



REQUEST FOR PROPOSALS: URBAN INFO KIOSK

Urban Info Kiosk is a prototype touch-screen device delivering important information to the public. The Urban Info Kiosk prototype will tour Pittsburgh and offer features including bus route information and schedules, interactive city maps, a calendar of events, news feeds and weather updates.

OPPORTUNITY

Raising public awareness of Pittsburgh's amenities and attractions as well as providing practical and timely information on demand is important to increasing the city's usability for both visitors and residents.

SCOPE

Proposals are not limited to this description and may also include programmatic elements, websites, marketing, and other activities that enhance the effectiveness of the initiative.

Urban Info Kiosk should:

- Develop a prototype information interface for public installation
- Provide key information in a straightforward way with universal usability
- Be weather resistant, deter vandalism, and integrate easily into a number of urban environments (mobility is also a concern)
- Consider (as a starting point) the following features for potential inclusion:
 - Interactive, multilingual, touch screen interface
 - City maps with points of interest
 - Public transit routes and schedules
 - Calendar of events
 - News feed and weather alerts
 - An emergency call box

Project Managers will be responsible for the following outcomes:

- Production of a working prototype
- Presentation and/or placement of prototype in a high-traffic public space in the community

FUNDING RANGE

Funding for this project will cover the development and promotion of a working prototype kiosk. Sprout will consider funding requests of up to \$30,000 for this project.

REQUEST FOR PROPOSALS (RFP)

The Sprout Fund invites community members to submit their approach to this proposed project, one of five identified during the Engage Pittsburgh initiative. Proposals should present an innovative and effective realization of the idea described in this request. If awarded, the successful project team will be engaged to implement their proposal.

Proposals will be evaluated according to the answers to the questions asked and each applicant's ability to fulfill the project requirements and achieve the desired outcomes described in the RFP.



PROPOSAL PROCESS

BACKGROUND

Engage Pittsburgh began in September 2006 with The Idea Round Up, where over 300 participants from Pittsburgh and the surrounding communities of Allegheny County brainstormed more than 100 ideas for community projects. The dialogue continued throughout late 2006 and early 2007 online at WWW.ENGAGEPITTSBURGH.ORG to refine the original ideas and propel the strongest projects to the forefront.

Five ideas have made it through to become contenders for a share of \$100,000 in project funding. The Sprout Fund is requesting proposals from the Pittsburgh community to move these exciting, innovative projects forward.

TIMELINE

Proposals are due **NO LATER THAN 5PM, THURSDAY, MAY 24, 2007.**

Decisions will be announced in **LATE JUNE 2007.**

Funding will be distributed for project activities beginning in **JULY 2007**

HOW TO SUBMIT

Applications are encouraged to be submitted via email attachment to:

ENGAGE@SPROUTFUND.ORG

Applications can also be faxed, mailed, or hand-delivered to:

The Sprout Fund
4920 Penn Avenue
Pittsburgh, Pennsylvania 15224-1609
Tel: (412) 325-0646 Fax: (412) 325-0647

Please contact Sprout prior to submitting a proposal if you have any questions or need further clarification.

PROPOSAL FORMAT

Eligible proposals **MUST** include 3 components: a coversheet, your narrative, and several attachments.

COVERSHEET

PROPOSAL INFORMATION:

- Name of Engage Pittsburgh Project for which you are applying
- Proposed Project Name (if different)
- Total Project Expenses
- Funding Amount Requested

CONTACT INFORMATION for Project Manager(s):

- Name(s)
- Organization(s) (if applicable)
- Complete Mailing Address(es)
- Telephone(s)
- Email Address(es)



PROPOSAL FORMAT (CONTINUED)

NARRATIVE

In no more than 2000 words, please address the following:

1. **ORGANIZATION/TEAM DESCRIPTION:** Describe your organization and/or project team. Who are your staff and/or your collaborators? What skills and/or experience you and/or your organization possess that demonstrates your ability to successfully execute the project?
2. **IMPLEMENTATION PLAN:** Describe the components, features, and activities of your project, specifying any relevant dates. What features will be included in the kiosk design? What information technology will be used and what information assets will be delivered to the user? Describe plans for platform testing the device and user interface.
3. **PROJECT GOALS:** What are the desired outcomes after producing a working prototype? How will the prototype catalyze further innovation? What do you hope to learn from the project?
4. **PROMOTION AND MARKETING:** How will you build an audience for your project? How will the public interact with the prototype?
5. **PARTNERSHIPS:** What partnerships and/or collaborations are necessary to your project? What organizations will take part in providing information?
6. **COMMUNITY CONNECTIONS:** At what stage(s) does the project engage the community and how? What role will community members have in the project and how will they be included? Who does the project serve and how?
7. **MEASURES FOR SUCCESS:** How will you determine the success of the project? What measures will be used to assess how well the goals of the project are met?
8. **PROJECT SUSTAINABILITY:** At this stage in project development, what goals and/or ideas do you have for sustaining your initiative after Engage Pittsburgh funding has expired? How long will the prototype operate in the community?

ATTACHMENTS

- **PREVIOUS RELATED WORK:** Please include information and/or links to any web-based information technology that is representative of the project that you and/or your organization/team have developed.
- **BUDGET:** Please use the standardized budget form provided by Sprout to detail revenues, expenses, and the amount of Sprout's support that would go toward particular expenses. If after providing your budget in the required format, you believe that it is not a sufficient representation of the details on the revenues and expenses for your project, you may email a spreadsheet with additional details.
- **TIMELINE:** Please list when the activities described in your implementation plan and elsewhere in the proposal will take place. A list of activities with corresponding approximate dates is sufficient.
- **REFERENCES:** Please provide the complete contact information for 2 professional references that can address you or your organization's relevant project experience.
- **SUPPORTING DOCUMENTS AND/OR IMAGES (Optional):** Please submit any other additional materials with your application which will be helpful in evaluating your proposal.