



NORTHERN CALIFORNIA LAND TRUST RFP

WEB DEVELOPMENT

1. Summary

The Supportive Housing Community Land Alliance (CLA) is a new organization funded by Alameda County Behavioral Health Services (ACBHS) via the Mental Health Services Act (MHSA) Innovation Funds, and incubated by the Northern California Land Trust (NCLT). The CLA is a collaborative organization that uses the community land trust model to create affordable housing opportunities for extremely low income people living with serious mental health issues.

CLA currently has a “splash page” set up and will need a more robust system as the organization starts to build. The site will be used by staff members, board members, community members; residents / potential residents and their family members; and potential lenders, funders and donors.

We would like to have a versatile and user friendly design so that as the organization grows and changes, we can make updates and changes with ease.

2. Company background

About CLA: The Supportive Housing Community Land Alliance is a nonprofit organization whose mission is to ease the housing crisis for people living with serious mental illness in Alameda County. The CLA will create and steward permanent affordable housing by maintaining ownership of the land, and the community-driven membership will assure that the homes on this land provide stable, supportive, and successful housing for extremely low-income SMI consumers. <https://shcla.net> (splash page)

About NCLT: Founded in 1973 and headquartered in Berkeley, the Northern California Land Trust is a Community Land Trust (CLT) that develops affordable housing and community facilities in the Community Land Trust model. We are a small, but complex organization that provides property management, real estate sales and development, and direct housing counseling services to our residents and community partners. <https://nclt.org> (could also use a redesign)

3. Core Objectives

- To communicate information / news / updates about the organization including space for a monthly report,

- To provide information about various opportunities including housing, jobs, partnerships, volunteering and donating,
- For visitors to join a mailing list and discover ways to become actively involved.

4. Project Scope and Deliverables

- Content strategy
- Website setup
- Responsive design
- WYSIWYG capabilities
- Content Management System Training

We may also eventually need the following:

- Graphic Design
- Video Production: 60 second explainer video to be displayed on our website
- Photography

5. Sitemap

Rough starting plan:

1. Home
2. About
3. Housing opportunities (“housing partnerships” to start, as there are no opportunities now)
4. Support us (to include links to donate after incorporation around February)
5. News
6. Contact

6. Timeline & Milestones

We hope to go live by or before February, even if it’s a simple unfinished version of the site.

7. Functional Requirements

- Payment processing via paypal and venmo (other suggestions welcome)
- Mailing list through mailchimp (other suggestions welcome)
- Pre-application / membership survey to populate into a secure database

8. Budget

Website / content setup: \$5,000-7,000

Additional services:

- Ongoing maintenance: \$1,000-3,000/year
- 1 minute video: \$1,000-3,000

9. Criteria for Selection

We will be making our selection based on agency experience, relevant projects, ability to provide ongoing support, basis of design and affordability. If proposals are comparable, we will select a vendor from Alameda County, with a connection to the CLT movement, affordable housing and/or a personal connection to the community of people living with chronic mental health issues. We welcome responses from BIPOC-owned businesses, small organizations, collaborations, cooperatives and others.

10. To Apply

Please submit RFP to jobs@nclt.org. Details at <https://nclt.org/jobs/>

Link to this PDF: <https://tinyurl.com/schla-web>