Hemisfair Park Area Redevelopment Corporation
San Antonio, Texas
June 1, 2021

Request for Proposal
Hemisfair Augmented Reality Project
development and design of an augmented reality tree donor recognition program

Table of Contents

Executive Summary

Hemisfair Park Area Redevelopment Corporation (HPARC or Hemisfair) presents an opportunity for design and development of an Augmented Reality (AR) tree donor recognition digital application. Through this Request for Proposal (RFP) we hope to attract a firm with AR and app creation experience, and familiarity working with a non-profit organization.

HPARC is a not-for-profit local government corporation incorporated in the State of Texas. HPARC and the Hemisfair Conservancy, a separate 501(c)(3) charitable organization, are working together to revitalize the site of the 1968 World's Fair into a 40-acre urban parks district where people can live, work and play.

Our aspirational vision is to create one of the world's great public places. Our mission is to provide a vibrant and inviting parks district that is authentic to San Antonio. HPARC is a component unit of the City of San Antonio and receives the majority of its funds from municipal sources, including city wide capital bond programs. The Hemisfair Conservancy helps bring the vision to life by raising philanthropic contributions to augment public funds.
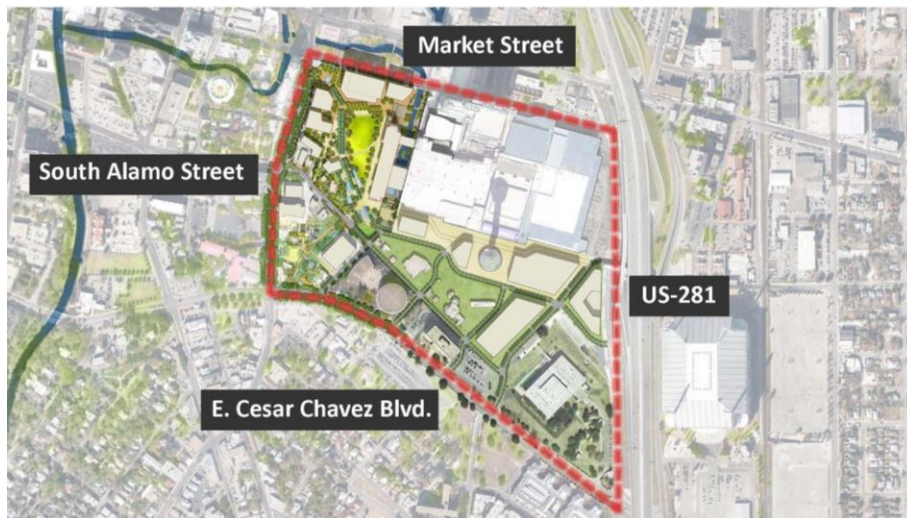
HPARC, at this time, receives no Federal or State funds.

The budget range for this project is $50,000 - $100,000.

General Information

Site Information

The Hemisfair District encompasses approximately 40 acres. Nineteen acres are dedicated to public parkland and over 17 acres are set aside for public-private partnership developments. The balance of the area is dedicated street right-of-way.

Background

Before the 1968 World's Fair, the ground where Hemisfair sits today was part of a residential neighborhood, whose construction dates stretch back into the mid-1800s. During the World's Fair, some of these historic houses were converted to non-residential use, serving as restaurants, administrative offices and fair amenities; until very recently, some of the properties were used as city and civic offices.

HPARC was established in 2009 to manage and oversee the redevelopment and management of the Hemisfair area. It is important to note that HPARC does not profit from its leasing activities. Rather, all proceeds from lease revenues go back into the park and are used to fund operations, maintenance, development, administration and activation of the Hemisfair parks; this creates a financially sustainable organization over time. This is a monumental achievement for a public place because it ensures its relevance and existence for generations to come, rather than relying on city investment to continue to thrive.

Project Description

Our Hemisfair tree-planting program is popular, and we are looking for an innovative way to recognize the tree donors. The trees that have been planted are not little saplings, they are mature trees with full canopy providing full shade from the day parks open. This work requires significant philanthropic investment.

Trees are planted as tributes to memorialize a loved one that has passed, or honor someone who is living. Donors and all park visitors will be able to download the newly created app to access the AR tree donor recognition experience. Our vision for the app is that a user will be able to scan a tree's QR code, hold their mobile device to view the tree through its camera and see a photo and text pop up next to the tree. Audio will also begin after the QR code is scanned for those donors who wish to include a recorded tribute to their loved one.

Approximately 230 trees spread throughout Yanaguana Garden (our first park that opened in 2015) and Civic Park (to open in 2023) will be included. Future scope will include trees at Tower Park, which may open in 2025, depending on funding.
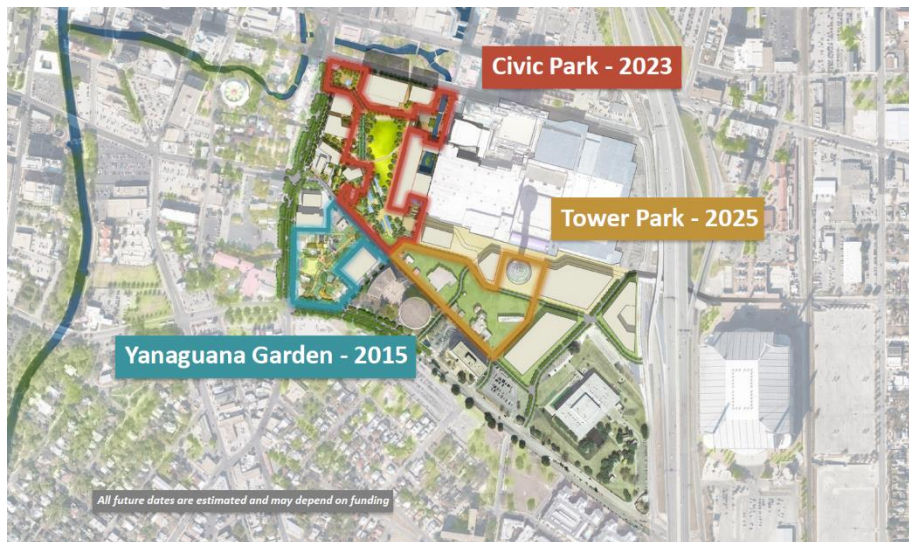
Figure 1: An aerial map of the Hemisfair District.

The green space in Yanaguana Garden and Civic Park alone covers 13 acres in downtown San Antonio. Since we've already started planting donor-sponsored trees at Yanaguana Garden, creating and launching a pilot program for these trees this year is necessary.

At Civic Park, the rows of Mexican Sycamores that flank the main promenade are 20 feet apart across the promenade (east-west direction) from each other, and about 18 feet apart along the length of the promenade (north-south).

Figure 2: Map of Yanaguana Garden. Green dots identify newly planted trees. Yellow dots represent available locations for planting a tree.
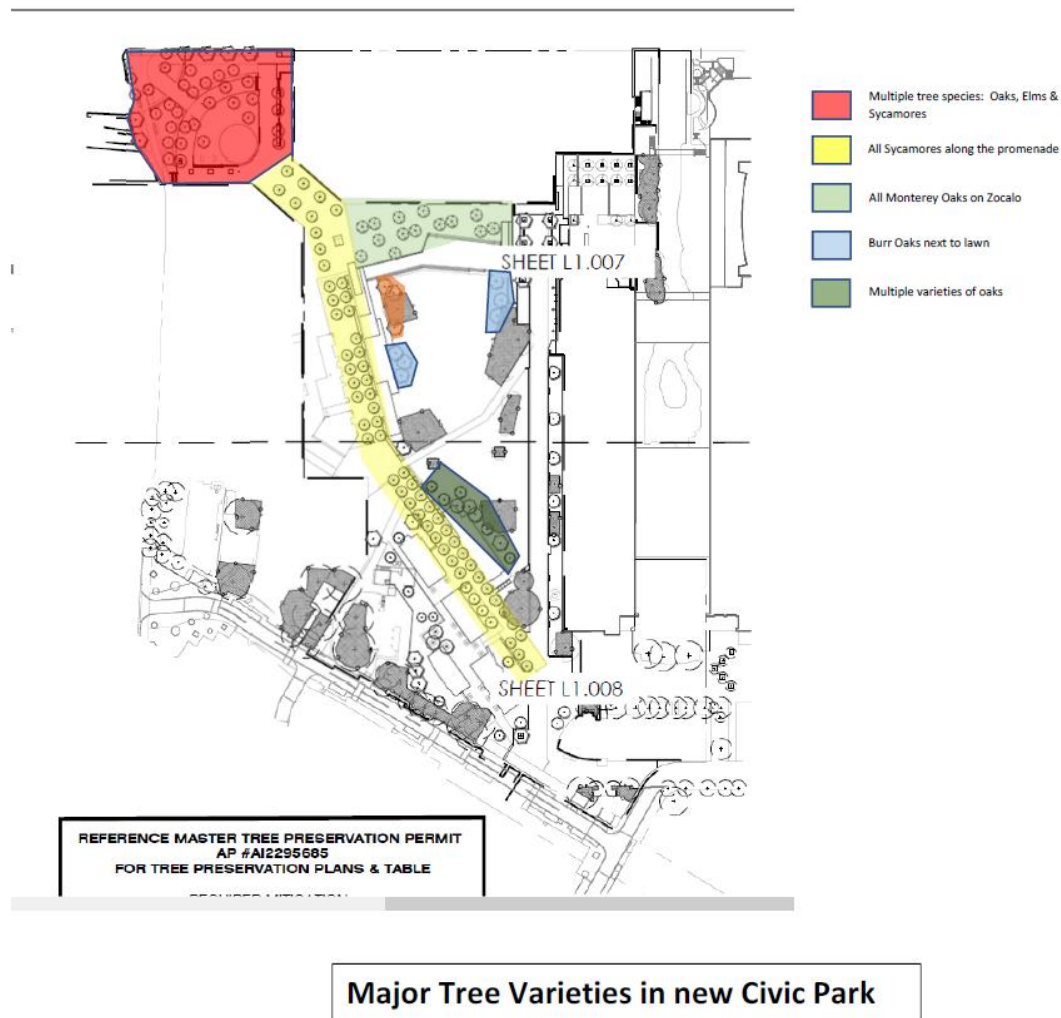
Figure 3: Layout of Civic Park showing tree variety placement.

Successful development of the AR platform will open the door for potential contract expansion. Future app additions could include information for renderings of future phases, historic structures, and park amenities.

Deliverables

The scope of work includes the following deliverables:

1. Create an app for Apple iOS and Android, using Hemisfair's branding guidelines, that will work on the following devices: all iPhone, iPad and Android models;

2. Use QR codes and GPS technology to activate the AR program;

a. QR codes needed for placement at park entrances in order for visitors to download and activate the app;

b. QR codes needed for placement on park trees;

c. Provide custom design services for Hemisfair specific QR Code badges and produce the first 250 badges for installation by HPARC staff.

3. AR experience to pop up near a tree that has already been claimed showing a photo, text and/or audio about the person being honored/memorialized.

a. QR codes on unclaimed trees will lead the app user to more information about Hemisfair's tree-planting program.

4. App will incorporate a drop-down menu for the following:

a. A "Search for Tree" option to find the recognition name.

b. A map function to help app users find a specific tree by showing a pathway to its location. Users can also open an interactive map of the park, select a tree and receive walking directions to the tree.

c. Details about the tree-planting program.

d. A link to hemisfair.org/donate.

e. App sponsor recognition page.

5. Design the app to ADA digital standards:

a. Ensure audio content has captions,

b. Menus, links, and buttons are easy to differentiate from each other and navigate,

c. Minimal blinking and/or flashing.

d. If possible, translate app content into Spanish.

6. Develop an easy to learn Customer Management System for staff (non-programmers) to upload and maintain donor information about each tree.

    a.   Define parameters for size and format of picture elements, audio and text length.

    b.   Provide means to acquire new QR code badges for additional trees.

    c.   Provide sufficient training for two HPARC staff members.

7. Create AR app FAQ to post on Hemisfair's website.

8. Provide one-year warranty for service and support.

9. App will be owned by Hemisfair.

Timeline

Launch pilot program for Yanaguana Garden trees by December 1, 2021. Launch Civic Park tree project in 2023.

Submittal Requirements

Your proposal should include:

1. Details of your firm's experience in providing AR services to governmental entities, as well as other entities of comparable size to HPARC.

2. Description of the qualification of principal staff to be assigned to the project, including (a) project team makeup; and (b) prior experience of the individual project team members, such as education, position in firm, years and type of experience.

3. Describe if any governmental or non-profit entity has terminated your agreement in the past three years. This does not include failure to exercise an option year.

4. Provide detailed approach to working with us during the design and production period and approximate timeline of those activities.

5. Provide the names and contact information for other, similarly type and sized clients for reference purposes.

6. Detailed fee schedule for the project and any out-of-pocket expenses should also be indicated.

7. Proof of insurance meeting City of San Antonio requirements including:

| Coverage | Minimum Amounts and Limits |

A. Workers' Compensation.
   Workers' Compensation   Statutory Limits State of Texas
   Employer's Liability $1,000,000

B. Commercial General Liability.
   Bodily Injury/Property Damage
   (Occurrence Basis) $1,000,000 each occurrence, or equivalent,
                                            subject to a $2,000,000 aggregate applicable
                                            to the Project

C. Comprehensive Automobile Liability.
   Bodily Injury/Property Damage $1,000,000 combined single limit of liability
                                            for each occurrence

Process & Schedule

The Hemisfair AR project selection team will review all submittals. Hemisfair is not responsible for any costs incurred in responding to this request.

The following schedule outlines the selection process and timeline:

ACTION ITEM	DATE
RFP posted	June 1, 2021
Will respond to written questions received by	June 22, 2021
RFP responses due (electronic only)	July 2, 2021, 4:00 p.m.
Selection process	July 5 - 9, 2021
HPARC notifies selected firm	July 12, 2021
Create AR Project	July 26, 2021 – October 31, 2021
Soft Launch of Yanaguana Garden Pilot Program	November 1, 2021 – November 30, 2021
Launch Yanaguana Garden Pilot Program	December 1, 2021

Submittal Instructions

Submit proposal by email (prefer PDF) to Shannon Perry at Shannon.perry@hemisfairconservancy.org. You can also contact her with any questions you may have.

All submittals must be received by 4:00 p.m. on July 2, 2021. Any submittal received after this time shall not be considered.

Disclaimer

Information included with this RFP is provided solely for the convenience of the proposers. WHILE THIS INFORMATION IS BELIEVED TO BE ACCURATE, NO REPRESENTATION OR WARRANTY OF ANY KIND IS MADE BY HPARC AS TO THE ACCURACY OR COMPLETENESS. Respondents are solely responsible for conducting such independent due diligence investigations (and costs of same) as may be necessary for the preparation of responses. HPARC and its employees, consultants, agents, and advisors are not responsible for the completeness or accuracy of any information distributed or made available, orally or in writing, during this procurement process. HPARC reserves the right to cancel this project if responses are deemed to be insufficient to proceed to contract.

Contract

Attached is a sample contract that will be similar to the one the selected firm will be required to sign. If there are any clauses that your firm has issue with, these must be disclosed in your proposal.