



# DAYCATION MOBILE APP LAUNCH

## *Scope of work*

September 16, 2016

## PROJECT OVERVIEW

The Intertwine Alliance has developed a campaign, called “Our Common Ground,” that is designed to make it easy and fun to explore the outdoors as part of everyday life in the Portland-Vancouver region. A central component of the Our Common Ground campaign is a mobile app, currently under development, called “Daycation,” which turns exploration of nature into a game. Daycation has three main objectives:

- **Engage residents.** Make it easy and fun for people of all ages and abilities to discover and access nature near where they live.
- **Celebrate diversity.** The Our Common Ground campaign celebrates differences. We have different abilities, different interests, live in different places, are different ages, come from different racial communities and like to do different things in nature.
- **Connect residents with experts.** The Daycation mobile app is a way for people to share what they discover in our parks, trails and natural areas with others and also for the naturalists, park rangers, biologists, and other “experts” to connect with residents.

The Daycation app will be completed in the summer of 2016. The Daycation Mobile App Launch project will help introduce and promote the app to the residents of the region. The launch will be structured as a learning experience for young people, where teams of youth create and market their own “Daycation.” The general outline of the program is as follows:

- Organizations serving youth will be invited to organize a team of three to five high-school age youth to participate in the program.
- Through a series of workshops, and with support from naturalists, marketing experts, and other professionals, each team will create their own Daycation and promote it to their friends and the community at large.
- When appropriate, teams will be paired with a corporate sponsor. (Some teams won’t need corporate sponsors as the organization or program that the youth are drawn from will also serve as the sponsor.)



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- Workshops will be geared to introduce youth to career opportunities.
- Funding will be provided to support the youth and youth organizations. The youth will also receive a stipend. Funding is available through the program and will be paid to the organization supporting the youth.
- The program will be structured as a contest where the teams earn points for the number of people that take their Daycation and (possibly) for taking Daycations themselves. All teams will win a prize, but the team that gets the most points will win the grand prize.

## SCOPE OF WORK

The Intertwine Alliance is seeking a project manager and event coordinator to work with support from Intertwine Alliance staff and Alliance partners to implement the Daycation launch in the spring of 2017. Because The Alliance would like youth to be involved with the development and management of the program, The Alliance welcomes organizations that serve youth to respond to this RFP. The ideal situation would be to have a designated project manager working with a team of young people to:

- Make recommendations on how to structure the program to make it most appealing and beneficial to a youth audience. Advise and review program promotional materials and make recommendations.
- Reach out to community-based organizations in the Portland – Vancouver region to line up six or more teams of three to five young people per team, aged 14-18.
- Support Intertwine Alliance staff and Alliance partners to recruit corporate sponsors to support youth teams. Sponsoring organization will provide stipends and the opportunity to mentor youth during the workshop weekends.
- Coordinate three full-day workshops in May of 2017: one to introduce the program and create a Daycation; one to take the Daycation; and one to write-up and publish the Daycation.
- Find and book workshop location for two days with all teams.
- Invite youth and partners – build enthusiasm.
- Determine and coordinate transportation needs for the three workshop days.
- Identify all equipment needs.
- Prepare workshop materials
- Schedule days and place(s) for meeting.
- Coordinate catering and other supplies.

- Work with Alliance partners to reach out to the media to publicize the launch program and the app.
- Coordinate a final celebration event where prizes will be awarded.

The project manager will be on point for these activities but Alliance partners will work closely with the contractor and will provide substantial assistance on many of the elements of the scope. The contractor will participate as part of the Daycation Project Management Team for the work period. Meetings occur every-other-week and are 90 minutes long.

## **TIMELINE**

**Wednesday, October 12: Proposals Due**

**Monday, October 17, Contractor selected**

**Monday, October 31: First Daycation Project Management meeting with contractor**

**Monday, May 8<sup>th</sup> (date negotiable based on project manager recommendation)**

Half day workshop to train teams on a series of topics, including parks and recreation, conservation, storytelling and iPhone photography, and how to write a daycation. Second half of day teams plan a daycation itinerary.

**Saturday, May 13<sup>th</sup> (date negotiable based on project manager recommendation)**

Teams take their Daycations!

**Saturday, May 20<sup>th</sup> (date negotiable based on project manager recommendation)**

Teams meet for a full day debrief of what they learned and to write and publish their Daycations. They will also participate in workshops on how to promote their Daycation and possibly in a career fair that includes corporate sponsors.

**Date TBD**

Teams meet for a two-hour evening celebration and awards ceremony.

## BUDGET

\$30,000 is available for the project management component of the project.

### Overall Project Budget

Project management contract	30,000
Stipends for youth and youth organizations	50,000
Workshops and catering	5,000
Transportation	500
Prizes	10,000
Total	95,500

## PROPOSAL FORMAT

Please provide the following:

- A list of personnel that will be involved with the project, their qualifications, and an estimate of the amount of time they have available for the project.
- A description of the strengths, relationships, resources, and capacities that your organization would bring to the project.
- Any specifics about how you would approach the project work plan (optional).

Proposals may be submitted by email to [info@theintertwine.org](mailto:info@theintertwine.org) by 5 PM October 12.