



AUDIT COMMITTEE

INDIVIDUAL PRE-SOLICITATION BRIEFING FOR DIGITAL COMMUNITY KIOSKS

April 25, 2017

**Jose De La Cruz
Chief Innovation Officer
Office of Innovation**

Solicitation Overview



Originating Department: Office of Innovation



Solicitation Type: Request for Proposals (RFP)



High Profile Designation: Contract Value Over \$1 Million



Estimated Value: Revenue cost share between vendor and City depending on potential advertisements



Current Contract Status: New Contract



Proposed Term: 5 years with 4, 1 year renewal options

Project Overview

Install 25 Digital Community Kiosks with the following features:



Free Public Wi-Fi

Wi-Fi hotspots will allow users to stay connected



Hyper-Local Information

Users can find events, businesses, restaurants, and other information for the area they are in



Digital Advertising

Touchscreens can be used to advertise local businesses and provide public service announcements



Multi-lingual

Content will be available in multiple languages



City Services

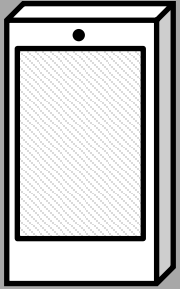
Users will be able to access information on city services, way-finding, and transportation options



Access for All

Kiosks will be ADA-accessible

Kiosk Content



Content can be customized to the immediate location and will help citizens and tourists navigate the city. Potential content ideas include:



City Services



Events



Restaurants



Parks



Attractions



B-Cycle



Sports



Kids



Transit



Way-finding

Solicitation Requirements

Evaluation Criteria

- Experience, Background, Qualifications: 30 Points
- Proposed Plan: 25 Points
- Price/Compensation: 10 Points
- SBE Prime Contract Program: 10 Points
- MWBE Prime Contract Program: 10 Points
- Local Preference: 10 Points
- Veteran Owned Small Business Preference: 5 Points

Additional Requirements

- SBEDA Subcontracting Requirements: 4% SBE
- Audited Financial Statements: Not Required

Goal Setting Committee Members

- Jim Mery, Chair, Deputy Director, CCDO
- Michael Sindon, Assistant Director, EDD
- Jose De La Cruz, Chief Innovation Officer, Innovation
- Troy Elliott, Deputy Chief Financial Officer, Finance

Outreach Efforts

NIGP Codes Identified

- 20422: Computer Kiosks, Informational, Touchscreen or Keyboard
- 92031 Installation of Computers, Peripherals and Related Equipment
- 95944 Electronic and Communication Equipment Services

Number of Vendors notified

- Central Vendor Registry: 92
- Veteran Owned Small Business (SBA): 372
- Targeted Vendor Outreach: 5

Advertising

- TVSA Channel 21
- COSA Bidding Opportunities website
- Express News

Project Evaluation Committee

Voting Members

María Villagómez, Assistant City Manager, City Manager's Office

Colleen Swain, Director, World Heritage Office

Jose De La Cruz, Chief Innovation Officer, Office of Innovation

John Rodriguez, Assistant Director, Information Technology Services Department

Art Reinhardt, Assistant Director, Transportation & Capital Improvements

Mark Phillips, Acting Chief Strategy Officer, Aviation Department

Catherine Tkachyk, Innovation Manager, Office of Innovation

Suzie Edrington, Director of Performance Management and Innovation, VIA

Representative from Tech Community

Project Timeline

Pre-Solicitation

Goal Setting Committee:

- 3/20/17

Audit Committee Pre Solicitation Briefing:

- 4/25/2017

Release RFP:

- 5/1/2017

Solicitation

Pre-Submittal Conference:

- 5/8/17

Deadline for Questions:

- 5/12/17

RFP Due:

- 6/2/17

Post – Solicitation

Evaluation Complete:

- 6/28/17

Contract Negotiated:

- 7/28/17

Audit Committee Post Solicitation Briefing:

- 8/15/17

Finalization

City Council Consideration:

- 8/31/17

Contract Start Date:

- 8/31/17



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