



# Chicago Park District

## Legislation Details (With Text)

**File #:** 15-2213-0114 **Name:** Mobile Application  
**Type:** Action Item **Status:** Passed  
**File created:** 12/31/2014 **In control:** Board of Commissioners  
**On agenda:** 1/14/2015 **Final action:**  
**Title:** AUTHORIZATION TO ENTER INTO A CONTRACT  
WITH DIGITAS INC., FOR THE CREATION OF MOBILE  
APPLICATION FOR NIGHT OUT IN THE PARKS SERIES  
**Sponsors:** Marketing  
**Indexes:** Contract Award-IFB, RFP, RFQ  
**Code sections:**  
**Attachments:**

Date	Ver.	Action By	Action	Result
1/14/2015	1	Board of Commissioners	approved	Pass

### AUTHORIZATION TO ENTER INTO A CONTRACT WITH DIGITAS INC., FOR THE CREATION OF MOBILE APPLICATION FOR NIGHT OUT IN THE PARKS SERIES

To the Honorable Board of Commissioners of the Chicago Park District

#### I. Recommendation

It is recommended that an order be entered authorizing the General Superintendent or his designee to enter into a contract with Digitas Inc., dba DigitasLBI for the creation of a Mobile Application for Night Out in the Parks series. No work may commence and no payment shall be made prior to the execution of a written agreement.

#### II. Award Information

**Contractor:** Digitas Inc., dba DigitasLBI  
180 N. LaSalle  
Suite 200  
Chicago, Illinois 60601

**Company Type:** Corporation  
**Year Incorporated:** 2007  
**Majority Interest:** Publicis Groupe Operating Divisions LLC 100%

**Contract Period:** Three (3) year initial contract term, with two (2) one (1) year extension options

**Contract Amount:** Not-to-exceed \$570,000 over the initial three year contract term: \$330,000.00 for the initial implementation and \$120,000 annually for maintenance.

**Scope of Services:** To create and maintain a mobile friendly application with interactive access, integrated customer engagement and event information for the Night Out in the Parks series

**Affirmative**

**Action Goals:** The minority and woman owned participation for this contract includes: 25% minority owned and 5% woman owned.

**Authorization:** Authorize the General Counsel to include other relevant terms and conditions in the written Agreement. Authorize the General Superintendent to execute the Agreement and the Secretary to attest as to the signing of the Agreement and keep an original copy of the Agreement on file.

### **III. Budget and Financial Information**

**Budget Classification:** Capital and Operating

**Fiscal Year:** 2015-2017

**Source of Funds:** Capital: 034.8230.8230.627050.PK071.01.01.57208 \$390,000 in 2015, Operating: 001.8155.8155.623020.01.01.00001 2016 and 2017 for maintenance estimated at \$120,000 annually.

### **IV. Procurement Information**

The Department of Marketing sent a Request for Applications for the creation of a mobile application for the Night Out in the Parks series to nine (9) firms on November 20, 2014. Six applications were received on the due date of December 5, 2014. The six applications were reviewed by a committee comprised of Chicago Park District personnel. The review process included interviews with the top two (2) firms. At the conclusion of this process, the committee recommend Digitas for award.

### **V. Explanation**

In 2013, the Chicago Park District (CPD), along with Mayor Rahm Emanuel and the City of Chicago, launched the Night out in the Parks series of over 750 cultural events and programs in over 230 parks citywide. In 2014, programming grew to over 1,000 events. Projects varied to include traditional performances and concerts, movies, interactive dance performances, festivals and more.

Marketing for the Night Out in the Parks series is evolving from Print to Digital Media. In 2014, the CPD created a magazine with feature stories and details on events, schedules and locations. Market research indicates that 2/3 of US households have a smartphone, including 43% of individuals in low income households. The CPD understands that mobile has a wide reach,

especially among our target audience. For this reason, the Marketing Department intends to shift marketing initiatives for Night Out in the Parks towards digital media and away from paper based efforts.

Digital media provides improvements over paper based marketing initiatives such as: lower production costs; more flexibility in searching for desired events by type and location; ad hoc updates; and more efficient widespread distribution. A mobile application will address these issues with a one-time investment that will last many years with the potential for iterative improvements over time. Changes can be implemented as they occur. Lastly, the availability of a free download will make access to most audiences possible, while reaching our target audiences.

Examples of mobile application functionality:

- **Event List:** Able to organize by neighborhood, park, event type, date, age/audience, film rating, search
- **Geolocation:** can detect location and tell you what events are happening near you
- **Park list:** Contact info, hours, photo of the park
- **Directions to park (via Google Maps or similar)**
- **Alerts or notifications:** specifically weather or event info updates
- **Park Points integration:** login to Park Points account and viewpoints (possible further integration to earn and redeem points)
- **Social site integration:** Facebook, Twitter, Instagram, Foursquare, GooglePlus, etc.
- **Ability to share event with a friend: social site, SMS, email**
- **Ability to add event to your phone calendar**
- **Ability to add favorite events or parks to a list**

In the inaugural year of the Night Out in the Parks series, Digitas provided pro bono services to the CPD including the overall branding and identity concepts for Night Out in the Parks, Movies in the Parks and Theater on the Lake. In 2014, Digitas and the CPD expanded upon this effort by updating the artwork and creating a unified brand for the Night Out in the Parks series through the production on the Night Out in the Parks magazine.

Digitas has a proven track record of inventing and evolving loyalty brands like Whirlpool and Taco Bell. Their in-house technology teams have vast experience building apps for the ground up. Digitas presented a comprehensive proposal for the development and maintenance of a Night Out in the Parks Mobile Application. The depth and breadth of skills they bring, both technically and creatively, uniquely positions their firm to be a strategic partner with the CPD in the development of the Night Out in the Parks Mobile Application.

Digitas has the experience, capability, and personnel necessary to create, maintain, and support a mobile application for the Night Out in the Parks Series. Therefore, it is in the best interest of the Chicago Park District to recommend Digitas, Inc. for the award of the contract to create a mobile application for the Night Out in the Parks series.

## **VI. General Conditions**

1. *Conflicts*: No agreement authorized herein shall be legally binding on the Chicago Park District if entered into in violation of the provisions of the Public Officer Prohibited Activities Act, 50 ILCS 105/0.01 *et seq.*

2. *Ethics*: The Chicago Park District's Ethics Code, Chapter III of the Code of the Chicago Park District, shall be incorporated into and made part of all agreements authorized herein.

3. *Contingent Liability*: Any agreement lawfully entered into for a period of more than one year shall be executory only for the amounts for which the Park District may become liable in succeeding fiscal years pursuant to Section 17(i) of the Chicago Park District Act, 70 ILCS 1505/17(i). All agreements authorized herein shall contain a clause that any expenditure beyond the current fiscal year is subject to appropriation in the subsequent fiscal year budget.

4. *Economic Disclosure Statement ("EDS")*: Contractor has submitted a full and complete EDS prior to execution of the contract.