◆ Ability to adequately train ILRCSF to maintain/update the finished site
- ◆ Ability to promote the site via search engines, such as Google

**To apply for this contract position, send resume, including links to examples of your work to:**

**[HR@ilrcsf.org](mailto:HR@ilrcsf.org)**

The Independent Living Resource Center San Francisco (ILRCSF) is an equal opportunity and affirmative action employer. People with disabilities are encouraged to apply. Reasonable accommodation provided to persons with disabilities in the application and interview process as well as in employment.

## **Project Work Plan**

### **Early July, 2012:**

ILRCF will contract a web developer, with experience in accessible design for the web, to create and implement a design plan for The Center for Community Participation.

The web developer will meet with the key staff and contractors who are developing original content for the site, to agree on video formats to be used online, a timeline of data sharing, etc.

Online hosting and domain will be determined and secured. (Possible set-ups include Wordpress with DreamHost or Laughing Squid as host)

**Mid-late July:** The web developer will prepare and present an outline of content and a design theme for the new website, which will be reviewed by the Executive Director for approval. Amendments/changes will be made based on the E.D. feedback.

**August 1:** Web designer will begin work on designing the website, based on approved outline and design.

**July - December:** Throughout these months, ILRCF staff and contractors will provide the web designer with site content (including video content), in agreed-upon formats, as it is developed. Much of this content will be the direct result of a concurrent ILRCF project, also in development: ILRCF's Online Legislative and Community Organizing Training Series.

**Mid-August:** A preview of the web design will be tested by a panel, to ensure accessibility. This panel may be made up of the Executive Director, staff, board members, and consumers, and feedback will be used by the web designer to make changes/amendments to guarantee accessibility. The panel members will represent a wide range of disabilities. (note: this preview will be for accessibility purposes, only. A full content review will be scheduled when original video content is finalized, see below.)

**Early-mid December:** The web panel will perform an in-depth review of the new site for content. Any suggested changes or amendments will be taken into consideration by the web designer, with the Executive Director having final control over content.

The web developer will register the site with search engines.

The web developer will train no less than one ILRCF staff member (to be determined) on site maintenance/updating.

**December 31<sup>st</sup>:** ILRCF's new website goes live.