



**REQUEST FOR INFORMATION  
Location Intelligence Visitor Tracking**

**(RFI 24-183; 6100018514)**

**Release Date: October 15, 2024  
Responses Due: 11:00 a.m. Central Time, November 13, 2024**

**PURPOSE**

The purpose of this Request for Information (RFI) is to assist the City of San Antonio (City) in understanding the market availability, technical feasibility and system functionality of a Location Intelligence tracking solution that capture visitor foot-traffic for City parks, trails, facilities, events and attractions at locations that have single entrance points and those with multiple or no distinct entrance points. The solution should capture visitor foot traffic data in large, open spaces, along linear spaces and within building footprints. The common goal is to be able to produce reporting that reflects visitor counts and other data to be used for reporting, forecasting, trending and other analytical uses. An ability to market to those close to a City attraction or events would be a desired feature with a capability to get a conversion rate on this type of marketing approach. The City would also like to collect various demographics information to gain customer insight, increase engagement and refine City offerings and services.

The City welcomes information from all interested Respondents on each or all of the questions contained within this RFI. The City does not intend to award a contract based on responses nor otherwise pay for the preparation of any information submitted or the City of San Antonio's use of such information. Acknowledgement of receipt of responses will not be made, nor will respondents be notified of the review of the information received. The information collected in this RFI will be used to refine the City's specific requirements and create the appropriate acquisition strategy.

**Respondents should note that this RFI is for information and planning purposes only and should not be construed as a solicitation, contract or as an obligation on the part of the City.**

## **DESCRIPTION OF OBJECTIVE**

The City seeks comprehensive information from qualified firms to provide assistance with a Location Intelligence tracking solution. Respondents should state the various capacities in which they can assist the City with a solution that tracks visitor foot traffic in locations that captures visitor foot-traffic for City parks, trails, facilities, events and attractions at locations that have single entrance points and those with multiple or no distinct entrance points. Respondents should also clearly state how their solution will meet City requirements specified in this RFI.

Please limit your response to no more than ten (10) pages (not including illustrations) in Microsoft Word format. Provide your responses directly in the RFI – ATTACHMENT A immediately after each request for information. Respondents are not required to enter information against all requests listed. This RFI is being utilized for information gathering only.

## **CURRENT ENVIRONMENT**

The City is currently not using a Location Intelligence tracking tool for capturing visitor foot-traffic data in City parks, trails, facilities, events and attractions at locations that have single entrance points and those with multiple or no distinct entrance points. The Departments make attempts to capture visitor data through manual methods. Data has been collected through various sourcing to include employing staff members with clicker counters at various locations which is impractical and not sustainable. These methods are usually good only for one-time gathering of data and not as a continuous recurring source that meets the department's needs for ongoing and reliable data source.

One of the City Departments has used Infrared counter technology in the past; however, this method of tracking is no longer being used due to accuracy issues and maintenance costs.

On locations where there is a main entrance and way of filtering visitor traffic, an enterprise software where attendees can check in for events is being used. However, this is not being used across all locations at this time. Other locations use paper sign in sheets.

## **MINIMUM REQUIREMENTS**

Features for the reviewing team will be looking for include, but are not limited to the following:

- Ability to collect visitation foot-traffic counts ideally at a 95% or above accuracy that captures visitor foot-traffic for City parks, trails, facilities, events and attractions at locations that have single entrance points and those with multiple or no distinct entrance points. The solution should capture visitor foot traffic data in large, open spaces, along linear spaces and within building footprints.

- Reporting capability to allow City departments to view collected visitor count data and associated demographic information for forecasting, trending and various other forms of analytics.
- A solution that can expand marketing and outreach potential to increase the City's awareness of where visitors are from, visitor habits, and patterns of utilization for nearby attractions, facilities, and events and an understanding of repeat usership, conversion rates, visitor travel habits with to and from points of interests, and where the visitors are traveling from.

## **RESPONSE SUBMISSION**

The deadline for submitting a Response is **11:00 a.m., Central Time, November 13, 2024**. Please submit one (1) electronic response to “**RFI – Location Intelligence Visitor Tracking.**”

**Respondents may submit proposals electronically via SAePS or via email.**

Scan and upload these documents with your proposal when submitting electronically through City's portal or email.

Electronic submission via email:  
City of San Antonio, Finance Department, Procurement Division  
ATTN: Victor R. Costilla  
[victor.costilla@sanantonio.gov](mailto:victor.costilla@sanantonio.gov)

Questions about this RFI may be submitted up to **4:00 p.m., October 25, 2024**, via email to:

Victor R. Costilla, Procurement Specialist III  
[victor.costilla@sanantonio.gov](mailto:victor.costilla@sanantonio.gov)

**Any submissions received after 11:00 a.m., Central Time, November 13, 2024, may not be considered in this Request for Information.**

## **GENERAL TERMS AND CONDITIONS**

1. This is a REQUEST FOR INFORMATION (RFI) and should not be construed as intent, commitment or promise to acquire a Location Intelligence application contract presented by respondents.
2. Respondents to this RFI may be asked to provide a demonstration to the City seeking to gain a better understanding of product offering. Any demonstration will be held at a City of San Antonio facility at a date later to be determined. Sufficient notice will be given.

3. The City of San Antonio will not be obligated to any respondent as a result of this RFI. The City is not obligated for any cost incurred by respondents in the preparation of the Request for Information. The City will not pay for any information herein requested nor is liable for any costs incurred by the Respondent. For economy of presentation, special bindings, colored displays, promotional materials and the like, are not required but if they are presented, the City will not be responsible for this cost.
4. This RFI is being issued for the purpose of gaining knowledge of the products and services available on the market that address the purpose of the RFI.
5. The City will review all information and recommendations received to assess our needs and define our requirements.
6. All information obtained shall become the property of the City upon receipt and will not be returned. Any information deemed to be confidential by the respondent should be clearly noted on the page(s) where confidential information is contained; however, the City cannot guarantee that it will not be compelled to disclose all or part of any public record under the Texas Public Information Act, since information deemed to be confidential by the respondent may not be considered confidential under Texas law, or pursuant to a Court order.
7. The City welcomes respondents to submit any pertinent information that the City should consider, including topics that the City has not included in our RFI.
8. The City may arrange a site visit to review a respondent's facility and the information the City receives from the respondent to review and discuss solutions, recommendation and any solution or program related to this RFI.

Please provide your responses directly after each request on the below RFI – Attachment A. Respondents are not required to enter information for all listed requests.

## **RFI ATTACHMENT A**

### **RESPONDENT QUESTIONNAIRE**

1. A cover letter on the respondent's letterhead containing the following information:
  - a. Your organization's name
  - b. Organization's web site and mailing address
  - c. Primary point of contact's (POC's) name and title
  - d. POC's office and cell telephone number and email address
  - e. Organization's DUNS number
  - f. Does the respondent have a contract with another city on a similar product?
2. A description of the Respondent's experience in providing a Location Intelligence tracking solution contract and implementation in an environment similar to the City of San Antonio.
3. A brief history of your company, how long your company has been in business, last FY year's annual US sales and statement demonstrating its financial viability.
  - a. If any third-party Respondents or sub-contractors will be utilized on the project, a full description of that party's qualifications and specification of its roles and responsibilities in the proposed project.
4. A reference list containing the agency name, agency contact name, agency contact email and telephone number for at least three (3) municipal entities who are using the respondent's location intelligence solution in a manner comparable to that being proposed for the City.
5. A detailed description of the Location Intelligence solution contract being proposed for this project and estimated timeframe for implementation for an entity of the City's size.
6. Any brochures, technical documents and other supporting material.
7. What kind of information would your organization need in order to prepare a specific proposal in response to a possible solicitation?
8. Please provide any comments on other creative procurement options, technical considerations, or other information that we should take into consideration in development of a possible solicitation.
9. Describe the use of any best practices in the development and delivery of the respondent's solutions.
10. Provide the expected timeframe for each of the following activities:

- a. Availability of proposed contract
- b. Implementation timeframe

11. Discuss any relevant experience your organization has in providing visitor foot-traffic solution contracts and implementation to governmental entities.
12. Provide sample cost information that would apply to a Location Intelligence solution contract as described in the RFI response. To preserve your company's ability to bid on any future procurements related to this RFI, it is important to provide **general pricing information only** (i.e., competitive ranges and variable impacting price, etc.) not a specific price quote.
13. Can your firm offer this solution through a pre-competed, cooperative contract or public sector contract? Acceptable cooperative contract references can include, but are not limited to, Texas Department of Information Resources, Texas Associations of School Boards (TASB BuyBoard), Omnia Partners, General Services Administration, Sourcewell and The Interlocal Purchasing System.
14. Is your solution available through resellers or partner integrators?