RFP RESPONSE

INTERACTIVE DIGITAL KIOSKS
RFP #2528
City of Culver City

Date: 15 August, 2024

Prepared By:
Success Mantra LLC

Prepared For:
City of Culver City

C.   Executive Summary

Organization Information

Successmantra, a leading technology company, in collaboration with our innovative technology partner Fanisko, is excited to propose a cutting-edge interactive digital kiosk program for the City of Culver City. This strategic partnership combines Successmantra's extensive experience in smart city solutions with Fanisko's expertise in augmented reality (AR), virtual reality (VR), and gamification technologies. Together, we are committed to enhancing community engagement, providing essential public services, and supporting Culver City's vision of a connected, smart urban environment.

1. Hardware Team Introduction - Ideum & Peerless AV
2469 Corrales Road, Building, Corrales, NM 87048

Hardware team is a premier provider of interactive digital experiences, renowned for their high-performance hardware solutions and innovative design. With a commitment to quality and user engagement, it creates immersive technology that transforms public spaces.

2. Technology Development Team Introduction - Fanisko LLC
 Fanisko LLC - 1016 W Jackson Blvd, Chicago, IL 60607

Fanisko is a product & solutions company with a team of innovators & technologists solving complex digital transformation problems using cutting-edge technologies in AR/VR, Gamification, and Gen AI for Sports, Media, Entertainment, Healthcare, Retail brands, and Enterprises. We have been working with enterprise organizations across the globe for the last 10+ years to help them with their Digital Transformation and Modernization needs.

Key Experience and Qualifications

Our hardware partner has a 20+-year-old interactive design firm based in New Mexico. Ideum is the largest employer in scenic Corrales, just outside the growing Southwest hub of Albuquerque. The company was founded by Jim Spadaccini, former Director of Interactive Media at San Francisco's Exploratorium. We create meaningful experiences that use emerging technology. Our approach is to create interactives that evoke wonder, awe, and surprise, and that tell important stories about science, art, history, and culture. We are committed to creating user-centric interactive experiences delivered in immersive and exciting ways. We develop interactive, visitor-centered exhibits utilizing new emerging technologies such as multitouch tables and touch walls. Our products are constructed for use in social environments where they encourage interaction and collaboration. Our firm provides design services, custom software, fabrication, and audio-visual exhibits. We design and develop ruggedized turnkey products for public spaces that have been sold in more than 40 countries.

Letter of Transmittal

August 15, 2024

City of Culver City
9770 Culver Blvd.
Culver City, CA 90232

Dear Selection Committee Members,

We, the undersigned, are pleased to submit our proposal for the implementation of an interactive digital kiosk program for the City of Culver City. This proposal is submitted by Successmantra, in collaboration with our technology partner Fanisko and our hardware partner Ideum.

We confirm that we have read, understood, and will comply with all terms and conditions set forth in the Request for Proposals (RFP). Our proposal outlines our comprehensive approach to designing, installing, operating, and maintaining the interactive kiosks, integrating cutting-edge technology and innovative features to enhance public engagement and provide valuable information to the community.

Our team of qualified professionals is committed to delivering a solution that meets the City's requirements and exceeds expectations. We bring extensive experience in smart city solutions, interactive design, and project management, ensuring the successful execution and sustainability of this project.

As an authorized representative of Successmantra, I hereby certify that the information contained in this proposal is accurate and complete to the best of our knowledge. We look forward to the opportunity to work with the City of Culver City and contribute to the development of this innovative digital infrastructure.
Thank you for considering our proposal.

Sincerely,
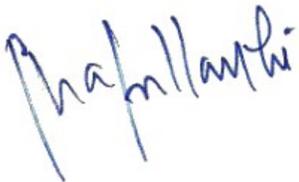
Mukhi Venkat
Successmantra

B. Qualifications and Experience of the Company

1. **Describe your company's history and organizational structure. Include the size of the company, location of offices, years in business, organizational chart, name(s) of owner(s) and principal parties, and number and position titles of staff.**

Bidding Company History

Success Mantra is a boutique customer success management advisory Firm. It provides services to organizations of any size for achieving their long term and short term goals. This is greatly signified as the tag line in the logo itself "Go for the Goal". We enable the customers to reach their goal by providing management consulting, finding new clients and markets for products and services, providing the right kind of resources on consulting or full time basis, providing advisory to get into government markets and funding , market and product strategy for IT and product startups.

Success Mantra serves very small startup companies and large fortune 500 or fortune 1000 companies directly or indirectly through their value added services. The entire effort for this was supported by 30 plus years of industry experience of the founders in software product strategy and launch, software product development , channel development, consulting, sales, marketing, recruitment and talent acquisition. The founders have varied backgrounds in information technology, healthcare, government, education, retail and utility industries. They have built teams from

scratch locally, regionally and internationally and have experience in grooming and mentoring cross border teams and managing them.

- Company Size - 100 - 200
- Years in Business - 15+ Years
- Name of the Owner - Mukhi Venkat
- Office Location – 5972 Topsfield Circle Dublin CA 94568

2. What is the primary business of the parent company and/or affiliates?

Bidding Company

Success Mantra is a boutique customer success management advisory Firm. It provides services to organizations of any size for achieving their long term and short term goals. This is greatly signified as the tag line in the logo itself "Go for the Goal". We enable the customers to reach their goal by providing management consulting, finding new clients and markets for products and services, providing the right kind of resources on consulting or full time basis, providing advisory to get into government markets and funding , market and product strategy for IT and product startups.

Success Mantra serves very small start -up companies and large fortune 500 or fortune 1000 companies directly or indirectly through their value added services. The entire effort for this was supported by 30 plus years of industry experience of the founders in software product strategy and launch, software product development , channel development, consulting, sales, marketing, recruitment and talent acquisition. The founders have varied backgrounds in information technology, healthcare, government, education, retail and utility industries. They have built teams from scratch locally, regionally and internationally and have experience in grooming and mentoring cross border teams and managing them.

Technology Development Partner - Fanisko LLC

Fanisko is a product & solutions company with a team of innovators & technologists solving complex digital transformation problems using cutting-edge technologies in AR/VR, Gamification, and Gen AI for Sports, Media, Entertainment, Healthcare, Retail brands, and Enterprises. We have been working with enterprise organizations across the globe for the last 10+ years to help them with their Digital Transformation and Modernization needs.

Hardware Partner - Ideum & Peerless AV

Ideum is a full-service, design / build firm. Ideum has over 27,500 square feet of design, prototyping, and production space in four buildings in Corrales, New Mexico, just north of Albuquerque. All of Ideum's in-house services are further described under the headings on this page. We are unique in that we are a full-service, exhibit

firm in the United States with comprehensive multimedia capabilities, including full-service software development.

3. **Which office(s) of your organization will have primary responsibility for managing this account? List the members of your team who will be responsible for providing the services and for ongoing support.**

   Primary Office

   Success Mantra LLC
   5972 Topsfield circle Dublin CA 94568, USA

   Support and service contact
   1. **Primary Contact** : Mukhi Venkat
      Phone number : +1 9259538005
      email address : sales@isuccessmantra.com
   2. **Secondry Contact** : Aravind Sampath
      Phone number : +1 (970) 631-2051
      email address : aravind@fanisko.com

4. **Provide qualifications and experience with interactive digital Kiosk programming including number of deployments, national footprint, current contracts, local presence, etc. Finalists in the process may be required to provide copies of audited financial statements for the most recent three (3) fiscal years to include balance sheet, income statement, footnotes, and subsidiary schedules.**

We have been working with museums since our firm was founded at the turn of the century. Our approach to experiential design is visitor-centric and holistic, with an emphasis on exploring interesting and meaningful topics. While we are always interested in the latest technology, we focus on finding the right approach to match the educational and curatorial goals of our partners. We've been involved in every step of the exhibit and exhibition design process, from detailing the conceptual approach to planning, fabrication, and final implementation.

Below are various examples of projects we have worked on in the past.

The Historic New Orleans Collection, The French Quarter Tours
The French Quarter Tours, an interactive exhibit and mobile app, gives guests a wide array of options to explore one of the City's most diverse and fascinating districts.

Museum of Contemporary Native Art / IAIA, Textile Viewer and Creator

The interactive features two activities, a textile collection viewer and a textile creator**.**

Colonial Williamsburg Digital Map Explorer Exhibit

The map explorer interactive exhibit allows visitors to pan and zoom maps and prints, exploring details, and viewing annotated points of interest added by Colonial Williamsburg's curatorial team. Ideum conducted user testing and evaluation to create an intuitive user interface that allows visitors to quickly and easily interact with the fascinating maps and prints in the collection.

5. Provide three examples of other successful Kiosk installations (operational for a minimum of two years) and current revenue status.

1. **New Mexico Film Production Albuquerque Sunport**
   This interactive kiosk lets airport visitors explore the scenic vistas of New Mexico and learn about the many movie and television productions that have captured those sights on film.

2. **National Cowgirl Museum and Hall of Fame Western Design Room**
   The Western Design Room invites visitors to step into a space filled with colorful moving images to explore designs and artifacts inspired by the American West.

3. **Smithsonian National Museum of the American Indian The Great Inka Road Interactive Exhibit**
   We worked closely with NMAI and scholars from the University of Tarragona to create a 3D reconstruction of the ancient Inka capital city, Cusco, as it looked in the year 1531.

4. **Nieuwe Kerk & Oude Kerk Digital Signage Experience**
   Outdoor digital kiosks at Delft's iconic Nieuwe Kerk and Oude Kerk offer visitors an immersive encounter with the rich history and architectural splendor of these revered landmarks.

   By combining the expertise of heritage preservation, digital signage technology, and architectural integration, we developed a solution that seamlessly blends modern innovation with centuries-old tradition. Rigorous on-site assessments and a deep understanding of the local environment informed the design of a digital signage system capable of withstanding the challenges of outdoor exposure.

Featuring Xtreme™ High Bright Outdoor Displays renowned for their durability and exceptional visibility in diverse weather conditions, these kiosks deliver captivating content while preserving the sacred ambiance of the churches.

6. **Comment on other areas that may make your company different from your competitors.**

Unique Differentiators

In addition to our core strengths, several other factors set Successmantra and Fanisko apart from our competitors in the implementation of interactive digital kiosk programs:

1. Data Privacy and Security: We prioritize data privacy and security as paramount to public trust. Our robust security measures and compliance with industry standards ensure that sensitive citizen information is protected.
2. Human-Centered Approach: We prioritize a human-centered design philosophy, ensuring our kiosks are intuitive and user-friendly. Our design team conducts extensive user research to create interfaces that cater to diverse user groups, enhancing accessibility and engagement.
3. Sustainability and Environmental Responsibility: We are committed to environmentally friendly practices in our operations and product development. Our kiosks are designed with sustainability in mind, incorporating energy-efficient components and recyclable materials.
4. Real-Time Analytics: Our kiosks are equipped with advanced analytics capabilities that provide real-time insights into usage patterns, user demographics, and interaction trends. This data helps the city make informed decisions and optimize the kiosk program.
5. Custom Reporting: We offer custom reporting solutions that allow city officials to access detailed reports on kiosk performance, public engagement, and advertising effectiveness, supporting transparent and data-driven governance.
6. Accessibility: We are dedicated to creating inclusive kiosk experiences for all users, including individuals with disabilities. Our designs adhere to accessibility standards and guidelines.
7. Local Economic Empowerment: We've developed a unique "Local Business Spotlight" feature, allowing small businesses in Culver City to showcase their offerings on the Kiosks at reduced rates, fostering local economic growth and community engagement.
8. Local Partnerships: We believe in fostering strong relationships with local businesses and organizations. By collaborating with community stakeholders, we can create kiosks that truly serve the needs of Culver City residents and visitors.
9. Continuous Innovation: Our company has a proven track record of staying at the forefront of technology. We are committed to research and development to deliver cutting-edge kiosk solutions that meet the evolving needs of our clients.

C. Qualifications and Experience of Proposed Project Team

1. Describe the qualifications of staff proposed for the assignment, position(s) in the company, and types and amount of equivalent experience. Be sure to include any municipal agencies they have worked with in the past three years and their level of involvement. A description of how overall supervision will be provided should be included.

Our software developers love to craft innovative and unique experiences. They thrive on the challenges that are offered by each custom project's requirements and enjoy pushing the envelope in development and technology. They focus on usability and the visitor experience and play an important role in crafting the project during the conceptual phase.

Our software experts have skills in UI development, educational and recreational gaming, animation, and creating 3D environments.

Additional degrees in history, mathematics, chemical engineering, physics, and architecture – coupled with personal interests in robotics, augmented reality, art, and illustration, making music, creative writing, and enjoying the outdoors – all add depth to the interactive experiences they create.

We regularly encounter a variety of hardware and software challenges, such as displaying custom content on video walls, integrating peripheral devices into exhibits, and working with proprietary software like ArcMap.

2. Identify and provide the resume(s) of the personnel who will be assigned to this project.

At this stage of the proposal process, Successmantra, in collaboration with our partners Fanisko, Ideum, Peerless AV has not yet assigned specific personnel to the Culver City Kiosk project. This approach allows us to maintain flexibility and ensure that we can allocate the most appropriate resources based on the final project requirements and timeline.

We understand the importance of having the right team in place for successful project execution. Our commitment is to assign highly qualified professionals with relevant experience in interactive digital solutions, smart city initiatives, and public space installations once the project moves forward.

Our selection process for project personnel will prioritize:

- Relevant technical expertise in kiosk hardware and software development
- Experience with municipal projects and understanding of local government requirements
- Strong project management and communication skills
- Familiarity with public engagement strategies and user experience design

We assure the City of Culver City that the team assigned to this project will possess the necessary skills, experience, and qualifications to successfully implement and maintain the interactive digital Kiosk program.

Upon project award, we commit to promptly identifying and assigning the appropriate personnel. We will provide detailed resumes and qualifications of the assigned team members for your review and approval before the project commencement.

This approach ensures that we can tailor our team composition to best meet the specific needs of Culver City's Kiosk program, guaranteeing the highest quality of service and expertise throughout the project lifecycle.

D. Questions/Response to Scope of Services

1. **Describe the methods by which your company will fulfill the services requested in the Scope of Services and subsequent sections.**

   Kiosk Dimension and overview

   Three kiosk designs have been recommended for this RFP

   1. The Ideum Portrait
   2. The Ideum Presenter
   3. The Peerless AV Black Dual-Sided Smart City Kiosk

   The Portrait is an all-in-one multi-touch interactive kiosk featuring a vertically oriented 55" 4K Ultra HD display. Designed with a patented structure and constructed from aircraft-grade aluminum, this kiosk is built to withstand demanding environments, ensuring both durability and high performance.
   - Robust Construction: The use of aircraft-grade aluminum in the construction ensures that the Portrait can endure challenging conditions while maintaining a sleek and modern appearance.
   - High-Resolution Display: The 55" 4K Ultra HD screen provides crisp and vibrant visuals, enhancing the user experience and making it suitable for various interactive applications.

- Powerful Integrated PC: The kiosk comes with an integrated PC equipped with an Intel 14th Gen Core I5-14600K processor, 16GB of RAM, a 250GB SSD, and a dedicated NVIDIA RTX A2000 6GB graphics card. This hardware configuration guarantees smooth operation and the ability to handle intensive applications.
- Dimensions: The Portrait has a width of 29.69 inches and a height of 77 inches, making it a prominent and eye-catching fixture in any location.

The Ideum 65" Presenter is a ruggedized multitouch 4K display designed to deliver high-quality interactive experiences in demanding environments. Built with an all-aluminum frame featuring a patented design, this display utilizes the best available commercial components to ensure durability and performance.

- Durable Construction: The all-aluminum frame provides a robust structure, ensuring the display's longevity and reliability in various environments.
- High-Quality Display: The 65" 4K Ultra HD screen offers vibrant and clear visuals, enhancing the interactive experience for users.
- Versatile Mounting Options: Designed for flexibility, the Presenter can be mounted to the wall in either horizontal or vertical orientation using the included VESA mount. When mounted horizontally, it has a width of 60.2 inches and a height of 35.6 inches; these dimensions are reversed when mounted vertically.
- Optional Integrated PC: The Presenter offers an optional integrated PC equipped with an Intel 14th Gen Core I5-14600K processor, 16GB of RAM, a 250GB SSD, and a dedicated NVIDIA RTX A2000 6GB graphics card. This powerful setup ensures smooth and efficient performance for demanding applications.

The Peerless AV Black Dual-Sided Smart City Kiosk is designed to offer superior durability and functionality in demanding outdoor environments. With a dual-sided 55" Xtreme™ High Bright Outdoor Display, it ensures visibility and performance in any weather condition.

- IP66 Rated Display: The fully sealed design of the display prevents the ingress of foreign materials such as water, dust, and moisture, ensuring reliable performance in harsh environments.
- Optional IR Touch Overlay: The kiosk can be transformed into an interactive solution by adding the KIRP-XHB4-(HT)* IR touch overlay. This plug-and-play design detects up to 10 touch points, whether using a finger, gloved hand, or stylus, enhancing user interaction and engagement.
- IP55 Rated Media Cabinet: The integrated media cabinet provides a dedicated, spacious area for storing AV components. It features IP55 rating and integrated fans for active cooling, ensuring the longevity and optimal performance of internal components.
- Louvered Side Vents: These vents allow for efficient ventilation of the display and components, keeping cords and other internals cool and functioning properly.
- Extended Base Cover: The extended base cover allows power and data to be run up through the bottom center while keeping the conduit concealed, ensuring a clean and professional installation.

Total space required for Installation
The Portrait requires 5.59 ft2 while the Presenter requires 3.14 ft2.

Minimum and Preferred Number of Kiosks

Based on comprehensive internal research conducted by our team, we recommend a minimum and preferred number of **30 kiosks** to implement an effective interactive digital kiosk program in the City of Culver City.

Our research team performed a detailed analysis of Culver City, identifying top locations based on factors such as population density, foot traffic, and potential usability. This study included:
  1. Mapping of key business districts, parks, and commercial corridors
  2. Analysis of population distribution and movement patterns
  3. Assessment of tourist and visitor hotspots
  4. Evaluation of public transportation hubs and high-traffic areas

Through this thorough examination, we concluded that 30 strategically placed kiosks would provide optimal coverage and accessibility for both residents and visitors. This number ensures that the kiosk network can effectively serve the city's diverse neighborhoods and key areas, maximizing the program's impact and utility.
The recommended 30 kiosks will:
  1. Ensure comprehensive coverage across Culver City's most important locations
  2. Provide easy access to essential information and services for a majority of the population
  3. Create a sufficiently dense network for effective emergency communications
  4. Offer ample opportunities for local business promotion and community engagement
  5. Allow for gathering meaningful usage data to continually improve the system

This number of kiosks strikes an ideal balance between broad accessibility and cost-effectiveness, providing Culver City with a robust digital infrastructure that can significantly enhance public services and engagement.

We are prepared to work closely with city officials to refine the exact locations of these 30 kiosks, ensuring they are positioned to best serve the community's needs and align with the city's urban development goals.

Location Identification Process:
  ● Initial Site Survey: We will conduct a comprehensive site survey to identify potential kiosk locations within the designated areas. This survey will consider factors such as foot traffic, visibility, accessibility, and proximity to public amenities.

- Joint Site Visits: Our team will partner with City representatives to conduct on-site evaluations of potential locations. These visits will allow for in-depth discussions and a shared understanding of site suitability.
- Community Input: We will incorporate community feedback through surveys, public meetings, and other engagement methods to ensure that kiosk locations align with community preferences.
- Final Site Selection: Based on the findings from the site survey, joint site visits, and community input, we will collaboratively select optimal kiosk locations.
- Permitting and Coordination: We will work closely with the City to obtain necessary permits and coordinate with relevant departments for installation and operation.

Relocation Process:
- Prompt Response: Upon notification of the need for relocation, we will initiate a swift response to minimize disruption.
- Site Assessment: We will conduct a site assessment to identify suitable alternative locations for the kiosk.
- Relocation Planning: Our team will develop a detailed relocation plan, including logistics, equipment, and personnel requirements.
- Efficient Relocation: We will execute the relocation process efficiently, minimizing downtime and ensuring uninterrupted kiosk services.
- Cost Absorption: We will assume full responsibility for the costs associated with relocation, including transportation, installation, and any required modifications.
- Ongoing Monitoring: We will continue to monitor the performance of the relocated kiosk and make necessary adjustments to optimize its impact.
- Presenters mount on standard VESA mounts, and Portrait kiosks can be
- removed by unbolting them from the floor (if bolts are being used.)

Feasibility of Connecting to the City's Fiber Network
All our kiosks have built-in Wi-Fi connectivity (WiFI 802.11 a/b/g/n/ac) and can be connected to the city's fiber network wirelessly. Alternatively, the kiosks can be hardwired to the internet using an ethernet cord if preferred.

Kiosk installation process
Our hardware is designed to be plug-and-play ready when received only requiring it to be connected to a power source. It has a universal 110-240V power system using 4 amps or 400W at max load. It is recommended to have an electrical/fiber connection box near the unit to hide any cords.

Detailed overview of the Kiosk's operational capacity
Software: The front end of the software would be built in Unity, allowing for attractive animations and transitions. Several aspects of the information would be pulled from various APIs in order to display the most updated information without requiring a person to make the updates. A back-end content management system (CMS) will be

built using Directus in order to add custom information. This system will be editable using a browser-based interface.

We propose the development of an API using Python, leveraging the Flask framework to serve as a robust interface between the database and front-end applications. This API will be responsible for efficiently retrieving and delivering data to the front end, ensuring seamless and secure data flow. Our approach includes implementing best practices for security, optimizing performance, and ensuring scalability to handle future growth.

Technical Upgrades

Ideum provides a proprietary kiosk-mode software, Watchdog, which prevents users from breaking into the front-end kiosk system. The back-end security updates will depend on what systems the kiosks are pulling from. Windows updates will likely be needed during the kiosks' life cycle.

Dimming/Shielding capabilities

The screen brightness can automatically adjust the brightness and contrast based on the content displayed on your built-in screen through the Windows PC in the settings. Alternatively, it can also be adjusted using the remote provided for the system.

Maintenance and Repair Plan

All Ideum hardware is backed by a three-year warranty with an in-house support team available during business hours to troubleshoot any issues. Any repairs will be on a case-by-case basis depending on the recommended solution by our support team. Ideum's touch surfaces are tempered glass, and the edges of the displays are held in a frame of powder-coated aluminum, so they are very durable. They can be cleaned with your typical household cleaners such as Professional Lysol Disinfectant Spray, Clorox Commercial Solutions Disinfecting Wipes, and Peroxide Disinfectant and Glass Cleaner by Ecolab.

However, we do recommend avoiding cleaners that might be abrasive or that contain a high concentration of ammonia. Ideum also recommends its hardware be power-cycled every 24 hours or when not in use to increase the longevity of the system. This can be achieved by programming an on/off cycle on the system.

Software Maintenance Plan and Warranty
- Scheduled Updates: We will provide regular software updates to ensure that the kiosk systems are running the latest versions, incorporating new features, security patches, and performance improvements.
- Enhancements: Based on user feedback and technological advancements, we will continuously enhance the software to improve user experience, introduce new functionalities, and maintain compatibility with emerging technologies.

- 24/7 Monitoring: Our team will implement a proactive monitoring system to detect and address issues before they impact the user experience. This includes performance monitoring, error logging, and system health checks.
- Automated Alerts: In the event of any software issues or anomalies, automated alerts will be sent to our support team for immediate action.
- In-House Support Team: Our dedicated in-house support team will be available during business hours to provide technical assistance and troubleshoot any software-related issues.
- Remote Diagnostics: We will utilize remote access tools to diagnose and resolve issues quickly, minimizing downtime and ensuring the kiosks remain operational.
- Priority Handling: Any reported bugs or issues will be prioritized based on their impact and urgency. Our development team will work diligently to resolve critical issues promptly.
- Continuous Improvement: We will maintain a rigorous quality assurance process to identify and address potential issues, ensuring a stable and reliable software environment.

Software Warranty
- One-Year Warranty: Our software comes with a one-year warranty from the date of installation, covering any defects, bugs, or malfunctions. During this period, we will provide free updates, bug fixes, and technical support to ensure the software operates as intended.
- Extended Warranty Plans: We offer extended warranty plans beyond the initial one-year period. These plans provide continued access to updates, enhancements, and technical support, ensuring the long-term reliability and performance of the software.
- Coverage Inclusions: The warranty covers all aspects of the software, including the user interface, backend systems, integrations, and any custom-developed features.
- Exclusions: The warranty does not cover issues arising from unauthorized modifications, misuse, or external factors beyond our control.

Response Time
Our support team is available between 9 AM and 5 PM MST and will try to resolve any issues in a timely manner.

Web-based dashboard
Ideum hardware operates on an integrated Windows computer running Windows 11 Pro and will come with the standard Windows system health-checking programs. However, the end user can install any programs as they see fit.

Content Push
We would provide a custom content management system (CMS) built in Directus which would allow the City to use a browser-based editor to add, update, and edit

content. The final formats will depend on the eventual design of the system. A word of advice regarding web links: we do not recommend live links on a public kiosk. Our recommendation would be the use of QR codes which users scan with their personal devices taking them to the appropriate website. Allowing free access to any potential web domain the City may wish to link to in the future opens the kiosk up to potential security vulnerabilities.

ADA Compliant
Portrait kiosks are designed to be ADA compliant, and 65" Presenters are ADA compliant when mounted at an appropriate height. The user interface design (UI) in combination with the mounting height for the Presenters will be crucial when considering height and forward reach range. Ideum can also provide an Audio Accessibility Layer for visually impaired users, however, we have not specified or budgeted speakers beyond the basic ones that ship with the hardware per the specifications. Additional listening hardware may be recommended depending on location for accessibility for the visually impaired.

Language accessibility

We can build capacity for multiple languages into the CMS; that multilingual content will need to be supplied by the City or the service from which we are pulling in order for the kiosk to function in multiple languages.

Proposed Advertising Strategy
  1. Active Use Mode:
      ● Dynamic Banners: During active use, dynamic banners will be displayed at the top or bottom of the screen. These banners will rotate through various advertisements without obstructing the primary user interface.
      ● Interactive Buttons and Icons: Interactive buttons and icons related to advertisements will be placed along the sides of the interface. These buttons will be context-sensitive, offering promotions or information relevant to the content being interacted with.
      ● Sponsored Content: Integrating sponsored content within the main interactive features, such as wayfinding maps or public information sections. For example, a local restaurant's ad might appear when a user searches for dining options.
      ● In-Use Prompts: Subtle prompts or pop-ups can appear during user interaction, offering promotions, surveys, or discounts, encouraging engagement without interrupting the user experience.
  2. Passive/Default Mode:
      ● Full-Screen Advertisements: When the kiosk is in passive mode, full-screen advertisements will be displayed. These ads can be scheduled to change at regular intervals, ensuring a variety of content is shown.

- Attract Loops: A continuous attract loop of advertisements, public announcements, and local events will play, drawing attention to the kiosk. These loops can be customized to display different content based on the time of day or specific events.
- Touch-to-Engage Prompts: Prompts encouraging users to touch the screen for special promotions or discounts can be displayed, enticing passersby to engage with the kiosk.
- Weather and News Updates: Sponsored weather and news updates can be integrated into the passive mode, providing valuable information to viewers while promoting local businesses or services.

Advertising Strategy Highlights

1. Contextual Relevance: Advertisements will be contextually relevant to the content being accessed by users. For instance, ads for nearby attractions, restaurants, or services will be shown when users search for local amenities.
2. High Engagement: Interactive elements such as quizzes, surveys, and polls will be used to engage users actively. These elements will be designed to gather user data while promoting specific products or services.
3. Customization and Flexibility: The advertising strategy allows for flexible customization based on the location and audience of each kiosk. Advertisements can be tailored to suit local businesses and events, ensuring maximum relevance and engagement.
4. Scheduled Advertisements: Advertisements can be scheduled to appear at specific times of the day, targeting peak hours or special events. This ensures that the ads reach the maximum number of users during high-traffic periods.
5. User Data and Analytics: The kiosk system will collect user interaction data and analytics, providing valuable insights into ad performance and user preferences. This data can be used to refine the advertising strategy continuously.
6. Seamless Integration: All advertising components will be seamlessly integrated into the user interface, ensuring a smooth and unobtrusive experience. The design will maintain the aesthetic appeal of the kiosk while effectively promoting advertisements.
7. **Example Scenario:**
   When a user interacts with the kiosk to find a nearby restaurant, an interactive map will display sponsored locations prominently. Simultaneously, a dynamic banner ad at the top of the screen might promote a special discount at a featured restaurant. During passive mode, full-screen ads for local businesses, events, and services will rotate, attracting the attention of passersby with visually appealing content.

   By implementing this advertising strategy, the City of Culver City can effectively promote local businesses and services while ensuring a high-quality user experience on the interactive digital kiosks.

Local Advertising Plan for Small Businesses

Objective:
To provide small businesses in Culver City with affordable and effective advertising opportunities on interactive digital kiosks, fostering local economic growth and community engagement.

Plan Components:
1. Tiered Advertising Packages:
    - Basic Package: Display of static ads in passive mode, inclusion in a rotating banner ad, and listing in a local business directory accessible from the kiosk.
    - Standard Package: All Basic Package features plus dynamic ads in active mode, interactive touch-to-engage prompts, and seasonal promotional slots.
    - Premium Package: All Standard Package features plus full-screen ads during passive mode, sponsored content integration, and priority placement in search results and maps.
2. Easy Onboarding Process:
    - Ad Creation Assistance: Provide a simple online platform where small businesses can design their ads using templates and tools. Offer professional design services at a discounted rate for those who need additional help.
    - Submission Portal: An easy-to-use online portal for businesses to submit their ads and choose their preferred advertising package. Include guidance on effective ad creation and compliance with kiosk specifications.
3. Community-Focused Campaigns:
    - Themed Campaigns: Organize monthly themed campaigns (e.g., "Eat Local Month," "Shop Small Saturdays") where businesses can participate at a reduced rate. Promote these campaigns through the kiosks and city social media channels.
    - Event Sponsorship: Offer advertising packages tied to local events and festivals. Businesses can sponsor events and have their ads prominently displayed on kiosks located at or near event venues.

Minimum Percentage of Advertising Space for City Information

Proposed Minimum: 20%

A minimum of 20% of the overall advertising space on the kiosks should be dedicated to City-related information. This allocation ensures that crucial public service announcements, emergency alerts, events, and other vital information can be effectively disseminated to the community.

Plan to Ensure Advertising Content Compliance and City Oversight

Component	Details
Compliance Plan	**Content Guidelines** -Establish clear guidelines for advertising content to ensure it aligns with the City's advertising policies, including restrictions on inappropriate or misleading content. - Regularly update guidelines to reflect any changes in city policy.
Content Submission Process	**Pre-Approval** - All advertisements must be submitted through a designated online portal or system for review before going live. - Include fields for mandatory compliance checks based on the City's guidelines.
Review and Approval Workflow	**Initial Review** - A dedicated compliance team will review submitted content to ensure adherence to city policies. - Provide feedback or request modifications if content does not meet requirements. - Approval - Only content that meets the guidelines will be approved and scheduled for display.
City Review Process	**Access to Content** - The City will have access to a content management system (CMS) where they can view all advertising content before it is published. - Provide a user-friendly interface for easy review and monitoring.
Content Removal Procedure	**Flagging Non-Compliance** - The City can flag any content that it deems non-compliant through the CMS. - Implement a notification system to alert the advertising provider of flagged content.
Content Review and Action	**Review Requests** - Upon receiving a flag, the advertising provider will review the flagged content and make necessary adjustments to comply with City policies. - Ensure that content removal or modification is carried out promptly.
Reporting and Documentation	**Incident Tracking** - Maintain records of content reviewed, flagged, and removed, including reasons for removal. - Provide regular reports to the City detailing compliance issues and actions taken.

Component	Details
Training and Support	**Provider Training** - Offer training for advertising providers on the City's advertising policies and submission process. - Provide ongoing support to address any questions or issues related to compliance.

2. **Provide a statement of the service(s) that differentiate your company from other potential   proposers.**

Statement of Differentiation

Successmantra, in collaboration with Fanisko and Ideum, offers a uniquely comprehensive and innovative approach to interactive digital Kiosk implementation that sets us apart from other potential proposers:

1. Integrated Expertise: Our partnership combines Successmantra's proven track record in government solutions, Fanisko's cutting-edge digital engagement platforms, and Ideum's industry-leading hardware design. This synergy ensures a holistic approach to Kiosk development, deployment, and management.
2. Advanced AI and Machine Learning: We incorporate proprietary AI algorithms to continuously optimize content delivery, user experience, and data analytics, ensuring that the Kiosks evolve with community needs and usage patterns.
3. Robust Content Management System (CMS): Our custom-built CMS allows for real-time updates, multi-department access, and seamless integration with existing city databases and emergency alert systems.
4. Adaptive Hardware Design: Ideum's ruggedized, weather-resistant Kiosks are specifically engineered for high-traffic public spaces, featuring advanced anti-glare screens and customizable form factors to suit various urban environments.
5. Advanced Analytics Dashboard: Our proprietary analytics platform provides city officials with real-time insights on Kiosk usage, content engagement, and community trends, facilitating data-driven decision-making.
6. Seamless Third-Party Integrations: Our open API architecture allows for easy integration with local businesses, transit systems, and city services, creating a truly interconnected urban experience.
7. Gamification Engine: A unique feature that encourages community engagement through interactive quizzes, surveys, and location-based challenges, fostering a sense of civic pride and participation.
8. Dedicated Local Support Team: We provide 24/7 on-site technical support and maintenance, ensuring minimal downtime and optimal performance of the Kiosk network.

This combination of technological innovation, user-centric design, and comprehensive support distinguishes our solution as the most advanced and adaptable Kiosk program available, tailored specifically to meet and exceed Culver City's vision for a smart, connected community.

E. Financing and Term

Detailed response for this section provided in the separate document being uploaded the planet bid portal.

RFP RESPONSE

INTERACTIVE DIGITAL KIOSKS

RFP #2528

City of Culver City

PRICING DOCUMENT

Date: 15 August, 2024

Prepared By:
Success Mantra LLC

Prepared For:
City of Culver City

A. Financing and Term

1. **Outline the proposed financing and revenue sharing program, including:**

   a. **Detailed advertising projections**

   ### Detailed Advertising Projections and Cost Estimates

   To establish an effective advertising program for the kiosks in Culver City, the following projections and cost estimates have been prepared. The costs include the setup of the advertising infrastructure, including hardware, software, and management. Additionally, the estimated revenue projections are based on realistic advertising rates and potential market demand.

   1. Initial Setup Costs: This includes the cost of installing kiosks, integrating advertising software, and setting up necessary infrastructure.
   2. Ongoing Operational Costs: Costs related to maintaining the advertising program, including software updates, content management, and support services.
   3. Revenue Projections: Estimates of potential revenue generated through advertising sales, based on average industry rates and local market conditions.

Cost and Revenue Projection Table

The following projections are based on current market conditions and may vary depending on factors such as economic fluctuations, seasonal demand, and the effectiveness of the advertising program. We recommend regular reviews and adjustments to optimize revenue generation.

Item	Description	Unit Cost	Quantity	Total Cost
One Time Setup Costs				
Kiosk Installation	Cost per kiosk including hardware and installation	$20,000	30	$600,000
Advertising Software Setup	Includes integration of advertising software and systems	$50,000	1	$50,000
Initial Content Development	Creation of initial content and advertisements	$20,000	1	$20,000
Total Initial Setup Costs				**$670,000**
Ongoing Operational Costs				

Monthly Maintenance and Support	Regular maintenance and support services	$2,000	30	$60,000/year
Content Management and Updates	Cost for managing and updating advertising content	$1,000	12	$12,000/year
Electricity and Connectivity	Cost for power and internet connectivity	$600	30	$18,000/year
Total Annual Operational Costs				**$90,000**

Revenue Projection for 5 years:

Year	No. of Kiosks	Ad Revenue Per Kiosk	Total Revenue
Year 1	30	$24,000.00	$720,000.00
Year 2	30	$26,400.00	$792,000.00
Year 3	30	$29,040.00	$871,200.00
Year 4	30	$31,944.00	$958,320.00
Year 5	30	$35,138.40	$1,054,152.00

b. **Cost recovery for Kiosks, installation, utility costs and maintenance over the term of the contract;**

Response -

Detailed Cost Recovery for Kiosks, Installation, Utility Costs, and Maintenance

To provide a clear and detailed explanation of the cost recovery for kiosks, including installation, utility costs, and maintenance over the term of the contract, the following table structure outlines the breakdown of costs and revenue. This includes initial setup costs, annual operational costs, projected revenue, and net revenue over a 5-year contract period.

Net Revenue			
Year	Total Revenue	Total Annual Operational Costs	Net Revenue per Year
Year 1	$720,000	$760,000	-$40,000
Year 2	$792,000	$97,200	$694,800
Year 3	$871,200	$104,004	$767,196

| Year 4 | $958,320 | $110,244 | $848,076 |
| Year 5 | $1,054,152 | $115,756 | $938,396 |

The investment in the advertising program for kiosks in Culver City will be recovered within the first year of operation. The detailed cost recovery plan includes the initial setup costs, annual operational costs, and revenue projections, ensuring that the program is financially viable and profitable over a 5-year contract period.

Cost Recovery Analysis for Year 1		
Revenue and Net Revenue		
	Total Annual Revenue:	$720,000
	Net Annual Revenue:	$630,000 (after deducting operational costs)
Break-Even Analysis		
	Break-Even Analysis	$670,000
	Net Annual Revenue	$630,000
	Break-Even Time:	1.063492063
	Months	**13 Months (Approx)**

c. **Revenue sharing model that includes a percentage guaranteed to the city, with a minimum revenue guarantee for every year of the agreement as well as extended options for the City's consideration, relative to potential phasing implementations.**

Revenue Sharing Breakdown

Revenue Sharing Breakdown		
Category	**Description**	**Percentage/Amount**
Gross Annual Revenue	Estimated total revenue from all kiosks per year	$720,000
Revenue Share to the City	Percentage of gross revenue allocated to the City	30%
Minimum Revenue Guarantee	Minimum guaranteed revenue to the City per year	$150,000

Annual Revenue Distribution

Annual Revenue Distribution					
Year	Gross Annual Revenue	City's Revenue Share (30%)	Minimum Revenue Guarantee	Revenue Above Guarantee	Total Revenue to City
Year 1	$720,000	$216,000	$150,000	$66,000	$216,000
Year 2	$792,000	$237,600	$150,000	$87,600	$237,600
Year 3	$871,200	$261,360	$150,000	$111,360	$261,360
Year 4	$958,320	$287,496	$150,000	$137,496	$287,496
Year 5	$1,054,152	$316,246	$150,000	$166,246	$316,246
Total	**$4,395,672**	**$1,318,702**	**$750,000**	**$568,702**	**$1,318,702**

Phased Implementation Options

Phased Implementation Options					
Phase 1: Initial Rollout			Phase 2: Full Deployment		
Category	Description	Details	Category	Description	Details
Number of Kiosks	Initial number of kiosks to be deployed	15	Number of Kiosks	Remaining kiosks to be deployed	15
Initial Setup Costs	Pro-rated setup costs for initial kiosks	$335,000	Additional Setup Costs	Remaining setup costs for additional kiosks	$335,000
Gross Annual Revenue	Estimated revenue from initial kiosks	$360,000	Gross Annual Revenue	Estimated revenue from additional kiosks	$360,000
City's Revenue Share	30% of gross annual revenue from initial kiosks	$108,000	City's Revenue Share	30% of gross annual revenue from additional kiosks	$108,000
Minimum Revenue Guarantee	Minimum guaranteed revenue to the City per year	$75,000	Minimum Revenue Guarantee	Minimum guaranteed revenue to the City per year	$75,000

Extended Options for City's Consideration

Extended Options for City's Consideration					
Option 1: Increased Revenue Share			**Option 2: Extended Contract Term**		
Category	**Description**	**Details**	**Category**	**Description**	**Details**
Increased Revenue Share	Higher percentage of gross revenue allocated to the city	40%	Contract Term	Extended contract duration	7 years
Gross Annual Revenue	Estimated total revenue from all kiosks per year	$660,000	Total Revenue (7 years)	Estimated total revenue over 7 years	$6,400,000
City's Revenue Share	40% of gross annual revenue	$264,000	City's Revenue Share (30%)	30% of gross revenue over 7 years	$1,920,000
Minimum Revenue Guarantee	Minimum guaranteed revenue to the city per year	$200,000	Minimum Revenue Guarantee	Minimum guaranteed revenue to the city per year	$200,000
Total Minimum Guarantee	Minimum guaranteed revenue to the city over 5 years	$1,000,000	Total Minimum Guarantee	Minimum guaranteed revenue to the city over 7 years	$1,400,000

The proposed revenue-sharing model guarantees a minimum annual revenue to the city while offering a percentage of the gross annual revenue. The phased implementation allows for initial rollout and full deployment, providing flexibility and scalability. Extended options include an increased revenue share or an extended contract term for additional financial benefits. This model ensures that the City receives consistent and significant revenue throughout the agreement, supporting the financial sustainability of the kiosk program.

2. Describe any other fees/revenues/considerations not previously detailed in the above (i.e., signing bonus, other incentives, etc.

Additional Fees/Revenues/Considerations

As part of the project implementation, we will be employing city staff to assist with necessary approvals, location permissions, and site finalization. This collaboration will ensure that all installations meet city regulations and are efficiently integrated into the city's infrastructure.

Description	Unit Cost	Units	Total Cost
City General Contractor Employment	$50 per hour	1000 hours	$50,000
Approvals and Permissions Processing	$1000 per unit	30 units	$30,000
Site Finalization Assistance	$75 per hour	500 hours	$37,500
Total Cost			**$117,500**

Explanation

1. City Staff Employment: This includes hiring city staff at a rate of $50 per hour for a total of 1000 hours. These staff members will help with various tasks, including coordination and communication between different city departments and the project team.
2. Approvals and Permissions Processing: Each kiosk installation requires approvals and permissions from various city departments. The cost for processing each unit is estimated at $1000, and with 30 units, the total cost amounts to $30,000.
3. Site Finalization Assistance: This includes site surveys, finalizing kiosk locations, and ensuring all installations meet city standards. The assistance is estimated at $75 per hour for 500 hours, totaling $37,500.