



Development of a Walk BC Google Map

Request for Proposals

1. Purpose

The BC Recreation and Parks Association Walk BC Initiative's purpose relative to this project is to place an interactive Google Map within the Walk BC website (www.walkbc.ca) so that walk organizers, programmers and leaders may find appropriate locations to facilitate their activities. Walk organizers, programmers and leaders can consist of volunteers, recreation programmers, health professionals, fitness leaders and others interested in walking. It is envisioned that the target audience will use the map to determine where they can take walking groups consisting of inactive adults aged 35-54.

2. Background

Walk BC is a joint initiative between the Heart and Stroke Foundation of BC & Yukon and the BC Recreation and Parks Association (BCRPA). Funding is provided by the BC Healthy Living Alliance, with support from ActNow BC.

Walk BC encourages individual and group walking to increase overall health in communities through a range of programs that promote walking. More specifically, Walk BC aims to increase walking among inactive adults aged 35-54. Walking is an easy form of physical activity for most people and regular walking can lead to long term lifestyle changes and health benefits. Walking can enhance mental wellbeing, help control body weight, reduce the risk of coronary heart disease and lower blood pressure. Furthermore, walking is one of the easiest ways to incorporate regular physical activity into ones lifestyle. Walking is convenient, inexpensive, safe and requires very little skill or equipment.

This project has been initiated because there is a need for walk organizers, programmers and leaders to have access to locations where they can implement walking programs for inactive adults aged 35-54.

BCRPA has already acquired location information on recreation facilities around the province. Information that has been collected includes: facility name, address, size, year completed, and amenities (ice rink, pool, curling arenas, etc.). This information will be plotted on the interactive Google Map on the Walk BC website www.walkbc.ca.

At a later date, information on walking trails will be added to the map to complement and expand upon the recreation facilities data. Increasing access to information such as trail/route name, location, distance and amenities will assist

walk organizers, programmers and leaders around the province in locating appropriate trails for their planned community walks.

3. Project Scope

Specific objectives of the map include:

- Increasing access to information such as facility name, address, phone #, website, amenities, & photos/videos to assist walk programmers, managers and leaders around the province.
- Developing a map that can be searched using multiple search strategies
- Investigating a method that facility information can be updated online by members/users and automatically update the map.

The main activities and deliverable are:

Placement of a Google map on the Walk BC website from current information held by BCRPA in an Access database

1. Advise on the format for gathering information for export into kml format. Information we are gathering includes (but is not limited to):
 - a. Name of facility or walking route
 - b. Address details
 - c. Description
 - d. Website
 - e. Amenities
 - f. Telephone Number
 - g. Category of walking area/facility
 - h. Google Maps icon code
2. Create a Google map based on data received
3. Recommend an interface and create the necessary code to make the map searchable as follows:
 - a. Search local walking routes close to a particular location i.e. within 5, 10, and 25 miles
 - b. Search by a facility name
 - c. Search by category
 - d. Search by City
4. Embed map onto Walk BC website which is run on Drupal CMS. It is envisaged that there will be a test period for this map from May 19 2009 with a go live date of no later than June 1 2009.

4. Project Timelines

Activity	Completion Date
Proposal deadline	April 9, 2009
Consultant selected	April 17, 2009
Meeting with Walk BC	Week of April 20, 2009
Communication with Walk BC	Ongoing
Interactive map soft launch	May 19, 2009
Interactive map hard launch	June 1, 2009

5. Selection Process

The BCRPA will take into account such matters it considers appropriate in selecting the successful consultant. Evaluation criteria will include:

- The consultant's understanding of the assignment
- The experience and qualifications of the consultants
- Fees and disbursements

6. Proposals

The BCRPA requests that consultants interested submit a letter of interest outlining their approach to the work and the budget including the number of days required to complete the work, fees and expenses along with their specific qualifications and a summary of their experience.

7. General

The consultant should be aware of the following:

- The proposal should confirm that neither the consultant nor any member of the consulting team would be in a conflict of interest with respect to the project if the consultant were selected to perform the services required.
- Proposals will become the property of the BCRPA and, as such, are subject to the Freedom of Information and Protection of Privacy Legislation. To request documentation confidentiality, bidders must submit a covering letter with their Proposal, detailing the specifics of their request.
- The BCRPA reserves the right to award the contract, negotiate the specific terms of the contract, and make other adjustments as required in consultation with the successful bidder.
- Proposals can be sent via email to lrichardson@bcrpa.bc.ca
- Please send your proposal by **4:00pm** on **April 9, 2009**.

Hard copies of proposals will not be accepted.

8. Additional Information

If you have any questions regarding this request for proposals, please contact:

Lindsay Richardson, Walk BC Coordinator

604.629.0965 ext. 256

lrichardson@bcrpa.bc.ca