

Charlotte-Mecklenburg Public Access Corporation (CMPAC)
REQUEST FOR PROPOSAL
No. 001

WEBSITE REDEVELOPMENT PROJECT

SEALED PROPOSALS MUST BE MAILED OR DELIVERED TO:

Charlotte-Mecklenburg Public Access Corporation
Attention: John Rocco, Executive Director

613 Calvert Street
Charlotte, North Carolina 28208

BY 4:00 P.M. November 17, 2023

Phone: 704-377-8988

Fax: 704-377-8044

Email: tvaccess21@cmpac.org

CMPAC is a private, nonprofit agency operating the Charlotte-Mecklenburg public access studio and channel, Access21. Access21 is a valuable resource available to the more than one million residents of our county and allows for individual expression and creativity to flourish. CMPAC is supported by nine full and part-time employees who work in two buildings in Charlotte. Access21 can be found on four channels hosted by three cable providers: Spectrum - Charlotte and Spectrum - North Mecklenburg, ATT - Charlotte and Mecklenburg County, and MI Connection in Iredell County.

While the current website (tvaccess21.com) served its purpose in the early days of agency operations, it has become cumbersome, overloaded, and does not prioritize user-friendliness. CMPAC is seeking a new partner that will overhaul the platform, navigation, content management system, and overall visual appearance so that staff, producers, stakeholders, and curious community members are met with a site that is truly representative of Access21.

The site will need to graduate from its current status as a promotional site to one that embraces community and economic development. Some primary purposes for the new site should be attracting new business, producers, sponsors, and audiences. The site should be able to integrate with existing payment and video/audio streaming vendor products.

Future needs and functionality should be demonstrated in the proposal. CMPAC is committed to being available to provide further information and support to respondents and will be actively involved in providing information and support throughout the redesign process. A successful vendor must have substantial experience in website design, development, implementation, hosting, and maintenance. We welcome women and minority-owned businesses to apply. Our aim is to collaborate with a web developer that prioritizes diversity, either being a minority-owned company or possessing a workforce that reflects the diverse perspectives and backgrounds we value.

The following items are requirements. The actual and complete scope of services to be performed will be determined by CMPAC to include but not limited to the following areas:

A. Presentation

- Visually attractive
- Consistent branding throughout the website
- Design that integrates the CMPAC marketing logo
- Printer-friendly pages
- Option to email web page
- ADA compliant
- No special plug-ins required (PDF is allowable)
- No proprietary or non-standard code
- Protection for all users from data harvesting
- Can accommodate current data-driven content and applications
- Can accommodate future links to e-gov services or website
- Dynamic homepage
- Dynamic department pages
- Form/survey tool
- News and newsletter
- Site Search
- Sitemap generator
- Key staff directory
- Social networking incorporation, such as Facebook and Vimeo
- Subscription registration for news releases
- Online form registration for classes, studio and equipment reservations, and nonprofit group PSA proposals
- Ability to incorporate existing web applications including online bill pay through PayPal (or other means), program registration, HR employment applications, Telvue (our current streaming host), and must be able to integrate existing vendor applications to provide a consistent look and feel

B. Navigation

- Consistent and easy-to-understand navigation
- Dynamic bread crumbs
- Full-text site search including PDFs and documents
- Dynamic site map

C. Content: Text to be provided by CMPAC on the following points

- **HOME**
- **ABOUT**
 - About Access21
 - Get involved (contact submission)
 - Staff directory
 - Board directory
 - Follow (newsletter/FB/TW/IG)
 - Contact us (with submission option)/directions to the agency's physical location
- **TRAINING**
 - Course descriptions
 - Class schedule
 - Internship description and application
- **WATCH ACCESS 21**
 - Where to watch (channels and streaming services)
 - Program schedule
 - Live stream
 - Video on demand
 - Podcast directory
 - YouTube link
 - Vimeo link
 - Awards show
- **SUPPORT**
 - Donations
 - Amazon Smile

- Local business sponsors
- **MEMBER PORTAL (online community/intranet)**
- How-to guides (FAQ)
- Forms
- Class signups
- Facility reservations
- Recruitment “bulletin board” (production signup)

For More Information, please contact CMPAC:

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