



Request for Proposal (RFP) for Digital Wayfinding Signage Project

City of Pittston

Date: January 22, 2025

Introduction

The City of Pittston is seeking proposals from qualified vendors to supply and install 2 digital signage boards at various locations throughout the city. These digital signs will be used to enhance wayfinding, enhance communication, provide important city updates, promote local events, and improve overall public engagement. The City of Pittston is committed to selecting a vendor that can deliver a high-quality, user-friendly solution that is scalable, reliable, and cost-effective. The funding for this project is through a grant from the Pennsylvania Commonwealth Financing Authority through the Department of Community and Economic Development. As such, the firms responding must be in good standing, submit performance/payment bonds, submit Certificate of Insurance prior to work starting listing both the Commonwealth Financing Authority and the City of Pittston as Additional Insureds, and be fully compliant with the Pennsylvania Prevailing Wage Labor Laws, adhering to provide certified payrolls at the wage rates supplied in this Request for Proposals.

Objective

The City of Pittston is looking for a vendor to:

- Provide the digital signage hardware (displays, mounting solutions, wiring, etc.)
- Supply the software for content management, training/scheduling
- Install the digital signage boards at designated locations
- Provide necessary maintenance, support, and warranty for the systems

The digital signage solution must meet the needs of the city, be energy-efficient, weather-resistant, and have the capacity for future upgrades with minimally disruptive ongoing software fees. The solution must be easily accessible for our communications department to monitor, update, and change accordingly.

Proposal Submission Requirements

All proposals must include the following information:

1. Company Overview

- Legal name, business address, and website of your company
- A brief description of your company's history and expertise in digital signage
 - Share examples of signage solutions and designs used in municipal contexts or downtown areas
- Key team members involved in the project and their roles
- Fees associated with the project including one-time and ongoing-costs, itemized
- Any relevant certifications, awards, or recognitions

2. Experience and Qualifications

- A list of similar projects completed by your company, particularly for municipalities, government organizations, or smaller-scale public installations.
- Case studies or client testimonials that demonstrate your expertise in providing digital signage solutions and providing equipment that lasts in extreme weather.

3. Proposed Solution

- Proposed locations within the City of Pittston can be found in the attachments section (Please refer to the attached map)
- Description of the digital signage solution, including:
 - Specifications of the proposed digital signage boards (screen size, resolution, durability, etc.)
 - Recommended mounting solutions and installation details
 - Software/platform used for content management and scheduling
 - User interface and accessibility for city personnel to manage content
 - Feature options with associated prices per feature including emergency call button, camera, flood light, wifi hot spot, wireless fast charger

4. Implementation Plan

- Detailed timeline for the project from approval to installation
- Key milestones and deadlines – including project close out no later than November 1, 2025
- Any potential risks and mitigation strategies

5. Maintenance and Support

- Details of the warranty period, including coverage for hardware and software and technical support/training post-installation

- Cost for annual software service for devices

6. Pricing

- Detailed pricing breakdown for:
 - Hardware (signage boards, mounting hardware, etc.)
 - Prices for additional listed features
 - Software (licensing, annual subscriptions, etc.)
 - Installation costs
 - Maintenance and support costs (if applicable)
 - Any other relevant costs (e.g., shipping, training, etc)
- Total project cost, including all associated expenses

7. References

- Contact information for at least three (3) references from clients who have used your company's digital signage solutions. Preferably from similar public sector or municipal projects. Examples should include how solution has withstood harsh winter conditions and outdoor elements.

8. Compliance with Local Codes and Regulations

- A statement confirming that your solution meets all local, state, and federal regulations for outdoor signage
- Information about the energy efficiency of your signage boards and any sustainability practices or certifications your company adheres to

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- The lowest, most qualified bidder will be awarded the contract

Submission Deadline

All proposals must be submitted by **February 20, 2025** at 3:00 PM (EST) via mail or hard copy delivery to the below.

City of Pittston
Attention: Shannon Bonacci, Digital Signage RFP
35 Broad St, Suite 202
Pittston, PA 18640

Project Schedule

- **RFP Issuance Date:** January 22, 2025
- **Proposal Submission Deadline:** February 26, 2025
- **Vendor Selection Date:** March 4, 2025
- **Project Kickoff:** March 15, 2025
- **Installation Completion:** June 30, 2025

Questions and Clarifications

Any questions or requests for clarification should be submitted via email to sbonacci@pittstonrda.com by February 20, 2025. Responses will be provided by February 24, 2025.

Terms and Conditions

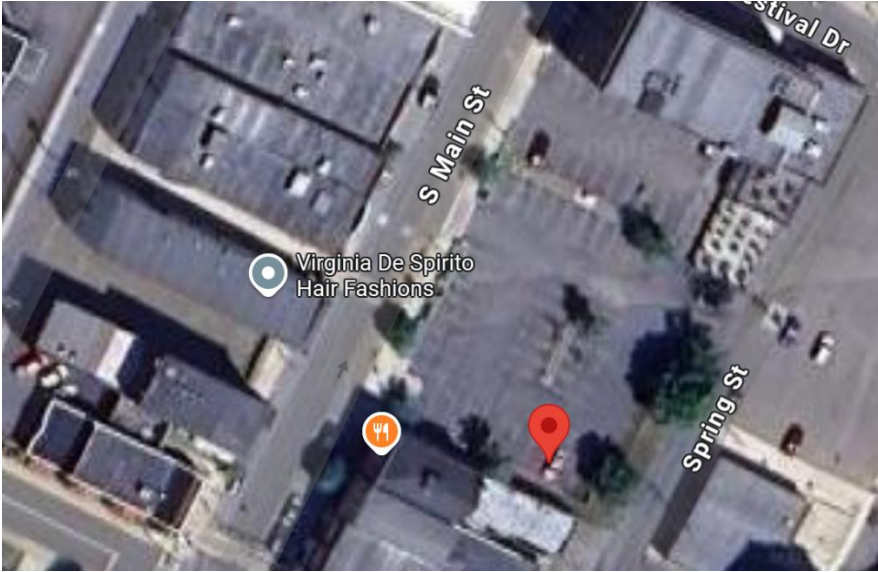
- The City of Pittston reserves the right to reject any and all proposals and waive any minor irregularities.
- The City of Pittston may negotiate with the selected vendor to finalize terms and conditions.
- All intellectual property rights for the signage system and content management software will remain with the City of Pittston upon completion of the project.

Attachments

1. Map of proposed locations for the digital signage boards.
2. Technical specifications and preferences for the digital signage solution

MAP OF LOCATIONS FOR DIGITAL SIGNAGE SOLUTIONS

Location 1: Robert Conway Public Parking Lot, Pittston PA



Location 2: Pittston City Hall, 35 Broad St Pittston, PA



TECHNICAL SPECIFICATIONS SOUGHT FOR SIGNAGE SOLUTIONS

Digital Signage Requirements:

- Double-sided smart city kiosks
- Programmable software that can be changed, adapted, and modified remotely
- Anti-glare glass
- Fan cooling system
- IP Rating: IP65
- IK Rating IK10
- Power Consumption: 1050W
- 2,500 nits brightness
 - Brightness panels with a rating of 2,500 cd/m
 - 55" models
 - Full internal network system with option to broadcast hotspot WiFi to users, itemized as option if elected
 - Optional cellular 4G/5G modem, itemized as option if elected
 - Internal timer to save energy and surge protection to protect the device from sudden surges
- Vandal-proof: Requires security locks IK10 rated glass
- Camera, itemized as option if elected
- Emergency Call Button to link direct to emergency services or city control room, itemized as option if elected
- Wireless fast chargers for mobile devices, itemized as option if elected
- Motion sensor flood light, itemized as option if elected