



REQUEST FOR PROPOSALS

REQUEST FOR PROPOSALS
FOR
Cell Phone Geofencing Data Tool

ISSUED BY:

WISCONSIN ECONOMIC DEVELOPMENT CORPORATION

ON: **July 28, 2025**

All questions regarding this RFP must be submitted in writing to Ed Roeger at edward.roeger@wedc.org by August 6, 2025 at 4:00 pm CT.

PROPOSALS MUST BE SUBMITTED ELECTRONICALLY BY:
August 15, 2025, 4:00 PM CT

To:

Ed Roeger

edward.roeger@wedc.org

Wisconsin Economic Development Corporation

2352 S. Park Street, Suite 303

Madison, WI 53713

LOOK FORWARD >

I. Scope

The purpose of this Request for Proposals (RFP) is to provide interested proposers with the information needed to prepare and submit a Proposal for the following:

WEDC is seeking a cell phone geofencing data tool to support the operations of our Downtown Development and Research and Evaluation teams. This tool will be used by WEDC's Downtown Development team collect visitor data on and to provide technical assistances to Wisconsin's 36 Main Street program communities and by the Research and Evaluation team to evaluate the effects WEDC's community development programs.

II. Project Timeline

The work needed to be completed under this RFP is subject to tight timing constraints. Proposers responding to this RFP must be prepared to conform to the following timeline. If this timeline is prohibitively restrictive, please indicate such and propose an alternate timeline.

RFP Issued:

July 28, 2025

Deadline to Submit Questions:

August 6, 2025

Answers Posted to RFP Page

August 8, 2025

Proposals Due:

August 15, 2025

Committee review of Proposals:

August 18-20, 2025

Inform Proposers of Possible Interviews

August 21, 2025

Possible Interviews with Proposers:

June 25-29, 2025

Approval of Award:

September 23, 2025

Contract Start Date:

October 1, 2025

III. Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) is a public body corporate and politic governed by Chapter 238 of the Wisconsin Statutes. WEDC was created under 2011 Wisconsin Act 7 and 2011 Wisconsin Act 32 to replace the economic and community development operations of the former Wisconsin Department of Commerce and to serve as the State of Wisconsin's lead economic development organization. WEDC is governed by a sixteen-member Board of Directors. WEDC's Chief Executive Officer is appointed by the Governor.

WEDC provides financial and technical assistance and services to businesses and organizations in Wisconsin for the purpose of strategically investing in Wisconsin to enhance the economic well-being of people and their businesses and communities. As of June 30, 2024, WEDC had approximately 134 employees and an operating budget of approximately \$61.8 million. Revenues to finance its operating budget are primarily derived from state appropriations, loan repayments, and other sources of income.

WEDC operates twelve (12) departments, primarily located in Madison, Wisconsin. WEDC provides grants, loans, tax credits, and other financial and technical assistance to its customers. WEDC utilizes the Intacct accounting system as well as Salesforce and a grant and loan management system.

IV. Proposal Requirements

Proposers responding to this RFP must provide sufficient responses to all of the requests below for information. Failure to respond to any of the requests may result in disqualification of the proposal.

A. Mandatory Requirements

1. Access to online geofencing data and custom report generation tool with the following requirements:
 - a. Accessible to at least four WEDC users
 - b. Easy to interpret outputs/interface
 - c. Timely customer service – assistance with custom reports or Q&A response within 7 days
 - d. Visual reporting output options (i.e. charts, graphs, maps) and the ability to access and export underlying data
2. Provided geofencing data must meet the following requirements:
 - a. Statewide geofencing data coverage
 - b. Ability for WEDC staff to independently define custom geographic areas, points of interest, and corridors for traffic analysis and reporting
 - c. Accurate foot traffic counts and dwell time
 - d. Single and multi-day time periods going back at least 7 years with no more than one month lag to present day
 - e. Ability to distinguish between daytime workers, residents, and other visitors
 - f. Visitor demographics
 - g. Visitor spending data for custom geographies a plus
 - h. Visitor routes and origin/destination data
 - i. Ability to easily compare markets and visitors across markets
 - j. License must allow for the sharing of data and reports among all WEDC staff and for sharing selected data and insights with WEDC community partners or in public reports on WEDC programs, projects, and economic conditions or trends.

B. Organizational and Staff Capabilities

1. Provide a brief description of the proposer's history and organization.
2. Describe the proposer's experience providing similar services.
3. Provide a list of at least three relevant engagements, with references, held by the proposer, which indicates relevant experience.
4. Provide a list of all staff persons who will be involved in carrying out the tasks covered by this RFP, describing each in terms of their involvement in specific tasks and qualifications.

5. Provide a list of any subcontractors (individual or organizational) that the proposer intends to use when providing services under this RFP (Note: the proposer is not required to use subcontractor(s). However, no subcontractor may be used without WEDC's written approval.)

C. Technical Requirements/Approach to the Project

1. Describe, in detail, the proposer's technical approach to the project
2. Provide a timeline for conducting the work under this RFP.

D. Other Items

1. Proposers should detail any supplementary or value-added services, tools, capabilities, types of data, analysis, capabilities, etc. the proposer may offer beyond the requirements outlined in the RFP. These may include innovations, efficiencies, or enhancements that would provide added benefit to WEDC and its mission to strategically invest in Wisconsin. Any additional costs associated with such services or features should be clearly listed.
2. Proposers should describe their onboarding process for new users, including the timeline for establishing service and providing training, and what on-demand training is available for your service.

E. Documents

1. Provide a copy of the proposer's W-9.
2. Provide a copy of the proposer's standard contract documents.
3. Provide a completed Supplier Demographic Attestation Form if applicable

V. Cost Proposal

Proposers should provide a fixed cost proposal for the services to be provided under this RFP, including anticipated out of pocket costs. The cost proposal shall be a capped total cost for the services to be provided under this RFP and include the cost for the first year of service and of each annual renewal under this RFP (up to four renewals for a total of five years).

VI. Terms and Conditions

The following terms and conditions affect responses to this RFP and any resulting contract. These terms shall be adhered to by any interested proposer and are non-negotiable.

A. Contract Term

The initial contract will cover 2 years with the option to renew for another 3 years, for a total of 5 years.

B. Confidentiality

Proposer acknowledges that all information, data, records, and documents disclosed by WEDC to the proposer, or which come to the proposer's attention during the course of its response to this RFP or performance under any resulting contract, constitute valuable and proprietary assets of WEDC (Confidential Information). Proposer agrees not to disclose the Confidential Information, either directly or indirectly, to any person, entity, or affiliate unless required to do so by legal process of law without prior authorization by WEDC. If required to disclose Confidential Information by legal process, Proposer shall provide WEDC with prompt notice so WEDC may seek an appropriate protective order. Except as required to respond to this RFP or during its performance under the terms of any resulting Agreement, the proposer shall not use any Confidential Information for its own purposes.

C. Conflict of Interests

The response from all Proposers to this RFP must include, in writing, disclosure of any potential conflict of interest that may arise from the proposer's performing services for WEDC. Any resulting contract will require that if a vendor fails to disclose a potential conflict of interest, and if WEDC determines such failure to disclose involves a material conflict of interest, the vendor's contract may be declared to be void by WEDC, and any amounts paid under the contract may be recovered by WEDC. Vendors shall advise WEDC of any changes in potential conflicts of interest.

D. Nondiscrimination

Pursuant to Wisconsin law, any contract resulting from this RFP will include the following language regarding nondiscrimination:

"Consistent with Wis. Stat. § 16.765: In connection with the performance of work under this contract, the Vendor agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, handicap, sex, physical condition, or developmental disability as defined in s. 51.01 (5), sexual orientation or national origin. This provision will include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. Except with respect to sexual orientation, the Vendor further agrees to take affirmative action to ensure equal employment opportunities. The Vendor agrees to post in conspicuous places, available for employees and applicants for employment, notices to be provided by the Vendor officer setting forth the provisions of the nondiscrimination clause."

E. Public Records

Responses to this RFP, any communication with WEDC, and any resulting contract and work product are subject to the public records laws of the State of Wisconsin, § 19.31 et seq. Proposers shall mark documents "confidential" where appropriate for financial and other sensitive materials that should be, to the extent possible, be kept in confidence. WEDC will notify the proposer if it receives a public records request for materials marked confidential. Pursuant to Wis. Stat. § 19.36(3), all records of the Vendors that are produced or collected in response to this RFQ and any resulting Agreement(s) are potentially subject to disclosure in response to a public records request.

F. Insurance

If awarded the contract, the proposer shall maintain Workers' Compensation, Comprehensive General Liability, including Contractual Liability, and Automobile Liability insurance for any claims that may arise from operations under the contract.

VII. RFP Process

A. Reasonable Accommodations

WEDC will provide reasonable accommodations, including the provision of informational material in an alternative format, for individuals with disabilities upon request.

B. Communication with WEDC & Submitting Questions

All communication regarding this RFP shall be directed to WEDC's Senior Director of Strategic Performance, Ed Roeger at edward.roeger@wedc.org. Information regarding this RFP obtained from other sources is unofficial and nonbinding. Communication with other sources

may be cause for the rejection of a proposal. All questions regarding this RFP must be submitted in writing to WEDC's Senior Director of Strategic Performance, Ed Roeger by August 6, 2025, at 4:00 p.m. CT.

C. Incurring Costs

WEDC is not liable for any cost incurred by a vendor for responding to this RFP.

D. News Releases

News releases pertaining to the RFP or to the acceptance, rejection or evaluation of proposals shall not be made without the prior written approval of WEDC.

E. Submitting the Proposal

Proposers shall submit an electronic, PDF, version of their Proposal to WEDC's Senior Director of Strategic Performance, Ed Roeger at edward.roeger@wedc.org, no later than August 15, 2025, at 4:00 p.m. CT. Proposal responses should follow the sequence and outline presented in this RFP.

VIII. Evaluation of RFP

A. Proposal Review, Verification and Acceptance

WEDC shall review each proposal to verify that it meets all specified requirements in the RFP. Proposals that do not comply with instructions contained in the RFP may be rejected by WEDC. WEDC reserves the right to waive a particular specification if no proposer meets that specification. WEDC may request reports on the proposer's financial stability. WEDC may reject a proposal if the proposer is determined to have inadequate financial means to provide the required service.

WEDC retains the right to accept or reject any or all proposals, or accept or reject any part of a proposal, determined to be in the best interest of WEDC. WEDC shall be the sole judge as to compliance with the instructions contained in this RFP. Proposals shall be firm for acceptance for sixty (60) days from the date of proposal opening unless otherwise noted. A proposer may not modify its proposal after submission except to correct minor omissions or miscalculations as directed in writing by WEDC.

B. Proposal Scoring & Evaluation Criteria

Mandatory requirements described in Section IV (Proposal Requirements) must be met for a proposal to be considered for award under this RFP. WEDC may request a meeting with some qualified Vendors before the final selection. Proposals will be reviewed in accordance with the following criteria:

1. Ease of use and data accessibility of the geofencing data tool.
2. Quality, detail, and breadth of the geofencing data.
3. The terms of use for information and services to be provided under the proposal, including restrictions on disclosure and use.
4. The experience of the proposer providing cell phone geofencing services and in working with entities similar to WEDC.
5. The proposed cost and/or fee structure for the cell phone geofencing data tool that the proposer would provide.

It is WEDC's intent to have its Supplier Diversity Program reflect its commitment to diversity, equity, and inclusion, therefore, proposals from Diverse Businesses will receive a Five Percent

(5%) preference during the proposal scoring process. WEDC strongly encourages Diverse Businesses to apply/submit proposals. (See Supplier Demographic Attestation attached).

In addition, WEDC values maximizing opportunities in Wisconsin for businesses, therefore a Five Percent (5%) bid preference will be given to proposers that are located in Wisconsin (Ten Percent (10%) cumulative if the proposer is diverse and located in Wisconsin).

C. Right to Reject Proposals and Negotiate with Proposers

WEDC reserves the right to reject any and all proposals. WEDC may negotiate with multiple vendors regarding the terms of the contract and the cost proposal before determining the highest-scoring proposer. WEDC shall not, under any circumstances, reveal a proposer's cost proposal to any other proposer prior to contracting for services.

D. Award Decision

WEDC will make the award to the proposer deemed to provide the services described in this RFP at the best value to WEDC, taking into consideration the proposers' experience, expertise, and cost proposals.

E. Notice of Intent to Award

All proposers who respond to this RFP will be notified in writing of WEDC's intent to award the contract as a result of this RFP.