



## **Consultant to Develop Geographic Information Systems Map**

### **Request for Proposal**

**3/31/2023**

Grounded Solutions Network seeks to retain a Geographic Information Systems (GIS) consultant to support our National Strategy and Technology teams in creating a strategy for managing and displaying our Shared Equity Directory Profile dataset, updated with our 2022 Community Land Trust/Nonprofit with Shared Equity Homeownership Census.

#### **I. ABOUT GROUNDED SOLUTIONS NETWORK**

[Grounded Solutions Network](#) is a national nonprofit membership organization of community land trusts, municipal housing programs, and nonprofits that support housing with lasting affordability. Our mission is to cultivate communities — equitable, inclusive and rich in opportunity — by advancing affordable housing solutions that last for generations. We promote housing solutions that will stay affordable for generations so communities can stabilize and strengthen their foundation, for good.

#### **II. BACKGROUND**

Grounded Solutions Network is seeking a GIS consultant to evaluate our Shared Equity Profile dataset and recommend and implement a strategy to display this information as a live map on our website. The SOW for this project is to build the GIS map and manage the way data is communicated to the GIS from the AWS server as well as advise and estimate on the ongoing maintenance of the map.

A significant part of this work will be determining the most effective way to display our data to our target audiences. We hold the most comprehensive set of data for our field and receive regular requests for basic numbers on the organizations we work with (how many, where, what type, how large). We want to make these data points as accessible as possible to the parties making these requests, from journalists to our member organizations to researchers or policy makers.

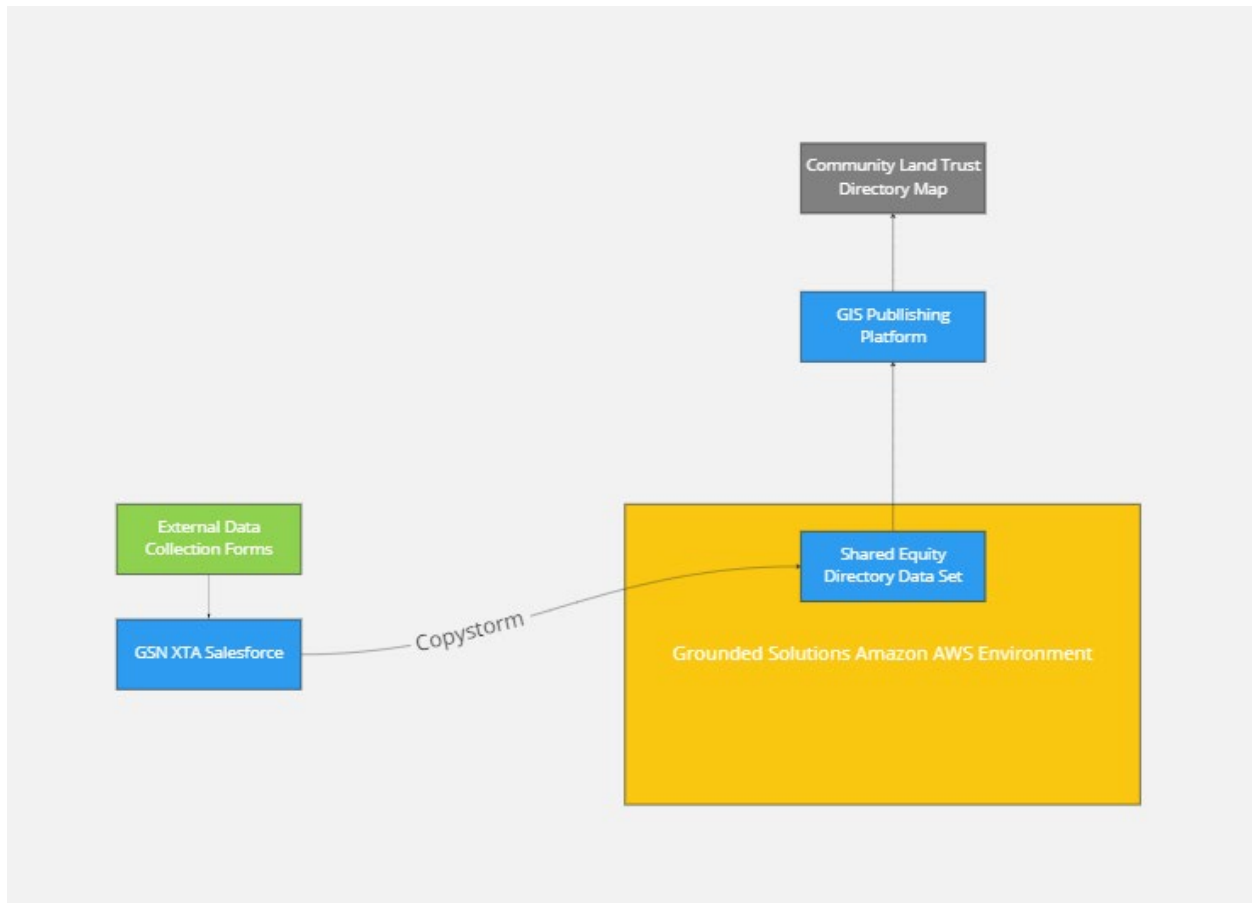
We currently have two datasets as the core of the map, with one comprising points and the other comprising polygons, and no more than 300 records each. The latter ranges in scale from states to neighborhoods, and part of the challenge will be appropriately displaying these data in an accessible and legible way. Our preliminary vision for this map is that we would present nonprofits with shared equity programs as points, and their service areas as polygons. The map would provide additional organizational characteristics, such as their affordable housing portfolios and aspects of their governance structure. Meanwhile, the map would be accompanied by a database that includes additional information on the organizations that would be publicly available for download. The map would also integrate a form where practitioners representing the organizations on the map (or new organizations) will be able to supply or

update their data, which feed back into our Salesforce instance for quality review and then feed back into the map.

We currently use ArcGIS Online to store and display our geospatial data. We prefer to continue using this platform but may be open to switching in the future if it makes strategic sense (hosting a Leaflet map, for example).

There are additional datasets that we may consider displaying on the same map. We are seeking advice regarding feasibility and best practices around incorporating these datasets and the maintenance processing/costs that it might incur. This activity is out of scope for this project, but it is included here to illustrate potential next steps that might factor into your proposal and build out. One of these data sets owned and managed by Grounded Solutions Network is presented on a similar map to this project here: <https://inclusionaryhousing.org/map/>. In the future, secondary data sets may also be incorporated that are likely less complex.

We expect that data will be maintained in our Salesforce instance that will be pushed into a SQL database on the AWS server, and the map will pull data into the GIS from the server. We also expect the map will also provide access to a form for organizations to provide updated information, which will need to be reviewed and then loaded into Salesforce to then feed back to our server and the GIS. We hope to leverage our current systems and are very sensitive to cost and labor related to the ongoing maintenance of the map; therefore, we request guidance on the best processes.



### **III. Proposal Guidance**

Please include the following information in your proposal (no more than 6 pages total please):

1. An overview of your firm that is no more than 500 words.
2. At least three examples of your experience in working with ArcGIS Online and any other online geospatial platforms, preferably comparable to the work outlined above.
3. A proposal for implementing this project that includes:
  - a. A project plan including a timeline, milestone, and deliverables,
  - b. Recommendation or considerations for a GIS and why,
  - c. What challenges you expect to encounter and anticipated potential solutions.
  - d. How you will limit costs and labor on this project and ongoing maintenance,
4. Indicate which employees from your firm would be involved in providing services to Grounded Solutions Network, including their designated roles, qualifications, and experience. Submit a resume of the primary individual(s) who will be responsible for the Grounded Solutions Network account.
5. A minimum of three references, with names and contact information, for organizations or businesses for whom you have performed similar work. At least one of these ideally would be a nonprofit of similar size to Grounded Solutions.

### **IV. Fee Structure**

Please provide a budget that does not exceed \$15,000. We strongly prefer a guaranteed maximum price that is competitively priced. If you require additional information to formulate your budget, you can reach out to Sophia Corugedo, Senior Research Associate, at [scorugedo@groundedsolutions.org](mailto:scorugedo@groundedsolutions.org).

### **V. Additional Considerations**

Describe any additional facets relevant to this RFP, which have not been previously mentioned that you feel warrant consideration or add to your firm's value as a strategic partner to Grounded Solutions Network and its mission and values.

### **VI. SUBMISSION**

Please submit your proposals to Sophia Corugedo at [scorugedo@groundedsolutions.org](mailto:scorugedo@groundedsolutions.org) by **April 28, 2023**.

Grounded Solutions Network encourages participation of Minority Owned Business Enterprises (MBE) and Women's Business Enterprises (WBE) businesses in its procurement opportunities. Our procurement policy and outreach efforts ensure that these businesses have equal opportunity to compete for and do business with the Grounded Solutions Network. If you qualify as one of those types of business, please identify yourself as such in the description of your firm.