

Attachment A Scope of Services

1. General Scope

The City of St. Petersburg ("City") is seeking proposals from qualified firm(s) for the design, fabrication, installation and operation of Digital Information and Broadcasting Stations ("Stations"). The Stations will be located on sidewalks and other public areas, with the exact locations to be approved by the City, and will, at a minimum, serve the following public purposes:

- a. Public safety and emergency messaging - serve as a central dissemination point for information.
- b. City programmatic information- serve as a dissemination point for important City program information.
- c. Wayfinding – Offeror shall provide information about and directions to City facilities, civic and cultural institutions, restaurants, retail and other businesses.
- d. Transit information – Offeror shall provide information on transit routes and schedule options, as well as provide a connection to, and information about, other ride share/mode share forms of transportation including, but not limited to city-services, events and public safety.
- e. Vibrancy and visual interest of streets - promote place making through promotion of City programming, and other public events and programming.
- f. Retail and entertainment environment - create a supportive environment for retail and entertainment furthering the vibrancy and economic development of main business corridors.
- g. Visitor experience and perception - Enhance the visitor experience and perception of the City.
- h. Accessibility, usability and inclusion - create a welcoming and inclusive technology experience for the community, including residents, workers and visitors.
- i. Data and analytics - provide data and analytics on user activity affording the City with insight into user sentiment and preferences.

This list shall serve as a starting point for discussions and shall not constitute a comprehensive list of all desired system functionality.

The City desires to enter into an agreement (Contract) with the selected design, fabrication, installation and operation of the Stations. The City will prepare a Contract and the Contract shall include the terms and conditions set forth in Part C of this RFP.

2. Minimum Requirements

Offerors that have attained the following minimum requirements are preferred and will be prioritized in the evaluation process.

- a. Offeror has deployed an interactive station system in a minimum of one other city where the system has been operational in similar conditions to those contemplated in this RFP for a minimum of one year. The City must be able to validate information provided by Offeror through references and/or personal experience with Offeror's system in another city.
- b. Offeror shall provide media company type services, such as a sales team option with proven ability to generate revenues to support investment, operation and revenue sharing with the City.
- c. Offeror shall define its in-house team of software engineers and developers dedicated to platform innovations, define and demonstrate its ability to enable nimble adaptations and large-scale software overhauls at a minimal cost of time and disruption and to address non-functioning stations within 24 hours.
- d. Offeror shall offer a dedicated client management team, in-house creative resources, and a content management system that streamlines collaboration with the City.

3. **Location**

The City wishes to implement the Stations around the City of St. Petersburg, including but not limited to the downtown zoning districts, the Pier District, as set forth in Appendix C – Area Map.

4. **Revenue Model**

Offerors shall include in their proposals, a detailed plan (including charts, spreadsheets and/or forms) for how revenues are proposed to be shared by the City, including any ongoing minimum guaranteed payment to the City upon completion of the Stations.

5. **Advertising**

To offset the capital and ongoing costs associated with the Stations, and to provide a source of revenue to the City, it is anticipated that the selected Offeror may sell advertising on the Stations. As part of its proposal, Offeror shall propose by percentage, the amount of advertising space and time that shall be reserved for the use of the City or its public and private partners. All proposed percentages for City use during non-Emergency periods shall be at a minimum of 50%. All advertising shall comply with the appropriate advertising rules and guidelines, which shall be defined in the final Contract.

The City will retain the right and ability to identify the quantity and location of any proposed stations. The City reserves the right to approve or disapprove of any advertising and can request that it be removed at any time.

The City reserves the right to market and promote its own image and services, as well as the City brand, including co-promotions with for-profit and other non-profit entities at least 50% of the time of operation of the stations. The City reserves the right to suspend any and all advertisements for the purposes of transmittal of emergency notifications without liability or compensation to any private advertiser.

Use of the City's name, logo, slogans, or other graphic representations is subject to advance approval by the City.

6. **Equipment**

a. Installation:

The selected Offeror shall be responsible for all costs associated with the installation of the equipment, including the cost of obtaining all necessary permits or approvals. Contractor shall be responsible for obtaining utility services, including any necessary permits or approvals therefore, required to operate the stations at its sole cost and expense.

b. Equipment and Software Maintenance

The selected Offeror shall be responsible for all equipment and operating software maintenance and support during the term of the Contract, as well as for updates to the equipment or operating software necessary to maintain the system in a functional, enjoyable and non-obsolete condition.

c. Station Design

The City shall have authority over the ultimate aesthetic and functional design of the Stations and

will work collaboratively with selected Offeror to achieve the best possible design for the City. Offerors shall provide a detailed representation of proposed Station designs, including multiple graphic renderings of the Stations, and renderings of the proposed design(s) within the right-of-way. Companies are encouraged to submit multiple designs and one example demonstrating your ability to create and support a Station for consideration by the City.

Stations shall be no higher than 11 feet as measured from the ground at the specific station location. Stations shall be no wider than four feet at its widest point. In no case shall a station exceed a maximum ground footprint of 8 square feet

All stations shall be touch-capable, and the digital touch portion of any station shall not exceed 75% of the total area of the station.

All stations shall be internally illuminated, and station brightness shall not exceed 0.2-foot candles as measured as: $\text{Measurement distance} = \sqrt{\text{Area of digital touch portion (sq. ft)} \times 100}$

d. Station Functions

1. Emergency broadcasting
2. Emergency reporting/assistance request
3. Wireless hot spot
4. GPS mapping
5. ADA accessibility
6. Light sensing device to adjust brightness or illumination as ambient light conditions change

7. Reporting Requirements

Offerors shall provide a plan for making reports and data collected by the Stations available to the City, the City, and any public or private partners, as necessary to show usage statistics and other information of use and relevance to the City, City or partners. Responses shall detail types of data and reporting available, and the ability for Offeror to customize reporting and data usage in the future, as deemed valuable to the City, City or partners.

Offeror shall include a plan for storage of data for Public Records requirements and a cyber security plan.