



REQUEST FOR PROPOSALS

Title	A Voice For Citizens: PWSRCAC GIS Storymap
RFP Number	3650.27.01
Project Manager	Amanda Johnson
Submittal Deadline	August 28, 2026
Award Announcement	September 18, 2026

Submit Proposals to:

Amanda Johnson, Project Manager
Prince William Sound Regional Citizens' Advisory Council
2525 Gambell Street, Ste 305
Anchorage, Alaska 99503

or via email at the following address: **amanda.johnson@pwsrcac.org**

To verify receipt of proposal, proposer must contact Amanda Johnson at the email listed above before the submittal deadline.

Proposal submission requirements:

- a. Proposals shall be submitted in electronic form in Adobe Portable Document form (PDF) (Acrobat 7.0 or later). The PDF file for the proposal itself shall be created directly from the authoring application. It is permissible but not preferred for appendices and other attachments to the proposal to be submitted in scanned PDF format.
- b. To assure consideration, proposals must be received by the Prince William Sound Regional Citizens' Advisory Council (PWSRCAC) by the deadline. Proposals received after the deadline may be considered but only if they can be accommodated by PWSRCAC's review process. Additional information provided after the deadline may also be considered but only if such information can be accommodated by the review process.

Inquiries regarding this request for proposals shall be directed to the project manager named above via email.

REQUEST FOR PROPOSALS

PWSRCAC is seeking a qualified contractor to build an informational GIS storymap using Esri's ArcGIS mapping software platform. This storymap will convey the geographic focus of the organization in a visually engaging and dynamic way, serving as a public-facing educational tool that tells the story of how the Council represents its region.

ABOUT PWSRCAC

MISSION STATEMENT: Citizens promoting the environmentally safe operation of the Alyeska terminal and associated tankers.

PWSRCAC was formed following the 1989 Exxon Valdez oil spill to advise Alyeska Pipeline Service Company and the public on issues related to oil spill prevention and response, and

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to mitigate the environmental impacts of terminal and tanker operations. PWSRCAC also advises oil shippers, regulatory agencies, and elected officials on these issues.

PWSRCAC's 19 member organizations are communities impacted by the Exxon Valdez spill, as well as Alaska Native, commercial fishing, aquaculture, recreation, tourism, and environmental groups.

PWSRCAC was chartered as a nonprofit corporation by the State of Alaska on December 26, 1989. PWSRCAC is funded under a contract with Alyeska and is federally mandated and certified as the alternative voluntary advisory group for Prince William Sound under the Oil Pollution Act of 1990 (OPA 90).

Please note: PWSRCAC's products and the products resulting from contracts are considered public information. Proposals and work plans may be distributed throughout the organization for review and comment. Proprietary information should not be submitted in any proposal. PWSRCAC will not knowingly reveal the contents of a proposal that is not subsequently accepted for contract; however, PWSRCAC accepts no liability should such contents inadvertently be revealed to third parties.

1. PROJECT

INTRODUCTION

This project will use Esri's ArcGIS mapping software platform to tell the story of how the Council represents our region. The Council is looking for a qualified contractor to design an informational storymap-style landing page that will convey the geographic focus of the organization in a visually engaging and dynamic way.

The storymap will be used as a communication tool that will support the Council's mission by increasing public awareness of the Council and its work. The audience for the "A Voice For Citizens" storymap will be citizens of our region who are not familiar with the Council,

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or who may have heard of the Council but do not know much about who we are or what we do.

The storymap will include text, images, and interactive map-based elements, highlighting:

- The Council's mission and region of focus.
- How our work directly affects/benefits the communities and citizens in our region. Interactive visuals will connect our work to specific locations.
- 1-2 selected projects as examples of our work. Projects/programs that have a place-based element will be prioritized (such as [LTEMP](#) or [weather monitoring](#)).

All text and images will be provided by the Council.

GOALS and DELIVERABLES

The project will result in:

- **A functional, web-based GIS storymap:** Built on Esri's ArcGIS platform, the storymap will be a long-form web page that users scroll through and interact with. It will be used during presentations, as a demo on a tablet at the Council's outreach booth, for orientations for new volunteers and staff, and for self-guided learning by the general public.
- **Staff training on platform upkeep and maintenance:** The contractor will train Council staff on basic support, including editing content, upon completion of the storymap.
- **A plan for technology/security updates.**

DESCRIPTION of REQUESTED WORK

Scope of Work. The scope of work shall include, but is not limited to the following:

- Build the storymap on Esri's ArcGIS servers. Staff will provide all content, including text, images, and map data. The contractor will be responsible for building the storymap, including graphic design. The contractor will provide advice to staff on best practices for developing content as needed.
- Incorporate text, images, and interactive map-based elements that highlight PWSRCAC's mission, region of focus, and selected place-based projects.
- Consider best practices for user experience and adhere to accessibility standards as much as possible within the project budget. Note: PWSRCAC does not have a legal requirement to meet specific accessibility standards, but strives to make its products as accessible as possible.
- Set up Google Analytics tracking that feeds into the Council's existing Google Analytics account.
- Periodically provide draft deliverables for review and incorporate feedback.
- Meetings to include one kickoff meeting and periodic check-ins with Council staff during the project to review progress and clarify any questions.
- Produce a brief maintenance guide (2-4 pages) written for a non-technical audience. Included in the guide: 1) how to access the storymap and components on ArcGIS's platform, 2) list of, and schedule for, routine maintenance, 3) instructions for common updates such as editing text, replacing images, and/or refreshing data, and 4) any other information needed for future upkeep of the storymap.
- Upon completion, train 2-3 PWSRCAC staff with limited experience in ArcGIS on basic support and maintenance for the storymap.

Content Responsibility: PWSRCAC staff will provide all content for the storymap, including text, images, and data for the map-based portions. The contractor is responsible for building the storymap and graphic design, not for sourcing or writing content. All images provided by the Council will be owned by the Council, and it is not expected that third-party images will be needed. If the contractor uses any third-party images or graphics, usage rights must be confirmed.

Review process: The contractor will need to provide up to two review periods (1-2 weeks) for the Council to review draft content and provide feedback. The Council's project manager will manage this process and provide the feedback to the contractor. The final storymap must be reviewed and approved by the Council's project manager before final payment is released.

Platform and Hosting: The storymap will be built on Esri's ArcGIS platform. Proposers should be familiar with this platform and account for it in their approach. The final storymap will be hosted on Esri's servers under the Council's account. All costs for hosting and ArcGIS Online Credits will be paid directly to Esri by the Council.

Ownership and Access: Upon completion, the Council will retain full ownership of and administrator control of the storymap. The contractor shall ensure that Council staff are granted full administrative access to the final product on Esri's platform before the contract is considered complete.

Future Work – Ongoing technical support: The Council anticipates a need for ongoing contractor support in future fiscal years as Esri's ArcGIS technology evolves, to ensure the storymap remains secure, up to date, and usable.

Future Work – Additional Storymaps: The technology involved in this pilot project has the potential for use in other community engagement and outreach efforts. Usage will be monitored via Google Analytics after the launch of the project. If analytics show interaction with the content, particularly interactions that lead to users exploring more information on

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our website, the project will be considered successful. If successful, additional funds not included in this budget may be requested to expand content.

Future Work Disclaimer: Funding is not guaranteed for future fiscal years. The Council's Board of Directors will decide after receiving the final deliverables for this fiscal year whether future funding will be provided. The Board, in its sole discretion, will decide whether to extend the contract work to future fiscal years or to reissue a new RFP.

Qualifications

The successful proposer will have:

- Experience building GIS storymaps using Esri's ArcGIS platform.
- Ability to complete the work within the budget and timeline.
- Experience with graphic design and accessibility standards for web-based products.
- Experience providing training on technical platforms to non-technical staff preferred.

Schedule and Completion Date.

- Award Announcement: **[DATE TBD]**
- Kickoff/check-in meetings. Timing as described in Scope of Work (previous section) and content as described in General Requirements (following section).
- Final deliverable due: **On or before June 30, 2027**

Project Budget

The Council currently has \$6,000 budgeted for this project. This includes all labor, overhead, and deliverables associated with building and designing the storymap and training staff on the platform.

Note: An annual Esri platform subscription and ArcGIS Online Credits are budgeted separately and are not included in the contractor budget.

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2. GENERAL REQUIREMENTS

PWSRCAC Costs. PWSRCAC is not liable for any costs incurred by the proposer during the proposal preparation.

Single Point of Contact. The contractor will designate one person as the project manager and point of contact with PWSRCAC. In the case of multiple team members, one shall be designated as the lead to serve as the project manager and point of contact.

Subcontracts. Proposers may subcontract minor portions of the contract. However, the proposer must have the major elements of expertise in house and demonstrate the ability to manage the subcontractor.

Schedule. Progress Updates. The contractor will provide brief status updates at each check-in meeting, including progress to date and any issues affecting the schedule.

Final Report. The contractor shall submit a written final summary as noted above. The final summary shall be of a professional quality. This summary will be used primarily internally, but may be shared on one or more of PWSRCAC's websites and therefore should not contain any proprietary information.

The final summary must be submitted in Microsoft Word. Any images or other graphics shall be included as part of the digital submittal in a common graphic format.

Any materials or files produced under the contract, including the maintenance guide and training materials, are the property of PWSRCAC.

Final Payment. A portion of the total payment to the contractor will be withheld until all requirements are met. No interest will be paid on any withheld payments.

3. REQUIRED PROPOSAL CONTENTS

Any submitted proposal shall include the following as appropriate to the requirements of the scope of work:

Cover Sheet

- Name, address, telephone number, and email address of proposer
- RFP title and number
- Name of principal consultant(s)
- Cost of proposal

Table of Contents. May include a list of Tables and Figures if appropriate.

Introduction. This section shall include the RFP title and number, and a brief general discussion of the problem and the proposed project. Scientific and technical terms shall be clearly defined and a list of pertinent enclosures included.

Goals and Deliverables. Describe how the proposer intends to address the specific goals and provide the deliverables of the work requested, as listed above.

Materials and Methods. Describe in detail the methods to be used and how they will produce the deliverables. Cite references and provide background information where applicable and as needed.

Project Duration and Work Schedule. Describe the schedule in which the proposed work will be completed, including estimated dates for the kickoff meeting, review periods, and final delivery. Indicate what will be achieved by each milestone.

Management Scheme. Clearly describe how the work will be managed including the role of each key individual expected to be involved in the work. Provide names and resumes of

each. This section should also include information on how the scope, time, and costs of the project will be controlled.

Budget. Include information about the total costs (cited in U.S. dollars), professional fees, expenses, and contingencies. In case of overhead rates or administrative fees, give percent of direct personnel cost. Provide a breakdown of hours per individual and rates per individual. If subcontractors are used, indicate the percentage of work to be performed by each subcontractor with respect to the entire proposed scope of work.

Consultant/Contractual Services. Indicate if, how, and why a subcontractor will be used for any portion of the work.

Logistics and On-Site Visits. Describe logistics and schedules for all travel in conjunction with the proposed work.

Statement of Qualifications. Describe, relevant to the proposed work, previous work experience, related technical accomplishments, and educational background of each of the principal team members and subcontractors if used. If multiple team members are involved, describe the role of each individual.

Portfolio. Links and/or documentation of previous projects with a similar budget.

References. The names, contact persons, and telephone numbers of firms for which the respondent recently performed services shall be included. A minimum of three such references is suggested.

Conflict of Interest. Describe all financial, business, or personal ties contractor has to Alyeska Pipeline Service Company or members of the Alyeska consortium, excluding normal commercial purchases of petroleum products.

4. SUBMITTAL AND EVALUATION PROCESS

A. Evaluation Criteria. Proposals will be evaluated based on, but not limited to, the following:

- 1) Proposal Format.** Does the proposal follow the requested format? (5 points)
- 2) Proposed Scope of Work.** Does the proposal clearly address the requested scope of work? (20 points)
- 3) Technical Approach.** Is the proposed approach to the scope of work technically feasible? (20 points)
- 4) Qualifications.** Does the principal investigator possess expertise and experience to assure successful completion of the scope of work? (20 points)
- 5) Management Scheme.** Will the proposed management scheme reasonably lead to successful development of the deliverables? (15 points)
- 6) Schedule.** Is the proposed schedule for completion of the scope of work in accordance with the requested project duration and schedule? (10 points)
- 7) Deliverables.** Are the proposed deliverables in accordance with the deliverables requested in the scope of work? (10 points)
- 8) References and Conflicts of Interest.** Does a reference check indicate proposer has the potential to successfully complete the proposed scope of work? If conflicts of interest are stated, are they sufficiently relevant to preclude an offer to perform the work for PWSRCAC? (15 points)
- 9) Budget and Cost Justification.** Is the budget reasonable and adequate for the work proposed? Does the budget provide good value for the funds requested? (10 points)

B. Contract Award. The successful proposal will be the one that, in PWSRCAC sole opinion, best meets the needs as outlined in this RFP. In the event that PWSRCAC determines that no proposal completely meets all of the needs as outlined in the RFP, PWSRCAC shall have the option not to accept any proposal or enter into any contract whatsoever. In the alternative, PWSRCAC may select the proposal or proposals that, in its sole view, most nearly conform to its needs as outlined in this RFP; and then negotiate directly with that contractor to refine the proposal to achieve a contract that fully satisfies PWSRCAC needs.

C. Professional Services Contract. A copy of PWSRCAC's standard professional services contract form can be found at <https://www.pwsrcac.org/document/sample-professional-services-agreement/> or can be made available upon request.

D. PWSRCAC Information. The following information about PWSRCAC is available on our website:

- [PWSRCAC/Alyeska Contract](#)
- [PWSRCAC Bylaws](#)
- [PWSRCAC Observer Newsletter](#)
- [PWSRCAC Annual Report](#)