Web Designer & Database Developer
Request for Proposal

About Xerces

The Xerces Society is a nonprofit organization that protects wildlife through the conservation of invertebrates and their habitat. Established in 1971, the Society is at the forefront of invertebrate protection worldwide, harnessing the knowledge of scientists and the enthusiasm of citizens to implement conservation programs.

Butterflies, dragonflies, beetles, worms, starfish, mussels, and crabs are but a few of the millions of invertebrates at the heart of a healthy environment. Invertebrates build the stunning coral reefs of our oceans; they are essential to the reproduction of most flowering plants, including many fruits, vegetables, and nuts; and they are food for birds, fish, and other animals. Yet invertebrate populations are often imperiled by human activities and rarely accounted for in mainstream conservation.

Over the past three decades, we have protected endangered species and their habitats, produced ground-breaking publications on insect conservation, trained thousands of farmers and land managers to protect and manage habitat, and raised awareness about the invertebrates of forests, prairies, deserts, and oceans.

Project Summary

Develop and launch in December, 2016, a publicly accessible, interactive website with a standardized spatially explicit database to engage public reporting of monarch and milkweed observations in 11 western states and disseminate informational materials to consumers. This website will allow users to register, upload photos, access photo identification guides, and geo-reference their observations of monarch butterflies and 45 milkweed species. Through this web portal, scientists will be able to gather accurate information on the distribution of monarchs and milkweeds in the west. The ultimate goal of this project is to build a web portal that will be used to collect information in a robust, relational database on locations, and the abundance, of milkweed and breeding monarch butterflies throughout the western United States.

The Xerces Society currently runs and maintains two existing citizen science web portals (www.bumblebeewatch.org; http://www.migratorydragonflypartnership.org). These platforms were developed independently but contain much of the functionality described in this RFP. Xerces is looking for a developer and design team to help maintain

all three websites; experience working on multiple database and front end platforms is desirable but not required.

Content

Xerces will gather and develop all content for the website, including:

- Milkweed and monarch occurrence Access database;
- Milkweed identification guides with photos of 45 western species;
- Information on milkweed and monarch biology and the importance of milkweeds to monarchs;
- How the web-based data collection portal contributes to the conservation of the western monarch population;
- Frequently asked questions;
- Tips/guidelines for photographing milkweeds and monarchs and searching for monarch eggs, larvae, and pupae.

Functionality

Responsive Design

The website must be responsive, so that it seamlessly adjusts to fit desktops, laptops, tablets and smartphones.

Social Media Integration

The site should include the ability for web content to be shared to social media networks. The organization's social media networks must be linked to the website to allow for easy "follows."

Citizen Science App Integration

The database developed from this project will integrate with the Monarch SOS citizen science app platform, which is currently in development through Naturedigger, LLC. The prospective developer will work with Xerces and Naturedigger to develop APIs and other infrastructure to facilitate this integration.

News Feed and/or Blog

The website should include a built-in news/blog platform that will enable Xerces staff to create, edit and publish news articles and/or blogs to the website as needed.

Online Database

Database should be built using standard biodiversity protocols such as Darwin Core. This

database will be integrated with the website via a user interface that allows users to extract data in various formats (CSV, KML, etc.).

Mapping Features
The online database and user submissions must be integrated with a mapping service such as Google API or ArcGIS Online.

Website Analytics
Analytics tracking (preferably Google analytics) must be integrated on the site to allow for website visitor tracking, page tracking, etc.

Technical requirements
No use of Flash. The website must be compliant with Mac and PC, as well as with the latest two versions of Internet Explorer, Mozilla Firefox, Chrome and Safari.
Detailed technical specifications are available upon request.

Audience

The intended website audience is citizens and public agency staff across 11 western states who have an interest in monarchs and/or milkweeds and their conservation and biology. In addition, we expect this tool to be used by natural resources personnel, field biologists, and others involved in natural lands surveys.

Timeline

March 1, 2016 – Confirmation of intent to submit proposal due
March 18, 2016 – Proposal due (questions may be asked prior to March 9)
August 1, 2016 – Beta versions of website and database available for testing by partners
December 15, 2016 – Launch

Proposal Guidelines

The proposal should address the following:

Qualifications
- Briefly describe your organization in terms of its history, staffing, location and senior management.
- Provide the URL for three web sites you have produced for similar projects and briefly describe the work done by your firm.
- Provide current contact information for three former or current clients.

- Describe your ability and interest in updating and maintaining our existing citizen science websites.

Provide any additional information, designs and ideas that you feel would be helpful developing this web platform.

Costs
Please provide a detailed cost proposal which includes and identifies all labor and materials required for the services and deliverable described in your proposal. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Workplan
Please provide a workplan identifying the various tasks involved in the creation of the deliverable, including correction of any defects for a period of at least ninety days after the launch date, and a timeline for those tasks which correlates with the timeline which set out above. If subcontractors will be used for any portion of the work, they must be identified by name along with a description of the work to be subcontracted.
Provisions of this RFP and the successful proposal may be incorporated into the resulting contract.

Proposal Process

Confirmation of intent to submit proposal should be sent on or before March 1, 2016 to procurement@xerces.org.

Questions will be accepted until March 9 and should be sent by e-mail to procurement@xerces.org; answers to general questions will be sent to all interested parties. ONLY THOSE QUESTIONS SENT AS DIRECTED WILL BE ANSWERED; NO PHONE CALLS OR MESSAGES DIRECTLY TO XERCES STAFF WILL BE ACCEPTED.

Proposals must be submitted as an attachment to an e-mail to procurement@xerces.org and received on or before March 18 at 5:00 p.m. Pacific Time. Proposals received after this date may not be considered.

Proposals will be evaluated on the following criteria: (a) the extent to which the proposal meets the needs identified in this RFP; (b) experience with creating sites with multiple interactive features that interface with a backend database; (c) experience working with biological data and building species observational databases; and (d) pricing which is reasonable and competitive.

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