



**July 16, 2018**

## **Request for Proposals**

### **Downtown Detroit Digital Interactive Information Kiosks Pilot**

**Proposal Deadline: Thursday, August 9, 2018 at 5 p.m.**

**DDP Project Manager:**

Joshua Long, Data Program Manager  
Downtown Detroit Partnership  
One Campus Martius, Suite 380  
Detroit, MI 48226  
proposals@downtowndetroit.org

The RFP, related information and updates can also be found at [downtowndetroit.org/request-for-proposals](http://downtowndetroit.org/request-for-proposals).

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**I. INFORMATION**

Agency	Downtown Detroit Partnership
Project	Digital Interactive Information Kiosks Pilot for Downtown Detroit
DDP Project Manager	Joshua Long, Data Program Manager
Pre-proposal Meeting	Friday, July 20 at 10 a.m.
Deadline for Submitting Questions	Wednesday, July 25 at 5 p.m.
Responses Due	Thursday, August 9, 2018 at 5 p.m.
Location	Downtown Detroit Business Improvement Zone

**II. PROJECT DESCRIPTION**

The Downtown Detroit Partnership (DDP) seeks a vendor to provide proposals to produce a turnkey solution for a digital interactive information kiosk pilot for Downtown Detroit. Detroit has an increasingly active Downtown with a new and growing wave of pedestrian traffic. In our digitally connected world, we recognize the need and utility for accessible, up to date information about Detroit, including such things as events, businesses, directions, traffic, services and more.

The ideal vendor will execute installation and maintenance of the product. This project is being envisioned as a pilot program with the desire to expand. Therefore, the vendor must also have the ability to scale the infrastructure over time to expand toward newly developed areas and neighborhoods of Detroit. For this pilot, DDP is looking to vendors to propose the number of initial kiosks to be installed based on expertise. DDP is open to proposals that utilize any different revenue models such as sponsorship, private funding and paid advertisements.

The goal of the pilot program will be to demonstrate the value of digital interactive information kiosks for Downtown Detroit and learn what is most effective for future expansion. The geographic scope of the pilot will be limited to the Downtown Detroit Business Improvement Zone (BIZ). The boundaries of the BIZ can be found in Appendix A.

The pilot project will be used by the DDP to:

- Clarify and communicate larger project goals
- Quantify usage
- Test applications and make adjustments
- Determine the appropriate scope for shared information
- Develop project plan including scope, cost, phasing and timeline for full-scale implementation
- Develop a process for partnering with the City and other like-organizations to support implementation

The duration of the pilot program will be one (1) year after the kiosks are fully-functioning and accessible for public use. Alternate pilot duration will be considered.

### **III. PILOT SPECIFICATIONS**

The vendor should consider the following when crafting this proposal:

- Character of Downtown Detroit, including but not limited to:
  - Historic districts
  - Entertainment district
  - Woodward Avenue (M-1) National Scenic Byway
  - Increasingly residential neighborhoods
- Access of information as a means to promote economic and social equity
- Continuously changing information about Downtown Detroit
- Compatibility with existing apps
- Providing real-time information on local transit
- Ability to serve as emergency communication tool
- Ability to collect data that enhances the DDP programs, such as opt-in contact information, pedestrian counts, traffic management, public space event information, etc.
- Ability to provide wayfinding services and locate nearby destinations
- Ability to communicate community events

### **IV. RFP RESPONSE REQUIREMENTS**

1. Business overview
2. Qualifications and examples of related experience
3. References
4. Proposed contract language with DDP
5. Work plan that includes, at a minimum:
  - a. Project team and contact information
  - b. Proposed process that outlines roles and responsibilities through DDP and vendor partnership for the duration of the pilot period
  - c. Deliverables and estimated timeline for completion
  - d. Information and infrastructure expected to be provided DDP/others
  - e. Information required for establishing kiosk program and site feasibility
  - f. Quote for number of proposed kiosks and upfront cost to DDP
  - g. Processes for procurement of subcontractors (including usage of local firms, if applicable) and disclosure of preferred subcontractors or exclusivity contracts
  - h. Minimum and maximum number of kiosks required to proceed with pilot and targeted locations
  - i. Plan for any user data collection, user data protection/security and data ownership and monetization (if applicable)
  - j. Comprehensive cost proposal

## **V. OTHER INFORMATION**

### Pre-proposal meeting:

A pre-proposal meeting will be held on Friday, July 20th. , 2018 at 10 a.m. at the DDP offices at One Campus Martius Suite 380, Detroit, MI 48226. Please RSVP to Tarsha Nickerson at [tarsha.nickerson@downtowndetroit.org](mailto:tarsha.nickerson@downtowndetroit.org) and copy Joshua Long at [joshua.long@downtowndetroit.org](mailto:joshua.long@downtowndetroit.org) no later than Thursday, July 19 at 4:00 pm (EST). A call-in option will be furnished upon request.

### Questions:

All questions must be directed to Joshua Long at [joshua.long@downtowndetroit.org](mailto:joshua.long@downtowndetroit.org). Questions and responses will be posted to the DDP website. No phone calls will be accepted.

### Responses:

Responses to this RFP must be received no later than Thursday, August 9, 2018 at 5 p.m. Digital submission is required to [proposals@downtowndetroit.org](mailto:proposals@downtowndetroit.org) with a copy to [joshua.long@downtowndetroit.org](mailto:joshua.long@downtowndetroit.org). Please indicate "Response - Digital Interactive Information Kiosks Pilot" in the subject line. Optional hard copies may be delivered to the attention of Joshua Long, Data Program Manager, at One Campus Martius Suite 380, Detroit, MI 48226.

### Review and Award:

The successful vendor will be determined at the DDP's sole discretion. The DDP reserves the right, at its sole and absolute discretion, to: a) reject any and all proposals submitted without negotiation or comment; b) accept any proposal as submitted without negotiation or comment; c) require revisions to, corrections of or other changes to any proposal submitted as conditions precedent to further consideration; d) select one or more proposals for negotiations; e) seek new proposals from new or existing vendors; and/or f) withdraw this Request for Proposal without notice.

# Attachment A: Business Improvement Zone Area

