



**Request for Proposal:  
Website Design & Development of a GIS-based Web Mapping Application**

**Overview**

This RFP is for design and development services for a website with a high-quality GIS-based interactive map promoting the cross-sectoral work being done in Alberta to advance the Sustainable Development Goals (SDGs) for a better world.

RFP Sent: March 11<sup>th</sup>, 2019

Responses Due: March 22<sup>nd</sup>, 2019

**Send any questions on the RFP to:**

Nicholas Bakewell [nicholas.bakewell@acgc.ca](mailto:nicholas.bakewell@acgc.ca)

**Send proposals to both:**

Nicholas Bakewell [nicholas.bakewell@acgc.ca](mailto:nicholas.bakewell@acgc.ca)

Heather McPherson, Executive Director, [director@acgc.ca](mailto:director@acgc.ca)

Budget range for new website: \$8 000 to \$11 000

Date of completion: April 25<sup>th</sup>, 2019

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**About the Alberta Council for Global Cooperation (ACGC)**

The ACGC is a network of organizations and individuals, located in Alberta, working locally and globally to advance sustainable development and global citizenship. Part of this network includes ACGC members, comprised of civil society organizations and individuals. Please consult the ACGC's primary website for more information:

[www.acgc.ca](http://www.acgc.ca)

**About the Project**

The ACGC is conducting roundtables across Alberta beginning in March 2019 to engage individuals and organizations that are working on the Sustainable Development Goals (SDGs). The information from these roundtables, and the previously created Together Notebook ([together.acgc.ca](http://together.acgc.ca)), will be used to generate a new website showcasing Alberta's work on the SDGs. Our website's aim is to build public awareness of the SDGs by telling stories, using rich-content narratives including images, video, text, and a GIS-based mapping application, of individuals and organizations who are working on the SDGs in Alberta.

## **About the Sustainable Development Goals (SDGs)**

The SDGs (also known as the Global Goals) are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including, but not limited to, those related to poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The Global Goals are interconnected and inclusive - leaving no one behind, and it is important that we achieve each Global Goal and target by 2030. To learn more, visit [www.globalgoals.org](http://www.globalgoals.org).

## **The ACGC's Audience**

Our primary audience is non-profits, private sector, academia, local schools, youth groups, government, and Indigenous groups, with a mandate which aligns to that of the SDGs.

Our secondary audience is socially conscious Albertans who are willing to engage with and promote organizations who are working towards achieving the SDGs.

Our third audience is Albertans who have not heard of the SDGs but may have concerns about what the world may look like in 2030.

## **Existing Together Notebook**

The Together Notebook, [together.acgc.ca](http://together.acgc.ca), launched in 2017, is a creative storytelling initiative sharing stories about Albertans working on the SDGs in Alberta and around the globe. The Together Notebook aims to educate and inspire new audiences to learn, share, and take action for a more sustainable and just future.

## **Deliverables - Enhancing the Together Notebook and Creating a GIS-based Web Mapping Application**

As it is the purpose of this RFP to assist the ACGC with enhancing its Together Notebook website, the new website will maintain the branding and stories found in the Together Notebook, but will be primarily navigated through a high-quality GIS-based interactive web mapping application that displays data collected from the ACGC's initiatives in the format of videos, images, text and machine readable data files. This map will be a tool to interact with the stories found in the Together Notebook, as well as additional stories, videos, and images collected during the ACGC's roundtable process, where this map will also be a medium to visualize the data in an accessible geographic format. Examples of GIS-based web mapping applications that are appealing to the ACGC and align with the ACGC's vision of its new website are included in the Addendum of this RFP.

More specifically, the interactive GIS-based web mapping application must have the technological functionality to visualize the geographic spread of the ACGC's engaged stakeholders as well as the functionality to integrate data collected from the ACGC's roundtables, including, but not limited to, videos and images into the engaged stakeholders' profiles that will be indicated on the mapping application in some form (e.g., a pin map marker indicating the address of an organization or a spatial polygon for communities). The integration of the GIS-based data primarily pertaining the ACGC's member organizations' locations and the locations of roundtables with content including videos, text and data visualization (e.g., charts), should be done through either (1) an

expanding tooltip menu that displays the videos and other information pertaining to a specific organization and/or community, or (2) an expanding menu of the developer's (i.e., the individual/organization of the successful proposal) choice that ensures the initial rendered map on the new website is presentable and not cluttered to guarantee that the user experience is not compromised. Ultimately, the GIS-based web mapping application and the website must have the following capabilities:

- Ability to map location data (e.g., an organization's address), and have an interactive interface that displays descriptions and contact information of a minimum of 750 organizations;
- Ability to easily add geo-linked videos to the website without compromising the rendering speed of the GIS-based web mapping application (There are 10 initial videos, and addition videos will be added)
- Ability to easily add geo-linked text and image-based stories; and
- Ability to easily add links to reports and embed tables, charts, graphs and other data visualizations utilizing the data collected from communities and organizations.

To add, the GIS-based web mapping application of the website must provide a modern and intuitive user-friendly interface, resizable screen map interface with fast display using the latest in GIS software of the developer's choice. Also, the GIS-based web mapping application must be accessible by public users through a desktop and mobile friendly mapping application, where the GIS-based web mapping application can be integrated into the webpage of the new website or can be hyperlinked on the homepage of the new website to a separate webpage, the developer must provide justification on the approach they choose.

Moreover, the navigation and views of the GIS-based web mapping application should allow the display of information based on different parameters such as the SDGs an organization has indicated they've worked on, location of ACGC member organizations, sector of ACGC member organizations, and additional parameters to be determined.

The overall design of the website needs be optimized to allow audiences with varying levels of familiarity with the SDGs to easily access and learn about why the work being done in Alberta is relevant to them.

Most importantly, the path for visitors to follow to engage with the content and the GIS-based web mapping application needs to be intuitive, while allowing for additional information to be easily added to the GIS-based web mapping application (i.e., adding a new organization to the map based on an address, as well as adding content to be displayed, including text, videos and images) by the ACGC staff as the project continues. That said, it must be guaranteed by the developer that the ACGC can maintain the new website and GIS-based web mapping application after April 27<sup>th</sup>, when the developer has completed the development of the ACGC's new website.

## **Summarizing the ACGC's New Website Functionality Requirements**

In summary, our new website will need:

- Integration of existing 'Together Alberta' logo and identity with improvements suggested as necessary
- Interactive map of Alberta that integrates location points of organizations working on the SDGs, with ability to expand for additional information
- Ability to link location points to media-rich stories including text, videos, photos, and other information and data formats
- Ability to easily add and update the GIS-based web mapping application with new data
- An easy-to-use content management system (CMS)
- Intuitive navigation
- Mobile responsive design
- Clean and focused design
- All applicable content imported from current site
- Optimized with SEO best practices
- Integration with analytics software
- Clear path to conversion/lead generation
- Social media integration (share buttons, follow buttons, images for scrapers, etc.)
- Directs traffic to the ACGC's website for further engagement
- Directs traffic to stakeholder websites for further engagement
- At the time of launch, will include limited content as provided by ACGC; additional information will be integrated as more data is gathered

### **Optional New Website Functionalities - "Wish List"**

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Separate submission area for new SDG stakeholders
- Google Adwords – support to set and integrate additional marketing and communications services
- Exit survey - let visitors tell if they had a good experience with the site, it increased their knowledge, comments etc.

### **Budget Details**

Range: \$8 000 to \$11 000.

Proposals that fall reasonably within this range will be considered and weighted based on their merits.

All invoices for this project must be billed before April 30<sup>th</sup>, 2019.

## **Selection Criteria**

Candidates will be selected based on:

- Technical expertise: Previous experience in building engaging, responsive sites with a GIS-based web mapping application component.
- Communication and autonomy: Ability to manage project independently in addition to teamwork; pursue and meet established timelines without monitoring/prompting.
- Partner: Ability to act as a partner in the project build by involving our team but also taking the lead when needed.
- Flexibility: Ability to adapt when needed to unforeseen project changes.
- Vision: Willingness to provide ideas for the project beyond what is presented initially based on expertise in the field and the unique needs of our organization.
- User interface design: Ability to create user-centered design, engaging the user from start to end and making their experience as seamless as possible.

## **Proposal Requirements**

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples, preferably examples that include a GIS-based web mapping application component
- References
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

## **RFP & Project Timeline Details**

Responses Due: March 22<sup>th</sup>, 2019

Finalists Selected & Contacted: March 27<sup>th</sup>, 2019

Successful Proposal Selected & Contacted: April 1<sup>st</sup>, 2019

New Website Soft Launch Target Date: April 25<sup>th</sup>, 2019

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

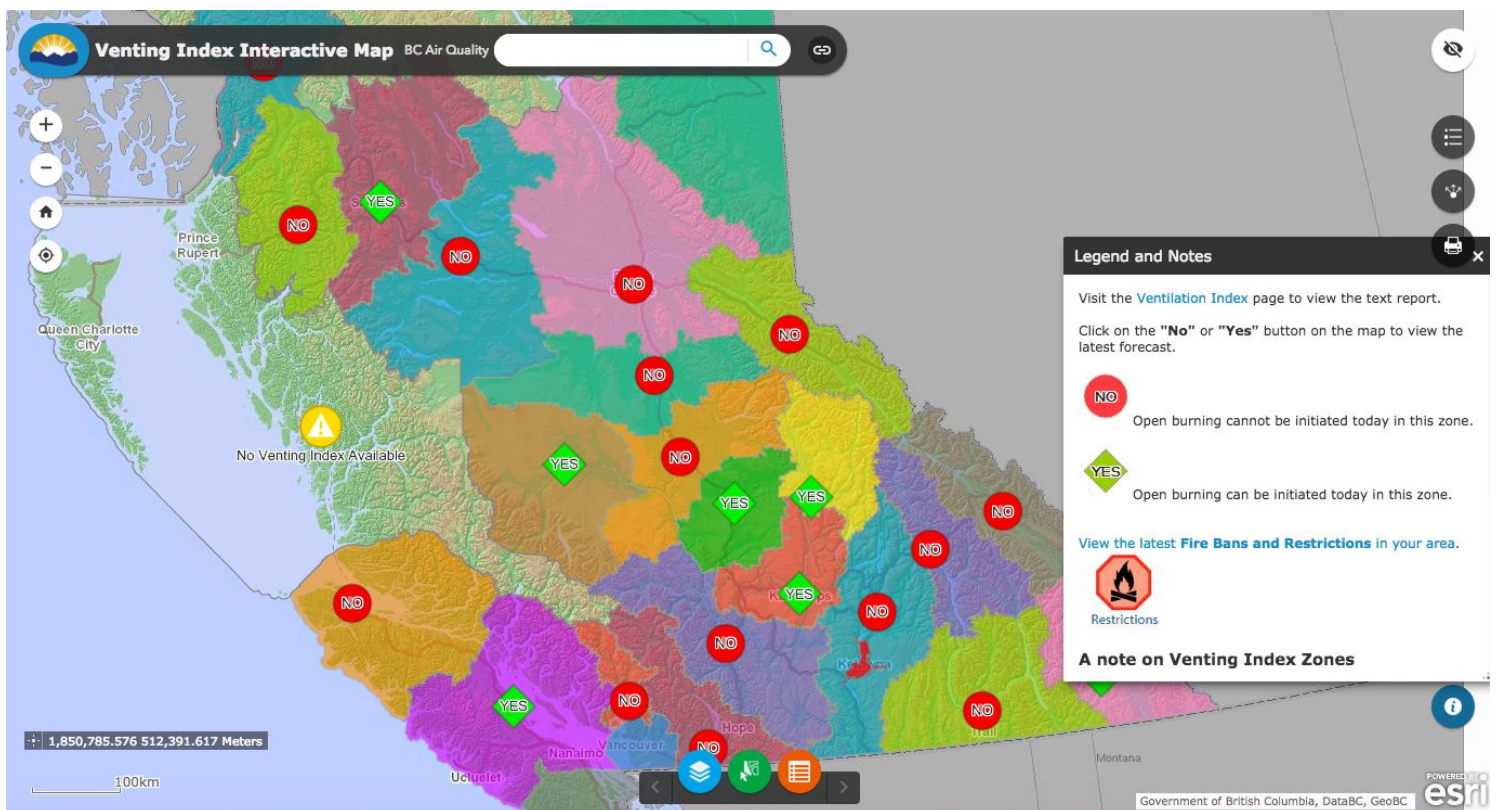
If you have any questions, please contact Nicholas Bakewell  
[nicholas.bakewell@acgc.ca](mailto:nicholas.bakewell@acgc.ca) or call 780-988-0200.

## Addendum to Request for Proposal: Website Design & Development of a GIS-based Web Mapping Application

This addendum presents examples of GIS-based web mapping applications that are appealing to the ACGC and align with the ACGC's vision of its new website.

### Example 1: Venting Index Interactive Map

The screen capture below presents the Venting Index Interactive Map of the Government of British Columbia geographically displays venting index zones, where the icons depicted (i.e., the "YES" and "NO" icons) have interactive tooltips displayed when the user hovers over them.

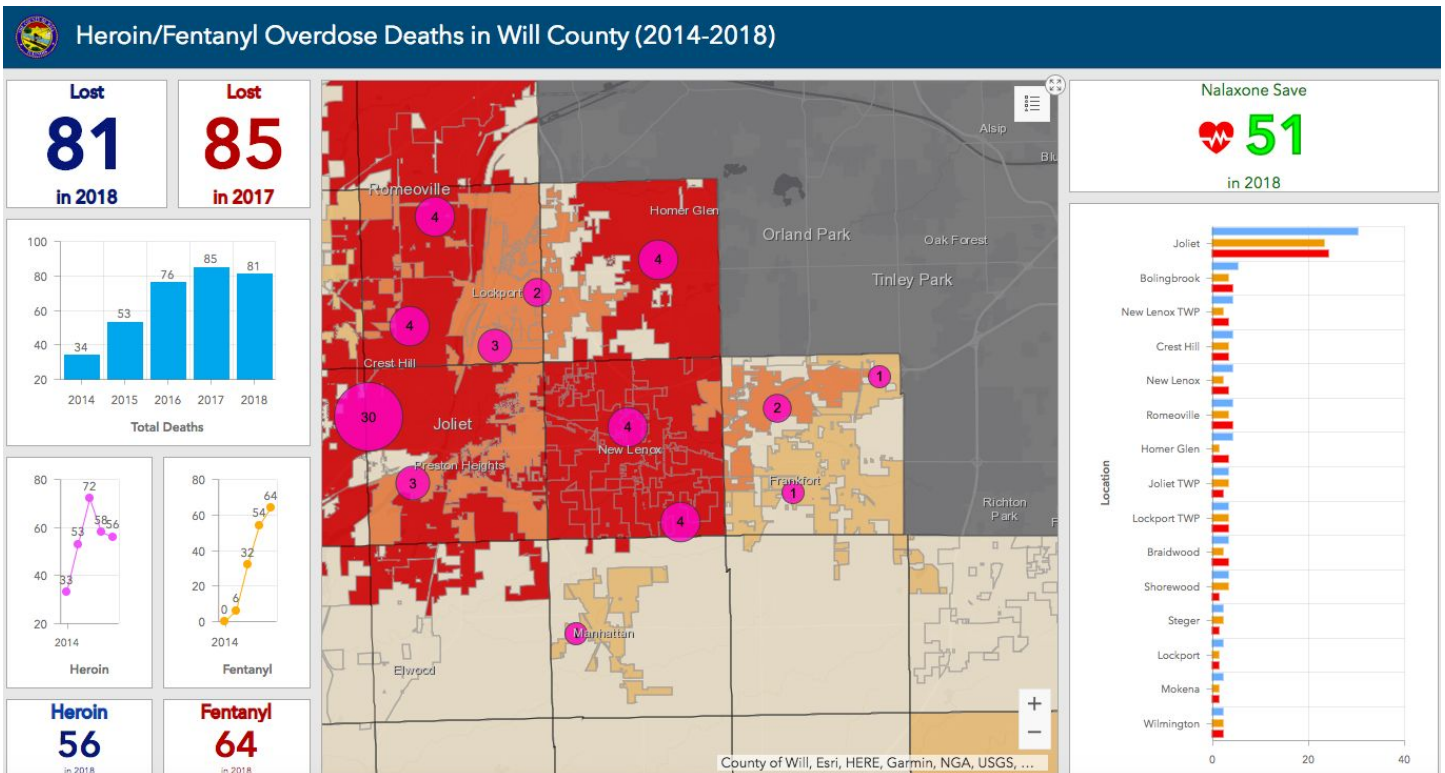


Source:

<https://governmentofbc.maps.arcgis.com/apps/webappviewer/index.html?id=6d288bc667b24528a5c1e3b4c0373d07>

## Example 2: Heroin/Fentanyl Overdose Deaths in Will County (2014-2018)

The screen capture below presents the Heroin/Fentanyl Overdose Deaths in Will County (2014-2018), a dashboard that geographically displays data as well as displays data using common data visualizations (e.g., bar and line charts). To add, the circular icons on the map have an interactive tooltip that is displayed when a user hovers over a circular icon, which the tooltip not only includes text content, but also data visualizations (i.e., bar charts).

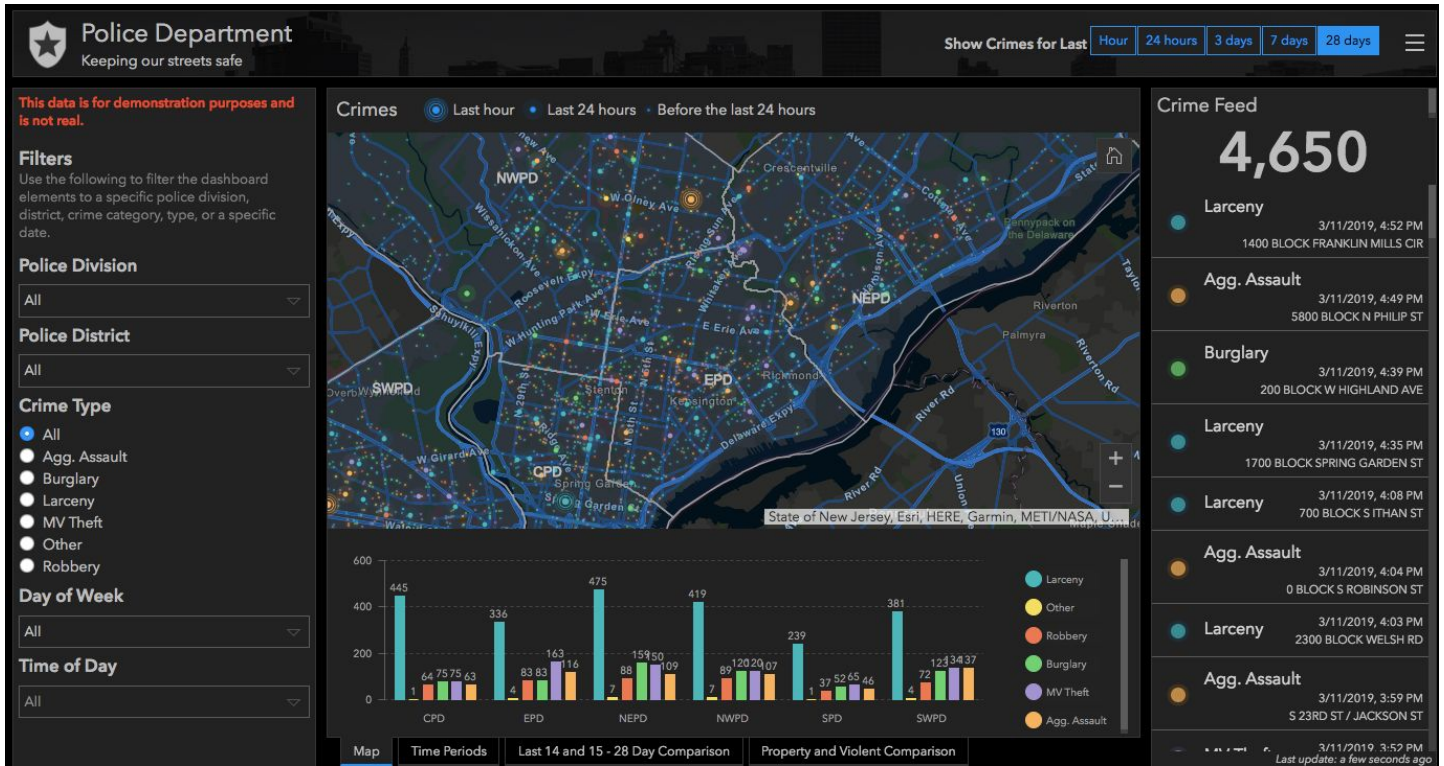


Source:

<https://willcountygis.maps.arcgis.com/apps/opsdashboard/index.html#/8ef79b40d12e4b4d8f2d27afafdc80a7>

### Example 3: The Philadelphia Crime Dashboard

The screen capture below presents the Philadelphia Crime Dashboard, which includes both an interactive geographic component as well as data visualizations (e.g., bar charts). The interactive geographic component displays a tooltip when users click on the coloured circles.



Source:

<https://www.arcgis.com/apps/opsdashboard/index.html#/9ef296f66f724c36bc9f01fc69768ecd>

**NOTE:** It is not a requirement that ESRI GIS software is used as a base software for the development of the GIS-based web mapping application, and the above dashboards are just examples to provide clarification on the vision of ACGC's new website.