

Economic Development

**LETHBRIDGE**

**Economic Development Lethbridge  
(Lethbridge Economic Development Initiative Society)**

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**REQUEST FOR PROPOSAL (A)**

***Multi-Layered GIS-based Interactive Mapping and  
Interface Design Project for***  
[www.chooselethbridge.ca](http://www.chooselethbridge.ca)

**REQUEST FOR PROPOSAL**

***Multi-Layered GIS based Interactive Mapping and Interface Design Project***

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The purpose of this Request for Proposal (RFP) is to invite qualified individuals and/or organizations to submit a proposal describing specific expertise in the design and implementation of a creative interactive mapping tool for Economic Development Lethbridge. The purpose of this interactive mapping tool is to provide accurate, detailed and timely information on current industry sector performance, location, activities and impact.

**I. BID & CONTRACT SCHEDULE**

Non-profit organizations, for-profit businesses as well as individual consultants are encouraged to submit a Statement of Qualifications. Submitted proposals will be evaluated based on the outlined selection criteria.

Successful applicants may be one organization or a team of individuals that bring strong technical skills and graphic design strengths to the GIS based “mash-up” design interactive mapping project.

The Service Provider will contract directly with Economic Development Lethbridge. All contract services will begin February 23, 2010 or at a time that is mutually agreeable to the Service Provider and Economic Development Lethbridge. However the completion date of May 31, 2010 is not flexible.

**Contract Schedule**

- |                                   |                                |
|-----------------------------------|--------------------------------|
| • RFP Issue Date                  | January 16, 2010               |
| • Deadline of Question Submission | January 25, 2010 – 9:00am MST  |
| • Q & A Document Provided         | January 27, 2010 – 4:30pm MST  |
| • Proposal Submission Date        | February 10, 2010 – 4:00pm MST |
| • Selection Meeting               | February 15, 2010              |
| • Selection of Contractor         | February 22, 2010              |
| • Orientation Meeting             | February 23, 2010              |
| • Midterm Review:                 | April 9, 2010                  |
| • Project Completion Date         | May 31, 2010                   |

**II. PROJECT OVERVIEW**

Economic Development Lethbridge (EDL) communicates to business investors and site selectors the benefits of doing business in Lethbridge. EDL aspires to increase local and regional business interest and investment by introducing an exceptional interactive online mapping and information service.

EDL seeks a qualified Service Provider to provide the design and layout technical services to create an online multi-layered GIS based interactive mapping tool related to local businesses and business clusters within the Lethbridge and surrounding area.

Communication of site selector features and benefits, within the interactive mapping model, will be anchored to an on-line customizable “Business Investment Profile” (BIP) provided in the form of a publish-quality PDF document retaining all graphic elements and design layouts as on the website. This engaging web-based tool will provide accurate, detailed and timely information on current industry sector performance, location, activities and impact. This new service tool will be incorporated into the current redesign and refreshing of its award-winning website.

EDL has built a strong brand identifying Lethbridge as a preferred place to live, learn, invest, visit and do business. The promotion and building of our brand continues with this project as EDL seeks to expand the availability and accessibility of relevant business information to further build our Lethbridge and area business profile.

The successful Service Provider will work in collaboration with various members of our Business Investment Profile team and other content providers as appropriate to create a leading-edge interactive tool highlighting the many assets of our region.

### III. ORGANIZATIONAL BACKGROUND

Economic Development Lethbridge (EDL) was established in 2003 and is an arms-length, not-for-profit society with a 25-member Board of Directors representing various aspects of business and industry in Lethbridge.

EDL's mission is to strengthen and develop the Lethbridge economy by initiating and facilitating proactive economic development strategies and by promoting Lethbridge as an excellent place in which to live, learn, invest, visit and do business.

For further details about Economic Development Lethbridge, our Mission, Vision and Initiatives, please access [www.chooselethbridge.ca](http://www.chooselethbridge.ca).

### IV. REQUIREMENTS

Design and create the significant architecture and functionality necessary for multi-faceted interactive mapping capabilities which encompass the content components identified as follows:

This will not only include the look and feel elements of the project, but also,

- The user interaction (check boxes, drop-downs, etc).
- The desired look of the output (colour, shape, size, animated style graphic elements, fonts, symbols, etc).
- The technical functionality and architecture designed to incorporate all the design elements.
- The plan for user-friendly ongoing maintenance to update the information as necessary in a timely manner, ensuring it is as current and relevant as possible.

The Vendor will work with the website developer to create a platform for mapping and present a test of the results to EDL with a focus on usability, maintenance and operation of the interactive tool.

The vendor will create all mapped elements in a format that allows customized data to be easily exported to the Business Investment Profile PDF Template which retains all graphic elements and design layouts as on the website.

The vendor will ensure this project will have the ability to be expandable and adaptable for future phases that may introduce other functionality not present in the scope of this project. Examples of future expansion may include, but are not limited to, detailed commercial real estate elements and/or street side views of businesses.

#### A. Information Technology Requirements

##### IT Requirements

- No third party plug-ins or extensions.
- Have a similar aesthetic look and function of Google Maps for a high level of usability and familiarity.
- The map will have numerous layers to encompass representations including, but not necessarily limited to the following:

##### **Transportation System**

- Major highways (identifying major routes in and out of Lethbridge, along with the route names and distance to the next major centre).
- Traffic counts.
- Railroads (identifying what railroads belong to which business park(s) and describe which neighbouring businesses have access to them).

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- Airport (identifying runways and what companies fly out of the centre represented by their logos and traffic stats).

### Industry and Economic Drivers

- City and County of Lethbridge zoning maps (Displaying a colour coded version of the various types of industrial, commercial and residential land) with specific business rollovers to highlight expanded and detailed economic data and information (see RFP B).
- Industry will be represented by a colour scheme relating to what core sectors they belong to. For example, all Agriculture-related business will be blue on the interactive map. (The core sectors will be identified and explained in greater detail with the successful vendor).

### Service Amenities

- Hospitals and care centres (represent each health centre with a Red Cross and white background)
- Post-Secondary Institutions (represented by logos and number of full-time and part-time students)
- Elementary, Middle & High Schools (represented by logos and number of students)
- Hotels (For Convention & Event Planning) with service/accommodation details
- Communities within the County of Lethbridge (population, proximity to Lethbridge in km and driving time)

### Lifestyle

- Parks and their services/features.
- Local Attractions: all tourist attractions in Lethbridge and County including, but not limited to, golf courses, as well as the distance to three UNESCO sites.

## B. Parameters

This will not only include the look and feel elements of the project, but also:

- The technical functionality and architecture designed to incorporate all the design elements.
- The plan for continuous user-friendly ongoing maintenance to update the information as necessary to ensure it is as current and relevant as possible.
- The user interaction (check boxes, drop-downs, etc.).
- The desired look of the output (colour, shape, size, animated style graphic elements, fonts, symbols, etc.).
- Design and create the significant architecture and functionality necessary for multi-faceted interactive mapping capabilities that encompass the content components identified.
- Work with the website developer to establish the mapping platform and present a test of the results to EDL team with a focus on usability, maintenance and operation of the interactive tool.
- **Create all mapped elements in a format facilitating easy user-friendly exporting to the Business Investment Profile PDF Template which retains all graphic elements and design layouts as on the website.**

## C. Functional Requirements

### Map Functionality

- When user inputs the name of a business, a dimensional view of the chosen business with a list of its attributes will appear in a colour representative of the core sector.
- When a user requests specific sector or cluster information, the tool will reveal what companies are associated with that cluster and where they are located in the appropriate sector colour scheme.
- The interactive map will have vertical, horizontal and depth degrees of motion.
- The map can be zoomed by scrolling the mouse (similar to existing platforms like Google maps)
- Map types include: Road and Satellite image (maximum 1-2 years old).
- Searching functions include Street name, town/city name, county, business name, Business Park and business cluster, (See Definitions Section XIV).
- Users will be able to capture the map as an attractive customizable PDF document.
- Send hyperlink of map to e-mail recipient(s).

- Help function for users.

**D. Acceptable Practices, Ethics, Warranty & Maintenance**

The vendor must provide Economic Development Lethbridge (EDL) with a one-year warranty period, starting when the system is accepted/approved by EDL. The vendor will warrant all work to be free of defects during this one-year period. Any repairs or “bug fixes” required during this period will be made at no expense to EDL.

The vendor will maintain strict confidentiality while working on this project and conduct business in a professional manner.

Further to this the vendor will:

- Preserve the confidential information obtained during the length of the project and will not use the information for personal gain nor in a way that would be damaging to EDL.
- Operate within all local, provincial and federal laws, rules and regulations.
- Demonstrate a commitment to the quality of work and results obtained for EDL
- Operate with the same professional standards and practices as expected from an on-site contractor.
- Always act in a professional manner - being honest, morally responsible and competent.

**E. Source Code Escrow**

The vendor must place and maintain a current copy of the source code as delivered to EDL in escrow. In addition, the vendor must indicate that the escrowed software is updated as the source code is modified and ensure that EDL has unrestricted access to the source code should the vendor enter into bankruptcy or otherwise cease to operate or otherwise be unable to provide support for the product.

EDL reserves the right to verify that the items placed in escrow include the source code for the delivered system. The source code in escrow must be in a format and location acceptable to EDL. The cost for establishing and maintaining the required escrow account is to be borne by the vendor.

**F. Support Requirements**

- The vendor will provide a quote for annual maintenance and support of the system for five years in addition to the required one-year warranty period. The vendor will itemize the terms of this maintenance and support, including but not limited to items covered by support, hours and levels of support, methods of support (e-mail, online and onsite), guaranteed response times and cost associated with response or development of customized solutions.
- If appropriate to the vendor’s business model, the vendor will provide a post implementation review plan, to be conducted jointly with Economic Development Lethbridge.

**G. End-User Training**

End-user training will be provided (number of staff requiring some level of training is expected to be nine) at EDL office. End-user training will cover all aspects of the interactive mapping, but not limited to, querying, data entry, reporting, and administrative functions for the web based system. The session shall be focused on teaching end users how to perform their specific jobs using the tools provided in the system.

Hard copy and electronic reference materials summarizing basic procedures should be provided as part of the training.

## V. PROJECT SCOPE

The technical design and layout aspect of this project will be connected to data and information gathered by a separate consultant.

The **project team** will consist of:

- Director of Business Development and Marketing, EDL
- Senior Manager, Business Development & Operations, EDL
- Research & Operations Officer, EDL
- Industry Market Research and Lethbridge Regional Data Collection Service Provider
- Interactive Map and Interface Designer Service Provider
- Web Designer and Developer

The purpose of this project is to design and implement a creative, multilayered interactive mapping tool for the purpose of increasing local and regional business interests.

### **Budget**

When responding to this RFP, please provide a detailed budget including the vendor's full range of services and standard rates, if applicable. Maximum budget allotted for this project is \$40,000.

## VI. PROJECT DELIVERABLES

The major milestones and deliverables are as follows:

- **February 23:** Contract begins
- **March 11:** Framework presentation to Project Team
- **April 9:** Mid-Term Review of mapping system
- **May 1:** Receipt of data for merging into mapping system
- **May 15:** Functional mapping with data review with project team
- **May 31:** Project Completion Date

## VII. ATTRIBUTES & QUALIFICATIONS

### **Knowledge and experience:**

Qualified candidates will have a strong knowledge of Flash, HTML, XML, graphic software, scripting and JavaScript. Experience and expertise in creating / using / accessing data manipulation and attractive design are considered extremely important.

The Service Provider must demonstrate expertise and a history of success in meeting the service needs described in this RFP. Service Providers who specialize in one or two areas may work collaboratively with another organization or individual to provide the range of services required.

Your proposal will be assessed in areas such as:

- Proven Technical Expertise
- Design and Layout Experience
- Proven ability to come in on budget and within agreed upon timelines

The Service Provider should possess experience in creating interactive online mapping for one or multiple municipalities or organizations. A minimum of three examples of work, with references, should be provided.

The Service Provider must demonstrate a certain degree of flexibility in how and where services are provided and must have the ability to tailor content and delivery methods to meet the specific needs of EDL and partner groups.

The following would be considered an asset:

- Knowledge and familiarity with economic development site selector preferences.
- Organizational capacity to also deliver RFP (B).

## VIII. WORKING GUIDELINES

**Note:** The vendor will work closely and co-operatively with EDL's existing team and project team to ensure the project meets agreed upon deadlines. The vendor will also mesh deliverables with the Industry market research and regional data collection consulting team of the project who will be simultaneously creating content for the map.

### The Vendor will:

- Maintain high level of knowledge about Economic Development Lethbridge core businesses and goals, the city of Lethbridge and the surrounding region.
- Design and implement creative and innovative interactive mapping capabilities consistent with the expectations of target markets like site selectors in keeping with the promotion of clusters and sectors as identified by Economic Development Lethbridge.
- Develop and retain effective and efficient working relationships with partner organizations, service providers and vendors, as appropriate and keeping in mind that EDL will always provide the main contact and coordinate communications.
- Provide "one-point of contact" will be provided by the Service Provider to minimize communication confusion and maximize effectiveness.

## IX. TERMS & CONDITIONS

In addition to the terms and conditions in the agreement:

- The vendor may obtain information outside of their area of expertise by subcontracting with other vendors at the vendor's own expense and responsibility. The proposal shall indicate the names of subcontractors or joint venture interests to be included, if any.
- At the vendor's request, relevant materials that are in the possession of Economic Development Lethbridge will be provided.
- Confidentiality for this project is of utmost importance due to the competitive nature of our business.

## X. MANAGEMENT & ADMINISTRATIVE CONTROLS

### Supervision of work:

The Business Investment Profile Team at Economic Development Lethbridge as well as the website developer will maintain constant communication with the vendor.

### Terms of Payment:

Payment for this project will be 25% at Start-up, 25% at Draft Stage (April 9) and 40% at the completion of the project. The remaining 10% will be paid after 60 days of active use of the interactive mapping tool on [www.chooselethbridge.ca](http://www.chooselethbridge.ca).

## XI. SUBMISSION PROCESS

To be considered, applicant will address each point detailed below and organize the information accordingly:

- EDL desires and expects bids based on the ability of the vendor to meet or exceed the requirements contained in this request.
- Limit your submission to a maximum of ten (10) pages; supplementary materials, appendices and/or online links are welcome.

Submissions must include:

- Service Provider Organizational Background Including Previous Projects and References/Recommendations
- Service Provider Organizational Project Team and Skills Matrix/ Overview
- Proposed Methodology

- Proposed Work Program with related Timelines
  - Budget Plan
  - Effectiveness Assessment and Recommendation: Given the scope of the project, a one page recommendation or assessment of customized map platforms versus open source map platforms (i.e. Bing or Google).
3. Please submit the proposal in Microsoft Word or Adobe PDF format, labeled clearly in the subject line as “**EDL RFP for Online Mapping**” to [kris@chooselethbridge.ca](mailto:kris@chooselethbridge.ca).
- Note:** Copies of your proposal will be made available to all senior team members. If you would like to provide the copies by mail, please send **four** copies to:
- Kris Hodgson, Senior Manager of Business Development**  
 Economic Development Lethbridge  
 308 Stafford Drive South  
 Lethbridge, AB T1J 2L1
4. **For questions or clarification**, please inquire by e-mail to [kris@chooselethbridge.ca](mailto:kris@chooselethbridge.ca) per the deadlines as indicated in Section I. *BID & CONTRACT SCHEDULE, Submission of Questions Process*, page 1. Answers to questions will be compiled and responses provided back to all qualified bidders.
5. **Submissions** must be received at the Economic Development Lethbridge office **no later than 4:00 p.m. MST on Friday, February 10, 2010.**

## XII. EVALUATION OF RESPONSES

An evaluation committee will score the responses to the RFP.

The proposals will be scored based on the criteria established in the RFP. Only material presented in the written proposals and vendor demonstrations will be considered in the evaluation.

After the evaluation committee has scored the proposals, they will be discussed and a shortlist will be created. Shortlist candidates will be interviewed and it is at this point additional questions can be addressed to Economic Development Lethbridge.

## XIII. AWARD OR REJECTION OF BID

Bidders will be contacted via phone on or about February 22, 2010 if they are the successful candidate for this RFP.

Those who are not the successful candidate will be notified after a contract has been signed with the successful candidate to ensure that all negotiations have been successfully completed, and there are no possibilities of requiring the services of the runner-up RFP candidates.

## XIV. DEFINITIONS

**Contract or Agreement:** The legal document the client issues to bind the contractor to provide the product and/or service described in the scope of work.

**Clusters:** A group of similar businesses that are inter-related. (Example: Agriculture processors and producers belong to the same Agri-Food cluster).

**Economic Development:** Economic Development is the process of developing and maintaining suitable economic, social, cultural, learning, environment and political environments, in which balanced growth may be realized, increasing the prosperity of the community.

**Request for Proposal or RFP:** A competitive negotiation process to ensure the best value for the client, and in accordance with the policies of the client.

**Vendor:** An individual, partnership or corporation from whom the client is soliciting a proposal.

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