Request for Proposals (RFP)
BILINGUAL ARCGIS STORY MAPS

"Connecting Communities to Watershed Health"
Collaborative Restoration in the Walla Walla Basin

— **Proposal Deadline: 8:00 PM PST on December 17, 2025** —

SECTION 1: PROJECT OVERVIEW

The Walla Walla Basin Watershed Council (WWBWC) seeks proposals from qualified individuals or firms ("Respondents") to develop two bilingual (English/Spanish) ArcGIS Story Maps highlighting watershed restoration successes in the Walla Walla River Basin. The maps, which will feature key projects underway on the North Fork Walla Walla River and Couse Creek in northeastern Oregon, will be used to engage community members and inspire landowner participation in future watershed projects across the Walla Walla Basin.

The Walla Walla Basin's social and geographic diversity creates both opportunities and challenges for restoration. Rural, multigenerational farming communities rely heavily on the watershed for their livelihoods, and many residents, including a substantial Spanish-speaking population in areas like Milton-Freewater, have historically been underserved in conservation programs. The WWBWC aims to bridge this gap through inclusive, bilingual outreach tools that ensure all community members have access to reliable information and the opportunity to participate in restoration planning and implementation.

The Story Maps will:

- Visually showcase successful restoration efforts using a mix of narrative, spatial data, imagery, and multimedia.
- Communicate the ecological importance of these subwatersheds and how restoration actions support watershed health, water quality, and fish habitat.
- Illustrate the connections between restoration, climate resilience, and agricultural land use, helping landowners envision conservation as compatible with their management practices.
- Serve as engagement tools at community workshops, open houses, and landowner meetings, inspiring new partnerships and participation in future restoration efforts.

By clearly demonstrating restoration outcomes and their broader ecological benefits, these Story Maps will lay the groundwork for future on-the-ground actions. They will help build trust, raise awareness, and motivate landowners and community members to engage with WWBWC in restoration planning and implementation. For more information about WWBWC, visit our website at wwbwc.org.

Questions about this RFP should be emailed to Sara Harris (sara.harris@wwbwc.org) no later than December 3, 2025.

SECTION 2: CONTRACTOR & WWBWC RESPONSIBILITIES

2.1 Contractor Responsibilities

Task 1: Project Coordination and Planning

- Participate in a kickoff meeting with WWBWC staff to confirm project objectives, schedule, and deliverables.
- Review available data, imagery, and background materials provided by WWBWC.
- Develop a content outline and storyboard for each Story Map, identifying proposed sections, themes, and visuals.
- Submit draft storyboards and design concepts for WWBWC review and approval prior to production.

Task 2: Content Development

- Draft bilingual (English/Spanish) content for each Story Map, including titles, section headers, captions, and interpretive text.
- Integrate WWBWC-provided narrative content, photos, drone imagery, and monitoring data as appropriate.
- Propose or source additional supporting visuals, icons, or base maps if needed, with prior WWBWC approval.
- Ensure the narrative and design are accessible, accurate, and culturally appropriate for both English- and Spanish-speaking audiences.

Task 3: Story Map Design and Construction

- Create two ArcGIS Story Maps within WWBWC's organizational ArcGIS Online account.
- Incorporate spatial data layers, photos, videos, graphics, and before/after comparisons as appropriate.
- Apply consistent design elements (branding, typography, color palette) aligned with WWBWC's visual identity.
- Ensure full mobile compatibility and compliance with accessibility best practices.

Task 4: Review and Revision

- Submit draft versions of each Story Map for WWBWC review.
- Attend up to two feedback meetings (virtual or in person) with WWBWC staff to discuss revisions.
- Incorporate all approved feedback and provide final, polished versions of each Story Map.

Task 5: Final Deliverables and Documentation

- Deliver two completed bilingual ArcGIS Story Maps, published and shareable via URL links.
- Provide editable ArcGIS project files (.mxd or .aprx and associated data) and metadata documentation.
- Submit a concise User and Maintenance Guide explaining how WWBWC staff can update and maintain Story Map content in the future.

2.2 WWBWC Responsibilities

WWBWC will manage the RFP process, selection, contracting, and project oversight. The Council will provide relevant data, imagery, monitoring results, and narrative content necessary for the Story Maps, as well as verify Spanish-language translations for accuracy. WWBWC will be responsible for integrating the completed Story Maps into ongoing engagement efforts, including workshops, small group landowner meetings, and public open houses. In addition, the Council will promote the final products through its website, social media, and partner networks, and will monitor engagement metrics, such as page views, feedback responses, and event participation, to evaluate project effectiveness.

SECTION 3: PROJECT DELIVERABLES

1. **Project Storyboards and Content Outlines** – Detailed planning documents for each Story Map, including proposed structure, visual elements, narrative themes, and key data layers. Storyboards must be submitted for WWBWC review and approval before production begins.
2. **Draft Bilingual Story Maps** – Preliminary versions of two bilingual ArcGIS Story Maps showcasing the North Fork Walla Walla River Habitat and Floodplain Restoration Project and the Couse Creek Subwatershed Restoration Project. Draft Story Maps must include integrated maps, images, data, narrative text, and design elements, and must be submitted for review and comment by WWBWC staff.
3. **Revised Drafts Following Review** – Updated Story Maps reflecting WWBWC's feedback and direction from review meetings. Revised drafts must demonstrate improvements in clarity, accessibility, functionality, and visual quality.
4. **Final Published Story Maps** – Two fully developed, publicly accessible Story Maps, hosted on WWBWC's ArcGIS Online account. Final versions must include accurate metadata, functioning links, and properly formatted bilingual content, and must be approved by WWBWC prior to publication.
5. **Project Files and Metadata Documentation** – Complete digital files for each Story Map, including ArcGIS project files, data layers, graphics, and associated documentation. Metadata must describe data sources, projection information, and methods used in the creation of the Story Maps.
6. **User and Maintenance Guide** – A concise written guide (PDF or Word format) describing the Story Map structure, data organization, and step-by-step instructions for WWBWC staff to make updates or revisions in the future. This guide should include screenshots, a description of file pathways, and editing procedures within ArcGIS Online.

SECTION 4: PROPOSED PROJECT SCHEDULE – KEY DATES

November 17, 2025	RFP released
December 17, 2025	Proposals due by 8:00 PM PST
January 2026	Contractor selected, contract executed, project kickoff meeting
February 2026	Storyboards due
June 2026	Draft bilingual Story Maps due
August 2026	Final Story Maps due

During the project kickoff meeting, WWBWC and the selected Contractor will refine and finalize the project schedule.

SECTION 5: SUBMITTAL INSTRUCTIONS

Proposals must be emailed to sara.harris@wwbwc.org no later than 8:00 PM PST on December 17, 2025 (subject line: ArcGIS Story Maps Proposal).

Please note:

- The proposal must contain the signature of a duly authorized officer or agent.
- Proposals become the property of the WWBWC upon receipt of same by the WWBWC. The content of proposals will be kept confidential until an award is made.
- Proposals may be withdrawn or modified in writing prior to the proposal submission deadline and resubmitted by the deadline.

SECTION 6: PROPOSAL CONTENT

Include the following in your proposal:

1. **Company Background** – A brief description of your company and a summary of your experience in ArcGIS Story Map development, bilingual digital storytelling, and/or environmental project communication.
2. **Project Approach** – A description of how your company will work with WWBWC to meet the project goals.
3. **Project Schedule** – An estimated schedule including dates of delivery of draft and final Story Maps.
4. **Staff Biographies** – Brief personnel sketches or summaries for key team members.
5. **Project Budget** – A detailed, line item budget including hourly rates and estimated number of hours for personnel assigned to the project.
6. **Work Samples** – Brief descriptions and/or web links for two or more examples that demonstrate your company's experience and expertise in ArcGIS Story Map development, bilingual digital storytelling, and/or environmental project communication.

Respondents are responsible for costs associated with responding to the RFP.

SECTION 7: SELECTION PROCESS

Proposals will be evaluated based on Respondents' relevant experience, project staff capabilities, and the budget.

The WWBWC reserves the right to reject any and all proposals and to waive any formality in proposals received, to accept or reject any or all terms in the proposal, if it is deemed in the WWBWC's best interest.

Agreements may be negotiated with Respondents whose proposal is determined to be most responsive to the WWBWC's needs and most advantageous to the WWBWC as solely determined by the WWBWC. The WWBWC does not guarantee that it will request any or all services covered by the Agreement. Issuance of an Agreement will not give rise to a claim by Respondent for entering into such Agreement including, but not limited to, claims for anticipated profits or compensation for overhead or other related costs.

Award of an Agreement does not establish an exclusive agreement with the Respondent. The WWBWC reserves the right to obtain services from other sources.

(end)