# Downtown San Diego Partnership

# Request For Proposal Frequently Asked Questions (RFP FAQ)

The Downtown San Diego Partnership has received several questions regarding our Request for Proposal process. To fairly assist all applicants in this RFP process we are now sharing responses to Frequently Asked Questions. The questioner will remain anonymous, but the answers are officially from Downtown San Diego Partnership management staff. This is a living document, meaning as more questions are asked we will update the RFP FAQ with questions and answers.

Thank you,

The Downtown San Diego Partnership

1. The RFP indicates that “the Contractor shall be responsible for all costs associated with the installation of the equipment” does this responsibility include capital cost of the kiosk fabrication and installation, communication, power and utilities trenching to kiosk sites, etc.? Yes, that is correct
2. Does the Partnership have a budget to apply to this project? The Partnership will base its selection partly based on the revenue and cost to the Partnership.
3. The RFP indicates that: “proposals from small businesses, disabled veteran‐owned businesses, women-owned businesses, firms owned by underrepresented ethnic groups and local firms are especially encouraged” and that “Respondents are responsible for all costs”, this would appear to be a conflict as small businesses are unlikely to have capital reserves to fund this. Can the RFP response refer to a plan to raise money to cover initial development costs? Yes, that would acceptable.
4. Static kiosk in a public setting are fraught with operational and maintenance challenges. There are alternate or complementary technologies available to deliver this type of information based on user studies and in terms of sustainability and reduced operational costs. Is the Partnership open to consider this, or are static kiosks the only considered solution? This proposal is geared towards a more static kiosks concept, but consideration would be given for other creative complementary technologies.
5. Do you have demographic and traffic studies for the target PBIDs? We have a demographic study for Downtown, <https://downtownsandiego.org/wp-content/uploads/2016/05/DSDP-Demographic-Study-2016.pdf>
6. What metrics does the Partnership believe are most important in measuring the value of these kiosks to the community?Benefits to the community/public, revenue to the Partnership, and Cost to the Partnership will be determining factors in the selection. Specific benefits to the community are at the discretion of the proposer.
7. What are the success measures: covering costs, usage thresholds, etc? Successful measures be determined by the Partnership and Selection Company
8. How many proposals are you expecting to receive? How many will be shortlisted for in-person presentations? Unfortunately, I am not at discretion to provide a final number, but each proposal will be evaluated by selection committee members
9. In addition to the Partnership’s dedicated project manager, how many individuals from the Partnership will be participating in this project? Who will have approval/veto power? This will be determined by the Partnership and Selected Company. The project will also have to go before city council.
10. Would DSDP consider a proposal longer than 30 double sided pages and if so how long? Our hope would be that the proposals stay within the 30-page (double sided) limit. We also have written in the RFP in section 3.4 that the “Additional Required Documents” listed in Section 2.16 of the solicitation do not count toward the page limit.
11. Are any integrations required? i.e. Police, Public Works? The proposer will need to follow all federal, state and city requirement and the project will need approval from city council.
12. Do you have an emergency alerting system? If so are you looking for integration? The ability for emergency calling is a requirement listed
13. Are you looking to provide free calling or specific calling to certain services? The only requirement is to provide emergency calling
14. Are you looking for calling nationally? The only requirement is to provide emergency calling
15. Are you looking for calling to integrate with payment service for long distance or international? The only requirement is to provide emergency calling
16. Is your 911 setup for video calls? The Partnership does not have information at this time
17. Do you have any Kiosk size requirements? This is left to the discretion of the proposer
18. Does the city have an engagement team setup for work plan delivery? This will be the responsibility of the selected company to determine
19. Have you determined which departments of the city be involved with the work plan portion?This will be the responsibility of the selected company to determine
20. Do you have a content team that will engage with our content team? The Partnership does have a Marketing team, but much of the project/content is at the discretion of the proposer
21. Are you looking to bring in building navigation? This is left to the discretion of the proposer
22. Does your bike share have an API for use? The Partnership does not have this information
23. Do you have any shuttle services for short transit? The city of San Diego has bus routes and the trolley system
24. Do you have a local service for news content delivery? The Partnership is open to suggestions from the proposer
25. Does your chamber have any partnerships with Lyft or Uber? The Partnership does have Lyft and Uber has members
26. Does your police department have an integrated intelligence force? The Partnership does not have this information
27. Do you have an asset management view for your wireless devices and spectrum used? The Partnership utilizes Eponic for our maintenance and safety data, we do not have currently have further capabilities
28. Do you have a fiber asset map? The Partnership does not have this information
29. Do you have any local WISP providers? The Partnership does not have this information
30. Do you have any locations/areas that may differ from a height or use standpoint? You can find all required information in the City of San Diego’s Downtown Community Plan
31. Do you have a centralized visualization platform? The Partnership does not have this information
32. Do you have a gunshot detection system in place? The City of San Diego has deployed a test program however, the Partnership does not have this information
33. Do you have a newsletter service? Yes, the Partnership has a weekly newsletter
34. Do you want to allow arcade functions? The RFP has left this function at the discretion of the proposer
35. Do you have sea life which is attracted by lights? No, we do not have sea life which is attracted to lights
36. Do you have any flooding on the streets? We do not typically have flooding on the streets
37. Do you have on-street parking? Yes, in areas of Downtown there is on-street parking
38. Do you have city parking garages? Yes, we do have parking garage throughout Downtown
39. Do you have electronic payment on-street parking with an app? Most of the on-street parking is competed by meters
40. What are your current content creation/management capabilities for this project? This will be determined by the Partnership and Selected Company on the roles of the project. The Partnership does have a Marketing team, but the project/content will be primarily of the responsibility of the selected company
41. Regarding the cost of the project I was a little bit confused by the section, A.6 Equipment, that mentions that the Contractor shall be responsible for all costs associated with the installation of equipment.  In the previous section, 2.15 on page 15, it mentions that the respondent shall include the proposed share of cost allocated to the Partnership.  Can you please clarify? Currently, we are leaving options at the discretion of the proposer. The Partnership will base its selection partly based on the revenue and cost to the Partnership.
42. Do you know if alcohol (beer and hard alcohol) will be permitted to advertise on these kiosks?This will be determined by the Partnership and Selected Company. The project will also have to go before city council. The Partnership is open to possible alcohol advertisement; however, we will comply with any local or state rule as they pertain to advertisements
43. What is the goal on the number of total signs?  We do not have a certain number of kiosks in mind, we are leaving it open for the submitters to recommend the total number and ratio of kiosks.
44. What portion of the display time does the Downtown Partnership (Partnership) desire to have for its exclusive use? (How much time is allowed for commercial advertising purposes?) The RFP has left this function at the discretion of the proposer
45. What is the maximum display size (diagonally measured, height, and/or overall square inches/footage)?The RFP has left this function at the discretion of the proposer
46. Is there an optimum number of displays and/or locations that the Partnership desires? Is there a minimum and a maximum number of displays/locations that the Partnership would tolerate? The RFP has left this function at the discretion of the proposer
47. What are the specific advertising restrictions impose by the Partnership, and separately by the City of San Diego? (Are cannabis products and alcohol allowed?) This will be determined by the Partnership and Selected Company. The project will also have to go before city council. The Partnership is open to possible alcohol advertisement; however, we comply with any local or state rule as they pertain to advertisements
48. Does the Partnership control the rights to the sidewalks (city’s right of way)? If not, what is the mechanism to control such right, and for what term? The mechanism and entitlement process with be determined by the Partnership and Selected company. The responsibility to navigate the permitting process with be on the selected company
49. What is the closest possible placement of the kiosk to the edge of sidewalk (closest to the street)?You can find all required information in the City of San Diego’s Downtown Community Plan
50. Are there sample photos or conceptual designs of kiosks that the Partnership has in mind? The RFP has left this function at the discretion of the proposer
51. Is there an existing project or projects in San Diego or anywhere in the U.S. that serves as an inspiration for the Partnership? There have been similar projects/attempts done in Denver and San Antonio, and Charlotte.
52. Would the Partnership consider extension of proposal due date? The RFP response period is fairly short amount of time, especially from date of question submissions (August 3rd) to submittal due date (August 10th) – At this time we do not plan to extend the deadline however, we reserve the rights to issue an extension and would notify all proposers if an extension has been provided.
53. The City of San Diego (City) is referenced a number of times in the RFP, including on pages 8, 14, 18, 20, 22, etc… What is the City’s role in the entire process? What specific approval requirements, if any, does the City retain/control (i.e., building permits, location placements, ad content approvals, etc…)?The project would need to be approved by the city and all permits and placements would need to be approved by the city. This will be determined by the Partnership and selected company
54. Who is responsible for utilities (installations, service, and maintenance)?This will be determined by the Partnership and selected company
55. Can the Partnership provide a larger map of Downtown, showing defined districts and boundaries? Yes, we can provide the maps within the possible at a larger scale
56. Assuming the kiosks will be placed in the public right of way and or on city owned surplus property what legal mechanism is being used to convey a license to the Partnership to then have the Partnership enter into a sub-license agreement with the successful proposer?This will be determined by the Partnership and selected company
57. Is the Partnership able to be the licensor and step into the City or County’s shoes to perform on behalf of the City/County under its current status as a not for profit, non-governmental organization? Has the City adopted an ordinance to allow this to occur or has it been deemed unnecessary and if so how has this been documented?The mechanism and entitlement process with be determined by the Partnership and Selected company. The responsibility to navigate the permitting process with be on the selected company