

Request for Proposals

Be Healthy QC Web-based Trails Map and Mobile Application (App)

May 1, 2015

Due Date: May 18, 2015

Proposal Submission Requirements

- Submission Deadline: **May 18, 2015** no later than to 4:30 p.m. CST
- Submission Location: Bi-State Regional Commission
1504 Third Avenue, PO Box 3368
Rock Island, IL 61204-3368
- Submission Contact: Lisa J. Miller, Data/GIS Director
Bi-State Regional Commission
1504 Third Avenue
Rock Island, IL 61201
Phone: (309) 793-6302 ext. 133
Fax: (309) 793-6305
lmiller@bistateonline.org
- Submission Copies: Five (5) hard copies and one (1) electronic copy (CD or DVD) are required.
- Question Deadline: **May 8, 2015** no later than 4:30 p.m. CST
- Question Contact: Questions must be **submitted in writing** via e-mail to:
Lisa J. Miller, Data/GIS Director
lmiller@bistateonline.org
- Question Responses: All submitted questions, and the answers to those questions, will be posted and available to all firms at www.bistateonline.org on the homepage.

1. Request For Proposals Summary

Bi-State Regional Commission, located in Rock Island, Illinois is accepting proposals from qualified consultants or individuals for the development of a web-based map and mobile application (app) to support physical activity in the region, centered on multi-use trails and paths.

2. Agency Overview/Location

Bi-State Regional Commission (BSRC) is a consortium of local governments enabled under state and federal law. BSRC provides a forum for intergovernmental cooperation, delivers regional programs, and assists its member governments in planning and project development. BSRC serves a five-county region straddling the Mississippi River in western Illinois and eastern Iowa, locally known as the Quad Cities. Principle cities include Davenport and Bettendorf, Iowa; and Moline/East Moline and Rock Island, Illinois. Bi-State Regional Commission offices are located at 1504 Third Avenue, Rock Island, IL 61201. (See Attachment, Objective 2.2 Physical Opportunities Project Area.)

3. Project Background

BSRC is a sub-contractor to Trinity Medical Center, who is the fiscal agent for the Quad City Health Initiative (QCHI), a community partnership working to create a healthy community. Trinity Medical Center and QCHI were awarded funding through the Centers for Disease Control and Prevention (CDC) Partnerships to Improve Community Health (PICH) grant program in September 2014 in order to implement the Be Healthy QC project. This RFP reflects

one of several objectives funded by the grant. The purpose of this project is to promote physical activity opportunities to the public using technology.

4. Project Abstract

More specifically, the project goals will be met through the following activities: BSRC will work with local partners to support infrastructure for physical activity through better and more available maps, information, and tools. A web-based map will create a visual representation of multi-use trails, parks, and paths in the metro area to show their connectivity and various features and amenities such as parks, restrooms, and drinking fountains. In addition, an application for mobile devices, such as tablets and smart phones will be developed for portability of the information.

5. Project Timeline

Request for Proposals (RFP) released: May 1, 2015

Questions related to RFP due by May 8, 2015

Questions and answers related to RFP posted by May 12, 2015

Proposals due by May 18, 2015

Vendor selection, contract review, and execution by May 31, 2015

Project kickoff: June 1, 2015

Website and Mobile App available for beta testing by August 15, 2015

Website and Mobile App go live by September 20, 2015

Note: This schedule reflects the first year of a potential three-year funding opportunity. The vendor who is awarded the project and performs well in Year One will be eligible for a contract extension in Years Two and Three to enhance the web-based trail map and mobile app developed in Year One.

6. Response/Proposal Format

- Responses/proposals must be submitted by **4:30 p.m. (CST) May 18, 2015** to:

Attn.: Lisa J. Miller, Data/GIS Director
1504 Third Avenue, PO Box 3368
Rock Island, IL 61204-3368
E-mail: lmiller@bistateonline.org

Responses/proposals must be submitted in five (5) copies in print format and one (1) copy in electronic format (preferably searchable Adobe PDF file) through e-mail or electronic media such as CD or DVD by the noted deadline.

- Responses/proposals must:
 - Include a cover letter signed by an authorized agent or officer of the consultant that includes mailing address, phone number, e-mail address, and website address.

- Clearly identify the project manager, other senior staff, and technical staff intended to work on the project and list their qualifications. Please include resumes for principal staff assigned to the project.
- Note and provide three (3) examples of references for similar projects completed by the consultant, including contact name, address, phone number, and e-mail.
- Identify by company name, address, phone number and website address all sub-consultants proposed to work on the project and the percentage of the total project hours, and scope of project work to be completed by each sub-consultant.
- Clearly address the consultant’s approach to completing the scope of work detail in Section 7 of this RFP and any other tasks deemed necessary by the consultant.
- Must directly address all technical considerations discussed in this RFP and any others deemed necessary by the consultant.
- Include a statement of proposed costs. All prices should be inclusive of all fees and charges required to complete the proposed scope of work, including required tasks and elements and optional features.
- Proposals received after the deadline will not be considered and will be returned unopened.
- Quoted prices should be inclusive of all fees and charges required to complete the proposed scope of work.
- The use of sub-consultants must be disclosed in the proposal. See Section 7 for required details.

7. Proposed Scope of Work

Required Tasks/Elements

Please provide pricing and solutions for the following **required** items:

Design, program, and implement a web-based map and mobile app to support physical activity in the region, centered on multi-use trails and paths and associated facilities and amenities. Please see examples at the end of this RFP.

- Develop a concept, theme and branding strategy for the proposed website and mobile app. The consultant will work in parallel with the QCHI Be Healthy QC Marketing and Branding Committee. Provide a cohesive graphic design to the website and mobile app. Develop site design layouts – assist in developing the site structure and organizing content for ease of use. Design site navigation tools – buttons, menu bars, icons, etc.
- Identify and implement the key technology(ies) to be used for the trails website and mobile app. Technologies used must be compatible with technical specifications outlined in Section 9 of this RFP. Speed in accessing the information is a consideration as well as user-friendliness.
- Incorporate key elements of the website and mobile app including:

- A “base map” that is cartographically pleasing and easy to read for the user and communicates the area’s geography. Google Maps, Bing Maps, or Esri base map is acceptable. Satellite and/or aerial imagery will be an option for the user. “Street view” may also be an option.
- Customized cartography for trails, paths, routes, color-coded symbology; biking, walking, historical, water, geocaching, historic districts; parks and other recreational and public facilities, parking, hours, trailheads, bike (repair) facilities, water, restrooms, and other amenities.
- Technology to track live location on website and mobile app, i.e., the ability to view the user’s live location to find the nearest trail using Global Positioning System (GPS) navigation on website or mobile device. Technology to track time, distance, elevation, and average speed, etc. of trail users. Tools to gather user data for time, distance, elevation, and speed, etc., including reports.
- Point-to-point distances of trails stored in website/app, i.e., total distance of particular leg of a trail or total trail distance, accessible to user by clicking on the trail segment(s).
 - Photos of trails or other facilities.
 - Interface and technology for users to upload photos or feedback regarding trails or facilities via the website or mobile app. An interface for site administrators to facilitate an approval process to publish user photos or trail conditions, for example on the web-based trail map and mobile app.
 - Various administrative/informational pages about the website, including pages for contacts, disclaimers, copyright, privacy, feedback, about, search, etc.
 - A Content Management System (CMS) that will have varying levels of permissions; e.g., ability to edit or upload geo-spatial data (e.g., trails) versus simple text edits, versus adding photos. The consultant shall provide clear instructions on use of the CMS training, such as training tutorials available in video or PDF format. The consultant shall be available via phone call or e-mail for questions.
 - Ability to diary trail use – User can track favorite trail routes, trips, or journeys.
 - Social media integration. Ability to for users to share use through social media e.g., e-mail, Facebook, and Twitter, for example.
 - Tools to capture and track feedback, including but not limited to the following: direct comments on the website and user ratings for the mobile app.
 - Tools to capture and track site usage statistics, including but not limited to the following: number of visitors to the site/app, page views, site/app paths, visitor origin, site searches, integration with social media, referrals, redirects, etc.
- Provide a solution and plan for Domain Name Registration (DNR) and Hosting technology for one or more years for the website and mobile app. Sustainability for the website and mobile app are a consideration.
- Provide communication throughout the duration of the project development. This should include periodic updates on progress with BSRC staff. This also includes participating in and helping to advance the evaluation plan for the project. Preferred communication will

be by phone, e-mail, web-based meetings, or other electronic/interactive solutions, in order to reduce travel costs.

- Provide use and security testing for the site with representatives of the intended user group/audience and make final adjustments.

Optional Tasks/Elements

Please provide pricing and solutions for the following ***optional*** items:

- Tie in USGS National Grid System
- QR codes
- Additional information to be included with launch of website or can be added at a later date through the Content Management System (CMS), for example:
 - Connections to transit, train, water taxi, and other transportation modes/resources
 - Information on safety and guidelines, trail use, rules of the road
 - Information on local natural and historical stories and facts, wildlife, and/or points of interest
 - Information or links to other resources – QC Bike Club, trail websites, local governments, other resources
 - Emergency and non-emergency phone numbers
- Links to download printable PDF maps
- Create downloadable PDF maps for each major trail system
- Current weather and radar info
- Link to fitness tracking websites, apps, or tools, such as Fitbit, Jawbone, Mio, Garmin, Myfitnesspal, Sparkpeople, Mapmyrun, Microsoft HealthVault, etc.
- Tools to capture and track user data from website such as time and distance using trails.
- Wellness tools that promote and encourage users to participate in wellness events and activities by allowing browsing, check-ins, and social gaming features (including badges) to drive interest.

BSRC Responsibilities

Provide the following:

- Point of contact
- Facilitation, review, and project oversight
- Content including, but not limited to:
 - Spatial data, such as shapefiles or geodatabases
 - Text and information
 - Maps for reference or other maps to upload to website
- Review of deliverables and user testing

8. Audience Considerations

The web-based trail map and mobile app should be designed for use by the general public, with no special knowledge or skills.

The web-based map and mobile app should be designed with an engaging User Interface/User Experience (UIUX).

9. Technology and Integration Requirements

- The web-based trail map and mobile app should employ the following technical features:
 - Its own branding and identity. (The consultant will work in parallel with the QCHI Be Healthy QC Marketing and Branding Committee.) The consultant will provide Domain Name Registration (DNR) service. The consultant will provide a Hosting solution by an independent provider for at least one year. Sustainability for the future of the web-based trail map and mobile app are a consideration.
 - Content Management System. Non-technical BSRC or collaborative staff will be able to update website content or geo-spatial data on the site. Scalability is a consideration, i.e., BSRC staff will be able to add menu items, sections, pages, and/or geo-spatial data through a user-friendly interface. The CMS should be non-proprietary and able to be implemented and maintained at minimal cost.
 - Geo-spatial data should be compatible with standard Geographic Information System (GIS) software industry file formats, such as shapefiles or .KML files.
 - Data retrieved from the web-based trail map and mobile app should be available in standard formats such as Microsoft Excel or CSV files.
 - Mobile App Platform – Required: iOS, Android; Optional: Windows

10. Evaluation Process

BSRC will employ an evaluation team of local partners to review all eligible proposals and make recommendations for follow-up interviews if necessary.

The successful consultant will provide a multidisciplinary consulting team, with demonstrated qualifications, experience, and expertise to manage and complete the project. In addition, the consultant must demonstrate an interest in and understanding of the project.

The preferred consultant will have an understanding of the Quad Cities community and its geography.

The successful consultant will have the ability to communicate, develop, and maintain an effective working relationship with BSRC and staff. The consulting team should demonstrate the ability to dedicate the necessary level of senior staffing and resources to complete the project on time.

BSRC reserves the right to refuse any proposal and add to or change the criteria listed above at any time. Additionally, BSRC is in no way obligated to offer a contract to any of the responding consultants. BSRC reserves the right to make changes, additions, or deletions at

any time to the selection criteria stated herein, without notification to any responding consultant.

Key Selection Criteria:

- General qualifications and experience of consulting team and project manager
- Quality of examples, aesthetic appearance, functionality
- Experience with web programming
- Understanding of the project
- Quality of references
- Ability to meet the project time schedule and provide required deliverables
- Ability to communicate, develop, and maintain an effective working relationship with BSRC
- Ability to provide a cost-effective solution that meets the goals outlined for the project in this Request for Proposals

All consultants submitting a proposal/response should be prepared to participate in an interview if deemed necessary by BSRC and its evaluation team partners. Interviews may be conducted by BSRC staff and evaluation team partners with time given for a formal presentation, followed by a question and answer period. BSRC staff will coordinate the interview process. Following the interview and reference/examples check, BSRC and evaluation team partners will be responsible for consultant selection, and BSRC will initiate contract negotiations.

11. Contract Terms

BSRC is not obligated to enter into contract with any party responding to this Request for Proposals (RFP). All offers for contract are subject to review by BSRC. If awarded, a contract will include at a minimum a mutually signed agreement that outlines terms, scope, budget, and other necessary items.

All persons awarded and/or entering into contracts with BSRC shall be subject to and required to comply with all applicable local, state, and federal provisions pertaining to (but not limited to) Non-discrimination, Equal Employment Opportunity, and Affirmative Action.

12. Examples

Examples of similar web-based trail maps and mobile apps include the following:

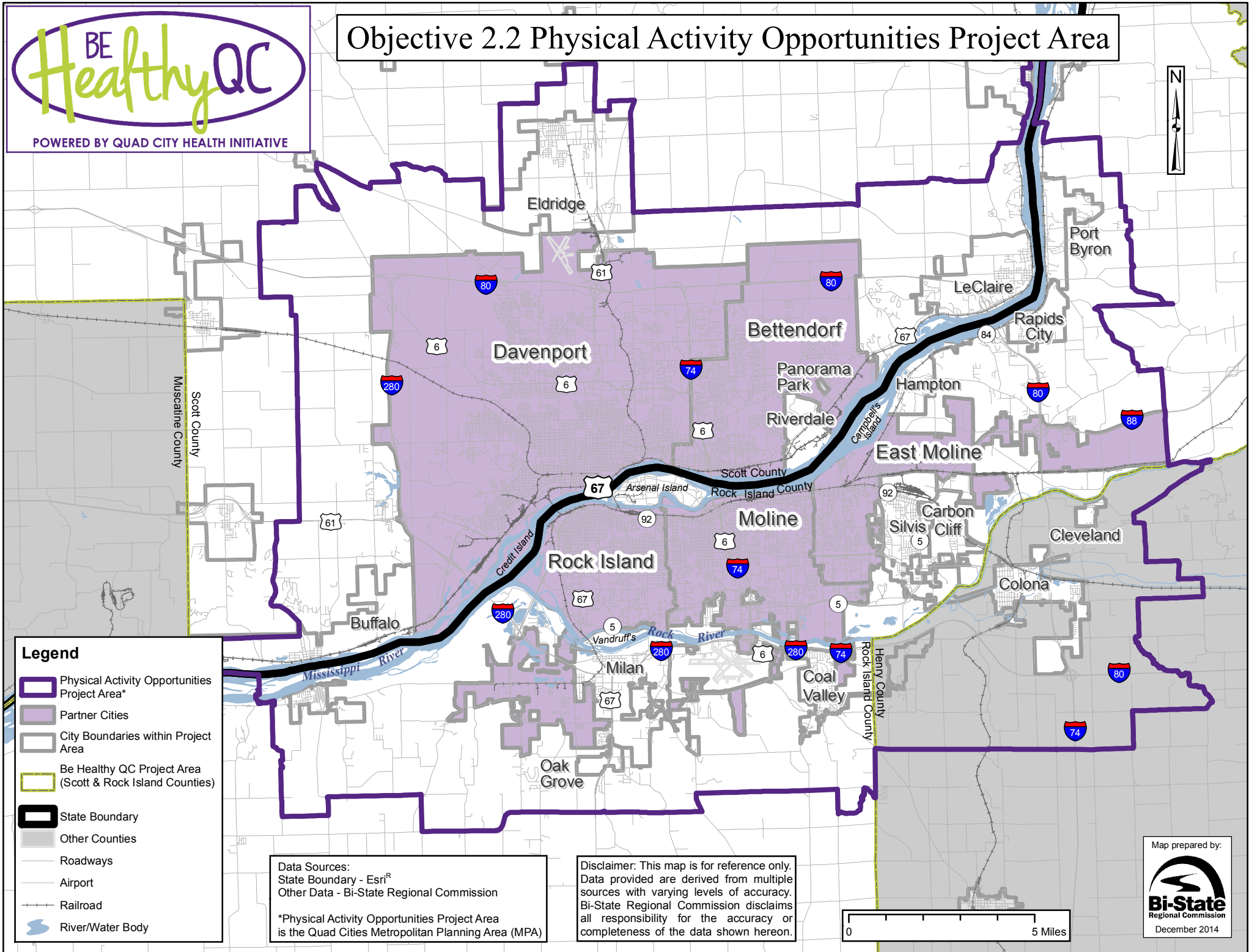
- City of Carrollton, TX -
 - <http://cityofcarrollton.com/index.aspx?recordid=2204&page=27>
- Cedar Falls Map -
 - Web Map -
http://3dvideomap.com/index.html?name=cedarfallstrails_iowa&skipwelcome=true¢erId=10776&startZoomLevel=13

- Android App - https://play.google.com/store/apps/details?id=com.biketechcf.www&feature=search_result#?t=W251bGwsMSwyLDEsImNvbS5iaWtdGVjaGNmLnd3dyJd
- iOS App - <https://itunes.apple.com/us/app/cv-mapp/id536207801?mt=8>
- Windows App - <http://www.windowsphone.com/en-us/store/app/cv-mapp/8a1207ef-bbac-429a-a82c-35dc9650144b>
- Iowa By Trail
 - <http://www.inhf.org/iowabytrail.cfm>
- Santa Barbara County Bike Map and App -
 - <http://www.trafficsolutions.info/bikemap.htm>
- Wichita Falls Circle Trails web-based map and mobile app –
 - E map - <http://www.wftrailsystem.com/>
 - Android app - <https://play.google.com/store/apps/details?id=com.wWichitaFallsTrailSystem>



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Objective 2.2 Physical Activity Opportunities Project Area



Data Sources:
State Boundary - Esri[®]
Other Data - Bi-State Regional Commission

*Physical Activity Opportunities Project Area is the Quad Cities Metropolitan Planning Area (MPA)

Disclaimer: This map is for reference only. Data provided are derived from multiple sources with varying levels of accuracy. Bi-State Regional Commission disclaims all responsibility for the accuracy or completeness of the data shown hereon.

