



Website Design Request for Proposal

From: BC Conservation Foundation – WildSafeBC Program

Date: September 5, 2023

Re: WARP Website Redesign

Introduction

WildSafeBC is seeking a professional web designer to recreate its Wildlife Alert Reporting Program website currently found here: <https://warp.wildsafebc.com/>.

WildSafeBC is initiating a Request for Proposals to ask qualified web developers to prepare a proposal that outlines how you will accomplish our goals for a new site that includes specific timelines, budget and deliverables. The following RFP includes a background of our organization and describes the purpose of the WARP site overhaul, its desired functionality, and specific requests relating to the proposal. We understand that specific details may be subject to change upon vendor recommendation of more optimal solutions. In your proposal, please suggest alternatives where noted.

Our expectation is that this RFP will convey our vision for the new WARP site and outline specific challenges with the existing one. It describes the purpose of the website overhaul and outlines desired functionality and technological requirements. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations. Please feel free to email Programs@WildSafeBC.com with questions or comments.

Program Background

The WildSafeBC program is the provincial leader in preventing conflict with wildlife through collaboration, education and community solutions. The program is managed and delivered by the BC Conservation Foundation (BCCF). BCCF is a non-profit organization that delivers expert project management services for conservation projects that align with our goal “to promote and assist in the conservation of the fish and wildlife resources of the Province of British Columbia through the protection, acquisition or enhancement of fish and wildlife habitat”. Within that goal, WildSafeBC’s motto is “keeping wildlife wild and communities safe”.

The role of the WildSafeBC Program is to prevent conflict with wildlife through collaboration, education and community solutions. Each year, residents of British Columbia make over 25,000 calls to the BC Conservation Officer Service (BCCOS) to report wildlife for a variety of reasons. Some of these calls are in regard to wildlife that are in conflict. The results of these conflicts may be property damage, pets/livestock injured or killed, human safety put at risk, and wild animals being displaced, injured or killed. These conflicts are often preventable with increased knowledge of the cause of the conflicts followed by actions to address and mitigate the conflicts.

WildSafeBC has coordinators working with communities across the Province to achieve ‘on-the-ground’ conservation goals by reducing human-wildlife conflicts. Our main goals are: 1) for people to become

more knowledgeable about human-wildlife conflicts, 2) for people to become inspired to take action to prevent conflicts, 3) have fewer animals becoming food-conditioned and/or human habituated, and 4) to reduce the level of human-wildlife conflict in communities and in nature.

Current Website

One of the educational tools WildSafeBC uses is the Wildlife Alert Reporting Program (WARP) website: <https://warp.wildsafebc.com/>.

WARP is a program developed by WildSafeBC to enable the public to view reports regarding wildlife made to the BCCOS through the 24/7 call centre or their online form. WARP is updated daily to show these reports on a publicly available georeferenced map. The site shows data on each wildlife encounter, including the date, time, location (or approximate location), species, encounter type, attractant type, BCCOS response, and the suggested public safety steps people should consider with that wildlife species. The site also gives users more information about each species of concern and how to prevent future human-wildlife conflicts. Users are able to create an account and receive alerts for locations of interest to them. Users are also able to query and filter the data to show specific dates, locations, species, attractants, encounter type, outcome, and reporting group/agency. Users can also download datasets or add their own encounters to the dataset when it is not required for them to call the BCCOS.

The site needs a complete overhaul because it is technically out-of-date and not functioning properly with some data not populating on the map, making it unreliable and unusable. Further, our organization has limited access to the back-end of the current site and limited expertise to fix the site issues.

We have identified the following issues that need to be remedied with the site overhaul:

- Outdated software and design.
- Issues receiving, transforming, and storing data from source.
- Data and site capacity limitations.

Website Audience

WARP is an important educational tool and has a wide audience with different purposes. Our WildSafeBC Team uses this data for program planning, reporting and fundraising purposes. This data is essential to know the causes of human-wildlife conflicts and the areas to prioritize our educational efforts. We also use this data to demonstrate our programs' efficacy to donors and supporters. Local WildSafeBC Community Coordinators use this data throughout the season to prioritize education initiatives and work with the local community to reduce human-wildlife conflicts in high conflict areas. This data is also used to inform the public of wildlife sightings in urban, rural and recreational areas. Further, this data is used by different levels of government to review and implement policy changes. Other users of the site include other outdoor focused organizations as well as the media that share it as an educational resource.



WildSafeBC includes information about WARP on the main website: <https://wildsafebc.com/>. There is a link located in the top menu of the WildSafeBC site, as well as a specific page dedicated to WARP and its use with an access link: <https://wildsafebc.com/programs/what-is-warp/>.

WildSafeBC also has a presence on Facebook, Instagram and Twitter, including one primary account for each active year-round and between 20-35 community Facebook accounts active throughout the season. All of our social media pages use WARP as a visual educational tool.

Project Goals

The primary goal of the WARP website is to be a public-facing educational resource to learn about human-wildlife conflicts occurring throughout BC. We aim to be the provincial go-to resource to learn about human-wildlife conflict prevention. The specific goals of the website overhaul are as follows:

1. To improve on the features of our current site to create a user-centered design, making the user's experience as seamless as possible. This includes an intuitive and user-friendly interface, improving user ability to visualize and manipulate data.
2. To increase our WildSafeBC audience to become the go-to resource to learn about human-wildlife conflicts across BC.
3. To be visually appealing with visible copyright for use as a visual and trusted educational resource.
4. To have the internal knowledge and capacity to update site components and make minor changes as needed.

Scope of Work

We will require the following technical services to accomplish this project:

Website and Software Audit

This project requires consultation on current software and back-end setup, including the database, app, and technical requirements through an auditing process. We hope the results of this audit will result in some quick fixes to make the current site fully operational during the site overhaul. The results of this audit will also help in narrowing the scope of performing a complete site overhaul.

Site migration

Facilitating site migration will be required for user continuity. Historical data from the current site needs to be available on the new site. User accounts also need to migrate to a new site. There may be limitations accessing the back end of the current site that prevent facilitating a complete site migration.

Web Development

This project will require front-end coding to make the site interactive, user friendly, engaging, and intuitive. This project will also require back-end coding to manage and integrate a large amount of data onto a map. The site must connect to a 3rd party API, facilitate data migration from 3rd party servers, transform the data, and warehouse the data in an accessible database. This will require creating a database and developing an application to view the data. We want users to have access to download the data.

Software Development

Our current software is out of date and custom software, or app development may be required if that step is the more optimal option.

Content Management System

Creation of a content management system will be required to make ongoing updates to the site and upload data without using code. This management system must be user-friendly for minor updates to be made internally. The management system must also have the ability to have multiple administrators. We are familiar with WordPress but are open to alternatives.

User Accounts

We will require membership management on our new site. This will allow users to create an account with their email and password. Users can then create custom alert notifications, upload their own data, download data, and manipulate the data on the map. Administrator(s) need the power to customize each user's experience. This includes implementing varied levels of security access.

Testing & quality assurance

Perform usability tests, accessibility tests, browser testing, responsiveness, loading speed, etc.

Technical Support

We will require ongoing contractual support:

- Software training
- Consulting
- Minor Web Maintenance and Support
- Web hosting services and support.

Other Technical Requirements

- Mobile device optimization.
- E-commerce function to collect donations.
- Browser Support to allow WARP to perform on all legacy browsers.
- Site Accessibility for blind or limited vision users

WARP Functionality Requirements

The proposed site must include the incorporation of mapping software. We want users to maintain the ability to view data on a georeferenced map and filter the data to query different results. We want users to create a personal account to view data on the map, filter and query data, and download data.

Map Requirements

The map should include the following data layers for users to filter and query data:

- Geographical Data
 - Hydrography: Lakes, streams, water bodies
 - Terrain
 - Roads

- Elevation
- Vegetation
- Orthophoto imagery
- Political boundaries – Regional Districts
- Wildlife Encounter Data – transcribed and transformed from our 3rd party source data:
 - Date and Time
 - Species
 - Attractant
 - Conflict Type
 - Encounter Type
 - Location Data – city and coordinates – enter coordinates and select on map
 - Outcome
 - Reason
 - Reporting Agency
- Other possible options:
 - Population density (census data)
 - Buildings
 - Land usage
 - Weather conditions

User Functionality Requirements

- View all wildlife encounter data on the map
- Filter the data each specified category and subcategory
- Create user ID
- Create alerts notifications to be sent to email
- Query & Filter Source Data
- Download data
- Upload encounter data

Website Examples

BC Wildfire Service Wildfires Map: <https://wildfiresituation.nrs.gov.bc.ca/map>

Habitat Conservation Trust Foundation Projects Map: <https://hctf.ca/achievements/project-maps/>

Healthy Watershed Initiative Projects Map: <https://healthywatersheds.ca/projects/map/>

Nature Conservancy Canada Projects Map: <https://www.natureconservancy.ca/en/where-we-work/british-columbia/featured-projects/featured-projects-map.html>

Budget

We are budgeting \$50,000 for this website redesign and overhaul, which includes the scope of work described above. When submitting your budget, please list major tasks and project milestones as

different budget items, including: 1) Software audit, 2) Site Design, 3) Site Development 4) Testing and Quality Assurance, and 5) Ongoing Technical Support or Training.

Project Timeline

RFP Release Date: September 5th, 2023

Response Deadline: October 31st, 2023

Vendor Selection: November 15th, 2023

Project start: December 1st, 2023

Website Launch Date: March 1st, 2024

Format & Proposal Details

Proposals are to be submitted in pdf format to Programs@WildSafeBC.com. Vendors are asked to include the following in their proposal:

- Applicant name, address, contact information, and website.
- Number of years in operation.
- 3 Client References and best contact method.
- Examples of 3 relevant projects, details of work completed, and access links.
- Number of individuals working on the project, their qualifications, and their roles and responsibilities.
- Project timeline with major tasks and milestones.
- Project budget with major tasks and milestones identifies as line items.
- Plan for mobile / responsive design.
- A general overview of the website building process.