



REQUEST FOR PROPOSALS

FOR WEB MAP FUNCTION AND DESIGN UPGRADES
FOR THE NATURAL AREAS CONSERVANCY

ISSUE DATE:
APRIL 20, 2017

WWW.NATURALAREASNYC.ORG



Organizational Background

Created in 2012, the Natural Areas Conservancy (NAC) is a non-profit organization devoted to restoring and conserving 20,000 acres of New York City's forests and coastal areas. We preserve and promote ecological diversity and resilience across the five boroughs in close partnership with the New York City Department of Parks & Recreation (NYC Parks). The NAC was formed to expand the efforts of NYC Parks to manage the City's forests and wetlands. In order to meet this goal, we raise funds, expand staff capacity and increase the scientific resources and rigor directed to natural area parklands. Driving the NAC's work is the recognition that natural areas are increasingly vital to sustaining air quality, improving public health, providing New Yorkers with access to nature, and strengthening our communities. These areas are frequently the only place where urban residents can experience a meaningful connection with the natural world.

Project Background

In 2016, the NAC created its first interactive web map to demonstrate the diversity in habitat types across New York City. This map highlighted the forests, wetlands, grasslands, and open water in 53 parks under the jurisdiction of NYC Parks. The data represented in this map is the result of a two-year study evaluating the condition of more than 10,000 acres of natural areas. For this first iteration of the map, more than 20 layers of data were compiled to create the clickable habitat types and park boundaries.

We are requesting proposals to upgrade the existing map by:

- Integrating navigational features to help users find their way to natural areas by foot, bicycle, public transportation, and car
- Creating a mechanism for crowdsourcing photos through social media, with a tagging system to assign photos to individual park galleries
- Creating a mechanism for partner organizations to upload their own event details with a tagging system to link additions to individual park pages

In addition to these major upgrades, we would also like the new version of the map to:

- Be mobile and tablet responsive
- Cohesive in design and user experience
- Be compatible with Google Analytics (ie. not an iframe)
- Include an informational landing page with instructions for how to use the map

Additionally, we would like to include our existing map layer depicting NYC's hiking trails.

One major goal of this project is to increase public awareness of New York City's natural areas, while also serving as a platform for disseminating our data. Our main audience for this map is the interested public, people who are interested in visiting the outdoors, but who are not necessarily knowledgeable about environmental science.

Another major goal is to increase the number of repeat visitors to the map by creating a dynamic experience in which users can choose to delve into the environmental and historical details of each of the parks we work in, or to learn more about how to get outside and explore these ecologically significant areas.



Current Map Specs

- Website Host: Media Temple
- Website Management: PHP, Kirby CMS
- URL: <http://www.naturalareasnyc.org/map>, embedded in the NAC website using iframe
- Languages: Javascript, CSS

Map Data Format – Spatial Layers

- Parks properties with Forever Wild natural areas: ESRI shapefile (vector)
- Forest: ESRI tile layer (raster)
- Wetland: ESRI tile layer (raster)
- Grassland: ESRI tile layer (raster)
- Water: ESRI tile layer (raster)
- Trails: ESRI tile layer (raster)
- Park Images: PNG
- Attributes for parks: CSV

Data Storage for Spatial Layers: ArcGIS Online Cloud, <https://www.arcgis.com/home/index.html>

Scope of Work

Task 1: Create navigational tools for the map

- Develop a tool for map users to obtain directions from any address to any natural area. We would like this tool to direct people to the entrance closest to the park's natural areas, as well as to their closest park entrance (may be the same entrance in some cases). This tool should also offer directions for pedestrians and cyclists, as well as for cars and public transportation.

Task 2: Create a crowdsourcing mechanism for photos

- Create or implement a plugin that automatically populates a photo gallery using public Instagram photos tagged #naturalareasnyc and geotagged to specific parks. We would like there to be a 'holding period' for these photos so that we can remove any that might be unsuitable.

Task 3: Create an online form that allows partner organizations to upload event details

- This online form should include: date, time, description, organization name, and registration link. These event details should auto-populate on relevant park pages using a tagging tool.

Task 4: Create a cohesive and responsive user experience

- We understand that we are adding a considerable amount of new information to our map and we would like these new tools to be easily accessed and used by map visitors. This may look like a landing page with instructions or a way to toggle between scientific information and 'user information' (navigational tools, event details, photo gallery).
- We would like this map to be responsive on mobile devices, which may include reducing the amount of information (ie. the navigational tools may be removed and instead open the Google Maps or Apple Maps app instead).





Task 5: Ensure access to user analytics

- Our current map appears on our website through an iframe. We would like to fully embed this map onto our website so that we can more accurately track the ways in which users interact with the map.
- Our website is built on Kirby and hosted through MediaTemple—knowledge of Kirby is ideal.

Proposal

Proposals to be considered must be made in accordance with the following instructions:

- Proposal will not exceed the cost for services described in this RFP.
- Proposal will include a budget with itemized breakdowns for each task.
- A description of the firm's professional qualifications, its project manager, and other staff responsible for this project. A description of prior work experience on relevant projects.
- A proposed time schedule covering all steps in the project.
- The name, position, mailing address, email address and telephone numbers of three (3) references who may be contacted concerning comparable projects completed by the firm.
- Proposals may be submitted as PDFs or hard copies. Proposals must be received by Friday, May 5, 2017 at 4 p.m.

Project Budget and Timeline

The timeline for this project is May-September 2017, and the budget is \$25,000.

Please send proposals to

Mail:

Nicole Brownstein

Communications and Public Outreach Manager

Natural Areas Conservancy

1234 Fifth Ave

2nd Floor

New York, NY 10029

Email:

Nicole.brownstein@parks.nyc.gov

