



REQUEST FOR PRO BONO WEB APPLICATION DEVELOPMENT

Executive Summary

The Active Transportation Alliance (Active Trans) is seeking the pro bono assistance of a qualified application developer or development team to assist in building a web-based platform for the Bike Commuter Challenge (BCC) program. This platform will be used by over 7,000 bike commuters during the week of June 13-20, 2014 and allows users to track their bike trips to win various prizes and compete against other teams.

Situation Analysis

Currently the BCC does not have a useable platform to allow users to register or track their bike trips. In the past several years, the BCC has used several different platforms. We are looking to develop a new platform that the BCC can use for several years and grow in users and functionality. This implementation will be phase one of the platform. Phase two will take place for 2015 and we are targeting additional features for implementation, including mobile apps and multimodal trip tracking.

Project Deliverables

The goal of this project is to create a new web-based application accessible via bikecommuterchallenge.org (or subdomain) that will allow bike commuters throughout the Chicagoland region to:

- register, create and join teams
- track their daily bike trips participate in the BCC
- purchase BCC materials, register for Active Trans events such as Four Star Bike and Chow.

The platform should show users various metrics based on their bike trips, such as trips recorded, miles ridden, calories burned, and miles ridden, through selectable date-based filters. It is desirable that users track their trips outside of the BCC and other potential challenges and date-based events (filters).

The web app should be accessible and useable with a standard web browser and not require users to download any additional software (i.e. Java or Flash). The vendor should also provide training and support through the initial phase of the project to the BCC administrator/coordinator.

Project deliverables and features include:

- User registration that allows:

- Individuals to join the system, as Team Leaders or Team Members
 - Individuals to create or join teams (as Team Leader or Team Member, respectively)
 - Individuals to view their own and team's analytics through Bike Commuter Challenge and other filters, hypothetically, that are date/event-based
 - Easy account management, including email verification and password reset tools
 - Team leaders to manage their respective team members
 - Team leaders to receive their free BCC team packet
- Allow users to purchase:
 - BCC T-shirts
 - Registration for other Active Trans events
 - Active Trans membership
- Track one-way and round-trip bicycle trips
- Save trips as favorites for easy reuse
- Track estimated trip data for individuals and teams for the following:
 - Total ride
 - Total commute mileage
 - Total calories burned
 - GHG avoided
 - Total cost savings
 - Total fuel savings
- Share trips on social media
- Administration:
 - The platform should provide comprehensive online reporting features for use by the BCC coordinator. Reports should include, but are not limited to:
 - Individual information and metrics
 - Team information and metrics
 - Easy export of email addresses as csv for use in an external emailing program
 - Manage user and team information to assist users and to ensure integrity of trip tracking data

Pro-bono Relationship

Active Trans is a nonprofit organization and struggles with securing resources to purchase a prebuilt platform; it is therefore necessary for this project to be implemented on a pro-bono basis. However, several unique aspects of the project will provide a great deal of value to the selected firm:

- Opportunities for positive recognition and visibility
- Including recognition on the website, a news release, blogs and social media.

Timeline

We are hoping for a launch of the new web application by May 15, 2014. Timeline rough draft:

Project Phase	Due Date
TBD	TBD

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