

# Request for Proposals

The Washington Area Bicyclist Association (WABA) seeks consulting services to design and produce a diagrammatic trail map.

## Diagrammatic Map:

This map is intended to be a simplified version of the Capital Trail Network map, and while it will convey the overall concept of the network, it is more generalized and artistic in nature (rather than being intended for route finding or navigation).

The most well-known example of a diagrammatic map in the DC region is the iconic Washington Metropolitan Area Transit Authority Metrorail map designed by Lance Wyman.

The content of the diagrammatic trail map will be limited to a few key elements important for understanding and featuring the subject- the trail network.

## Background:

The Washington Area Bicyclist Association (WABA) is working to create a healthy, more livable region by promoting bicycling for fun, fitness, and affordable transportation; advocating for better bicycling conditions and transportation choices for a healthier environment; and educating children, adults, and motorists about safe bicycling.

WABA is part of the Capital Trails Coalition, a collaboration of public agencies, non-profit organizations, business improvement districts and citizen advisory committees, working to complete the regional paved trail network.

## Details

WABA seeks a graphic designer or cartographer to develop a diagrammatic map of the Capital Trail Network. The map should:

- Include both existing and proposed trails within the defined network (shapefile from

existing GIS layer can be provided);

- Display some geographical features and/or culture landmarks to give context (proposed features are major waterways and parks, but input from the consultant is encouraged);
- Show jurisdictional boundaries to give context (the footprint of the network includes the District of Columbia, Prince George's County, Montgomery County, Fairfax County, Arlington County, and the City of Alexandria);
- Produced as vector art at various sizes, as to be compatible with social media platforms (Facebook, Twitter, and Instagram), print (300 dpi or greater), and website (WordPress) use.

**Project Schedule-** RFP will open on June 8, and close on June 18, 2018 at 5 pm. Work to begin in mid-June, with expected project completion in mid-July.

**Project Management-** This project will be managed by WABA's Trails Coalition Coordinator.

**Compensation-** Please submit a bid on the work by Friday June 18 at 5 pm.

**To be considered for the project-** Please submit proposal and samples of relevant work to [katie.harris@waba.org](mailto:katie.harris@waba.org) by Monday, June 18 by 5 pm.

## Point of Contact

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Trails Coalition Coordinator  
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