



CITY OF PHILADELPHIA

Office of Innovation and Technology

REQUEST FOR INFORMATION

FOR

Real-Time Right-of-Way Digital Signages

August 15, 2024

Information Session

August 23, 2024 at 10:00 AM
(Local Philadelphia Time)

Zoom Meeting

[Click here to join meeting](#)

Meeting ID: 872 7913 0095

Passcode: 086365

Deadline for questions, requests for clarification, or requests for additional information

August 30, 2024 before 5:00 PM
(Local Philadelphia Time)

City Responds to Questions

September 6, 2024

Responses to RFI Due

September 20, 2024 before 5:00 PM
(Local Philadelphia Time)

Cherelle L. Parker, Mayor

Melissa A. Scott, CIO, Office of Innovation and Technology

TABLE OF CONTENTS

I. RESPONSE CALENDAR 1

II. PURPOSE OF REQUEST FOR INFORMATION 1

III. RFI CONTACT INFORMATION FOR QUESTIONS, REQUESTS FOR CLARIFICATION 3

IV. ABOUT THE CITY OF PHILADELPHIA AND OIT 4

V. INFORMATION SESSION 5

VI. ANTICIPATED SOLUTION REQUIREMENTS 5

VII. SUBMISSION GUIDELINES 6

VIII. USE OF RESPONSES 9

IX. HOW TO SUBMIT RESPONSES 9

X. CONFIDENTIALITY AND PUBLIC DISCLOSURE 9

XI. RIGHTS AND OPTIONS RESERVED 10

XII. PUBLIC DISCLOSURE 11

Real-Time Right-of-Way Digital Signages

REQUEST FOR INFORMATION

I. RESPONSE CALENDAR

Post Request for Information	August 15, 2024
Information Session	August 23, 2024 at 10:00 AM (Local Philadelphia Time)
	Zoom Meeting Click here to join meeting Meeting ID: 872 7913 0095 Passcode: 086365
Deadline for questions, requests for clarification, or requests for additional information (email Christopher.Shelley@phila.gov)	August 30, 2024 before 5:00 PM (Local Philadelphia Time)
City Responds to Questions (https://www.phila.gov/rfp/additional opportunities)	September 6, 2024
Responses to RFI Due (email Christopher.Shelley@phila.gov)	September 20, 2024 before 5:00 PM (Local Philadelphia Time)

These dates are estimates only and the City reserves the right, in its sole discretion, to alter this schedule as it deems necessary or appropriate. Notice of changes will be posted on the City's website at [https://www.phila.gov/rfp/additional opportunities](https://www.phila.gov/rfp/additional_opportunities).

II. PURPOSE OF REQUEST FOR INFORMATION

The City of Philadelphia aims to reduce congestion, enhance livability, provide the tools needed to address equity, and improve safety on City streets. One of the main strategies to achieve these goals is to digitally manage the right-of-way (RoW). This requires digitally codifying and creating a digital twin of RoW features and rules at a level of granularity that surpasses that found in the City's current digital inventory.

The City was recently selected for a USDOT Strengthening Mobility and Revolutionizing Transportation (SMART) Grant. The project title is the Philadelphia Digital Right-of-Way and

Mobility Improvement Project (hereafter, the “Project”). The Project will address increased demand for street, sidewalk, and curb space and seek to holistically understand and manage the City’s spatially constrained transportation network. The overall Project will include the following phases and elements:

- Phase 1: Planning
 - Data Topology & Mapping
 - Process Map & Integration
 - Traffic Signal Priority Enhancement

- Phase 2: Prototyping
 - Smart Right of Way
 - Digital Signages *
 - Signal Upgrades

*Denotes item(s) for which information is sought through this RFI.

The Office of Innovation & Technology (OIT) is the central IT department for the City of Philadelphia led by the Chief Information Officer. OIT oversees all major information and communications technology initiatives for the City of Philadelphia - increasing the effectiveness of the information technology infrastructure, where the services provided are advanced, optimized, and responsive to the needs of the City of Philadelphia’s businesses, residents and visitors. In addition, OIT provides leadership and expertise on the design, integration, and management of data across city government.

The City of Philadelphia Department of Streets plans, designs, and oversees construction of various transportation infrastructure including City bridges, retaining walls (or other structures), highways, streets, street re-paving packages, streetscapes, street lighting, multi-purpose trails, bicycle facilities, Intelligent Transportation Systems (ITS), traffic control devices (signalization and signing), and a traffic control center.

As part of this initiative, the City intends to implement a system of new Digital Signages in the Right-of-Way. The City, through its Office of Innovation and Technology (OIT), in partnership with its Department of Streets, has issued this Request for Information (RFI) in order to solicit statements of interest, capabilities, and Rough Order of Magnitude (ROM) cost estimates from all Respondents interested in, and capable of, providing commercial off-the-shelf (COTS) hardware and/or software as part of the City’s solution.

Respondents are asked to provide OIT with information regarding their available COTS products and solutions, subject to the following guidelines:

- Identify only COTS products that are modifiable or configurable to meet specific City requirements, and that focus on interoperability, reliability, usability, availability, capacity and scalability
- Present the software solution's interoperability and operational requirements in accordance with the International Organization for Standardization Open Systems Interconnection (OSI) model
- Include an architectural diagram of the solution with a description of the solutions scalability; responses may include one or more models or solutions
- Describe the configurability of the hardware and/or software to meet the specified requirements and services.

Responses should include implementation, integration, and/or configuration services. If, the software can be installed and configured only by the Respondent, that must be clearly stated in the Response, including the reasons why that is the case.

Respondents may, in the City's discretion, be invited to engage in discussions with the City's project team and/or demonstrate their products, services and solutions.

No contract will be awarded pursuant to this RFI. Anyone who does not respond to this RFI is not precluded from responding to any future solicitation issued by the City. The City intends to procure hardware and/or software for this project as soon as reasonably possible, in accordance with the City's procurement laws and practices for hardware and/or software purchases, which may include, but are not limited to, the use of existing City contracts or certified cooperative purchase agreements. Respondents will not be bound by the ROM cost estimates provided in their responses to this RFI in a future procurement. The City also reserves the right to not procure any hardware or software.

III. RFI CONTACT INFORMATION FOR QUESTIONS, REQUESTS FOR CLARIFICATION

All questions (see RFI Question Template Exhibit) and requests for clarification concerning this RFI must be in writing and submitted via email no later than 5:00 pm, Local Philadelphia Time, on August 30, 2024 to:

Christopher Shelley
Office of Innovation and Technology
Christopher.Shelley@phila.gov

Responses to questions and requests for additional information shall be at the sole discretion of the City. Any additional information and/or responses to questions will be posted only on the City's website at https://www.phila.gov/rfp/additional_opportunities . No

additional information and/or responses to questions will be sent by email. Nothing in this RFI shall create an obligation on the City to respond to a Respondent submitting a response.

The City may, in its sole discretion, issue addenda to this RFI containing responses to questions, clarifications of the RFI, revisions to the RFI or any other matters that the City deems appropriate. Addenda, if any, will be posted on the City's website at [https://www.phila.gov/rfp/additional opportunities](https://www.phila.gov/rfp/additional_opportunities). It is the Respondent's responsibility to monitor the Additional Opportunities site for Addenda and to comply with any new information.

Oral responses made by any City employee or agent of the City in response to questions or requests for information or clarification related to this RFI are not binding and shall not in any way be considered as a commitment by the City.

If a Respondent finds any inconsistency or ambiguity in the RFI or an addendum to the RFI issued by the City, the Respondent is requested to notify the City in writing by the above deadline for questions and requests for information or clarification.

IV. ABOUT THE CITY OF PHILADELPHIA AND OIT

The City of Philadelphia is the largest city in the Commonwealth of Pennsylvania and the sixth-most populous city in the United States with over 1.5 million residents. Additionally, due to its rich historic and cultural heritage, the region is visited by more than 40 million people each year.

Philadelphia is located in the southeastern section of Pennsylvania and the coterminous city/county covers 143 square miles. The City is bordered by the following counties: Bucks, Montgomery and Delaware in Pennsylvania, and Burlington, Camden and Gloucester in New Jersey.

As an operating department of the City, OIT provides technology and telecommunication services to the City, its employees, and the community. There are over 25,000 city employees in Philadelphia.

V. INFORMATION SESSION

An Informational Session to review the requirements of this RFI will be held in Philadelphia, Pennsylvania at the time and location indicated below.

<u>Date</u>	<u>Location</u>
August 23, 2024 10:00AM (Local Philadelphia Time)	Zoom Meeting Click here to join meeting Meeting ID: 872 7913 0095 Passcode: 086365

Attendance at the Information Session is optional but recommended.

VI. ANTICIPATED SOLUTION REQUIREMENTS

The proposed solution should include the following functionality:

- Provision of e-Ink-based or similar Digital Signages
 - Signages should be ruggedized, backlit, powered by photovoltaic cells, and should be capable of integrating with City systems and APIs to display up-to-date information about the Right-of-Way to cyclists, drivers, and pedestrians.
- Installation of digital signages and peripheral equipment
- Maintenance of digital signages and peripheral equipment
- Cloud, software, or other integration of digital signages with City systems
- Deinstallation of digital signages at conclusion of the Project
- Signages are able to communicate desired Right-of-Way information to Right-of-Way users for the duration of the Project period
- An interface, such as a dashboard, for live reporting basic status (uptime, downtime) of each sign once installed
- An interface, if not the same as above, allowing designated City personnel to manage the signs remotely

The overarching goal is to improve communication about the Right-of-Way to its users (drivers, cyclists, pedestrians) in real time. Digital Signages conveying real-time information about parking policies, temporary road closures, and other information will help RoW users to quickly assess the current policies and conditions applying to the RoW without needing to decipher multiple physical posted static signs, not all of which may apply to the RoW at any given time. The City will also test integration of Digital Signages with other City systems, particularly any APIs populated with information through other items or services to be procured throughout the SMART Grant Project.

VII. SUBMISSION GUIDELINES

The City expects each Respondent to include in their response to this RFI the following items in the order listed:

Company Overview:

Include company name, physical address, phone number, fax number, and web address, a brief description of the company, its services, business size (total revenue and number of employees), and point(s) of contact, including name, address, phone and email address. Note the company's operations including the number of years the company has been supporting this solution; location of company's headquarters and all other office locations; and three years of financial data to ensure company stability.

If applicable, please describe any subcontractors or partners with which you have worked. Resumes need not be included.

Experience:

Describe your company/organization's relevant experience (and that of partners, when applicable) with Digital Signages. Identify your experience with clients of similar size and scope to the City of Philadelphia, including client name, engagement title, description of engagement, the solution implemented and the methodology used, cost, the start and completion dates of the project, as well as, the name, address and telephone number of a contact person.

Product/Software Solution:

Identify one or more COTS solutions that meet the City's requirements. Responses that describe solutions which are completely custom software may, in the City's discretion, be rejected without review.

A major goal of this RFI is to provide Respondent with an opportunity to inform the City and OIT about their respective software solution's interoperability and operational requirements

in reference to the OSI model. Respondents are encouraged to include in their response an architectural diagram of the solution with description of the solution's scalability. Respondents are welcome to provide one or more models or solution sets to meet this requirement for an integrated interoperable solution set.

Infrastructure/Architecture Model:

Identify the infrastructure/architecture model(s) you provide and support, and whether they are on-premise, hosted off-premise, or Software-as-a-Service (SaaS) models.

Supplement this request with an interoperable architectural diagram outlining each OSI layer requirement for enablement, sustainment, reliability, redundancy, and growth. Highlight your anticipated annual upgrade and patch release schedule.

Key Features:

Identify best of breed features included in the proposed COTS solution(s), including, at a minimum, the Key Features in Section VI. Anticipated Project Requirements.

Support and Maintenance Model:

Provide the anticipated ongoing software maintenance and support services required to sustain the solution including frequency of upgrades and patches/bug releases and the estimated timeframes to complete. Outline the services in your support model including available service level agreements.

Training Model:

Outline the services in your training model for administrative and end user training including the training services, methodology, and typical schedule. Include the pricing model for training services and the methodology and schedule.

Reporting and Key Performance Indicators (KPIs):

Provide the standard and custom reporting included in your solution and the available KPIs. Include information on data input and export capabilities; security and auditing, and dashboards and metrics.

Pricing/Licensing Model:

Include a general pricing model and costs for the software based upon the information provided in this RFI. This pricing should also indicate the licensing model, (i.e. licensing by individual users, by core, by seat etc.), descriptions of the hosting models available, and estimates of associated costs. Include cost estimates for ongoing support and maintenance for three years, and when those support and maintenance costs begin (i.e. at time of purchase, after implementation, etc.). If applicable, include a list of additional items or

services/software needed to operate the system that are not included and must be provided/purchased by the City.

Respondents will not be bound by any cost estimates included in responses to this RFI.

VIII. USE OF RESPONSES

Responses to this RFI may be used by OIT to select a hardware or software product for the Digital Signages initiative. Responses may also be used to assist OIT in gathering information for planning purposes, and for purposes of identifying sufficient resources for an implementation initiative.

The City does not intend to announce any further actions taken pursuant to this RFI. If any such announcements are made, at the sole discretion of the City, those announcements will be posted with the original RFI. In some cases, at the City's sole discretion, the City may issue an RFP. The City will notify Respondents to this RFI once the RFP has been posted on the City's website.

The City will notify you if additional information is required in order to evaluate your response to this RFI. Absent such follow up from the City, we respectfully request that respondents refrain from requesting additional information on the status of this RFI. In order to protect the integrity of the City procurement process, City personnel will not respond to requests for additional information on the status or outcome of this RFI, other than as described above.

IX. HOW TO SUBMIT RESPONSES

Respondents should submit their responses electronically (hard copies are unacceptable) in MS Word or Adobe PDF format, as a single document (see note below), to:

Christopher Shelley
Office of Innovation and Technology
Christopher.Shelley@phila.gov

Responses are due September 20, 2024 before 5:00 pm, Local Philadelphia Time.

Note: Response document(s) are limited to 15 MB; if necessary, please submit multiple files or zip/compress the file(s)

X. CONFIDENTIALITY AND PUBLIC DISCLOSURE

Respondents shall treat all information obtained from the City which is not generally available to the public as confidential and/or proprietary to the City. Respondents shall exercise all reasonable precautions to prevent any information derived from such sources

from being disclosed to any other person. No other party, including any Respondent, is intended to be granted any rights hereunder.

XI. RIGHTS AND OPTIONS RESERVED

In addition to the rights reserved elsewhere in this RFI, the City reserves and may, in its sole discretion, exercise any or more of the following rights and options with respect to this RFI if the City determines that doing so is in the best interest of the City:

1. Decline to consider any response to this RFI ("response"); cancel the RFI at any time; elect to proceed or not to proceed with discussions or presentations regarding its subject matter with any Respondent and with firms that do not respond to the RFI; to reissue the RFI or to issue a new RFI (with the same, similar or different terms);
2. Select a COTS package from a vendor that does not respond to this RFI, or elect not to proceed with any procurement;
3. Waive, for any response, any defect, deficiency or failure to comply with the RFI if, in the City's sole judgment, such defect is not material to the response;
4. Extend the Submission Date/Time and/or to supplement, amend, substitute or otherwise modify the RFI at any time prior to the Submission Date/Time, by posting notice thereof on the City web page(s) where the RFI is posted;
5. Require, permit or reject amendments (including, without limitation, submitting information omitted), modifications, clarifying information, and/or corrections to responses by some or all Respondents at any time before or after the Submission Date/Time;
6. Require, request or permit, in discussion with any Respondent, any information relating to the subject matter of this RFI that the City deems appropriate, whether it was described in the response to this RFI;
7. Discontinue, at any time determined by the City, discussions with any Respondent or all Respondents regarding the subject matter of this RFI, and/or initiate discussions with any other Respondent or with vendors that did not respond to the RFI;

8. To conduct such investigations with respect to the financial, technical, and other qualifications of the Respondent as the City, in its sole discretion, deems necessary or appropriate;
9. Do any of the foregoing without notice to Respondents or others, except such notice as the City, in its sole discretion, may elect to post on the City web page(s) where this RFI is posted.

This RFI and the process described are proprietary to the City and are for exclusive benefit of the City. Upon submission, responses to this RFI shall become the property of the City, which shall have unrestricted use thereof.

XII. PUBLIC DISCLOSURE

By submitting a response to this RFI, Respondent acknowledges and agrees i) that the City is a “local agency” under and subject to the Pennsylvania Right-to-Know Law (the “Act”), 65 P.S. §§ 67.101-67.3104, as the Act may be amended from time to time; and ii) responses may be subject to public disclosure under the Act. In the event the City receives a request under the Act for information that a Respondent has marked as confidential, the City will use reasonable efforts to consult with Respondent regarding the response and, to the extent reasonably practicable, will give Respondent the opportunity to identify information that Respondent believes to be confidential proprietary information, a trade secret, or otherwise exempt from access under Section 708 of the Act.

Notwithstanding anything to the contrary contained in this RFI, nothing in this RFI shall supersede, modify, or diminish in any respect whatsoever any of the City’s rights, obligations, and defenses under the Act, nor will the City be held liable for any disclosure of records, including information that the City determines in its sole discretion is a public record and/or information required to be disclosed under the Act.

RFI Question Template Exhibit

Respondent Name:		
Question Number	RFI Section # <i>(If applicable)</i>	Question(s)
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		