



Request for Proposals

**Water Conservation
Consumer Website Design and Development
with
Integration and Modification
to The Field Museum Water Calculator**

August 30, 2010

***Responses to this RFP are due September 27, 2010 at 5:00 p.m. (Central)
See below for instructions on submission.***

Contact:

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Summary

The Alliance for Water Efficiency is accepting proposals from qualified web development firms to develop an informational consumer-oriented water conservation web site that includes the following: a modified version of the water calculator originally developed by The Field Museum; interactive features; and links to social media sites.

Background

The Alliance for Water Efficiency (AWE) is a stakeholder-based 501(c)(3) non-profit organization dedicated to the efficient and sustainable use of water based in Chicago. AWE has an extensive web site and online resource library which can be found at www.allianceforwaterefficiency.org.

AWE has received a grant from the Home Depot Foundation to develop a consumer-friendly water conservation web presence. The purpose of the grant is to provide a dynamic and exciting consumer web page that will inform and motivate the consumer to conserve water in their home. Additionally, AWE has entered into a memorandum of understanding (MOU) with The Field Museum in Chicago to enable it to use and expand on the consumer water calculator previously created for The Field Museum web site. The MOU will allow revisions and enhancements to be made to the calculator that will then be cross posted on both web sites. The current Field Museum consumer water calculator can be seen at <http://watercalculator.fieldmuseum.org/watercalculator>. Another useful water and energy calculator to review can be found at: <http://www.wecalc.org/>.

AWE has hired a project manager and formed an advisory committee to provide input and oversight for the project. The project will be six months in duration.

Respondents are encouraged to include new ideas, features, and concepts to enhance the web site not specifically identified in this proposal.

Description of Project

The goal of this project is to develop an informational consumer-oriented web site about water use and conservation for a non-technical audience: the general public, students, teachers, etc. The web site will have video and animated features to engage visitors, and should describe in graphic terms how water should be conserved. A key feature of this web site will be a water calculator that also provides information on the embedded energy in water and the potential for reducing greenhouse gas emissions through water efficiency. The water calculator will be based on the existing calculator developed by The Field Museum, but will include expanded features (more details and technical specs are provided below). The revised calculator will also be used by The Field Museum on their web site.

This will be a non-commercial web site and cannot be focused on any specific products or brands. Advertisements will not be part of the site. Links to external lists of products such as

toilets and clothes washers that meet established specifications and criteria will be part of the site.

The AWE consumer web site will reside at its own URL (yet to be selected) but will be linked into AWE's current web site. A portal between the current AWE site and the new consumer-oriented conservation site will be established.

The technical content for the web site including water saving information, typical fixture usage rates, and recommended water saving actions will be developed by AWE, the advisory committee, and the project manager.

The web developer is responsible for the overall design, implementation, animations, photos, videos, graphics, and tools for on-going maintenance.

Audience

Primary: The general public, parents and families, students, teachers.

Secondary: Members of the water industry and water conservation professionals.

Functionality, Scope, and Guidelines

Listed below are the minimum specifications for this web site. Bidders are encouraged to propose ideas for functionality and capabilities beyond what is listed here.

1. Develop a visually attractive consumer-oriented web site about water use and conservation. The design of the website should be easy to navigate and exciting to use.
2. Include photos, graphics, videos, flash animations, and any other interactive features that will draw the user into the site.
3. Include links to social media sites such as Facebook, Twitter, etc. that allow users to post information on water use and efficiency and calculator results.
4. Suggest additional Web 2.0 upgrades to the site.
5. Adapt and update the existing Field Museum water calculator to be more accurate in water savings calculations as well as more applicable to the rest of the country. The basic design and graphics of the calculator will remain. To view the calculator in its current form, see <http://watercalculator.fieldmuseum.org/watercalculator>
 - a. Retain the existing graphical look of The Field Museum calculator. It is written in Flash, JavaScript and Drupal. All code, graphics, and related information will be provided to the winning bidder. AWE and The Field Museum have entered into a cooperative agreement for working on the calculator update.

- b. Upgrade the calculator to include landscape water use calculations that are adaptable to different regions of the US. The current Field calculator is based on an Illinois landscape. Calculation of theoretical landscape water demands requires the following data: landscape area, planting materials used (i.e. turf grass, bedding plants, trees, waterwise plants, etc.), local evapotranspiration rate (measurement of the water requirement of plants which is based on climate conditions). **Professional expertise will be available to assist the winning bidder in developing proper calculations and locating national water use and climate data sets for the calculator.**
 - c. Provide additional upgrades to ensure the water calculator is as accurate as possible, represents regional variations, is easy to use, and can be quickly updated with new data as required.
 - d. Identify potential greenhouse gas and energy savings that can be achieved from water conservation, and include these calculations in the calculator. Greenhouse gas reductions and energy savings shall be presented alongside water savings. This is a stipulation in the grant from the Home Depot Foundation. Technical assistance from AWE will also be available to the winning bidder for this task.
 - e. Incorporate the ability to print results from the water use calculator for consumer home use as well as for teacher in school use.
 - f. The Field Museum calculator collects survey totals and usage statistics. Collected data on average gallons per day is displayed with the calculator results. Users may provide their gallons per day, name and email for informational purposes so that combined results from users of the calculator can be presented.
6. Include the following minimum elements in the web site design. Bidders are encouraged to propose their own ideas for features and elements to include, and especially for how this information can be presented in an interesting and visually exciting way.
- a. Water saving tips for home, school, and work.
 - b. Information on residential water using fixtures and appliances, including links to existing resources for locating WaterSense and EnergyStar labeled products.
 - c. Information on landscape and irrigation focused on water efficiency.
 - d. Information on how water conservation saves energy and thus reduces greenhouse gas emissions.
 - e. Graphical content (videos, pictures, animations) showing how to replace a toilet flapper, how to replace an entire toilet, how to replace a faucet aerator, how to

replace a showerhead, how to look for and repair household leaks, how to read your water bill.

- f. Options for interactive consumer activity.
 - g. Options for interactive teacher-student activity.
7. Provide a consistent web site design, allow easy user navigation, and have common features to provide a cohesive feel. The project manager will use Microsoft Internet Explorer and Mozilla Firefox. It is expected that the web site will function successfully in a majority of web browser environments including Internet Explorer, Firefox, Safari, and Chrome.
 8. Design and implement a highly capable search function. If possible, users should also have the option of searching for information on the AWE main site as well.
 9. Provide the capability for static pages to be updated by AWE staff without any assistance from the web development firm. Bidders should include a detailed description of any administrative content editing tool or content management system to be used in conjunction with this project.

Project Budget

The budget for this project is \$50,000. Please provide design and development options that accomplish the outlined scope within this budget. Please provide a detailed budget including hours to be spent per task by each team member and hourly rates.

All bidders should understand this is a fixed price, grant-funded project and that the project must be complete for this amount. Please include all anticipated costs and contingency in your cost quotation. It will not be possible to grant any change order requests with this project.

However, there is a possibility that additional grant funds could be sought if special design features are suggested and deemed desirable by AWE to add to the existing project.

Project Schedule

Please provide a detailed project schedule with a mandatory completion date of March 15, 2011. The site will be launched on March 22, World Water Day.

Indicate the completion date of all major tasks in a project timeline, and please allow ample time for the review and user testing phase.

Deliverables

The anticipated deliverables from this project will be:

1. An informational consumer-oriented web site about water use and conservation for a non-technical audience.
2. Updated water calculator based on the calculator from The Field Museum.
3. A Content management system or other comparable tool so that AWE can maintain and update the site.
4. The web site installed on a host to be determined.
5. The web site integrated into the existing AWE web site.

Proposal Requirements

Proposals **must** include the following elements:

1. Scope of work, including a description of each work task.
2. Project budget, including hours to be spent per task by each team member and hourly rates.
3. Project schedule, including the duration and anticipated completion date of all major tasks. Assume an October 15 start date.
4. Firm qualifications and resumes of staff members who will actually be performing work on the project.
5. Examples of past work, including links to sites developed by the firm and the team proposed for the project.
6. References from three clients for whom web site development work has been completed since 2005.
7. 40-page maximum length of proposal, including qualifications (but not including cover pages, tabs, blank pages to preserve formatting, etc.)

Proposal Process Timeline

Proposals are due by **5:00 p.m. (Central) on September 27, 2010**. Please email them to william@a4we.org.

Interviews with selected respondents will be held in person or via conference call on September 30 and October 1, 2010. The Project award is expected to be made by October 15, 2010.

Contact Information:

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If you have any questions, please contact Bill Christiansen at 773-360-5100 or at william@a4we.org.