REQUEST FOR QUOTE – Create a Dashboard and Microsite for Long Island Sound Public Perceptions Research Study

Project: Communicate the results of the 2024 Long Island Sound Public Perceptions Study, through a public-facing dashboard and microsite that will provide access to the study's dataset with an intuitive, user-friendly interface.

Background: The New England Interstate Water Pollution Control Commission (NEIWPCC), a participating organization of the Long Island Sound Partnership National Estuary Program, is inviting bids from contractors with expertise in developing interactive user-friendly websites. The purpose of this project is to increase the awareness and utility of a new dataset on the Long Island Sound Partnership website – the 2024 Long Island Sound Public Perceptions Research Study. NEIWPCC is a not-for-profit interstate organization, established by Congress in 1947 to serve and assist its member states individually and collectively by providing coordination, research, public education, training, and leadership in the management and protection of water quality in the New England states and New York. It has a cooperative agreement with EPA to provide education and outreach to the Long Island Sound Partnership, which has a mission to lead a collective effort to restore and care for the Sound and its watershed. The LIS Partnership is a program of the EPA and the states of New York and Connecticut, and includes universities, industry and citizen and environmental groups.

As part of its Comprehensive Conservation and Management Plan (CCMP), the LIS Partnership has identified objectives to increase and improve opportunities to access and appreciate Long Island Sound, improve and expand the public's environmental knowledge of Long Island Sound, and increase public engagement in environmental practices that protect and conserve the Sound and its watershed.

The representative survey provides insights on helping to achieve these objectives through a range of topics, including general impressions of the Sound, perceptions of water quality, outdoor activities and contact with the Sound and nearby waters, convenience of access and barriers to accessing the Sound, relevant personal priorities and perceptions, residents' views on the value and impact of adopting environmentally beneficial behaviors, level of adoption and future likelihood of adopting those behaviors, and preferred information sources.

We anticipate that this dataset, initially released to the public in August 2025, will be of significant interest to the region's leaders, to professionals who are engaged in restoring and protecting the Sound, to public agencies and others who are developing or managing public access facilities, to educators and others who are engaged in public outreach and behavioral adoption, and to the general public. The robust dataset (3,709 interviews) offers an opportunity to share high-reliability insights across the full watershed, as well as more focused data queries of interest to local practitioners or those working with specific population segments. It is our goal to make this dataset both accessible and usable to interested audiences through a web-based dashboard.

Scope of Work Requested

We are seeking a contractor with experience in web design to develop a public-facing microsite that will provide access to the dataset through an intuitive, user-friendly interface. The microsite will provide the capability to query the survey dataset and display the data simply and accessibly, accompanied by graphical data visualization. In addition, we anticipate some narrative content which will provide users

with the big-picture storylines that we see in the Public Perceptions Survey results, as well as a database of case studies of successful public outreach/behavior change campaigns, accompanied by downloadable campaign assets (audience research reports, digital public education tools, etc.). Once the website is developed, we will want our web team to have the ability to access and update content as needed.

The look and feel of the microsite should be consistent with the Partnership's overall online presence Homepage - Long Island Sound Partnership. Though we are not looking to directly replicate its specific capabilities and content, the Chesapeake Bay Program's Chesapeake Behavior Change offers similarities to what we are looking for.

These are other requirements of this project:

- The contractor will provide up to three rounds of edits/revisions during the development of the site, as well as access to a test site during development so we can review and comment as needed during development. The contractor will be accessible and consultative throughout the development process.

- Once the site is fully developed, the contractor is expected to conduct user testing with 10 representatives of the primary user audience, who we will provide. Following user testing, the contractor will provide a user testing report and recommendations for revisions to the site. After consultation with us, the contractor will make the needed revisions to the website.

- The site must meet best practice standards for speed and load times, and it must meet accessibility standards (WCAG 2.2, Level AA).

- As an option and a separate line item in your proposal, bidders should provide the cost for continued maintenance of the site for up to one year.

Primary Audience for the Dashboard and Microsite

Though many people will be interested in the findings of this perceptions study, we expect that the primary audience for the data query capability and case study database will be practitioners who are engaged with public outreach, as well as nonprofit leaders who are engaged with Long Island Sound restoration and are seeking grant funding to advance their work. This primary audience is a mix of people who are comfortable with quantitative data and will have the aptitude to dive deeply into it, as well as others who are less experienced navigating data output. Therefore, the final product needs to accommodate both of these types of users, through an interface that is intuitive and user-friendly, while also enabling those who are interested to dive more deeply into the data and other content.

Contractor Qualifications

The successful contractor will have these capabilities:

- The ability to develop a website with a clean, modern design that fits with the overall branding of the Long Island Sound Partnership.

- Significant experience in developing similar websites that can dynamically display data and provide data visualization based on user queries.

- Demonstrated ability to design accessible, user-friendly interfaces that are clear and intuitive.

- A collaborative approach, and the flexibility to participate in and respond to an interactive design process.

- Experience relating to multi-stakeholder teams, and to receive and synthesize their feedback.

- Not a requirement but a plus is experience working with mission-driven organizations and government agencies, particularly those that are actively relating to and seeking to engage the public.

Bids must include a (1) cover letter, (2) project narrative, (3) timeline for meeting specific tasks, (4) itemized task-based budget with budget justification, and (5) description of qualifications, including examples and references. The first phase should include an initial scoping session with the LIS Partnership team managing the project. Work should be completed for an official launch in June 2026.

All proposals will be screened for relevance, accuracy, and completeness. Proposals will then be evaluated equally based on the extent to which they meet the following criteria:

- Experience developing similar web dashboards (20%)
- Demonstrated experience developing intuitive, user-friendly, visually engaging interfaces (20%)
- Experience and skillset of the contractor's team (15%)
- Demonstrated ability to work collaboratively, communicate well throughout the process, and meet client expectations (15%)
- Experience working with nonprofit and public agencies (5%)
- Budget (25%)

NEIWPCC can award up to $70,000 to create the dashboard and microsite.

Following the review of applications, the project team may schedule interviews with applicants prior to making a decision.

Please submit a descriptive, but concise proposal and quote by Dec. 16, 5 p.m. EST using the Bid Submittal Form on the NEIWPCC webpage. If you are experiencing difficulties with the online submission, please contact Alexander DuMont, NEIWPCC environmental analyst, at adumont@neiwpcc.org. Unfortunately, late proposals cannot be accepted.

Send questions regarding the RFQ to Robert Burg, the dashboard project manager, at dashboardproject@lispartnership.org by Dec. 4 at 5 p.m. EST. All questions will be answered and compiled in a Q&A document and posted on the NEIWPCC funding opportunities webpage by Dec. 9.