

**City of Boston**  
**Request for Proposals**  
**for**  
**Web Development, Graphic Design, Data Visualization, and Production Services**  
**in support of**  
**The Boston Climate Action Plan Update and Community Process**  
**March 17, 2014**

**Introduction**

The City of Boston, acting through the Office of Environment, Energy and Open Space (EEOS) and the Greenovate Boston initiative, at Boston City Hall, Room 709, Boston, MA, 02201, is seeking qualified developers and designers to provide web development, graphic design, data visualization, and production services in support of Boston's 2014 Climate Action Plan.

The Climate Action Plan (CAP) sets forth goals, policies, and actions for reducing greenhouse gas emissions, preparing the city for the consequences of climate change, increasing energy efficiency, integrating social equity and economic development concerns, and community engagement and education around sustainability and climate change. Through 2014, the City will engage the Boston community in collectively updating the CAP and creating a network for implementing the CAP into the future.

Critical to the success of the plan is the ability to effectively communicate—through clear graphics, interactive web components, and vibrant reports—the scientific, social, and economic bases and the goals, policies, actions, and performance measures of the plan.

**Background**

The City of Boston has started a process for updating its current Climate Action Plan (CAP), to be completed by the end of 2014. Building on the foundation established by the previous plans, the 2014 update will:

- Modify existing and add new strategies, as necessary, to meet or exceed the goal of reducing Boston's greenhouse gas emissions 25 percent by 2020
- Develop concrete and specific measures to fill out and expand the framework established in the 2011 update to prepare Boston for the likely effects of climate change
- Develop a longer-term vision for achieving deeper GHG reductions (80 percent by 2050) and preparing Boston for longer-term (end-of-the-century) climate change
- Communicate clearly and effectively to the broader public on climate change, its causes, its effects, and ways Bostonians can both prepare for climate change and reduce their GHG footprint

The planning process will include a steering committee, five strategy committees (Transportation, Large Business and Institutions, Neighborhoods, Preparedness, 2050 and Beyond), and an online discussion platform (see [engage.greenovateboston.org](http://engage.greenovateboston.org)) Informal neighborhood meetings will be held in partnership with neighborhood and community groups. The Greenovate Boston Community Summit, a one-day event at the end of May, has a goal of bringing 300-500 people together to discuss the Climate Action Plan while promoting networks of people and organizations involved in climate action. Greenovate Boston is the City's umbrella sustainability brand and initiative focused on communicating climate,

energy, and sustainability policy while highlighting the systemic connections between different aspects of sustainability. The Greenovate Boston website, currently being redesigned, is the primary online platform through which the City will engage the community on climate change.

### **C. Source of Funding**

The Office of Environment, Energy and Open Space has \$35,000 to award under this procurement.

### **Description of Work**

The web development, graphic design, data visualization, and production services consultant will be responsible for developing a compelling visual language to communicate the process, results, and ongoing implementation of Boston's Climate Action Plan in both physical (paper) and online forms. The consultant will work under the direction of EEOS staff and will be expected to collaborate with the technical and community facilitation consultants supporting the CAP update and the PHP developer revising the Greenovate Boston website.

Specific work products will include:

- For the CAP reports, design of book elements, design and preparation of graphics, composition and photo manipulation, as necessary, file preparation for pdfs, and management of printing production. For the 2011 CAP report, a 16-page summary report for print and a 64-page full report released as a PDF were created. It is likely that the 2014 CAP report will be similarly released, but that final determined will occur during the CAP update process.
- A closely related, interactive web version of the plan, including illustrations and visualizations of climate and energy policy from the individual and small business scale, to the neighborhood planning scale, to the citywide scale. The visualizations must include a mapping system that can overlay different sustainability-related features over selected zip codes, as a means of making GHG emissions, sustainability, and climate change relevant on the local scale. Additional one-pagers and infographics, portable to a variety of formats that can be used to communicate the content and opportunities of the CAP
- Dynamic data charts and visualizations and a simple data input system for a new online climate action performance measurement system, which will show Boston's progress toward variety of climate goals

All work to be incorporated in the Greenovate Boston website must use relevant version control and collaborative cloud-based deployment systems, as determined by the PHP developer.

### **Qualifications, Skills, and Expertise**

- Experience in converting complex ideas and data into compelling visual presentations
- Experience in book design and production

- Experience with responsive web design for making dynamic, streamlined, attractive, and mobile-ready pages and page elements
- Experience with frameworks/libraries (e.g. Google Spreadsheets API with Javascript d3.js) for inputting, charting, and visualizing of data
- Ability to create embeddable maps of different layers of data
- Experience working within a PHP web development framework
- Willingness and ability to work with different partners

### **Application Process and Schedule**

Proposals should be submitted electronically as a single PDF and directed to Nikhil Nadkarni [nikhil.nadkarni@boston.gov](mailto:nikhil.nadkarni@boston.gov). Respondents should also submit one hard copy in a sealed envelope marked “Web Development, Graphic Design, Data Visualization, and Production Services” to:

Nikhil Nadkarni  
Environment Department  
Boston City Hall, Room 709  
Boston, MA 02201

All submitted material must be delivered no later than 4 p.m. on April 28, 2014.

### **Proposal Requirements**

At a minimum, all submittals must include:

1. A cover letter.
2. A statement demonstrating the respondent’s understanding of the project, indicating how the team meets the desired qualifications, skills, and experience.
3. A description of the team’s qualifications, structure, and leadership, including resumes of key personnel, summaries of successfully completed relevant projects and associated deliverables, and descriptions of each team member’s role in those projects. Include client contact names and telephone numbers.
4. A portfolio of relevant previous projects, including links or past documentation. A statement of availability and hourly rates that will be charged for key personnel, including all fringe benefits and overhead. The proposer must detail the total cost to perform all scope of work tasks, which will be a “not to exceed” amount. Upon selection, the consultant will enter into a contract with EEOS for the total cost stated; work tasks will be performed and compensated on an hourly basis.

### **Proposal Review**

A selection committee composed of members of the Office of Environment, Energy, and Open Space and other City of Boston staff will evaluate submissions based on the team’s qualifications, understanding of the project, proven relevant experience, and cost-effectiveness. A contract will be awarded to the responsible and responsive proposer with the most advantageous proposal, taking into consideration all evaluation criteria.

EEOS reserves the right to waive portions of the RFP for all applicants, to excuse minor informalities on proposals, or to reject all proposals, if deemed in the best interest of the City and EEOS.

**For more information**

Climate Action Plan <http://www.cityofboston.gov/climate/>

Greenovate Boston <http://greenovateboston.org/> and [engage.greenovateboston.org](http://engage.greenovateboston.org)

Office of Environment, Energy, and Open Space <http://www.cityofboston.gov/environmentalandenergy/>

**Contact and Questions**

Nikhil Nadkarni  
Environment Department  
Boston City Hall, Room 709  
Boston MA 02201  
617-635-3850  
[nikhil.nadkarni@boston.gov](mailto:nikhil.nadkarni@boston.gov)

All questions regarding the RFP should be sent to Nikhil Nadkarni by 5:00 PM EDT on April 18, 2014. EEOS staff will then compile and answer the questions, and circulate the questions and answers to all interested bidders.