



Request for Proposals:
Online National Map of River Conservation and Water Advocacy
January 2018

Statement of Need

River Network requests proposals to improve an interactive [draft ARCGIS map](#) per the requirements below, including automation of data integration from Salesforce into this map on a regular basis (once or twice monthly), update of map to reflect River Network's brand and website aesthetic (see www.rivernetwork.org), and access to map via our website (built in WordPress) allowing for easy display on our landing page.

River Network is the foremost nonprofit connecting water-focused organizations, agencies, businesses, and communities for greater local impact and healthier rivers across the U.S. Today, over 3,000 river and watershed organizations, community coalitions, and volunteer groups are engaged in efforts to protect and restore the waters of our country at the local level. These efforts represent the best hope for our nation's rivers.

To succeed in our mission – to empower and unite people and communities to protect and restore rivers and other waters that sustain all life – we need a national map that shows who is involved in these efforts and where they are located to provide anyone anywhere with the opportunity to connect with these local efforts. This map will demonstrate the power of our network. The map will allow anyone anywhere to know who is working to protect their favorite trout stream or drinking water source, urban waterway, or neighborhood tributary, and who to contact or support when disaster strikes. It will also help drive more investment to these local efforts.

River Network seeks a qualified company or individual with appropriate credentials, knowledge, and experience in ARCGIS, Salesforce, and WordPress for this short term project. The resulting map will be interactive, intuitive, and searchable, easy for anyone to use, and fast to load. It will allow users to identify who is engaged in river conservation or water advocacy near a particular zip code or other area of the map. This map will include these layers:

- Rivers and watersheds (down to HUC 8)
- Wild and Scenic Rivers
- Non-governmental organizations (NGOs) engaged at the local level in river conservation and water advocacy
- Agencies engaged at the local level in river conservation and water advocacy
- Companies engaged at the local level in river conservation and water advocacy

We have the data to start this project (each of the layers above), including names, addresses and contact information for the NGOs, agencies, and companies noted above (see [draft map](#)).

Context

For 30 years, River Network has been connecting people and communities, and helping them align for greater collective impact. We envision a future of clean and ample water for people and nature, where



local caretakers are well-equipped, effective and courageous champions for our rivers. While we have long been a connector for thousands of locally-led river and watershed organizations, community coalitions, individuals and volunteer groups engaged in efforts to protect and restore the waters of our country, we have been unable to visually demonstrate the power of our network.

For nearly 20 years, EPA's *Surf Your Watershed* website helped connect people across the United States to locally-led river and watershed conservation efforts, facilitating deeper public engagement in as well as private investment in river and water protection. The foundation for the information shared by the EPA was a national list of river and watershed conservation organizations developed by River Network with support from the National Park Service. Two years ago, access to this information ended. We are determined to correct this situation.

Our relationship to water is shifting across the United States, with more people recognizing the importance of clean water and healthy rivers to their lives and the future of their communities. From rivers that are running dry, to concerns over drinking water, and risk from flooding and contamination, water has become a galvanizing issue for people in cities and rural areas alike. Now more than ever, people need to know where their water comes from, who is responsible for its health, and how they can get engaged to protect and restore our nation's waters and the systems this water flows through. If we seek a future of clean water and healthy rivers, we need more engagement at the local level. This map will be an important asset in this quest.

We intend to support this vast network by providing a map with their whereabouts and general contact information for anyone looking to get engaged in local water related issues. We aim to provide greater exposure for these organizations with the goal of increasing the total volume of engaged community members. This project will also be a lynch pin in our strategies to build stronger alliances with government agencies, other nonprofits, and socially responsible corporations.

Functionality, Data Sources, and Other Information

The map River Network seeks would allow viewers to see the constellation of local efforts spread out across the whole country who are working at the local level on behalf of our rivers and waters. It would have layers / filters that could be turned on and off (e.g., Wild and Scenic Rivers, NGOs, government agencies, and companies) that would add or remove details from the map.

The required layers for this base map include:

1. Rivers and watersheds: Our current focus is rivers and waters in the US.¹ Therefore, the National Hydrography Dataset (available through EPA and others) may be the best source for information down to the HUC 8 level.
2. National Wild and Scenic Rivers: Wild and Scenic River designation is generally affiliated with certain stretches of rivers. A number of publically available datasets exist for these segments and River Network staff will provide recommendations based on discussions with federal partners.

¹ We may be interested in expanding this map to show local efforts to protect rivers and waters around the world one day. A map with flexibility to expand globally would be ideal.



3. NGOs: River Network has a list of non-governmental organizations who are working to protect and restore rivers and water resources at the local level around the country. Each record includes the name, address, website and primary contact for each organization. Data is currently stored in Salesforce.
4. Government agencies: River Network has a list of governmental agencies who are working to protect and restore rivers and water resources at the local level around the country. Each record includes the name, address, website and primary contact for each agency. Data is currently stored in Salesforce.
5. Companies: River Network has a list of companies who are working to protect and restore rivers and water resources at the local level around the country. Each record includes the name, address, website and primary contact for each company. Data is currently stored in Salesforce.

As noted previously, we have the data to start this project (each of the layers above), including names, addresses and contact information for the NGOs, agencies, and companies noted above (see [draft map](#)). These layers, and how they are displayed, as well as other aspects of this draft map, will need to be updated as part of this project. We will update affiliation information included in Salesforce so that the location icons are sharper and information shared more content rich. Here is a short list of items that will need to be addressed:

- The map must be searchable by organization name. As of now, neither of the two search fields will pull up organizations when you by name.
- The map must be easy to load – HUCs 10-14 may be problematic and slow the site down.
- Remove print option/icon that is on the map
- Make the "Groups Near Me" icon more prominent/obvious
- Remove the "Update Your Info" option as this will now be on the web page itself with a tie-in to Salesforce. Separate updating of the map is highly discouraged.
- Remove the "SF orgs" list from the attributes table (bottom right corner icon). While it does not give the org. names, it gives the contact info that is displayed in the about the organization boxes when you click on a dot on the map. The issue is that the info is in a list that a viewer could easily capture and remake.

The resulting ARCGIS map would need to be integrated with River Network's website (WordPress), or perceived by the user as fully integrated, complete with the required map layers noted above.

NGOs, agencies and companies shown on the map will be able to update their information via a form on our website. NGOs, agencies and companies not currently included on the map will be able to request inclusion also via a form. Additionally, we hope that the existence of the map will also create its own excitement, encouraging those engaged in river conservation and water advocacy at the local level who are not already listed on the map to provide that information to River Network via a website form. The form would send data to Salesforce and, once verified for consistency, integrate into the regular automatic updating of the map.

The map would be interactive, intuitive, and searchable, easy for anyone to use, and fast to load. If a viewer was interested in a particular part of the country, they could hover over that portion of the map and see the names of nearby rivers (down to the HUC 8 level) and the names of organizations working at



the local level in those places. They could also search the map by distance from a particular zip code (50, 100, 250, 500 miles) or maybe even spot on the map to show what entities are involved in river conservation and water advocacy in that particular area. Layers can also be selected or deselected for viewing.

Because the map will be pulling data from Salesforce, we seek to automate the updating process (e.g., once or twice monthly), requiring a minimal amount of ongoing staff time.

A written and / or video-based training manual will be developed as part of this project providing River Network staff essential information to maintain and grow this powerful asset, including how to add additional layers of information.

Required Details for Proposals

The deadline for responding to this Request for Proposals is February 25, 2018. Proposals must include:

1. **Summary of overall approach to project:** Provide a brief summary of the overall approach to project, project team, etc.
2. **ARCGIS, WordPress, and Salesforce experience and qualifications:** Include specific ARCGIS, WordPress, and Salesforce qualifications and examples. Include background of who will be working on this project, their qualifications, and examples of other online maps.
3. **Project methodologies, major tasks, and schedule:** Explain the methodologies, major tasks, and timeline for this project, including critical path for all deliverables, meeting schedule with River Network staff, testing prior to launch, and development and deployment of training materials.
4. **Estimated project duration and costs:** Include cost estimate (not to exceed \$4,000), billing cycle and payment expectations, and final completion date for project. \$500 bonus is available if project completed by or before April 25, 2018.
5. **Ongoing maintenance:** Provide the projected annual time and costs for maintaining and updating map by River Network staff once project is complete.
6. **Risks and adaptation:** Identify any risks that should be considered as part of this project, the probably of risk and any mitigation strategy to reduce the impact of such risk.
7. **Additional information:** Provide any additional information germane to evaluating your proposal not already covered by your answers to required details 1-6 above.

Please submit your proposal via email to Nicole Silk (nsilk@rivernetwork.org) with “Network Map” in the subject line.