



**REQUEST FOR PROPOSALS**  
for  
**INTERACTIVE DIGITAL KIOSKS**  
**RFP #XXX**  
**JULY 2024**

**City of Culver City**  
**Office of Economic and Cultural Development**  
9770 Culver Boulevard  
Culver City, CA 90232-0507

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# INTERACTIVE DIGITAL KIOSKS

RFP #XXXX

## I. REQUEST SUMMARY

The City of Culver City is seeking proposals from qualified companies for the implementation of an interactive digital Kiosk program, pursuant to the City's Zoning Code, within business districts, near certain parks and along commercial corridors. The Kiosks are expected to include a variety of public benefits and smart technologies such as, but not limited to:

- Wayfinding Information
- Public Information
- Public Safety alerts
- Economic development information related to local businesses and attractions
- Real time transportation options
- Weather and air/quality information

However, proposers may not take advantage of omissions or oversights in this document. Proposers must supply products and services that meet or exceed the requirements of this RFP. In the event of a dispute over installation or performance, the needs of Culver City will govern.

## II. INTRODUCTION

### A. Community Profile

The City of Culver City (City) is a charter city incorporated in 1917. The City is governed by a five-member City Council whose members are elected at large and operates under a Council/City Manager form of government.

Culver City is a full-service city located in the western area of Los Angeles County, generally situated north of Los Angeles International Airport, southeast of Santa Monica, south of Beverly Hills and southwest of West Hollywood. The City is approximately five square miles with a residential population of approximately 40,000.

### B. Background

The purpose of this RFP is to solicit proposals that include information regarding, but not limited to the design, location, infrastructure, installation, operation, maintenance, use, accessibility, financing, public outreach, successful case studies, advertising strategy, proposer qualifications, technology and additional

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information related to interactive digital Kiosks (Kiosks). Pursuant to an approved cost/revenue sharing program, the successful proposer shall provide the Kiosk infrastructure, installation, utilities costs and on-going maintenance at no cost to City.

### **C. General RFP Submittal Information**

Designated City staff and the City's fiscal consultant will evaluate proposals received. During the review process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from those that submit proposals, or allow clarifications, corrections of errors, or omissions. Any and all changes in the RFP will be made by written addendum, which shall be issued by the City to all prospective proposers who have registered for the RFP via the through the City's electronic procurement system, [Culver City PlanetBids](#).

The City reserves the right to retain all proposals submitted. Submission of a proposal indicates the proposer's acceptance of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the proposer selected.

The preparation of the proposal will be at the sole cost and expense of the proposer. There is no expressed or implied obligation for the City to reimburse proposers for any expense incurred in the preparation of proposals in response to this request, and submittal of a proposal does not constitute acceptance of an offer creating a contract with the City. All proposals submitted to the City shall become property of the City and will not be returned. **If any information in your proposal is confidential and/or proprietary, please further submit a separate, redacted copy for servicing public records requests. All confidential or proprietary information should be submitted in a separate, sealed envelope marked as such.**

The proposer may submit an alternative proposal (or proposals) that it believes will also meet the City's project objectives but in a different way. In this case, the proposer must provide an analysis of the advantages and disadvantages of each of the alternatives and discuss under what circumstances the City would prefer one alternative to the other(s). If an alternative proposal is submitted, the maximum length of the proposal may be expanded proportionately by the number of alternatives submitted.

The City reserves the right to reject any or all proposals, in whole or part, to waive any informality in any proposal, and to accept the proposal which, in its discretion, is in the best interest of the City. The City reserves the right to reject any proposal not accompanied by all data or information required. Any proposer may withdraw their proposal, without obligation, at any time prior to the scheduled closing time

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for receipt of proposals. A withdrawal will not be effective unless made personally via email or by telephonic notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action.

Proposals must be submitted electronically through Culver City PlanetBids, by or before 3:00 p.m. (PST) on Thursday, August 22, 2024 ("Proposal Deadline").

The electronic procurement system will not accept any Proposals after the Proposal Deadline. Only a Proposal submitted electronically through Culver City's PlanetBids will be considered for evaluation. No separate hardcopy materials will be accepted by the City.

For a complete list of the City's RFP submittal terms and conditions, legal statements, and insurance requirements, please refer to the exhibits attached hereto.

#### **D. RFP Questions**

Questions with regards to this RFP must be submitted through [Culver City PlanetBids](#) before 3:00 p.m. (PST) by Thursday, August 1, 2024. Questions submitted after the August 1 deadline or submitted in any manner other than through the PlanetBids portal, will not be considered. All companies registered for the RFP will receive responses to all questions and any other addenda that may be released, electronically by Tuesday, August 6, 2024.

#### **E. Schedule**

The City reserves the right to make changes to the below schedule, but plans to adhere to the implementation of this RFP process as follows:

RFP released:	Thursday, July 18, 2024
Deadline for receiving questions:	Thursday, August 1, 2024, at 3:00 p.m.
Response to questions by:	Tuesday, August 6, 2024
Proposals due:	Thursday, August 15, 2024, at 3:00 p.m.
Finalists selected:	Friday, August 30, 2024
Presentations/Interviews:	Thursday, September 5, 2024
Company selected:	Monday, October 14, 2024

#### **Notice of Intent to Award:**

Approximately two (2) weeks prior to the anticipated City Council meeting awarding a contract to the proposer selected through the RFP process, the City will notify all proposers of its intent to award such contract on Culver City PlanetBids.

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### **III. SCOPE OF SERVICES**

The City of Culver City intends to obtain the services of a qualified company to provide the services as outlined below. Best industry practices and/or best management practices may require additional services not explicitly enumerated. The proposer should identify any additional services required/recommended and explain them in their response.

#### **A. Project Scope and Requirements**

##### **I. Design**

- a) Provide overview and dimensions of Kiosk design and footprint.
- b) Indicate total space required for installation including size of digital interface, which may not exceed 15 square feet pursuant to Culver City Municipal Code section 17.330.015, as amended by Zoning Code Amendment, P2022-0357-ZCA.

##### **II. Siting Plan**

- a) Propose an interactive digital Kiosk program that maximizes community benefits, revenues, usefulness and functionality. Include locations where Kiosks should be installed within the City (i.e., near transit hubs, high frequency areas, tourism destinations, community spaces/parks, business districts etc. – excluding residential areas).
- b) Indicate the minimum units required to implement a program in the City as well as the preferred number of Kiosks, general siting and location reasoning. Identify any program phasing (if necessary).
- c) Kiosks shall be sited in a manner that does not conflict with pedestrian/traffic flow (minimum travel path of four feet and located at least 18 inches from the face of curb on sidewalks) and/or impact roadway safety.
- d) Describe the process for working with the City to identify mutually agreeable locations and the process to relocate installed Kiosks due to construction, updated market conditions or other circumstance without cost to the City. It is expected that the selected proposer, in partnership with City staff, will participate in outreach related to the locations, installation and operation of the Kiosks with community stakeholders including but not limited to residents, business improvement districts and neighborhood associations.

##### **III. Infrastructure**

- a) Submit technical specifications for Kiosk infrastructure relative to power, connectivity, and energy efficient technologies.
- b) Indicate feasibility to potentially connect to the City's Culver Connect fiber network. The City prefers to leverage its fiber network; however, it will consider cellular connectivity provided that the minimum LTE and signal reliability are verified. In the event of a

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wireless option, the Kiosk provider will be responsible for ensuring sufficient connectivity, at no cost to the City.

IV. Installation

- a) Describe the Kiosk installation process and timeline relative to electrical/fiber/cellular coordination, and other requirements for placement on public-right-of-way including necessary foundations and conflicts with underground utilities.
- b) Provide a detailed project schedule and proposed deliverables noting any anticipated supply chain issues.
- c) The selected proposer will be required to submit plans, shop drawings, and submit required permits as required by the City.

V. Operation

- a) Provide detailed overview of Kiosk operational capacity, software, hardware, and useful life.
- b) Identify network connection/data transfer technology between the City and the Kiosk for City content.
- c) Advise on typical technological upgrades and other innovations that may be required during the Kiosk's life cycle, including security provisions to protect against unauthorized access or hacking.
- d) Provide information on dimming or shielding capabilities when not in use and during evening/nighttime hours.
- e) City will negotiate a requirement with a minimum number of Kiosks to be fully operational at any time.
- f) Describe, what, if any, data/behavior statistics are collected during active and passive usage of the Kiosks, and how the data is maintained, including any data monetization.

VI. Maintenance

- a) Kiosk maintenance and functionality are a high priority for the City. Provide the plan for maintenance, repair, and replacement of Kiosks during the contract period (including regular cleaning, graffiti removal and repairs due to vandalism, etc.) ideally within 48 hours of an incident.
- b) Indicate expected response times when Kiosks are damaged or off-line, ideally within 24 hours of notification.
- c) Confirm that proposer will provide City with access to a web-based dashboard reflecting real-time system health. will maintain a web-based platform or the equivalent Proposer for the duration of the contract. Proposer will be expected to ensure that the virtual dashboard is functional and updated with current technology. Describe the dashboard system and the proposer's maintenance plan.

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VII. Content and Uses

- a) Provide overview of uses and interactive features of Kiosks, including community-driven content, location-aware directory listings, emergency services, etc. Note that the City does not permit audio (other than required for accessibility purposes) or video components.
- b) Describe the process to receive and push City content such as document, web links, maps, images, and other content and provide details on applicable formats.

VIII. Accessibility

- a) Detail how each Kiosk will be compliant with the Americans with Disabilities Act (ADA) to include height, visual impairment, and other accessibility features.
- b) Detail how Kiosks will comply with any state or federal requirements for language accessibility.

IX. Advertising

- a) Provide a proposed advertising strategy and highlight how advertising components/slides, icons, buttons etc. are integrated and displayed during active use and passive/default mode.
- b) Propose a plan/program that provides for local advertising opportunities to small businesses.
- c) Provide a minimum percentage of advertising space availability for the City to display information for its purposes.
- d) Please see Section V regarding provisions of detailed projections/cost recovery information required.
- e) Describe the plan to ensure advertising content complies with the City's advertising policies and the process for the City to review and remove content it deems non-compliant.
- f) Note the City advertising content regulations, to include, but not limited to the following prohibitions:
  - Adult-related products and services, alcohol, firearms, and tobacco, smoking, smoking materials, including electronic smoking or "vaping", cannabis.
  - Political campaign speech, political advertisements or advertisements or displays designed to promote views of political groups, including promotion or opposition of ballot measures;
  - Sexual or excretory subject matter;
  - False, misleading or deceptive advertising;
  - Copyright or trademark violations;
  - Illegal activity;
  - Profanity or violence;
  - Advertisements or displays which condone discrimination based upon race, religion, creed, ethnicity, national origin,

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age, socio-economic status, disability, gender or sexual orientation;

- Harmful or disruptive to the public use of public sidewalks;
- Unsafe behavior;
- Demeaning or disparaging; and,
- Lights, noise, and special effects

#### **IV. PROPOSAL OUTLINE TO BE SUBMITTED**

The proposal shall be organized and submitted with the following elements:

**A. Cover Page**

**B. Table of Contents**

**C. Executive Summary**

Provide a brief summary describing the proposer's ability to perform the work requested, a history of the proposer's background and experience providing services, the qualifications of the proposer's personnel to be assigned to this project, any subcontractor, sub consultants, and/or suppliers and a brief history of their background and experience, and any other information called for by this request for proposal which the proposer deems relevant, including restating any exceptions to this request for proposal. This summary should be brief and concise to apprise the reader of the basic services offered, experience and qualifications of the proposer, staff, subcontractors, and/or suppliers.

**D. Questionnaire/Response to Scope of Services**

Proposer shall provide responses and information to fully satisfy each item in the Questionnaire. Each question item should be presented before the proposer's response.

**E. Attachments**

#### **V. QUESTIONNAIRE**

**A. Company and General Information**

1. Company name and address. Also, include A/P remit address, contact names, emails and phone numbers.
2. Letter of transmittal signed by an individual authorized to bind the proposer, stating that the proposer has read and will comply with all terms and conditions of the RFP.
3. General information about the primary contact who would be able to answer questions about the proposal. Include name, title, telephone number and



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email address of the individual.

**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.
2. What is the primary business of the parent company and/or affiliates?
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.
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.
5. Provide three examples of other successful Kiosk installations (operational for a minimum of two years) and current revenue status.
6. Comment on other areas that may make your company different from your competitors.

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

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

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## **E. Financing and Term**

1. Outline the proposed financing and revenue sharing program, including:
  - a. Detailed advertising projections;
  - b. Cost recovery for Kiosks, installation, utility costs and maintenance over the term of the contract;
  - c. Revenue sharing model that includes a percentage guaranteed to the City, with a minimum revenue guaranteed for every year of the agreement as well as extended options for the City's consideration, relative to potential phasing implementations.
2. Describe any other fees/revenues/considerations not previously detailed in the above (i.e., signing bonus, other incentives, etc.)

## **F. References**

List the name, address, e-mail address and telephone number of references from at least three (3) recent similar projects. Include a brief description of the work provided for each reference. California municipal or county projects are preferred. You may offer more than three recent similar projects if desired. The references should include the start date of the project and the date of completion for each project.

## **G. Prior Litigation**

List any litigation involving Kiosks from the last five (5) years in which you, your parent company, your affiliate, or your subsidiary were a named party. Include a brief description of the litigation, including any resolution of the litigation.

## **H. Implementation Schedule**

Include a detailed implementation schedule with an estimated project start date (sourcing materials, etc.) of January 8, 2025, and note key project milestones and timelines for deliverables. Identify any assumptions used in developing the schedule.

## **I. Certificate(s) of Insurance**

The City will require the successful proposer to provide Certificates of Insurance evidencing required coverage types and the minimum limits. See the attached City Draft Standard Agreement for more information on the City's insurance requirements.

## **J. Business Tax Certificate**

The proposing organization does not require a [Culver City Business Tax Certificate](#) to respond to this RFP. However, the successful proposer will be

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required to acquire a Culver City Business tax certificate during the contracting process and maintain an active certificate throughout the contracted period.

#### **K. License Agreement**

The City will require the successful company to execute a license agreement with the City. The license agreement shall include, but not be limited to, the following areas:

1. Insurance;
2. Indemnification of City;
3. Installation and maintenance of Kiosks;
4. Content of Kiosks;
5. Community benefits;
6. Revenue sharing and other incentives; and
7. Location of Kiosks.

#### **VI. PROPOSAL ASSESSMENT**

City staff and the City's fiscal consultant will review all proposals for responsiveness to the RFP Scope of Work including, but not limited to, community benefits, technical experience, maintenance approach, relevant projects, advertising strategy and revenue sharing and provide an assessment of each proposal for the City Council's consideration.

Interviews with each proposer will be conducted to clarify responses and approach. In the event the City receives a substantial number of proposals, staff may do an initial assessment to reduce the number of proposals reviewed and assessed by City staff and the City's fiscal consultant.

After assessing the proposals and reviewing the financial opportunities with the City's fiscal consultant, the City reserves the right to further negotiate the proposed work and/or method and amount of compensation given current market conditions to receive a best and final offer from all proposers. All the proposal terms and financial offers will be presented to City Council for consideration. The City Council will make the final award selection.

### **SUPPLEMENTAL TERMS AND CONDITIONS AND LEGAL STATEMENTS**

#### **SUPPLEMENTAL TERMS AND CONDITIONS**

- I. Submission of a proposal shall be deemed a binding offer to enter into a license agreement with the City, as set forth in Section V.K of this RFP.

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- II. By submitting a proposal, a proposer is affirmatively stating they understand and agree with all of the terms, conditions and requirements of this RFP as stated in the specifications, including the requirement to enter into a license agreement with the City, as set forth in Section V.K, and to be thoroughly familiar with the project.
  - III. The selected proposer shall be required to obtain all applicable Culver City permits and a business tax certificate. The Business Support Center (HdL) may be reached at (310) 594-7847. The cost of these items shall be included in the total proposal price.
  - IV. Any proposal may be withdrawn prior to the RFP opening time provided that the request is in writing and signed by the authorized representative. The withdrawal of a proposal shall not prejudice the right of the proposer to file a new proposal to the time and date set for the opening of proposals. No proposal received after the time fixed for the RFP opening will be considered.
  - V. Subsequent to the RFP opening, a proposer shall be relieved of a proposal due to mistakes only if the proposer can establish to the satisfaction of the City that all of the following circumstances exist:
    - a. A mistake was made.
    - b. The proposer gave the City written notice within five (5) days after the opening of the proposals of the mistake; specifying in the notice, in detail, how the mistake occurred.
    - c. The mistake made the proposal materially different than the proposer intended it to be.
    - d. The mistake was made filling out the proposal and not due to error in judgment or to carelessness in reviewing the scope of service or specifications as stated in the RFP.
  - VI. The City reserves the right to seek supplemental information from any proposer at any time between the dates of proposal submission and the RFP award. Such information will be limited to clarification or amplification of questions asked in the original proposal. Any proposer may be subject to personal interview and inspection of their business premises prior to award.
  - VII. The City reserves the right to reject any or all proposals and to waive informalities and minor irregularities in proposals received and to accept any portion of proposal or all items of proposal if deemed in the best interest of the City. In addition, the City reserves the right to do any, or all, of the following:
    - a. Reject any or all proposals or make no award.
    - b. Issue subsequent RFP.

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- c. Cancel the RFP.
  - d. Remedy technical errors in the request for proposals.
  - e. Modify any requirements contained within the RFP and request revised submittals from proposers determined to be within the competitive range.
  - f. Award a contract to one or more proposers.
  - g. Accept the written proposal as an offer, without negotiation and issue a notice to proceed, if applicable.
- VIII. The City reserves the right to contract with any of the organizations responding to this RFP based solely upon its judgment of the qualifications and capabilities of that organization.
- IX. All materials submitted regarding this RFP become the property of the City. Responses may be reviewed by any person at RFP opening time and thereafter. The City has the right to use any or all information presented in reply to this request, subject to the limitations outlined in Proprietary Information below. Disqualification of a proposer does not eliminate this right.
- a. *Proprietary Information* – Any restrictions on the use of data contained within a proposal must be clearly stated in the proposal itself. Proprietary information submitted in response to this RFP will be handled in accordance with applicable City Procurement Regulations and the California Public Records Act.
- X. The City is not liable for any cost incurred by proposer prior to issuance of an agreement, contract, or purchase order.

## **LEGAL STATEMENTS**

All proposers must certify that they meet the following contractual and legal requirements in order to enter into a contractual agreement with the City:

### **I. PROHIBITED INTERESTS**

- a. Contractor warrants that it has not employed or retained any company or person, other than a bonafide employee working solely for Contractor, to solicit or secure this contract and that it has not paid or agreed to pay any company or person, other than a bonafide employee working solely for Contractor, any fee, percentage, brokerage fee, gifts or any other

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consideration, contingent upon or resulting from the award or making of this contract. For violation of this warranty, the City shall have the right to annul this contract without liability.

- b. Contractor agrees that, for the term of this Contract no member, officer, or employee of the City, or of a local public body during his/her employment for one (1) year thereafter, shall have any interest, direct or indirect, in this contract, or to any benefit arising thereof.
- c. The employment by Contractor of personnel on the City's payroll will not be permitted in the execution of this contract, even though such employment may be outside of the employee's regular working hours or on weekends, holidays, or vacation time; further, the employment by the Contractor of personnel who have been on the City's payroll within one (1) year prior to the date of contract award, where such employment is caused by and/or dependent upon Contractor securing this or related contract with the City, is also prohibited.

## II. ANTI-LOBBYING PROVISION

- a. During the period between proposal submission date and the contract award, proposers, including their agents and representatives, shall not directly discuss or promote their proposal with any member of the City of Culver City City Council or City staff except in the course of City-Sponsored inquiries, briefings, interviews, or presentations, unless requested by the City.
- b. This provision is not meant to preclude offerors from discussing other matters with City Council members or City staff. This policy is intended to create a level playing field for all potential offerors, assure that contract decisions are made in public, and to protect the integrity of the RFP / Bid Evaluation process. Violation of this provision may result in rejection of the offeror's proposal.

- III. **NON-DISCRIMINATION PROVISION:** The City of Culver City encourages the participation of Small Business Enterprises (SBEs) and Disadvantaged Business Enterprises (DBEs) in its procurement and contracting activities. The City reaffirms its commitment to award its contracts and purchase orders in a non-discriminatory manner regardless of the individual's or entity's ancestry, age, color, physical and/or mental disability, genetic information, gender identity, gender

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expression, familial status, marital status, medical condition, military and/or veteran status, national origin, race, religion, sex/gender, or sexual orientation.

- IV. PROTECTION OF RESIDENT WORKERS: Protection of Resident Workers: The City of Culver City actively supports the Immigration and Nationality Act (INA) which includes provisions addressing employment eligibility, employment verification, and nondiscrimination. Under the INA, employers may hire only persons who may legally work in the United States (i.e., citizens and nationals of the U.S.) and aliens authorized to work in the U.S. The employer must verify the identity and employment eligibility of anyone to be hired, which includes completing the Employment Eligibility Verification Form (I-9). The Contractor shall establish appropriate procedures and controls so no services or products under the Contract Documents will be performed or manufactured by any worker who is not legally eligible to perform such services or employment.