

CITY OF CHICAGO
Office of the Chief Financial Officer
Municipal Marketing Initiatives – Street Level Digital Media

February 26, 2013

Introduction and Purpose of Request

The City of Chicago is currently examining the opportunity to expand on its municipal marketing efforts through the use of street level digital media to develop a reliable and sustainable revenue stream to fund essential governmental services. Such revenue will lessen the need for additional tax revenues or service cuts in the future.

Pursuant to the Municipal Marketing Framework published by the City of Chicago in 2011: (http://www.cityofchicago.org/content/dam/city/depts/fin/supp_info/Municipal%20Marketing/MunicipalMarketingFramework092712.pdf), the City's Municipal Marketing Committee is requesting a response from vendors that have responded to the City's Request for Qualifications for Municipal Marketing and that have been deemed qualified to provide municipal marketing services.

Interested Respondents and City Process

If you are interested in pursuing this opportunity, you are asked to provide a written response to the questions outlined below. Consistent with the process outlined in the Framework for initiatives that represent a new approach to marketing City assets, responses will be reviewed by the Municipal Marketing Committee and each respondent may be asked to orally present their ideas, valuations, technology and other relevant information to the Committee. The Committee intends to develop and refine the parameters for such an initiative and may request additional information from you, including revenue projections and/or guarantees. If the Committee determines that sufficient financial, operational or other public value can be derived from such an initiative, the Committee may develop a legal contract that would reflect its financial, policy and legal requirements and request final bids from interested and qualified vendors based on those terms. Details of the process for approval, including possible legislative action, are set forth in the Framework.

1. Describe your approach to generating value for Chicago taxpayers from digital street level media. Include a summary of the size, location and functionality of any proposed initiative. Pictures, mock-ups or other visual displays of your proposed system that provide a better understanding of your proposal would be useful.
2. Explain how your approach would work in outdoor settings as well as indoors at public buildings and what combination of digital, static or other displays would be most effective. The City would seek a system that operates 24/7, 365 days/year, through winter and summer weather extremes. In developing your response, please keep in mind that the City seeks to share the burden and benefits of any initiative throughout the City and not concentrate advertising into any particular neighborhood. In addition, it would be preferable to have a system that permits customization at individual sites or areas. The City may be willing to approach its sister agencies, including the Chicago Park District, to implement a larger initiative, if there is a compelling value proposition. Such agencies are separately governed.

3. Explain what additional public purposes could be served through the proposed initiative, beyond revenue generation. The City seeks a system that would be practical and useful for consumers and represent state-of-the-art technology.
4. Explain the technology that would be used for this initiative and what would be the responsibility of the vendor and what would be the responsibility of the City. Explain how the system integrates with social media, smart phones and emerging technologies for a wide range of consumer and citizen interaction.
5. Provide summary information of your experience with this or similar marketing initiatives elsewhere including references.
6. Explain how the proposed initiative would affect or leverage the City's other municipal marketing programs, including the Chicago Digital Network, J.C. Decaux bus shelter contract and the Vector Media contract for ads on solar recycling bins. The contracts pertaining to these initiatives can be found on the City's website.
7. Explain how the proposed marketing tools will integrate into the City's landscape and preserve the visual integrity and brand identity of the City of Chicago.
8. Provide a preliminary estimate of the revenue potential from this initiative for the City. The City seeks a system that can provide a meaningful, sustainable and low risk revenue stream without burdening the taxpayers with installation, maintenance, service or removal costs.
9. Provide a representative timeframe for implementation. Explain whether you have all the necessary technology, capital and experts available to achieve that timeframe.
10. Detail how you will comply with the City's M/WBE goals and requirements.

Submissions

The deadline for submissions is March 19, 2013 at 4:00 pm by email to colleen.stone@cityofchicago.org and john@convergemediacom.com. Members of the Municipal Marketing Committee will review the responses and determine next steps pursuant to the process outlined in the Framework.

This Municipal Marketing Initiative does not commit the City to proceed with the project or to pay any costs incurred in preparation of a response to this request, or to procure or contract for further services. The City reserves the right to accept or reject any response received as a result of this solicitation or to cancel this solicitation in part or in its entirety.

Projected Schedule

Sent RFQ pool/ posted on website:	February 26, 2013
Questions to City, if any	March 7, 2013
Answers from City Due	March 12, 2013
Responses to Municipal Marketing Initiative Due:	March 19, 2013
Municipal Marketing Committee Review Completed	April 3, 2013
Interviews, if deemed necessary	Week of April 9

Competitive Process and Transparency

As detailed in the Framework, the City seeks a rigorous, competitive and transparent process to assure taxpayers that it has achieved the best value for each undertaking. That process is detailed in the Framework published in 2011. Under the law, the City may be required to provide copies of your response to members of the public, including the news media. Any information you deem proprietary must be specifically marked as such and comply with all federal, state and local laws relating to freedom of information.

Ongoing Request for Qualifications for Municipal Marketing Broker Services

The RFQ for Municipal Marketing Broker services was first released 11/17/2011 and opened quarterly 3/1/12, 6/1/12, 8/29/12 and 12/3/12. The next response date for interested parties is March 1, 2013. The RFQ can be found at:

http://www.cityofchicago.org/content/dam/city/depts/fin/supp_info/Municipal%20Marketing/RFQ_Scope_Municipal_Marketing_Services.pdf

Economic Disclosure Statement

Any selected respondent, and each separate legal entity comprising the selected respondent, and each team member must submit a completed and executed Economic Disclosure Statement and Affidavit (EDS) in a format acceptable to the City Law Department within 24 hours of selection or the respondent may be disqualified, at the City's discretion. The City has the right to terminate work on the project if there is incomplete or incorrect information on the EDS form. Information on EDS forms can be found at:

http://www.cityofchicago.org/city/en/depts/dps/provdrs/comp/svcs/economic_disclosurestatementseds.html