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Call for Expressions of Interest | School Travel Planning Web App

Background

The Green Action Centre's Active and Safe Routes to School program is seeking a creative and talented team, studio or individual designer with the right skill set to help put the finishing touches on the first phase of a knockout web app.

The Active and Safe Routes to School Program helps schools take steps to get more kids cycling, walking and rolling. To accomplish this, we recognize that certain fundamental changes in the way we use and build communities need to take place. That's why we seek to involve the entire community in our work.

The purpose of this software tool is to leverage the capacity of “the crowd” to collect critical data on how active transportation is being used and how it is changing. The tool allows for individuals to take a few moments (or more) to collect site-specific, user-specific information on the modes people use to travel. Simply put, it helps people count bikes, pedestrians and more. Bicycle and pedestrian counts happen all the time – on paper. Smartphones now allow data to be processed immediately, be mapped automatically and be updated organically. In our tool, people participate as individuals, teams or campaigns, and take simple steps to help contribute to the pool of knowledge about their community. The normally time-intensive process of gathering mode share data - always an important step in case-building and the evaluation of projects – becomes much easier to organize. The video game-like quality helps make it fun, interactive and playful for the user and helps get new people involved. Analyzed and displayed, the data paints a picture of active transportation friendly/unfriendly areas. Over time, it helps monitor the effect of changes like new bike lanes, new sidewalks and safer crosswalks. In the meantime, it helps verify everyone's work and gives new ways for non-professionals to participate meaningfully. The tool will/should prove useful, not just for progressive and engaged schools, but also for organizations and initiatives around the world that are involved in the exciting field of active transportation. This tool is unique, innovative, timely and, as we envision it, quite fun. This is a chance for you to bring your talents to an exciting and dynamic field.

To date, we have been working with a team of graduating students from Red River College's Business Information Technology Project in Winnipeg, Manitoba. We have brought our vision to the proof of concept stage, and now we are looking for YOU to help us finalize it. You will be taking over, but starting with an existing framework to build on. The work done up until now is well documented and available for your perusal prior to the interview stage and commencement of the project. Working with the project manager, you will be assessing previous work, discussing the vision, developing a work plan, creating a set of deliverables that work for you and delivering the final product. Previous team members will be on hand to answer questions, offer input and may be directed to take on specific tasks as necessary/desired.

This project also has the potential to develop into an ongoing relationship, as we are currently seeking additional funding to round out an entire suite of tools that encourage, evaluate and catalyze. One of the next steps will likely be moving toward Android and iOS, but for now, we are creating an HTML5 application.

The project is funded by the Heart and Stroke Foundation of Canada and managed by the Green Action Centre. More information on the Active and Safe Routes to School Program [can be found here](#).

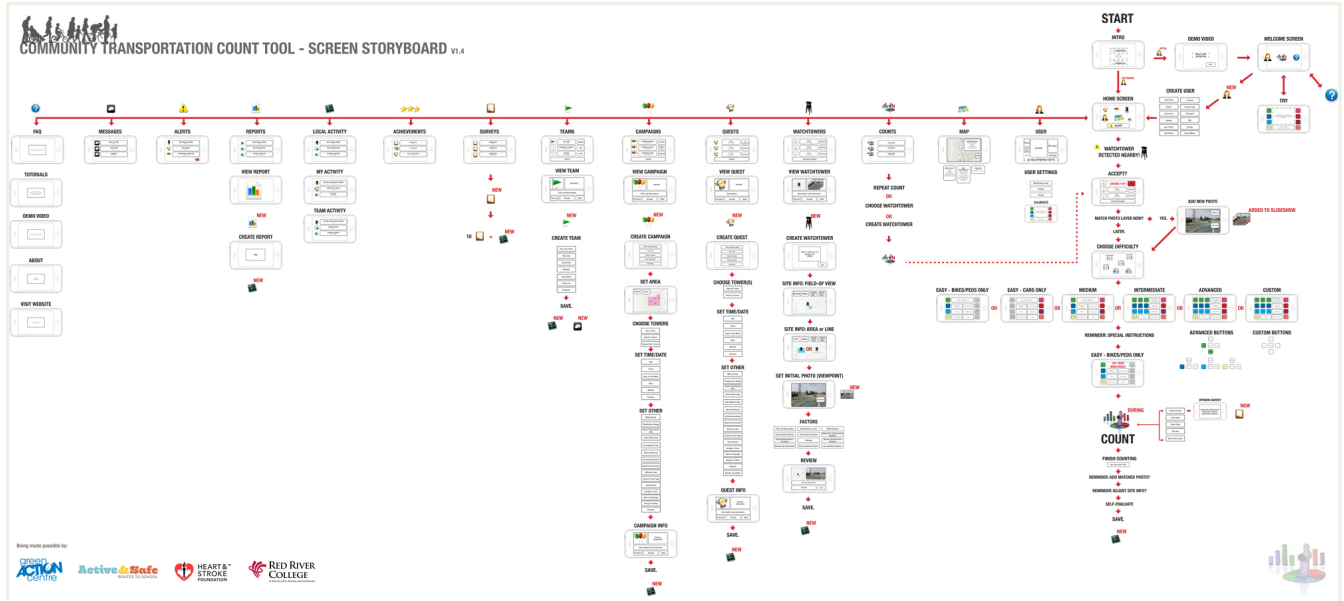


Fig.1 - Storyboard Example

Skills, Experience and Qualifications:

Preference is for teams/studios that can demonstrate existing proficiency in all of the skills listed below. However, applicants exhibiting only parts of the skill set and willing to work as part of a team are highly encouraged to apply:

Ruby on Rails | HTML5 | JavaScript | Google Maps API | Design for Children and Teens | Web Design and Mobile Concepts | Adobe CS or Gimp for Graphics Manipulation and Creation | Some Knowledge of Android and iOS for the future

Project Start / End Date

The intended start date of your work is mid-march, with the product to be delivered by April 30th, 2013.

Process:

Applicants are encouraged to apply early. Please feel free to ask questions. We may be able to share information on what has been developed already, including the code and storyboards, to give you more insight into the project. Upon reviewing the proponents, we will be scheduling interviews with short-listed candidates to help us determine the potential to work together.

To Apply:

Proponents are encouraged to provide a summary of qualifications including a curriculum vitae + a digital portfolio in any format (online portfolios and links are accepted) highlighting you/your team's experience and/or potential and/or similar work and/or design aesthetic and/or related influences.

Proponents are also encouraged to submit a one-page letter outlining why this project excites you.

Budget

The budget for this phase of the project is: \$12,500. The final contract and effective hourly rates will be based on qualifications, deliverables and scope of work.

Application Deadline

The application deadline is February 15th, 2013.

To apply or for more info, please contact:

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Thankyou.