REQUEST FOR PROPOSAL

PUBLIC SAFETY EVENT SITE
FOR AR/IoT CHALLENGE SCENARIOS

Issue Date: 5/13/2020

PART ONE: OVERVIEW

Sensis and US Ignite seeks a vendor to provide a site capable of conducting live public safety exercises to support the field testing of first responder Internet of Things (IoT) data streams and related augmented reality (AR) interfaces, developed as part of a national challenge issued by the National Institute of Standards and Technology (NIST). The site should support the repeated staging and reset of four scenarios for competing challenge teams and judges that simulate Active Shooter, Wildfire, Flood, and Mass Transit Incidents. The site should also support a wireless network that can deliver the IoT data to participant devices.

The RFP process will proceed according to the following schedule. The target dates are subject to change.

Target Date	Description
5/13/2020	RFP made available to select organizations and posted on Sensis/US Ignite's website.
5/27/2020	Responses are due to rfp.chariotchallenge@sensisagency.com by 12:00 PM Eastern time.
6/10/2020	Responses to be evaluated by the Sensis team. Follow-up interviews and negotiations, as necessary.
6/12/2020	Vendor selected.
6/19/2020	Master services agreement and task order(s) finalized.
6/19/2020	Period of performance begins (or sooner).
11/30/2020	Period of performance ends.

PART TWO: ABOUT THE PROJECT AND SENSIS/US IGNITE/NIST PSCR

About the Project
Sensis and US Ignite have partnered with The National Institute of Standards and Technology (NIST) Public Safety Communications Research (PSCR) to run a prize competition focused on augmented reality (AR)/internet of things (IoT).

With the advent of 5G infrastructure, IoT devices & smart buildings, public safety data streams have become highly valued assets. This, thereby, increases capability of delivering relevant information and operational utility for the first responder community. Today, however, building and city data streams are difficult to segment, process, integrate, understand, and act on. By advancing the solution state of both AR and IoT, NIST PSCR can demonstrate to both technical innovators and first responder stakeholders, that access to various streams of IoT data, delivered in usable, unified, and coherent formats, can help first responders solve complex, scenario-specific, communication challenges, thus improving public safety capability. In order to efficiently build out these technologies, NIST PSCR seeks to integrate IoT sensor data into intuitive AR interfaces, making the data actionable in heads-up displays. High performing prize challenge participants will be selected and given an opportunity to fully develop their solutions, preparing for and competing in a final live test event, featuring staged public safety scenarios with streaming simulated IoT data. Additionally, each participant team in the IoT data challenge will develop simulated IoT data streams and provide a solution to support the delivery of the simulated data in four specific emergency scenarios for teams participating in the challenge to develop AR interfaces. The data and scenarios should be able to be reset and rerun to allow judges to assess team solutions in a consistent manner during the AR challenge.

Together, Sensis and US Ignite will deliver prize challenge marketing and outreach, simulated IoT data, data appliance procurement and deployment, event facility procurement and live event execution, and technical support services to NIST PSCR challenge winners. The objective of the US Ignite and Sensis partnership as it relates to simulating and delivering IoT data for the development challenge includes:

- Identifying and managing the development of simulated IoT data to support staged activities in public safety scenarios to be used during the prize challenge competition.
- Identifying, procuring, managing, and maintaining an IoT streaming data appliance capable of delivering various emergency scenario data streams to challenge participants.

Sensis Overview

Sensis is a full-service marketing and advertising agency in Los Angeles, Washington, DC, Austin and Atlanta, creating experiences out of cultural insights to drive behavior change. To learn more about Sensis, please visit their website.

US Ignite Overview

US Ignite is a high-tech nonprofit, a 501(c)(3), that is accelerating the smart city movement – and creating value for an entire ecosystem – by guiding communities into the connected future, creating a path for private sector growth, and advancing technology research that's at the heart of smart city development. Why is this important? Because local governments need to improve quality of life and ensure economic development in their communities, particularly during a time of rapid technological change. Businesses recognize the importance of the emerging market around smart communities and need to find commercial strategies that are repeatable, scalable, and sustainable. And foundations and federal agencies need to channel their institutional aims into efforts ranging from cutting-edge research to practical economic development initiatives that deliver measurable benefits.

As a trusted partner, US Ignite brings this entire smart city ecosystem together, successfully pairing financial investment with technical and organizational expertise. Through the public-private partnership programs we run, US Ignite is a catalyst for communications network advancement, and for innovation in smart city services

that are powered by a new generation of technologies. To learn more about US Ignite, please visit their [website](#).

NIST PSCR Overview

Through the use of advanced communication technologies, the public safety community can more effectively carry out their vital mission to protect lives and property – from day-to-day operations to large events and emergencies. To fulfill this vision, the PSCR program acts as an objective technical advisor and laboratory for the public safety community to accelerate the adoption and implementation of the most critical public safety. To learn more about NIST and PSCR, please visit their [website](#).

PART THREE: SENSIS VISION OF THE EVENT SITE

The purpose of this challenge is focused on testing the delivery of IoT data and AR interfaces for first responders and field commanders who use data from IoT devices, smart buildings, and smart cities. The availability and amount of data will only increase in amount as 5G becomes more publicly available and widespread. Effective interfaces for this data could provide valuable insight to users but currently is only largely unavailable to the public safety community. The ability to test these interfaces while streaming simulated data during staged live events is critical to assess the effectiveness and utility to public safety teams. The ability to reset and rerun the live event to allow multiple teams to be assessed is critical to the smooth operation of the event and assessment of the solutions provided by the challenge teams. Additionally, the site should be able to support the simultaneous runs of different scenarios at different locations at the site.

The AR-focused participants will create augmented reality interfaces for public safety that will utilize the emulated data in order to improve communication under four scenarios:

1. Flood
2. Mass Transit Accident
3. Wildfire
4. Active Shooter with an IED

The selected site vendor will provide a location suitable to stage each of the scenarios to provide a physical surrogate to simulated data created by the challenge team. The selected vendor will work along with the Sensis team to adjust the goals and design of each scenario within the capabilities of the site and intended outcome of the challenge. The site will provide necessary measures to safely run each scenario for the challenge teams, challenge officials, site personnel, and other attendees. The site will have a network capable of connecting dozens of challenge participant devices over Wi-Fi to reliably receive the IoT message data. The event is not expected to be open to the public or require general public access.

PART FOUR: SCOPE OF SERVICES

The selected vendor shall provide the following services to enable the Sensis team to conduct the staged public safety scenarios and delivery the challenge data as described in "*Part 3: SENSIS VISION OF THE EVENT SITE*":

1. The vendor will provide the Sensis team, event partners, and participants access to its public safety event site and the necessary agreements to conduct the challenge event.
2. The vendor will provide setup and execution of the staged scenarios to support the evaluation of challenge teams by judges during the scenario.

3. The vendor will provide diagrams, descriptions, photos, and write-ups of how the location will support the various tasks and decision points detailed for each scenario:
   a. https://www.chariotchallenge.com/active-shooter/
   b. https://www.chariotchallenge.com/flood/
   c. https://www.chariotchallenge.com/mass-transit-accident/
   d. https://www.chariotchallenge.com/wildfire/
4. The vendor will be responsible for providing on-site wireless networking and internet connectivity for the event. The provided network shall support the connection of dozens of challenge participant devices and the delivery of simulated IoT data over the network or from cloud based services.
5. The vendor will be responsible for coordinating with the Sensis team during weekly or bi-weekly meetings leading up to the event to develop a plan for physical staging of each challenge scenario to ensure on-site facilities align with the AR data as presented in the scenario.
6. The vendor shall provide a written safety plan prior to the event and conduct daily safety briefings during the event to ensure awareness of safe operations during the competition.
7. The vendor shall provide on-site safety personnel as necessary to mitigate for risk or injury during staged events.
8. The vendor will agree to release and use of on-site photographs or media related to the challenge event for promotion or any other public-facing communication.
9. The vendor will provide limited staging and operations space for the Sensis team to run operations for the event.
10. The vendor will work with the Sensis team in helping to coordinate any additional site needs for staging the event, including presentation systems, sounds, or other material needs as they relate to conducting the challenge.
11. The vendor will provide the Sensis team necessary customer and site support and access to operate the challenge.
12. The vendor will provide a dedicated project manager who will be the point of contact for the Sensis team.

PART FIVE: TERM OF CONTRACT

The Sensis team intends to enter into a contract with the winning proposer(s) for a six-month term in June 2020, or until the completion of the event, as adjusted for site availability.

PART SIX: QUESTIONS AND REQUESTS FOR CLARIFICATIONS

Proposers may submit written questions and requests for clarification regarding the RFP. The questions or requests for clarification must be submitted via e-mail and received by the Sensis team prior to 8:00 p.m. Eastern time 5/22/2020. Please direct any questions or clarifications to the CHARIoT Challenge Team at rfp.chariotchallenge@sensisagency.com.

PART SEVEN: QUALIFICATIONS AND INSTRUCTIONS FOR SUBMISSION

If your organization would like to respond to this RFP, please send your RFP response to rfp.chariotchallenge@sensisagency.com with a subject line of "RFP: Public Safety Event Site for AR/IoT Challenge Scenarios". Please include the following in your response:

1. **Proposer Information and References**

   - Provide primary contact information, including name of organization, phone number, email, and main point of contact.
   - Provide a description of your organization. Please include the descriptions of any proposed subcontractors, if applicable.
   - Provide a list of three professional references that the Sensis team can contact – please include the following: a summary of the work provided and how your site was leveraged, the name of organization (if shareable), main point of contact, phone number, and email address.
   - A summary of the qualifications of the project manager and key team members for the project.

2. **Qualifications and Response to Scope of Services:** Please detail the organization's qualifications to perform the services and meet the requirements outlined in "*Part 4: Scope of Services*." Additionally, please describe how your organization will perform the duties outlined in "*Part 4: Scope of Services*" and how your organization will help the Sensis team achieve its vision outlined in *"Part 3: SENSIS VISION OF THE EVENT SITE."*

3. **Service Level Agreements:** Please provide some general service level agreements (SLA). The proposed SLAs should include information such as support hours, safety measures, limits of service, details on liability coverage, and any other vital policy relevant to the event.

4. **Cost Proposal:** The Sensis team intends to issue a fixed-price contract to a suitable vendor who demonstrates the capacity to deliver quality scope of services and is the most responsive to the requirements of the RFP. Please note the following:

   - Please provide an organization-fixed price cost proposal showing the associate cost to deliver the services outlined in "Part 4: Scope of Services." The cost proposal should include the following components:

     1. Component 1: Fixed costs for reserving and using the site to host the challenge event during a four (4) day period in early November 2020. A task order related to this component will be issued for the project.
     2. Component 2: Fixed costs for project planning and management support to assist with scenario design. A task order related to this component will be issued for the project.
     3. Component 3: Fees or fixed costs associated with staging and running the four simulated public safety events as detailed in Part 3. A task order related to this component will be issued for the project.
     4. Component 4: Fees or fixed costs for networking services on site to deliver challenge data to contestant devices during the challenge. A task order related to this component will be issued for the project.
     5. Component 5: Any additional or supplemental costs involved. A task order will be issued for this component, if necessary.

   - Indicate whether your organization can invoice the Sensis monthly (preferred, but not required).

- Sensis will pay fees supported by evidence of bona fide services rendered. The Sensis team will not enter into a retainer agreement which pays fees in advance to an organization or individual to secure or keep services when required.

Closing Date and Time:

The Sensis team must receive proposals *by email* no later than **5/27/2020 at 12:00 PM eastern.**

Point of Contact:

rfp.chariotchallenge@sensisagency.com

Proposal Preparation Guidelines:

- All proposals must be submitted in writing.
- All proposals must be emailed to the Sensis point of contact listed:
  rfp.chariotchallenge@sensisagency.com
- Organizations may modify or withdraw proposals prior to the submission deadline.
- Proposals may not be changed after the submission deadline.

Other Considerations:

- After a contract is signed, the Sensis team will pay the organization for travel and other costs associated with serving the Sensis team as a client. The Sensis team will reimburse these costs in accordance with Federal and the Sensis team travel policies.
- The Sensis team may reject any or all proposals, in whole or in part, waive a technicality in any proposal, make awards in a manner deemed in the best interest of the Sensis team, and, unless otherwise specified by the organization, accept any item in the proposal. The Sensis team reserves the right to award one or more contracts, if necessary.
- The Sensis team anticipates an 5-month contract.

PART EIGHT: TIMELINE FOR EVALUATION AND SELECTION

The Sensis team will review all proposals submitted. If an organization is invited to make a presentation to the Sensis team, the costs for such a presentation will be the responsibility of the organization. The Sensis team plans to select the organization within 30 business days after the submission deadline and reserves the right not to select any organization if conditions change between the time of the RFP release and completion of the review process.

No contractual obligation on behalf of the Sensis team whatsoever will arise from the RFP process. Additionally, this RFP does not commit the Sensis team to pay any cost incurred in the preparation or submission of any response to the RFP.

The RFP process will proceed according to the following schedule. The target dates are subject to change.

Target Date	Description

5/13/2020	RFP made available to select organizations and posted on Sensis/US Ignite's website.
5/27/2020	Responses are due to rfp.chariotchallenge@sensisagency.com by 12:00 PM Eastern time.
6/10/2020	Responses to be evaluated by the Sensis team. Follow-up interviews and negotiations, as necessary.
6/12/2020	Vendor selected.
6/19/2020	Master services agreement and task order(s) finalized.
6/19/2020	Period of performance begins (or sooner).
11/30/2020	Period of performance ends.

The proposals will be evaluated based on the following criteria:

1. Knowledge of project requirements as demonstrated under *"Part 4: Scope of Services"*
2. Capabilities and attributes of the event site to simulate the scenarios described in "*Part 3: SENSIS VISION OF THE EVENT SITE"*.
3. Capabilities and attributes of the site to deliver the networking required to stream IoT data to challenge participants during the live event.
4. Qualifications and range of experience of the proposed vendor.
5. Project costs and overall value.

After review of the submissions, the Sensis team may request to meet with organizations prior to selecting a vendor.

Please direct any questions to rfp.chariotchallenge@sensisagency.com