

ATTACHMENT A - SCOPE OF SERVICES AND REQUIREMENTS

This Attachment A establishes the scope of services, technical requirements, operational requirements, and performance expectations for the Digital Wayfinding Kiosk Program (Program). Proposers shall address all applicable requirements contained herein and clearly identify any exceptions, alternatives, or enhancements included in their proposal.

The City seeks a comprehensive, turnkey solution for the design, installation, ownership, operation, maintenance, and ongoing management of a digital wayfinding kiosk network serving Downtown San José.

A.1 Program Goals and Objectives

The Program is intended to support Downtown San José's economic vitality, accessibility, mobility, and visitor experience through the deployment of a network of interactive digital kiosks.

The Program's goals and objectives include, but are not limited to, the following:

1. Improve navigation and accessibility for residents, workers, and visitors throughout Downtown San José.
2. Provide real-time, multilingual information regarding transportation options, public services, destinations, events, and points of interest.
3. Support local businesses, cultural institutions, community organizations, and economic development initiatives through enhanced visibility and wayfinding.
4. Enhance the public realm by providing accessible, user-friendly information resources that improve the overall downtown experience.
5. Provide opportunities for expanded public services and smart city functionality, including features such as public Wi-Fi, environmental monitoring, pedestrian analytics, and potential integration with Downtown clean and safe services, or other innovative technologies proposed by the Proposer.
6. Ensure compliance with all applicable accessibility requirements and promote equitable access to information and services.
7. Establish a financially sustainable program that operates at zero net cost to the City while generating revenue through approved advertising and partnership opportunities.
8. Create a cohesive and recognizable wayfinding system that complements existing and future downtown branding, placemaking, and navigation initiatives.

A.2 Kiosk Design and Technology

The Proposer shall design, furnish, deploy, and support an interactive digital wayfinding kiosk system that provides reliable, accessible, and user-friendly information services for residents, workers, and visitors within Downtown San José.

A.2.1 Design Approach

Proposals shall describe the overall kiosk design approach, including:

1. Physical kiosk design, dimensions, and materials.
2. Integration with the character and identity of Downtown San José.
3. Approach to incorporating City branding and wayfinding standards.
4. Durability, vandal-resistance, and weather-resistance features.
5. Accessibility features incorporated into both hardware and software components.
6. Electrical, communications, and infrastructure requirements.

The City encourages designs that support a cohesive wayfinding system that may be extended to future analog and digital wayfinding assets.

A.2.2 Core Wayfinding and Information Features

At a minimum, kiosks shall provide:

1. Interactive touch-enabled wayfinding maps.
2. Pedestrian routing and navigation assistance.
3. Identification of points of interest and community destinations.
4. Accessibility-focused routing information where available.
5. Multilingual user interface capabilities.
6. Real-time transportation and mobility information, including available transit connections.
7. Display of City-approved public information and community resources.
8. Weather and environmental condition information.

A.2.3 Smart Technology Features

Proposals shall address each of the following features. If a feature is not included in the proposed base system, the Proposer shall describe its availability and any associated implementation costs.

Public Wi-Fi

- Public Wi-Fi capabilities.
- Bandwidth specifications.
- User access and management protocols.

Pedestrian and Traffic Analytics

- Sensor technologies utilized.
- Data collection methodologies.
- Reporting capabilities and accuracy.

Environmental Monitoring

- Air quality monitoring capabilities.
- Temperature and environmental sensing capabilities.
- Data collection and reporting methods.

Additional Smart City Features

The Proposer may propose additional technologies or services that enhance public value, operational efficiency, visitor experience, or City decision-making.

A.2.4 Language Access and Multilingual Capabilities

The City serves a diverse population and requires that kiosk content support meaningful access for individuals with limited English proficiency. Proposals shall describe:

- The kiosk's multilingual capabilities, including supported languages and user interface functionality.
- The ability to display content in English, Spanish, Vietnamese, Traditional Chinese; and other languages.
- Procedures for ensuring translation quality, accuracy, and cultural appropriateness.

A.3 Deployment and Installation

The Proposer shall be solely responsible for planning, permitting, coordinating, and executing all aspects of kiosk deployment and installation.

A.3.1 Deployment Strategy

Proposals shall include:

1. A proposed deployment strategy and implementation approach.
2. A phased installation schedule, if applicable.
3. The estimated number of kiosks proposed within the Downtown Strategy Boundary.
4. Proposed kiosk locations and the methodology used to identify those locations.
5. Any assumptions regarding site selection, utility availability, or installation constraints.

A.3.2 Siting Requirements

Kiosk siting shall comply with all applicable federal, state, and local requirements and shall generally be located within the Furnishing Zone as described in the San José Complete Streets Design Standards & Guidelines, unless otherwise approved by the City.

At a minimum, proposed kiosk locations shall satisfy the following requirements:

1. Kiosks shall not be located adjacent to red-curb fire lanes or within fifteen (15) feet of a fire hydrant.
2. Kiosks shall not impede ingress or egress to any building or obstruct emergency responder access.
3. Kiosks shall not encroach upon required clearances for existing or proposed street trees.

4. Kiosks shall maintain all required sight-distance clearances at intersections and driveways.
5. Kiosks shall not obstruct access to public infrastructure, including traffic signal equipment, utility facilities, access panels, or controller cabinets.
6. Kiosks shall provide adequate pedestrian clearances and comply with all applicable accessibility requirements, including the Americans with Disabilities Act (ADA), California Building Code, and California accessibility regulations.
7. Kiosks shall not be located within the City's designated Historic Districts (Hensley, St. James Square, Downtown Commercial, River Street, Lakehouse, Market-Almaden).
8. Kiosks shall not be located within one hundred (100) feet of a riparian corridor's top of bank or vegetative edge, whichever is greater, consistent with applicable City policies and regulations.
9. Kiosk locations shall be subject to review and approval by the City Engineer via an encroachment permit.

The City reserves the right to approve, deny, modify, or require relocation of any proposed kiosk location based on any operational, planning, or public interest considerations.

A.3.3 Applicable Design Standards and Guidelines

The selected Proposer shall comply with all applicable City standards, guidelines, policies, and permitting requirements, including but not limited to:

- San José Downtown Construction Guidelines for Work in the Public Right-of-Way.
- San José Complete Streets Design Standards & Guidelines (Section V, Sidewalks and Walking).
- Applicable provisions of the San José Municipal Code.
- Applicable City Council Policies.
- Applicable utility, accessibility, environmental, and public safety requirements. A successful Proposer will demonstrate their ability to connect to the electrical grid in an expedient and efficient manner, which may require working directly with the City's electrical utility provider.

The Proposer shall be responsible for reviewing and incorporating all applicable requirements throughout all phases of the Program.

A.4 Advertising Program and Revenue Model

The City intends for the Program to operate as a self-supporting partnership, funded through advertising and other approved revenue-generating opportunities. Proposals shall clearly describe the proposed advertising program, revenue model, revenue-sharing approach, and financial assumptions supporting the Program.

A.4.1 Advertising Program

Proposals shall include:

1. A description of the proposed advertising program, inclusive of no more than 49% of total screen time.
2. The percentage of kiosk screen time dedicated to advertising, public information, and other content.
3. Proposed advertising inventory and display formats.
4. Procedures for advertiser solicitation, review, approval, and management.
5. Content management and monitoring procedures.
6. Strategies for supporting local businesses, community organizations, and downtown activations.
7. Any proposed sponsorship, partnership, or non-advertising revenue opportunities.

A.4.2 Revenue Model

Proposals shall include:

1. Revenue projections for Years 1 through 10.
2. Revenue projections for Years 11 through 15.
3. Revenue projections for Years 16 through 20.
4. A proposed revenue-sharing structure with the City.
5. A proposed minimum annual revenue guarantee to the City.
6. A description of the financial assumptions supporting revenue projections.
7. A contingency plan addressing revenue shortfalls.
8. A description of how capital, operating, maintenance, and replacement costs will be funded throughout the term of the agreement.

A.4.3 Advertising Content Standards

All advertising content shall comply with applicable federal, state, and local laws, regulations, City policies, and agreement requirements.

The selected Proposer shall be responsible for reviewing, monitoring, and managing advertising content to ensure compliance with all applicable requirements.

The City reserves the right to review and approve advertising standards, content policies, and content management procedures as part of the agreement negotiation process.

A.4.4 Content Review and Approval

The City shall retain authority over public-facing content categories, public information content, and other content displayed on kiosks as specified in the final agreement.

Proposals shall describe the processes, personnel, and technologies that will be used to review, manage, approve, and update content displayed on the kiosk network. The City shall retain authority over advertising location, screen design, and advertising content, in its sole discretion.

A.4.5 Regulatory Compliance

The selected Proposer shall comply with all applicable advertising laws, regulations, and permitting requirements, including applicable provisions of the California Outdoor Advertising Act, the San José Municipal Code, and any applicable City Council Policies.

A.4.6 Prohibited Advertising Content

Only advertising that promotes commercial transactions in compliance with Council Policy 6-4, as it may be amended from time to time, will be permitted.

The following categories of advertising are prohibited:

1. **Demeaning or Disparaging Material.** Content that a reasonable person using prevailing community standards would believe ridicules or mocks, is abusive or hostile to, or debases the dignity or stature of an individual or group of individuals.
2. **Profanity.** Content that includes profane language.
3. **Violence.** Content that portrays images or descriptions of graphic violence, including dead, mutilated, or disfigured human beings or animals; the act of killing, mutilating, or disfiguring human beings or animals; intentional infliction of pain or violent action toward or upon a person or animal; or that depicts weapons, implements, or devices used in an act of violence or harm, or that appear aimed or pointed at the viewer in a menacing manner.
4. **Unlawful Goods or Services.** Content that promotes, encourages, or appears to promote or encourage the use or possession of unlawful or illegal goods or services.
5. **Unlawful Conduct.** Content that promotes, encourages, or appears to promote or encourage unlawful or illegal behavior or activities.
6. **Obscenity or Nudity.** Content that depicts obscene material or images of nudity. Content shall be considered obscene if an average person would find that the material, taken as a whole, appeals to lewd curiosity; depicts or describes, in an offensive way, sexual conduct or excretory functions; and, taken as a whole, lacks serious literary, artistic, political, or scientific value. Nudity includes the depiction of a state of undress exposing any part of the pubic or anal region, genitalia, or any portion of the breast at or below the areola of a female person.
7. **Prurient Sexual Suggestiveness.** Content that describes, depicts, or represents sexual activities or aspects of the human anatomy in a manner that the average adult, applying prevailing community standards, would find appeals to a prurient interest in sex.
8. **Adult Goods or Services.** Content that promotes, encourages, or appears to promote or encourage a transaction related to, or uses brand names, trademarks, slogans, or other

materials identified with films rated X or NC-17, video games rated M or AO, adult products, adult bookstores, adult video stores, nude dance clubs or other adult entertainment establishments, adult telephone services, adult internet sites, or escort services.

9. **Firearms, Tobacco, or Cannabis.** Content that promotes the sale or use of firearms, tobacco, marijuana, cannabis-related products, including but not limited to depicting such products or images.
10. **False or Misleading Content.** Content that is to the knowledge of the Proposer, false, misleading, or deceptive.
11. **Political and Public Issue Advertising.** Content that promotes or opposes a political party; promotes or opposes any federal, state, or local ballot measure or the election of any candidate for public office; is political in nature or contains a political message; or expresses or advocates an opinion, position, or viewpoint on a matter of public debate concerning economic, political, religious, or social issues.
12. **Religious Content.** Content intended to promote a particular religion, religious idea, or religious viewpoint.
13. **City Graphics and References.** Use of City graphics, logos, seals, trademarks, or representations without the express written consent of the City.

All advertising content shall be subject to review and approval requirements established by the City. In the event of any conflict between the restrictions listed herein and Council Policy 6-4, the more restrictive provision shall apply.

A.5 Technology Integration and Cybersecurity

The Proposer shall describe the technology infrastructure, connectivity approach, cybersecurity controls, and integration capabilities associated with the proposed Program.

A.5.1 System Integration

Proposals shall describe how the kiosk network will integrate with applicable third-party data sources, content management systems, mapping platforms, mobility services, and other technologies required to support Program functionality.

At a minimum, proposals shall address:

1. System architecture and overall technology platform.
2. Data exchange and communication methods.
3. Integration with mapping and navigation services.
4. Integration with mobility and transportation information services.
5. Content management capabilities.
6. Remote monitoring and administration capabilities.

A.5.2 Connectivity and Communications

Proposals shall identify all communications infrastructure necessary to support kiosk operations, including:

1. Fiber optic connectivity, cellular connectivity, or hybrid approaches.
2. Data transmission methods and redundancy measures.
3. Network reliability and uptime expectations.
4. Remote monitoring and diagnostics capabilities.

A.5.3 Cybersecurity Requirements

The selected Proposer shall implement and maintain cybersecurity measures designed to protect kiosk hardware, software, communications networks, and Program data throughout the term of the agreement with the City.

Proposals shall describe:

1. Network security architecture.
2. Data encryption methods.
3. User authentication and access controls.
4. Vulnerability management practices.
5. Incident detection and response procedures.
6. Business continuity and disaster recovery capabilities.
7. Software update and patch management processes.

The City reserves the right to review cybersecurity practices and require reasonable modifications as part of contract negotiations or ongoing Program administration.

A.6 Maintenance and Operations

The selected Proposer shall be responsible for the operation, maintenance, repair, monitoring, and ongoing management of all kiosks and associated infrastructure throughout the term of the agreement with the City at no cost to the City.

A.6.1 Operations Responsibilities

The selected Proposer shall provide all personnel, equipment, software, materials, and resources necessary to operate the Program in a safe, reliable, and professional manner.

Operational responsibilities shall include, at a minimum:

1. System monitoring and management.
2. Content management and updates.
3. Software and firmware maintenance.
4. Network and communications management.

5. Customer service, issue resolution, and coordination with City staff regarding operational issues.
6. Performance reporting and compliance monitoring.

A.6.2 Maintenance Requirements

The selected Proposer shall maintain all kiosks in good working order, appearance, and condition throughout the term of the agreement with the City.

Maintenance activities shall include, at a minimum:

1. Preventive maintenance.
2. Corrective maintenance and repairs.
3. Routine inspections.
4. Software updates and system upgrades.
5. Cleaning, appearance maintenance, and graffiti removal.
6. Replacement of damaged or malfunctioning components.

A.6.3 Service Levels and Response Times

Proposals shall identify response time commitments for maintenance and repair activities, including:

1. Routine maintenance requests.
2. Non-critical equipment failures.
3. Urgent operational issues.
4. Safety-related issues requiring immediate response.

The City reserves the right to establish minimum service level requirements during contract negotiations.

A.6.4 Cleaning and Appearance Standards

The selected Proposer shall maintain kiosks in a clean, safe, and professional condition at all times. Graffiti, vandalism, or similar defacement shall be removed or corrected within twenty-four (24) hours of notification, unless circumstances beyond the Proposer's control prevent compliance.

A.6.5 System Availability and Performance

Proposals shall describe strategies for maintaining kiosk availability and performance, including:

1. System monitoring capabilities.
2. Remote diagnostics.
3. Redundancy measures.
4. Spare parts inventory.

5. Equipment replacement procedures.
6. Business continuity measures.

Proposals should identify anticipated uptime targets and performance metrics.

A.6.6 Reporting Requirements

The selected Proposer shall maintain maintenance logs and reporting procedures to the City. The City may require periodic operational and maintenance reports throughout the term of its agreement with the selected Proposer.

A.7 Community Engagement

The City seeks a Proposer that demonstrates a commitment to meaningful community engagement throughout the planning, deployment, operation, and ongoing management of the Program.

A.7.1 Stakeholder and Community Outreach

Proposer shall engage in community outreach efforts for the siting and deployment of digital kiosks. Proposer shall describe its stakeholder outreach strategies, methods for gathering and incorporating community feedback, communication tools, and approaches for addressing community concerns. Outreach efforts shall include engagement with residents, businesses, and neighborhood associations during siting and installation.

A.7.2 Public Communication and Education

Proposals shall describe any public information, educational, or awareness efforts intended to support understanding and use of the Program. This may include:

1. Public information materials.
2. Website or digital resources.
3. Educational campaigns.
4. User guides or instructional content.
5. Launch and activation activities.

A.7.3 Community Programming and Downtown Activations

The City encourages the incorporation of community-focused content and programming that supports the vibrancy of Downtown San José. Proposals shall include plans and strategies for incorporating downtown activations and community programming as part of the Public Interest Content required under Attachment B, Section B.5 (no less than 51% of screen time on an annual basis), including any proposed partnership with a local community-based organization..

Proposals shall describe:

1. Strategies for incorporating downtown events, activations, cultural programming, and community resources into kiosk content.

2. Processes for receiving, evaluating, and managing requests for community programming content.
3. Partnerships or coordination efforts with local organizations, business districts, community-based organizations, or other stakeholders.
4. Approaches for ensuring that community-serving content remains current, relevant, and accessible.

A.7.4 Ongoing Community Responsiveness

Proposals shall describe how the Proposer will monitor community feedback and respond to issues, concerns, and opportunities throughout the term of the agreement with the City. The City encourages approaches that promote transparency, responsiveness, and continuous improvement of the Program over time.

A.8 Product Lifecycle Management

The selected Proposer shall be responsible for managing the full lifecycle of the Program, including planning, deployment, operation, maintenance, technology refresh, and eventual decommissioning.

A.8.1 Lifecycle Management Approach

Proposals shall describe the Proposer's overall approach to managing the lifecycle of kiosk hardware, software, communications infrastructure, and associated technology systems throughout the term of the agreement with the City. At a minimum, proposals shall address:

1. Design philosophy and approach to ensuring long-term functionality and relevance.
2. Equipment replacement strategies.
3. Technology refresh schedules.
4. Software maintenance and upgrades.
5. Long-term operational sustainability.

A.8.2 Technology Obsolescence and Refresh

Proposals shall describe how the Proposer will manage evolving technology requirements and prevent system obsolescence over the life of the Program. Proposals shall address:

1. Planned hardware refresh cycles.
2. Software upgrade and modernization strategies.
3. Strategy for managing technology obsolescence and ensuring compatibility with evolving City infrastructure.
4. Adaptability to future City requirements and initiatives.
5. Approaches for introducing new functionality or services over time.

A.8.3 Wayfinding and Mapping Updates

The selected Proposer shall be responsible for maintaining and updating the wayfinding and Downtown map used for the Program, and maintaining the accuracy and functionality of all

associated wayfinding content, mapping systems, and destination information. Proposals shall describe:

1. Procedures for updating maps and destination information.
2. Frequency of content reviews and updates.
3. Methods for incorporating new destinations, developments, public facilities, and transportation services.
4. Processes for coordinating updates with City staff and designated stakeholders.

A.8.4 Wayfinding Identity and Design Consistency

The City seeks to establish a cohesive and recognizable wayfinding system throughout Downtown San José. Proposals shall describe the Proposer's plan for creating a cohesive aesthetic and identity by incorporating existing wayfinding analog graphics into a future design.

A.9 User Data and Analytics

The City is interested in receiving meaningful, anonymized data and analytics that support informed decision-making, program evaluation, downtown planning efforts, and continuous improvement of the Program.

A.9.1 Data Collection and Methodology

Proposals shall describe the types of anonymized data that will be collected through the Program and the methodologies used to collect, process, and report such data. At a minimum, proposals shall address the ability to collect and report information related to foot traffic, dwell time, user interactions per hour/day, and top searches and destinations.

A.9.2 Reporting and City Access

At a minimum, proposals shall describe how collected data will be made available to the City, including reporting frequency, format, and any dashboard or API access provided.

A.10 Agreement Requirements

The provisions contained in this section and Attachment B: Digital Wayfinding Kiosk Term Sheet represent the City's anticipated agreement requirements. The final agreement shall be subject to negotiation, review, and approval by the City and may contain additional provisions not expressly identified herein.

A.10.1 Term

The City anticipates entering into a long-term partnership agreement with the selected Proposer.

The proposed term of the agreement must be justified by the Proposer on the basis of capital investment in improvements, equipment, facilities, and Program promotion, however the City generally anticipates an initial 10-year agreement with subsequent 5-year option periods.

The City reserves the right to negotiate the final agreement term, renewal options, performance requirements, and other provisions of the agreement.

A.10.2 Revenue Share

In exchange for advertising rights and the designation as the City's Digital Wayfinding Partner, the Proposer agrees to provide the City a revenue share. Proposals shall identify:

1. Proposed revenue-sharing methodology.
2. Minimum annual revenue guarantee to the City.
3. Revenue reporting procedures.
4. Payment schedules.
5. Any proposed in-kind benefits or services provided to the City.

A.10.3 Prevailing Wage Requirements

All construction, alteration, demolition, repair, and maintenance work performed under the agreement that constitutes a public works project under California law is subject to State prevailing wage requirements under California Labor Code Sections 1720–1861. The Proposer and all contractors and subcontractors shall comply with prevailing wage, payroll recordkeeping, apprenticeship, and working hours requirements. All contractors and subcontractors performing public works must be registered with the California Department of Industrial Relations.