

# **REQUEST FOR PROPOSAL**

## **Chesapeake Bay Foundation**

### **JOHN SMITH WATER TRAIL WEB INTERACTIVE**

**November 1, 2006**

#### **I. BACKGROUND AND OBJECTIVE**

Between 1607 – 1609, Captain John Smith explored and mapped the Chesapeake Bay, from Chesapeake, VA to Havre de Grace, MD. Smith's journals and the journals of those who accompanied him clearly depict a clean, healthy, and abundant Bay. One of his most frequently quoted comments is, "...heaven and earth never agreed better to frame a place for man's habitation."

Today, 400 years later, the Chesapeake Bay is a ghost of its former glory. It is a national treasure, and it is dying. The Bay's health has been dangerously out of balance for over three decades. While there have been significant efforts over the last decade to clean up and restore the Bay – and strides have been made – there continues to be a great deal of work ahead if we are to see once again a Bay teeming with life, full of fish and crabs and oysters that are safe to eat; a Bay fed by clean, clear water from rivers and streams; a source of beauty, recreation, and economic vitality.

In June 2000, leaders in the Bay watershed committed to saving the Bay by signing the landmark Chesapeake 2000 Agreement. The agreement called for a science-based plan to restore the bay by 2010. Each year, CBF publishes its annual "State of the Bay" report, which ranks the health and performance of the Chesapeake Bay along a scale of 0 to 100, with 0 being "dead" and 100 reflecting the pristine waters of John Smith's day. Since 1983, the Bay's rating has slowly risen from 23 to 27 – still a long way from the goal of 40 by 2010.

In 2007, Jamestown, Virginia will celebrate its 400<sup>th</sup> anniversary. At the same time, several groups will be celebrating John Smith's explorations of the Bay. CBF has launched a John Smith Water Trail website initiative in an effort to use this renewed public interest in our nation and our Bay's history to educate a wider audience about the Chesapeake Bay, the threats to its health, and the impact today's restoration efforts can have on its – and our own – future.

#### **II. PROJECT SPECIFICATIONS**

Our John Smith Water Trail website will include interactive applications that will help site visitors see the differences in the Bay of 1607 and the Bay of today, and help them gain insight into what possibilities the future holds if we are diligent – and if we are not.

Our primary application will be "Health of the Bay: Yesterday, Today, and Tomorrow." The application's main interface will be a Flash animated interactive map of the Chesapeake Bay. Site visitors will be able to select a map view from 1607 or a modern view. The map will contain approximately 20 to 30 clickable icons of different locations making up the following map layers: Rivers, Pollution, Habitat, and Fisheries. Clicking an icon will bring up information about that icon (e.g. Wetlands along the Elizabeth River) from 400 years ago, from today, and

possibilities for tomorrow, and the visitor will be able to easily switch from one to the other. When the visitor selects an icon, the view will zoom in to a closer perspective of the location.

The developer selected will be responsible for creating this Flash animation with resources provided by CBF.

### **III. METHODOLOGY**

We have received permission from National Geographic to use their map files for both the historical map and current map on [www.nationalgeographic.com/chesapeake](http://www.nationalgeographic.com/chesapeake), and we have received the Illustrator files from their design firm.

CBF's art director will create the webpage layout and necessary graphics, including icons. Copy will be provided by CBF's Environmental Protection and Restoration team.

Kim Ethridge, Webmaster for CBF's John Smith Water Trail site ([www.cbf.org/johnsmith](http://www.cbf.org/johnsmith)), will serve as the in-house project manager.

### **IV. TIMELINE**

The deadline for launching the application live on CBF's website is January 31, 2007.

### **V. BUDGET**

CBF's budget for creating the Flash animation is \$10,000.

### **VI. QUALIFICATIONS**

The selected developer will have extensive experience creating interactive flash presentations.

### **VII. PROPOSAL DEADLINE**

Friday, November 10, 2006 to the attention of:

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