

Request for Proposals (RFP)

Comprehensive Location Intelligence Platform for Regional Business Development

Frequently Asked Questions

Question: With respect to the “historical data” requirement described in Component I, how critical is it that foot traffic/visitation data is available for the last seven (7) years?

Answer: Our thought process behind including this requirement was twofold: first and foremost, we understood this rolling seven-year window to be industry standard, as data providers seek to manage server costs while also providing a sufficient backlog of data for the benefit of their customers. Secondly, at this current point in time, seven years of historical data would allow us to capture pre-pandemic foot traffic patterns for benchmarking purposes, though we recognize that over time, continuing to host such data may no longer be cost effective for providers. As such, we are affording flexibility with this requirement, provided the rolling window of data availability is disclosed and reflected in the cost proposal.

Question: In the evaluation criteria, it is stated that the EDC may request sample data for validation purposes. Will this be required of every respondent to ensure a competitive proposal?

Answer: While the EDC maintains full discretion in requesting such data, our goal with implementing a standardized validation process is to measure the standard deviation of foot traffic samples to ensure there are no major outliers. We recognize that variance is inevitable due to different panel sizes and data cleaning techniques utilized by each vendor, and this will be accounted for during our evaluation process. Moreover, if offered, a one-week free trial of the platform will be accepted in lieu of sample data.