

Request for Proposals

for the Design of a Web Map of the Eastern Trail in Maine

The successful vendor shall design and construct a web site specifically designed to fulfill the primary and secondary objectives of The Eastern Trail Management District, hereinafter referred to as (ETMD).

ABOUT

The Eastern Trail (ET) is a 69 +/- mile signed bike route that starts at the Piscataqua River in Kittery and ends in South Portland, Maine, crossing the communities of Kittery, Eliot, South Berwick, Wells, Kennebunk, Arundel, Biddeford, Saco, Old Orchard Beach, Scarborough, and South Portland. The ET is part of the East Coast Greenway bicycle trail that extends from Maine to Florida. The ET in Maine is both on-road and off-road, and some off-road portions of the trail are under construction and others have not been built. The ETMD is a group of representatives from each Eastern Trail town who manage the construction and upkeep of the trail.

PURPOSE

The purpose of this request for proposals is to hire a consultant to create a web site that features a web-based map of the ET route in Maine starting at the Memorial Bridge in Kittery through South Portland to Portland, Maine. The online map should be optimized for both desktop computers and current hand-held mobile devices, and be easily downloaded in standard print formats such as PDF and device readable format, such as GPX file. It is paramount that the final map be fully functional when using GPS-enabled, hand-held mobile devices for navigating the trail while riding. The map shall be easily called up on a mobile device or a navigational instrument so a user can locate their position on the downloadable trail map. The ETMD will provide the downloadable map in an appropriate format in early October 2009, after having traveled the existing ET routes with a navigational GPS device.

TASKS:

The following features are to be considered the Base Bid and incorporated in design of the ET web map:

- 1) The ETMD has purchased the URL www.ETmap.org for the map web site. The successful vendor will either provide or recommend a suitable web site server (hosting) solution for the map web site.
- 2) The map shall be composed from aerial or satellite images, from Google Earth or similar source and similar to the Eastern Trail map available from the www.greenway.org site for the ET in Maine. The color coded map shall identify the entire ET on-road route, the existing sections of off-road route, and the entire proposed off-road route. Un-built portions will be downloaded by the consultant.
- 3) Map shall have GPS function so users can locate their position on an aerial photo based map. It shall have the capability to interface with most mobile devices in an uncomplicated manner. The Consultant is responsible for ensuring that the software

formats are compatible and fully field functional prior to completion of the contractual agreement.

- 4) Information Bubbles or 'Geo-tags': Map shall have up to 50 information bubbles divided equally by each of the towns on the entire stretch of the trail. Bubbles shall consist of either 'geo-tagged' digital pictures of scenic highlights of the trail, civic features, or services along the trail, such as historic sites or merchant or medical services. A single bubble may contain more than one service listing. These are to be determined and supplied by the ETMD representative from each dues-paying town. The map shall be able to be changeable as new portions of the off-road trail are completed and the route modified.
- 5) The web site should be CMS-enabled: allowing web site administrators to easily update the map and web site content via a site-specific, password-protected Content Management System. Functions of the CMS should include text editing, photography uploads, and the ability to add/edit/delete each information bubble featured on the ET map.

The consultant's proposal shall have a overall fee broken down for each of the above line items of the Base Bid, so the ETMD may budget accordingly.

Please include your hourly rates.

ALTERNATIVE BID ITEMS: The proposal shall include a fee for each of the following additional items to be executed at the discretion of the ETMD.

- A-1) The consultant shall provide 30 additional information bubbles or 'Geo-tags' on the map along the ET route.
- A-2) Map shall allow users to estimate mileage from one point to another as imputed by the user.
- A-3) The on-line version of the map will support up-loading of photos and comments from the user community.
- A-4) The consultant shall design the desktop portion of the web site to host 'banner ads' on the right hand margin of the screen at no larger than 15% of the page.

DUE

Proposal is due on Monday September 7th at 2:00 PM.

Please send an electronic file of the proposal to:

Carole Brush at eta@easterntail.org

And Terrence Parker at terrence@terrafirmalandarch.com

Direct all questions regarding content to Terrence Parker at 603.430.8388 or email to the above address.