REQUEST FOR PROPOSALS FOR

Recreation Portal Web Map Development

March 28th, 2024

1400 S. River Street
Spooner, WI 54801
I. INTRODUCTION

A. General Information

Northwest Regional Planning Commission (NWRPC) is seeking proposals to develop an interactive recreation portal web map. Data consumed in the web map will be sourced from NWRPC’s organizational ArcGIS Online Account as REST services. The data to be used in the portal has already been developed and this RFP only applies to development of the user interface for the web map and styling.

NWRPC is located in northwest Wisconsin with its office located in Spooner. NWRPC membership is represented by the counties of Ashland, Bayfield, Burnett, Douglas, Iron, Price, Rusk, Sawyer, Washburn and Taylor.

To be considered, one copy of a proposal must be received by Clem Larson, GIS Specialist, 1400 S. River Street, Spooner, WI, 54801 or by email at clarson@nwrpc.com by 3:00 p.m. on May 1st, 2024. NWRPC reserves the right to reject any or all proposals submitted.

Proposals will be opened at 3:30 p.m. on May 1st, 2024 at NWRPC, 1400 S. River Street, Spooner, WI, 54801 in Conference Room A.

There is no expressed or implied obligation for NWRPC to reimburse responding firms for any expenses incurred in preparing proposals in response to this request.

During the evaluation process, NWRPC reserves the right, where it may serve NWRPC’s best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions.

NWRPC reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this request for proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between NWRPC and the firm selected.

II. NATURE OF SERVICES REQUIRED

A. General

Services required are the development of a single, easy-to-use web-based interface, creating a tourism and outdoor recreation portal for northwest Wisconsin. The portal will feature a complete digital representation of tourism and recreational assets and amenities in the 10-county region, along with basemap features. The interface will be interactive, allowing the end user to manipulate the information and search for specific activities or events or simply to explore the opportunities in a given area. The interface will also feature local tourism-related business locations, such as lodging, dining, retail, along with links to connect the user with these resources, where relevant. End users will also have the ability to download maps, images and data files for personal use. The user interface will also directly support the routing to recreational and business assets within Google Maps®. The digital portal will be optimized to function on a personal computer and a wide array of mobile devices, including wireless phones.

The preferred development of the recreation portal web map would be created using Mapbox software. If the developer prefers working in other current web mapping software, that is acceptable as well. Once developed, the web map will be hosted on or linked to NWRPC’s website.

III. TIME REQUIREMENTS

A. Estimated Timeframe

The current goal is to have web map live by August 1st, 2024.
IV. PROPOSAL REQUIREMENTS

A. Your proposal should provide a straightforward, concise description of the proposed delivery of services.

B. NWRPC will assess proposals based on the following technical and financial criteria, with scoring weights:
   1. Overall Capabilities  10%
   2. Proposed methodology  25%
   3. Understanding of the assignment  40%
   4. Cost  25%
   5. Any other specific criteria that may be deemed pertinent during the selection process.

C. General Requirements
   1. Inquiries--inquiries concerning the request for proposals and the subject of the request for proposals shall be directed to:
      Clem Larson
      GIS Specialist
      1400 S. River Street
      Spooner, WI 54801
      (715) 635-2197
      clarson@nwrpc.com

   2. Submission of Proposals - Proposal materials are required to be received by May 1st, 2024, at 3:00 p.m. for a proposing firm to be considered.