DIGITAL SIGNAGE: REQUEST FOR PROPOSAL

Summary and Background

LifeSource is currently accepting applications on behalf of donation agencies in the state for the You & $2 Digital Signage program. This program is funded by the state of Minnesota’s You and $2 grant program and is a collaborative effort between Minnesota Driver’s License (DL) offices, LifeSource, Minnesota Lions Eye Bank and American Donor Services. Digital signage equipment will be installed at selected DL offices with the goal of providing organ, eye and tissue donation information to community residents and increasing the number of residents who register as donors.

State driver’s license data is used to measure the impact of this program by tracking Donor Designation Rate (DDR). DDR is defined as the percent of individuals who have a transaction in the driver’s license office who either maintain their donor registration or add it for the first time.

The purpose of this Request for Proposal (RFP) is to solicit proposals from DL offices, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best meets the criteria.

Project Description and Scope

One (1) DL office or entity will be chosen to receive the digital signage program in which the state of Minnesota Program You and $2 grant funds will be utilized to pay the total initial costs of equipment, installation, insurance, tech support and digital channel for the first full year of the agreement.

The equipment, once installed in the DL office, will become the property of that office except that, as a condition subsequent, if the office terminates this agreement prior to the three-year term of this agreement, the equipment purchased with the grant funds will revert to the You and $2 partners.

After the first year of the program, the DL office will assume the costs to maintain the equipment and the insurance coverage of the equipment in each DL office. The partnership between You and $2 will continue for at least three years as long as the DL office agrees to display the public service announcements and donation videos continuously or at a frequency of no less than once every 4 minutes. Team members will provide input in the planning and installation of equipment and the introduction of donation videos and public service announcements (PSA). Donation information as well as information deemed relevant by the DL office can be displayed on the signage. If at any time before the end of this agreement the DL Office decides to no longer participate in the partnership with You and $2, the equipment that was purchased with the grant monies will be returned to You and $2 partners.

The term of this agreement shall be three years from the date of the last signature except that DL office may terminate this agreement sooner by giving You and $2 at least ten days’ notice of termination.
The scope of this project includes development of content about organ, eye and tissue donation to be viewed by customers. The content includes a short video, call to action asking people to register as donors, facts about donation, photos and stories of individuals impacted by donation and transplantation. All text, photos and available creative content will be provided to the DL office by You and $2 partners.

The following deliverables are also included in the project scope:
- Digital signage player
- Flat screen TV
- Installation*
- Insurance
- Tech support
- Digital channel
- Annual staff training
- Annual staff survey

The following criteria must be met to achieve a successful project:
- Support from the DL offices building services/facilities management, information technology and communications/marketing teams

* Not included in installation: electrical upgrades, low voltage, office renovations to accommodate signage

Request for Proposal and Project Timeline

Request for Proposal Timeline (subject to change):
- All proposals in response to this RFP are due no later than 5pm CST August 30, 2016. Proposals can be submitted via email to Emily Laughlin, LifeSource Community Partnership Coordinator, at elauglhin@lifesource.org.
- Evaluation of proposals will be conducted from September 1, 2016 until September 20, 2016. If additional information or discussions are needed with any applications during this two-week window, the DL office(s) will be notified.
- The selection decision for the winning DL office will be made no later than September 23, 2016.
- Upon notification, the contract negotiation with the winning DL office will begin immediately. Contract negotiations will be completed by September 30, 2016.
- Notifications to DL offices who were not selected will be completed by September 23, 2016.

Project Timeline:
- Project initiation phase must be completed by October 31, 2016.
- Project planning phase must be completed by December 15, 2016. Project planning phase will determine the timeline/schedule for the remaining phases of the project.
Budget

The budget for the implementation of this program covers the costs of the items and deliverables included in the project description and scope (above). It does not cover staff time spent on training and meetings and does not include any costs incurred from consultants engaged by the DL office or entity for developing additional content.

Applicant Qualifications & Proposal Evaluation Criteria

You and 2 partners will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following elements:

- Monthly Driver’s License and State ID transactions
- Commitment and approval from leadership
- A statement explaining why your office and community would benefit from the Digital Signage Program

For every application received, LifeSource will pull the donor designation information for the county. Priority will be given to offices with the lowest DDR and highest license and ID transactions.

Questions?

For more information or questions about the program and process, please contact:

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