



# Conservation Technology Information Center

CTIC connects, champions and provides information on sustainable agricultural systems and technologies that are productive, profitable and preserve natural resources.

June 30, 2026

## Viridis View – Data Visualization Tool

### Request for Proposals (RFP)

**Deadline to Bid: July 31, 2026**

The Conservation Technology Information Center (CTIC) has recently launched a new initiative, [Viridis View](#) – A Conservation Benchmarking Collaborative, with two primary objectives: (1) Build publicly available and near-real-time datasets on the county-level adoption of conservation tillage and cover crops from 2015-2030 (multiple estimates based on remote sensing); (2) Unlock opportunities to improve the accuracy of these methods, such as by assembling accessible ground-truthing data. As an essential element of objective (1), CTIC will host the county-level datasets in an accessible and interactive manner to all stakeholders: including academia, conservation NGOs, farmers, government agencies, industry, policymakers, etc. CTIC currently makes such estimates from one data provider (Regrow) available to the public as the Operational Tillage Information System (OpTIS). With the Viridis View initiative, CTIC will make estimates from multiple data providers available. In addition to Regrow, four other such providers have now offered to post their estimates in this way: DTN, Iowa State University, Indigo/[Terion], and Terra Diagnostics.

With issuance of this RFP, CTIC is now seeking a vendor to develop an updated data visualization tool for the delivery of these county-level estimates as color-coded maps and linked time series charts, similar to the format used on the CTIC website for the current OpTIS 4.0 dataset, though not necessarily based on the current ESRI technology. Detailed specifications on what we require are spelled out in the attached RFP.

In order to help answer questions on this opportunity, CTIC will host a virtual (Zoom) [information session](#) at 11 a.m. CDT on Tuesday, July 7, as well as daily office hours (11-2 CDT) during July for any potential vendors wishing to learn more. We thank you in advance for your interest in helping with this critically important effort.

Ryan Heiniger  
Executive Director, CTIC  
[heiniger@ctic.org](mailto:heiniger@ctic.org)

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## **Background & Budget**

CTIC has recently launched the Viridis View initiative, which has two primary objectives (1) Build publicly available and near-real-time datasets on the county-level adoption of conservation tillage and cover crops from 2015-2030 (multiple estimates based on remote sensing); (2) Unlock opportunities to improve the accuracy of these methods, such as by assembling accessible ground-truthing data. As an essential element of objective (1), CTIC will deliver the county-level datasets in an accessible manner to all stakeholders: including academia, conservation NGOs, farmers, government agencies, industry, policymakers, etc. CTIC currently makes such estimates from one data provider (Regrow) available to the public as the Operational Tillage Information System (OpTIS). With the Viridis View initiative, CTIC will make estimates from multiple data providers available. In addition to Regrow, four other such providers have now offered to post their estimates in this way: DTN, Iowa State University, Indigo/[Terion], and Terra Diagnostics.

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## **Timeline**

CTIC will accept bids on this RFP through July 31, 2026. We intend to select the vendor by August 31, 2026, and have work initiated as soon as possible thereafter. It is our desire to release the initial set of Viridis View data (2015-2025) using the new tool before the end of November 2026. The selected vendor should remain available through March 2027 to address initial feedback.<sup>1</sup>

## **Current and Previous Data Visualization Tools**

The data visualization tool currently available on the CTIC website (OpTIS 4.0) was built using ESRI tools, and the previous version (OpTIS 3.0) was built using Tableau. We are open to considering alternative tools proposed by vendors and your proposal should specify which platform(s) you recommend and have proficiency with from other projects.

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<sup>1</sup> Annual updates are currently planned for 2026-2030, and the selected vendor may be contracted to perform this work.

Example screenshots of the current and previous data visualization tools are shown below. OpTIS 4.0 utilizes a ‘two-panel’ display and is currently available on the CTIC [website](#). OpTIS 3.0 utilized a ‘four panel’ display.

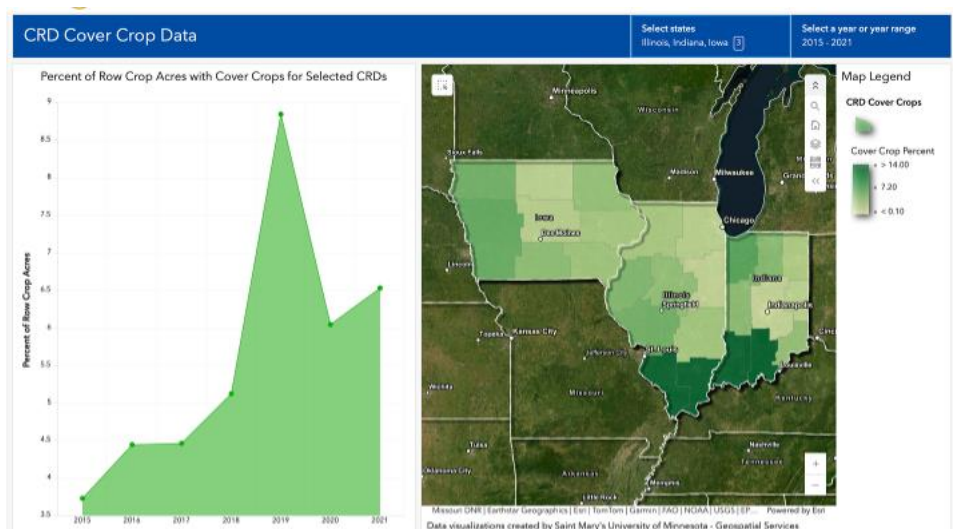


Figure 1. Example screenshot of OpTIS 4.0 website visualization tool ([current](#)).

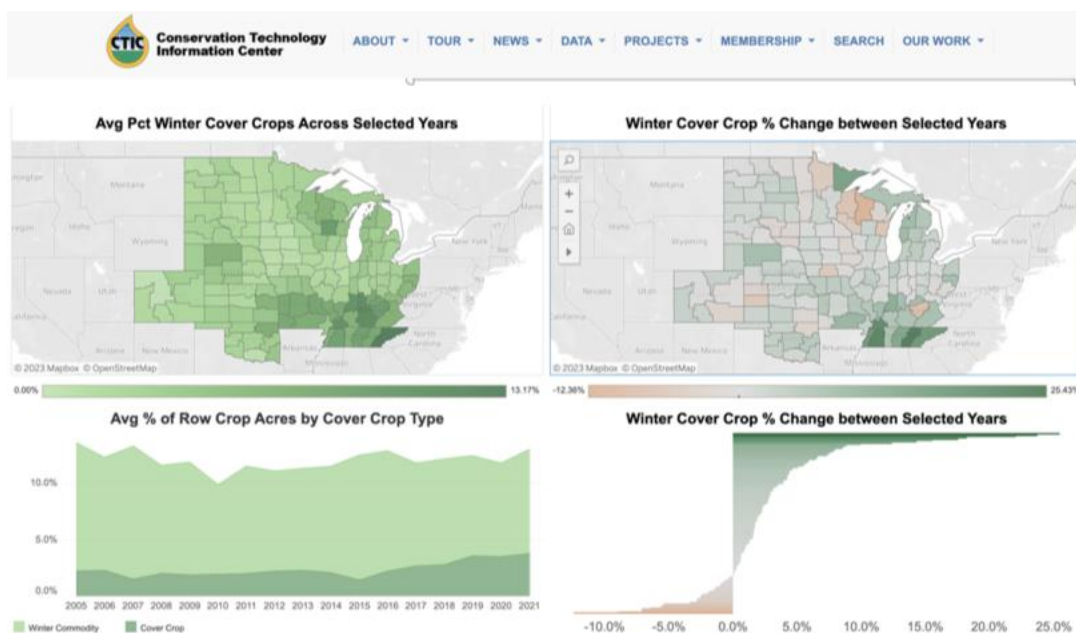


Figure 2. Example screenshot of OpTIS 3.0 website visualization tool (from 2023).

We are not necessarily “wedded” to any particular data visualization approach and welcome new ideas from vendors that they believe would be compelling and accessible to users.

## Datasets to be Displayed

The Viridis View data to be displayed upon the initial release will be **county-level** estimates on the adoption of cover crops and conservation tillage for the period 2015-2025. Estimates from multiple vendors will be presented and the associated maps will be based on the median of the data providers selected by the user. Please see a mock-up below for how cover crops might appear. As indicated in the figure, there is currently uncertainty on whether downloads will be available directly from the page, but that issue will be resolved at the first full meeting of the Viridis View collaborative (to include the selected Data Viz Vendor), which will be held on September 30.

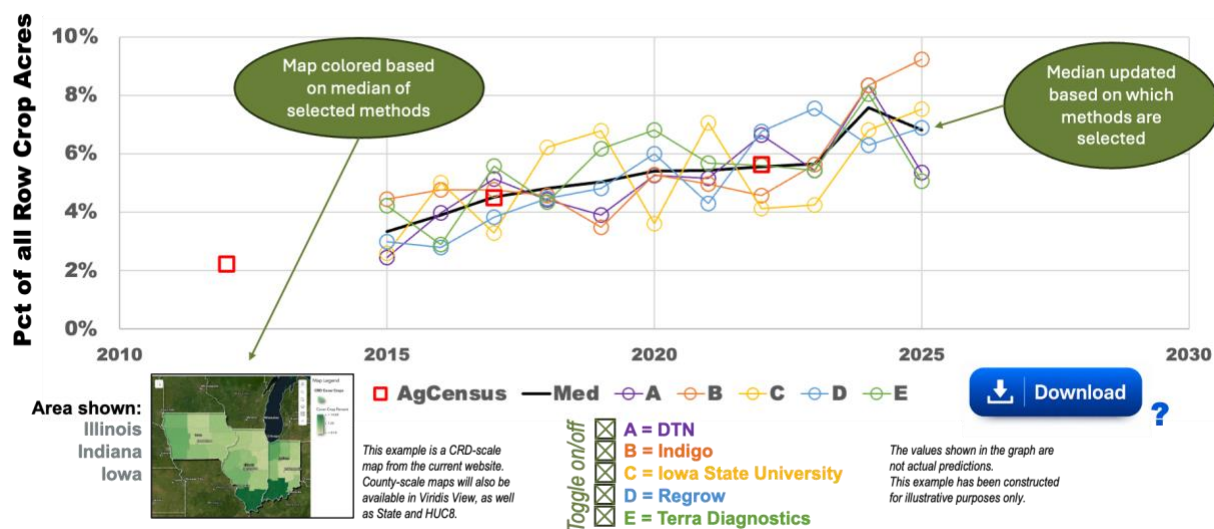


Figure 3. Mock-up showing how Viridis View cover crop estimates would be displayed.

## Written Bidding Process

Vendors interested in performing this work are asked to submit a bid (lump sum total) to CTIC no later than 5 p.m. CDT on July 31, 2026. Bids should be submitted by email to Ryan Heiniger ([heiniger@ctic.org](mailto:heiniger@ctic.org)) using the attached form (Attachment 1). Examples of previous related work, including links, are requested. If vendor intends to include any sub-contractors, the proposal should specify those details and what tasks the subs will perform. CTIC will host a virtual (Zoom) [information session](#) on this RFP at 11 a.m. CDT on Tuesday, July 7. In addition, Dave Gustafson ([gustafson@ctic.org](mailto:gustafson@ctic.org)) will host daily office hours (11-2 CDT) through July for any potential vendors wishing to learn more. CTIC intends to select and inform the selected vendor on approximately August 31, 2026. CTIC reserves the right to not select a vendor from among the submitted bids.

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*CTIC is committed to providing an open and accepting environment for all of its employees and contractors. CTIC prohibits any discrimination on the basis of gender, race, religion, sexual orientation, national origin, age, disability or veteran status.*

## **Attachment 1. Bid Sheet**

### **Viridis View Data Visualization Tool**

**Bid Deadline: 5 p.m. CDT, July 31, 2026**

**Email bids with completed form below to: [heiniger@ctic.org](mailto:heiniger@ctic.org)**

Bid Price:

\$ \_\_\_\_\_

Submit written bid to: [heiniger@ctic.org](mailto:heiniger@ctic.org) no later than 5 p.m. CDT, Friday, July 31, 2026

CTIC reserves the right to accept or reject all bids.

Bid Submitted by:

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_