



## REQUEST FOR PROPOSALS (RFP)

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### Electronic Signage System Project

**Issuing Agency:** City of Tawas City

**Issue Date:** June 23, 2026

**Due Date:** July 8, 2026

**Contact Person:** Asia Finnell

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## **INTRODUCTION:**

The City of Tawas City is soliciting proposals from qualified vendors to provide a replacement digital signage system including design, hardware, software, installation, integration, training, documentation, and ongoing support.

### **1. PROJECT GOALS**

The proposal shall include the following:

- 1.1 Sign shall be a 29" h x 68" w, 20mm double faced electronic message center mounted under an existing aluminum sign with a 32x80 matrix
- 1.2 Provide high-visibility, reliable operation
- 1.3 Enable remote content management and scheduling
- 1.4 Integrate with existing infrastructure
- 1.5 Comply with cybersecurity requirements
- 1.6 Minimize downtime and maintenance requirements
- 1.7 Provide intuitive system administration tools

### **2. SCOPE OF WORK**

Please include:

- 2.1 System design, engineering, and required permitting support
- 2.2 Sign fabrication and structural mounting systems
- 2.3 LED/LCD display hardware and controllers / media players
- 2.4 Content Management System (CMS) and licensing
- 2.5 Electrical and network integration
- 2.6 Installation, configuration, testing, and commissioning
- 2.7 Staff training
- 2.8 Documentation and warranty materials

### **3. SYSTEM REQUIREMENTS**

- 3.1 Display Hardware
  - Display type (LED/LCD), size, resolution, pixel pitch
  - Brightness, auto-dimming, color performance, refresh rate, viewing angles
  - Environmental ratings, operating temperature, wind load (if applicable)
  - Cabinet materials, mounting requirements, expected lifespan, maintenance intervals
- 3.2 Electrical Requirements
  - Power requirements (voltage/amperage), energy consumption
  - Surge protection and electrical integration needs
- 3.3 Controller / Media Player
  - Processor, memory, storage, OS/platform
  - Connectivity and remote management capabilities

### 3.4 CMS / Software Requirements

The CMS shall support:

- Cloud or on-premise architecture
- Mobile and desktop compatibility
- Multi-user support with role-based access control
- Scheduling, playlists, and real-time updates
- Emergency override messaging
- Support for images, video, text, and other media formats (all supported formats shall be identified)
- Backup, recovery, updates, and system restore functions
- Licensing structure and recurring costs

## 4. NETWORK & IT REQUIREMENTS

- 4.1 Wired/wireless connectivity, VLANs, ports, protocols, firewall/VPN requirements
- 4.2 Bandwidth and internet dependency requirements
- 4.3 OS, server/cloud, browser, and API/integration requirements
- 4.4 Static IP requirements (if applicable)
- 4.5 Remote monitoring and support tools/access procedures
- 4.6 Data storage location, retention policy, backup and recovery

## 5. CYBERSECURITY REQUIREMENTS

- 5.1 Encryption and secure communications
- 5.2 Multi-factor authentication
- 5.3 Role-based access control and user permissions
- 5.4 Audit logging
- 5.5 Patch and vulnerability management
- 5.6 Security monitoring and incident response procedures
- 5.7 Disclosure of relevant certifications and compliance standards

## 6. INSTALLATION, TESTING & TRAINING

- 6.1 Project schedule and site preparation requirements
- 6.2 Structural, electrical, and network installation coordination
- 6.3 Testing, commissioning, and final acceptance procedures
- 6.4 Staff training plan

## 7. SUPPORT & MAINTENANCE

- 7.1 Warranty coverage and parts availability
- 7.2 Support structure, escalation procedures, and response times
- 7.3 Remote and on-site support capabilities
- 7.4 Software updates, patching, and maintenance procedures
- 7.5 Hardware replacement and preventative maintenance plans
- 7.6 Annual support and ongoing maintenance costs

## 8. DOCUMENTATION REQUIREMENTS

- 8.1 System architecture diagrams
- 8.2 Hardware inventory
- 8.3 Installation and configuration manuals
- 8.4 Administrator and troubleshooting guides
- 8.5 Software licensing documentation
- 8.6 Backup and recovery procedures
- 8.7 Maintenance procedures
- 8.8 Warranty and support contacts

## 9. VENDOR QUALIFICATIONS

- 9.1 Company overview and years in business
- 9.2 Relevant digital signage experience
- 9.3 Municipal/government project experience
- 9.4 Certifications, licensing, and insurance
- 9.5 Organizational support structure
- 9.6 Minimum three similar project references

## 10. PROPOSAL SUBMISSION REQUIREMENTS

Submissions shall include:

- 10.1 Executive summary and company information
- 10.2 Technical specifications (hardware, software, IT, cybersecurity)
- 10.3 Installation and project schedule
- 10.4 Support and maintenance plan
- 10.5 Warranty information
- 10.6 Itemized pricing (including all recurring costs)
- 10.7 References

## 11. PRICING REQUIREMENTS

Pricing shall be itemized for:

- 11.1 Equipment and display hardware
- 11.2 Controllers/media players
- 11.3 Software licensing
- 11.4 Installation, configuration, and integration
- 11.5 Electrical and network work
- 11.6 Training
- 11.7 Shipping and logistics
- 11.8 Annual maintenance and support
- 11.9 Optional upgrades and enhancements

**SIGNATURE PAGE:**

By signing below, the vendor certifies that all information submitted in response to this RFP is true and accurate, and that the vendor agrees to comply with all terms, conditions, and requirements outlined herein.

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**Vendor Name:** \_\_\_\_\_

**Authorized Representative:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_