

# Willamette Riverkeeper - Willamette Water Trail Map Design REQUEST FOR PROPOSAL

WILLAMETTE RIVER



Water Trail

## Project Overview

Willamette Riverkeeper (WR) seeks a creative firm or individual with experience and a unique mindset. The task is to develop a new Willamette Water Trail map working with WR staff and our GIS coordinator.

## Organizational Background, Mission and Vision

Founded in 1996, Willamette Riverkeeper is a community-based nonprofit organization whose mission is:



*To protect and restore the Willamette River's water quality and habitat, to make it safe for fishing and swimming, and to engage people with their river.*

**Willamette**  
**RIVERKEEPER®**

Willamette Riverkeeper's work and programming includes the protection of federal and state lands throughout the Willamette River Basin, working to curb toxics, decreasing the impact of hydropower dams, public paddle trips, trash removal, and monitoring the river, groundbreaking research, stewardship of the Willamette Water Trail and habitat restoration. All of WR's work integrates public recreation and participation with a large volunteer component. WR believes getting people out to explore and learn about their lands and waterways is essential to the long-term protection of the places, and the species it supports.

The Willamette River Water Trail is an assemblage of properties spanning over 200 miles (including portions of key tributaries) that provides access for paddlers to the Willamette River, and affords opportunities to camp along the river. At its core, the WWT helps enable paddlers to enjoy the Willamette River for a short or a multi-day trip along the river. The Trail covers 187 miles of the mainstem Willamette River, and several miles of the river on the Coast Fork Willamette, Middle Fork Willamette, and the McKenzie River.

*Learn more at:*

- [www.willametteriverkeeper.org](http://www.willametteriverkeeper.org) and [www.facebook.com/willametteriverkeeper](https://www.facebook.com/willametteriverkeeper)
- [www.willamettewatertrail.org](http://www.willamettewatertrail.org) and [www.facebook.com/Willamette-River-Water-Trail](https://www.facebook.com/Willamette-River-Water-Trail)

## **Core Activities**

Specific to this RFP the project includes

- Using the completed remapping of all 187+ river miles (GIS data) to develop and create a new map layout.

### **Layout will include**

- Text based sections with information on river history, local flora and fauna, trip etiquette, planning and local resources noting river miles, camping sites, local amenities.
  - Maps of the river that will help assist paddlers to plan trips, navigate the river, identify campsites and river features.
- Updating map iconography and local amenities
  - Updating all photography in the guide
  - The new WWT guide is estimated to be 60 pages plus the cover, and will be printed in one book on 6x9 water resistant Polyart162 paper for cover and Polyart 75 paper for inside pages with a wire-bound top (the current maps are 2 books, that are 60+ pages each).

## **Current Situation**

The current Upper and Lower Water Trail maps, while still quite accurate, were printed in 2006 – 2007. Since their printing, the river has changed course slightly in a few areas, islands and campsites have shifted, and new sites and features have been developed. In addition, inventory for the Upper Map ran out at the end of summer 2020. New information and changing conditions along the river and at several sites necessitate an updated and improved guide.

The current maps are printed on 2 separate Polyart booklets and help paddlers navigate a portion of or the entire river from south of Eugene to the Columbia River as well as several tributaries of the mainstem.

- The Upper WWT map covers the Coast Fork Willamette, Middle Fork Willamette and Mainstem Willamette
- The lower WWT map covers RMs from the Buena Vista Ferry north to the Columbia River.
- Each guidebook contains full maps of the river and sections with information on: the history of WWT, Willamette River Greenway, paddling safety, gear checklists, river etiquette, plant and wildlife, trip planning, access points, camp sites, and a resource section.

## **Project Scope**

Willamette Riverkeeper secured funding for a new Water Trail map project. The goal is to re-map, re-design, and re-print one comprehensive guide, and have that be available late Spring, 2022.

## **Project Phases**

- Meeting with WR staff to go over existing assets such as photos, new GIS map and more. Determine additional needs for design and layout.
- Updating all verbiage and photos. Gain additional data and visuals if necessary.
- Design/Graphic Development - Meet periodically with WR Staff to see progress.
- Work with WR Staff to determine final details and layout.
- Final Draft and Copy Editing
- Print Management

## **Required Deliverables**

Deliverable 1:

- Draft of the Map and additional information

Deliverable 2:

- Updated draft of the Map and additional information

Deliverable 3:

- Updated draft of the Map and additional information

Deliverable 4:

- Updated draft of the Map and additional information

Deliverable 5:

- Final Map Booklet of entire Willamette Water Trail

## **Project Schedule**

WR looks to the vendor to propose a delivery schedule that would culminate with a 3/31/22 or earlier completion date. For submittal reviews WR would require a two-week review period.

The schedule parameters include:

- Initial meeting with the WR project team
- Continued meetings with WR staff
- Design updates.
- All final materials delivered and complete

## **Budget**

The budget range for this project is \$15,500 - \$22,500.

## **Resources Provided by WR**

- Current WWT Upper and Lower Maps
- WR graphics
- GIS Map Layout
- Map Narratives
- Staff to do ongoing work with the designer.

## **Proposal Requirements**

### **Firm Information**

Provide the agency's name, address, URL, and telephone number(s). Include name, title and e-mail address of the individual who will serve as the agency's primary contact. Include a brief description and history of your firm.

### **Project Approach**

Please explain your project approach, style and process.

### **Provide biographies of key staff**

Please include a summary of experience of all key staff.

### **Experience**

Proposals should include a list describing projects that are similar in scale that your firm has completed. Please include a limited number of creative samples. Where possible, highlight work for similar organizations and projects.

### **Schedule and Timeline**

Proposals should include the proposed work schedule, timeline, and deliverables resulting from each task. The contract is expected to begin October 1, 2021 and should be completed by April 30, 2022

### **Cost**

Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the schedule/timeline.

### **Deadline**

Please submit your proposal by 5:00pm PST on October 1, 2021

### **Contact / Submission**

#### **Submit Proposals to:**

Travis Williams - (503) 223-6418

[travis@willametteriverkeeper.org](mailto:travis@willametteriverkeeper.org)

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