



## **Request for Proposal: Establish WTA Trailblazer App/Site Parity and Processes to Support Ongoing Maintenance via Volunteer Developers**

### **Summary**

Washington Trails Association is seeking a major update to our Trailblazer app. Built for iOS and Android, we need developers for each platform to code, publish and document processes over a three to four month contract starting in late May 2022 and finishing no later than August 2022. This project will review WTA's goals for our update, put together a schedule for release, and implement prioritized updates, working closely with our all-volunteer developer and tester team. We also need to document processes for maintaining site parity and establish a clear and effective process for training new volunteers.

**RESPONSES DUE:** May 13, 2022. Responses will be reviewed as they are received

### **Background**

Washington Trails Association (WTA) is the nation's largest state-based hiking and trail maintenance organization. Powered by hikers for more than 50 years, WTA works to ensure Washington's trails stand the test of time, connecting people to the outdoors—from everyday adventures to backcountry explorations. We engage our community as public lands advocates, as trail stewards, and as on-the-ground experts sharing knowledge with fellow hikers. WTA's strength is in its community and future success depends on fostering an inclusive organization and hiking community, where everyone feels welcome and represented.

One way that our community has stepped up in the past is the creation, launch and maintenance of the WTA Trailblazer app. Built by a team of volunteer developers who wanted to enhance the hiking experience in Washington, WTA launched the Trailblazer app in 2011 to help users explore thousands of Washington's trails and the latest trip reports without being tethered to your computer.

WTA Trailblazer retains a high rating, but while the search functions of our site have become more sophisticated, the app has remained relatively simple. In order to meet users where they are (outside and on their phones) we want to incorporate more elements of our Hiking Guide and trip report search functionality into the app.

These updates will require recruiting more people to our volunteer team to maintain it, so we also want to establish a smooth, easy to understand onboarding process and maintenance schedule for new volunteers to join and support the app.

### **Scope of Work and Core Responsibilities**

In collaboration with WTA staff and the app volunteer team, this team will:

1. Develop a plan for achieving site parity between WTA's Hiking Guide search and the app, as well as a proposal for volunteer onboarding and management and retaining parity as the site continues to develop.
  - a. Stage 1 - Audit current state of app and priorities
    - i. Review current app functionality
    - ii. Review pre-established goals for app parity including but not limited to:
      1. Improve search functionality

- a. Bring the advanced search filters from our site into the app
  - b. Add trip report search filter suite
  - c. Add the ability to search and sort saved/favorited hikes
- 2. Improve or add key interaction workflows that exist on our site
  - a. Checking off hikes (triggering call for trip reports)
  - b. File a trip report
  - c. Sign up for an account
- 3. Assess and improve offline and cached information / workflows
  - a. Saved hikes and related trip reports
  - b. Ensure session time out doesn't impact offline access
  - c. Writing a trip report and image handling
- b. Stage 2 - agree on implementation milestones and timeline
- c. Stage 3 - Implementation (includes design and feature builds)
  - i. Implement changes (with testing assistance from volunteer app team)
  - ii. Document app maintenance schedule
  - iii. Document recommendations for app maintenance
- d. Stage 4 - Handoff - Return app management to WTA staff app lead

*Note: these are subject to change but will serve as an outline to measure progress over the course of the project. The individual is expected to keep an open line of communication with WTA staff during all stages of the process.*

WTA anticipates the work will begin **late May 2022. Implementation will run until July 2022 with documentation and handoff continuing beyond July if necessary.** This position will utilize a delivery-based payment structure via contract. The project has a total budget of \$50,000 to \$75,000 available to the individuals or teams selected to complete it.

The ideal applicant(s) will possess the following qualifications

- o Demonstrated ability to take initiative and use independent judgment within established policy and procedural guidelines
- o Experience building and maintaining Android and/or iOS apps, including experience with Swift, Objective-C, and iOS development or Java and Android programming languages
- o Demonstrated real-world experience building highly scalable and responsive web applications.
- o Professional experience with Github.
- o Understanding of issues related to delivering information offline, including caching online content for use offline and vice versa.
- o Proven organizational skills, attention to detail, ability to prioritize and meet deadlines, and proven track record for multi-tasking to meet organizational priorities.
- o Commitment to maintaining confidentiality.
- o Excellent interpersonal, presentation, relationship-building and written and verbal communication skills.
- o Knowledge of and appreciation for WTAs mission.
- o Ensures software development standards and industry best practices are followed.
- o Maintains knowledge of current web development and programming technology; researches and explores new technologies as they evolve.

This individual may also need to work or be responsive outside of regular business hours due to the availability of our volunteer developers.

**Supervision Received:** Position reports to the Hiking Guide Manager.

**Supervision Exercised:** App volunteers may receive functional supervision from this position.

### **Response Requirements**

- A cover letter, introducing yourself – highlighting your qualifications, experience, and capacity as it relates to the scope of work as well as accomplishments and relevant work examples
- Portfolios are acceptable in addition to the cover letter
- Website and/or social media links if applicable
- Three professional references
- Email responses to Anna Roth - [anna@wta.org](mailto:anna@wta.org)

Please note if you are selected, WTA will require proof of business license and insurance. If your company is operating out of the home, WTA requires homeowners or renter's insurance and standard general liability insurance.

### **Diversity, Equity & Inclusion**

WTA is committed to advancing equity through our work and to becoming a more inclusive organization. People of color and others with underrepresented identities (including but not limited to: gender identity, class, socioeconomic status, sexual orientation, age, ability, and background) are strongly encouraged to apply.

WTA does not discriminate in employment opportunities or practices on the basis of age, color, gender identity, marital status, honorably discharged veteran or military status, national origin, citizenship or immigration status, political ideology, race, religion, sex, sexual orientation, genetic information, the presence of any sensory, mental or physical disability, status as a victim of domestic violence, sexual assault, or stalking, or any other status or characteristic protected by federal, state or local law.