

# Memorandum



CITY OF DALLAS

DATE May 11, 2023

TO Honorable Members of the Transportation and Infrastructure Committee: Omar Narvaez (Chair), Tennell Atkins (Vice Chair), Adam Bazaldua, Cara Mendelsohn, Jesse Moreno, Jaynie Schultz, Gay Donnell Willis

SUBJECT **Upcoming Request for Proposals (RFP) – Digital Kiosks in the Public Right-of-Way**

## **Request for Proposals (RFP) – Digital Kiosks**

The Department of Public Works will be publishing a Request for Proposals (RFP) from qualified firms with extensive experience in designing, implementing, fabricating, installing, operating, maintaining, replacing, upgrading, and removing interactive digital kiosks. The digital kiosks will be primarily located on City of Dallas sidewalks and other public rights-of-way, as approved by the City of Dallas. In addition to advertising, the electronic kiosks will provide information of interest to both residents and visitors and will augment Smart Dallas initiatives in direct response to goals outlined in the "Smart Dallas Roadmap."

While modernizing from existing static kiosks in the city's sidewalks, the proposed electronic kiosks, which should be installed and maintained at no cost to the City of Dallas and could potentially provide additional revenue streams, should serve some or all of the following public purposes:

- Provide wayfinding,
- Display public transit information,
- Share public information and emergency messaging (Public Service Announcements),
- Enhance visitor experience and brand management,
- Support and complement the City's public-facing, Smart City infrastructure, such as free public Wi-Fi, electric vehicle (EV) charging stations, public safety cameras, and panic buttons,
- Increase economic development through a supportive environment for retail and entertainment commerce,
- Increasing vibrancy and promoting placemaking in Dallas through City events and programming.

## **Digital Kiosk RFP Key Requirements and Next Steps**

Understanding the purposes to be served by the digital kiosks, companies awarded a contract will be required to install a minimum of seventy-five (75) digital kiosks throughout the City with 20% of kiosks to be installed in areas with an Equity Impact Assessment (EIA) Score of 4 or 5. From the selected vendor(s), City staff will be seeking a five-year contract agreement with up to ten (10) one-year renewal options, reserving the right to negotiate a term if it adds value to the City. With each RFP submission, a revenue model

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shall be provided to include a guaranteed revenue share to the City (as a percentage of revenues) and a minimum revenue guarantee (as a dollar amount).

Given the digital kiosks RFP key requirements, the Department of Public Works anticipates the RFP being published by June 2023. Once RFPs are received and reviewed, next steps will include briefing the Transportation and Infrastructure Committee on recommended contract awards before being taken to City Council for consideration of approval.

Should there be any further questions, please contact Ali Hatefi, P.E., Director of Public Works, at [alireza.hatefi@dallas.gov](mailto:alireza.hatefi@dallas.gov).



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