



REQUEST FOR PROPOSALS

Statewide Trail Map Database
Responses due by: June 29, 2026

THE OPPORTUNITY

Michigan Trails & Greenways Alliance (MTGA) seeks a contractor to modernize its existing statewide trail map and directory using GIS technology. MTGA currently maintains a trail map and companion directory; this project will transition those resources into a more dynamic, editable, and web-friendly format.

PROJECT GOALS

- Modernize MTGA's existing trail map and directory into a GIS-based system.
- Standardize core data and mapping formats to improve consistency and usability.
- Create a streamlined workflow for updating and maintaining trail information.
- Enhance public access through a user-friendly digital experience.
- Produce both print-ready and web-friendly mapping products.
- Develop a high-level, public-facing StoryMap to highlight Michigan's trail network.

PROJECT BUDGET

The total project budget must not exceed \$5,000, inclusive of all labor and direct costs. Proposals should clearly demonstrate a scoped approach that prioritizes core deliverables within this budget.

MTGA will provide access to an ArcGIS Online subscription for the duration of the project. Contractors are expected to utilize this platform for database development, mapping, and StoryMap creation.

SCOPE OF WORK

Base Layers

The contractor will develop essential GIS base layers, including:

- Michigan county boundaries and major roads
- Water bodies and key natural features
- Public lands and parks (priority datasets only)

Trail Data Integration (Priority Focus)

- Review and incorporate MTGA's existing trail map and directory data.
- Standardize and integrate trail shapefiles provided by MTGA, collected from trail organizations and partners across the state.
- Supplement with select state-level datasets (e.g., DNR) as needed to support consistency and coverage.
- Build core trail layers categorized by type (e.g., multi-use, hiking, biking, equestrian).
- Apply and standardize key attributes, including trail name, location, managing agency, permitted uses, surface type, and approximate length.

Data Standards and Structure

- Apply consistent naming conventions and basic symbology standards
- Develop a clear, simplified metadata structure

Map Layout (Print and Digital)

- Produce one clean, user-friendly statewide map layout suitable for print
- Include essential elements: legend, scale, and title
- Ensure the map design translates effectively for both print and digital viewing

Digital StoryMap and Web Viewing

- Develop one publicly accessible, interactive StoryMap showcasing Michigan's trail network
- Integrate GIS data into a narrative format highlighting select trails, regions, and uses
- Incorporate maps, visuals, and concise descriptive content
- Improve overall web-based viewing and usability of trail information
- Ensure tools are user-friendly and easily updateable by MTGA staff
- Align with MTGA branding and communications goals
- Incorporate locations on the homepage and various pages throughout the Storymap to include sponsorship logos

DELIVERABLES

- Modernized GIS database with base layers and prioritized trail data
- Simplified symbology and metadata documentation
- Editable GIS files (e.g., shapefiles, geodatabases, or compatible formats)
- One print-ready statewide map layout
- Web-friendly map outputs or layers suitable for online viewing
- One interactive StoryMap

WHAT TO INCLUDE IN YOUR RESPONSE

- Examples of similar projects, particularly those involving modernization of existing maps or datasets
- Samples of prior work (maps, GIS outputs, directories, StoryMaps, or web maps)
- Itemized budget demonstrating delivery within the \$5,000 project cap
- Brief description of proposed approach and timeline, including how scope will be prioritized