



**Colorado Chapter
of the
American Planning Association (APA)**

**Request for Proposals
to
Develop an Online Planning
Project Mapping Tool**

1. Summary

The Colorado Chapter of the American Planning Association (APA Colorado), a Denver 501(c)3 non-profit organization is accepting proposals to develop an online interactive mapping tool to display planning project information based on user inputted data. This tool will allow APA Colorado to help the Colorado planning community engage with each other, by collecting and mapping a wide range of planning projects. This tool will work as a collaborative map that everyone can easily access online with their desktop or mobile media devices from home or work, providing a valuable resource to Colorado's planning professionals.

The purpose of this RFP is to provide a fair evaluation of all candidates and to provide the evaluation criteria against which they will be judged. We seek proposals from candidates interested in developing a planning project mapping tool which will adequately address the objectives discussed in this RFP. The successful firm or individual will be willing and able to work closely with APA Colorado Board Members and Staff to find the right methods to meet the needs of the organization and our membership.

A portion of this project is funded through a grant from APA's Chapter President's Council. The chosen consultant will need to adhere to deadline and reporting requirements of the grant.

2. About APA Colorado Chapter

The APA Colorado is the state affiliate of the American Planning Association. The Chapter is an organization of professional and citizen planners providing vision and leadership for the future development of Colorado communities. The association serves as a forum for the exchange of ideas, as a network in support of planning professionals, and as a bridge to build cooperation among planners, allied professionals, and the public through education and awareness. We are a member organization of approximately 1200 professional planners and planning officials who serve Colorado's communities in many ways, at all levels of government, the private sector and non-profit organizations. Our organization's website can be found at www.apacolorado.org.

3. Purpose and Objective

Purpose

By bringing together planners to share information on their projects and successes or lessons learned, PlanFinder (tentative name for tool) will serve to inform and keep other planners fully aware of developments and planning initiatives in their city, region, and state. Projects can be sorted by type and location, so planners interested in or performing zoning code updates, for example, could see where other projects are happening, find more information, and contact fellow planners to learn from them. In this way, PlanFinder will help to support communities of practice both generally and on specific projects, through sharing of knowledge and expertise, as well as case studies and practical examples.

After creating a user account, planners can map their projects and keep others informed of new developments, while tracking other projects of interest. Enabling planners to maintain and update their own listings means little administrative oversight is necessary to keep PlanFinder running smoothly.

Users can also access PlanFinder on their smartphones and mobile devices to discover and interact with planning and community activities in their area, using GPS location, without any installation required. PlanFinder will allow planners to easily engage with each other, and bring planning issues and projects to light in an interactive and easily accessible manner. It is expected that PlanFinder will at a minimum have a visual integration into our existing website, although recommendations on the platform and hosting will be expected from the respondent.

The successful firm will be responsible for proposing a plan to handle expected initial and on-going training of tool use to APA CO staff and long-term maintenance as well

as recommended hosting options. All content and graphics will become the sole property of APA Colorado.

Objectives

APA Colorado expects that the following functionality will be included in a successful proposal. This list is considered the priority objectives list:

- Mobile ready design which works on all smartphones and tablets, as well as any computer with a web browser, without requiring installation of any applications.
- Places Nearby search feature, using GPS or other locational information from smartphones and tablets, to automatically feature nearby places to the user.
- Ability to Filter and sort by project type, project location, keyword, and project consultant according to users' interests.
- Add Your Project feature, to allow users to post their own projects, with location information, photo, and other details.
- Low maintenance, with planners able to maintain their own projects' listings.
- Project detail pages featuring helpful information about the project, including links, images, map, and other information.
- Rating and commenting ensure a quality experience while garnering the feedback and opinions of individual users.
- Visual integration into APA Colorado's existing brand.
- Ability to download and analyze places using GIS software.
- Meet the criteria of the grant award, which are: transferability to other state APA chapters, appeal, uniqueness, focus, and product.
- A recommended plan for APA Colorado staff training, long-term maintenance, and hosting options.

4. Budget

APA Colorado has been awarded \$4,000 through the Chapter President's Council grant program and the chapter has pledged a \$2,000 match to complete the project objectives described above and on-going hosting and/or maintenance.

5. Proposal Guidelines and Requirements

This is an open and competitive process. Proposals received after **5:00 p.m. MST, Tuesday, March 31, 2015**, will not be considered. The proposal must contain the signature of a duly authorized officer or agent of the firm submitting the proposal. If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. APA

Colorado will not refuse a proposal based upon the use of sub- contractors; however we retain the right to refuse the sub-contractors you have selected. Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

6. Contract Terms

APA Colorado will negotiate contract terms upon selection. All contracts are subject to review by APA Colorado legal counsel and approval by the APA Colorado Executive Board, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items. APA Colorado reserves the right to reject all proposals.

7. Proposed Timeline

RFP Timeline:

RFP release date: March 2, 2015

Submission of questions on RFP: March 13, 2015

Answers to questions emailed to all bidders: March 20, 2015

Proposal deadline: 5:00 MST on Tuesday, March 31, 2015

Finalist Interviews: April 13–17, 2015

APA Colorado Board Approval and Proposal Award: May 1, 2015

Project Timeline:

Project Initiation: By May 15, 2015

Tool Development and Testing: May 15 – July 15, 2015

Soft launch: July 15, 2015

Full functionality with demonstration of project attributes: October 1, 2015 at APA Colorado State Conference

8. Format for Proposals

1. Executive Summary
2. Technical Volume
 - a. Address your firm's technical capacities which qualify you for this project.
 - b. Address any important technology information and specifications used in your solution (languages, platform, etc.)

- c. Offer 3 projects the proposed project team has worked on with a similar scope for small non-profits with little staff time and a volunteer board. Explain how your team created solutions to the needs of the client.
- 3. Management Volume
 - a. Organizational structure: communication process; including lines of reporting and any special tools used.
 - b. Schedule of deliverables; include major milestones.
- 4. Budget Volume
 - a. Break down cost by production hours, tools and functionalities
 - b. Maintenance and support: Identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future including pricing options for a Yearly Maintenance Contract.
 - c. Hosting: Identify pricing options for hosting
 - d. Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.
- 5. Attachments
 - a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
 - b. Biographies of all who will work on this project
 - c. Professional references.

9. Questions and Proposal Submission

Questions may be directed to Shelia Booth, APA Colorado Chapter Administrator at (303) 495-6994 or sbooth@apacolorado.org. Please submit proposals via <https://backup.filesanywhere.com/Dropbox/db.aspx?v=8a696388585ea8b96ca5> by 5:00 MST on Tuesday, March 31, 2015

Email: SBooth@APAColorado.org