



**City of O'Fallon  
Foot Traffic/Mobile Analytics Services  
Request for Proposals #26-010**

**CITY OF O'FALLON, MISSOURI**

**REQUEST FOR PROPOSALS**

**RFP NUMBER 26-010**

**FOOT TRAFFIC/MOBILE ANALYTICS SERVICES**

**January 16, 2026**

INCLUDED ARE:

Proposal Instructions

Terms and Conditions

Scope of Work

Proposal Form

## CITY OF O'FALLON, MISSOURI

### PROPOSAL INSTRUCTIONS

#### **PURPOSE**

The purpose of this Request for Proposal (RFP) is to obtain competitive sealed proposals from qualified companies capable of providing foot traffic/mobile analytics services.

This RFP is a one-year commitment (2026) with two single year extensions available in 2027 and 2028 exercised at the sole discretion of the City of O'Fallon, Missouri and the RFP states the overall scope of services desired and specific functionality.

This RFP provides prospective companies with sufficient information to enable them to prepare and submit proposals for consideration by the City of O'Fallon (hereafter referred to as "the City") to satisfy the needs as outlined in the scope of services.

#### **SCHEDULE OF ACTIVITIES**

Release and advertisement of RFP:	January 16, 2026
Deadline for submission of questions:	January 21, 2026, at 12:00 P.M. CST
Proposal submission deadline:	January 28, 2026, at 12:00 P.M. CST

#### **PROPOSAL SUBMISSION**

Sealed proposals must be received by the City of O'Fallon, Missouri; Purchasing Office, 100 North Main Street; O'Fallon, Missouri 63366 prior to January 28, 2026, at 12:00 P.M. (prevailing central time). Each proposal shall consist of one original (identified as such) and one (1) electronic copy on flash/thumb drive of the complete proposal. The file submitted on flash/thumb drive shall include all attachments and signatures, where applicable.

It is the responsibility of the proposer to ensure that their proposal is received in the Purchasing Office, prior to the deadline. Companies mailing proposals should allow ample mail delivery time to ensure timely receipt of their proposals. Proposals received after the deadline for receipt of proposals will not be opened or considered.

Proposals must be clearly identified as a proposal for the City of O'Fallon, Missouri "**RFP # 26-010 Foot Traffic/Mobile Analytics Services**" and shall show such information on the outside of the proposal packet. Proposals will not be accepted by facsimile or email transmittal. Do not staple or submit bid in any type of binder; binder clips are acceptable.

#### **QUESTIONS**

All questions must be submitted in writing to Christine Grabin, Purchasing Agent, no later than 12:00 P.M. (CST) on January 21, 2026, via email [cgrabin@ofallonmo.gov](mailto:cgrabin@ofallonmo.gov). The City will only respond by the end of day on January 23, 2026, to questions from Respondents. Answers to questions will only be distributed via addendum and posted on our website. <https://www.ofallonmo.gov> under Bid Opportunities

#### **AMENDMENTS TO RFP**

In the event it should be necessary to revise any portion of this RFP, addenda will be provided to all proposers who received the original RFP from the City of O'Fallon. This does not relieve the submitting company the responsibility of regularly checking the City website listed below for updates regarding any addenda associated with this proposal request. Addenda are available on our website at: <https://www.ofallonmo.gov> under Bid Opportunities. If you received this RFP by means other than the bid system, you must furnish your company name, address, and telephone

number to the Purchasing Agent identified in the Proposal Instructions section in order to receive any addendum to this RFP. Proposers shall acknowledge receipt of each addendum issued in the space provided on the RFP form.

END OF PROPOSAL INSTRUCTIONS

## **CITY OF O'FALLON, MISSOURI**

### **TERMS AND CONDITIONS**

#### **QUALIFICATIONS:**

The City of O'Fallon is seeking a data service to assist in providing mobile foot traffic analytics related to use of parks, facilities, and entertainment venues. This information should be presented in various report formats that are simplified for use and understanding for non-everyday users. Support and training teams are required. Key objectives is to obtain information for marketing and future planning for area use and event interests.

All companies shall be licensed, insured, and bonded and shall provide satisfactory evidence to the City that they have previously performed/provided the types of services as specified below.

#### **LAWS AND ORDINANCES, REGULATIONS, LICENSING FEES:**

Firm shall conform to all rules, regulations, ordinances, laws, or directives set forth by the City of O'Fallon and/or the State of Missouri.

#### **LAW GOVERNING:**

All State of Missouri and/or Federal Laws shall be hereby specifically made a part of this contract as set forth herein.

#### **NON-DISCRIMINATING:**

The Contractor, its employees, and subcontractors, agree not to commit unlawful discrimination and agree to comply with applicable provisions of the U.S. Civil Rights Act and Section 504 of the Federal Rehabilitation Act, and rules applicable to each.

Firm shall comply with Section 285.525 – 285.550 RSMo regarding enrollment in a federal work authorization program. **A signed, notarized affidavit (attached) and supporting documentation affirming enrollment in a federal work authorization program must be submitted with proposal. Failure to comply with this provision may result in rejection of proposal.**

#### **E-VERIFY:**

Company shall be E-Verify compliant and shall provide documentation to support this requirement within the proposal including the memorandum of understanding (MOU) and the electronic signature page completed in its entirety.

#### **METHOD OF AWARD / SELECTION:**

The proposals will be evaluated by the City. A response summary of proposals will be available by contacting Christine Grabin, Purchasing Agent. The response summary will only include the names of the companies that submitted proposals that were delivered by the required RFP submittal date and time. Until award of the contract, the Responses shall be held in confidence and shall not be available for public review.

#### **TERMS/CANCELLATION AND DAMAGES:**

This contract may be terminated by either or both parties upon thirty (30) days written notice or upon mutual agreement of both parties.

If the City, because of the Vendor's breach, terminates this Contract, the City shall have the right to purchase service elsewhere and to charge the Vendor with any additional cost incurred.

Notwithstanding the above, the Vendor shall not be relieved of any liability to the City for damages sustained by the City by virtue of any breach of this contract by the Vendor and the City may withhold any payments to the Vendor until such time as the amount of such damages due the City from the Vendor shall be determined.

## **PRICING:**

This request for proposal is a one (1) year agreement, exercised at the sole discretion of the City of O'Fallon, Missouri. The pricing stated by the respondent in the cost proposal section shall remain firm for a one (1) year period from the start date of the contract. No price increases will be allowed for the duration of the contract. Price decreases are allowed at any time.

## **RENEWAL & EXTENSION:**

The successful bidder will be awarded a one (1) year agreement effective the date of award. Prices must not be increased for the entire agreement period. At the City's option, the agreement may be renewed for two (2) additional one (1) year periods. **In no event shall the plus renewals exceed three (3) years.** The items or services purchased under this agreement may be subject to a price increase at the time of renewal, by mutual agreement. The exact increase or maximum percent increase shall be indicated on the price sheet of the proposal packet. Request for a price increase for each period must be presented to the City at least sixty (60) days before the expiration of the current agreement. If a request for increase is not presented, the prices will remain. Price decreases are allowed at any time.

## **AWARD REQUIREMENTS:**

Once the City is prepared to award the contract to the selected company, the company will need to provide the following documents to the City.

- Signed contract agreement
- Current certificate of insurance

Once all of these items are received and fully executed, then the City will issue the Notice to Proceed.

It is the desire of the City to award a single contract for the entire scope of services outlined in this request for proposals. All proposals are subject to staff analysis. The City of O'Fallon reserves the right to accept or reject any and all proposals received.

## **CONTACT WITH CITY OF O'FALLON PERSONNEL:**

As specified above, all contact with the City should be channeled through the Purchasing Agent. No contact with other City employees, officials, or City Council members is to be made by responding proposers throughout the entire process.

## **RESPONSE MATERIAL OWNERSHIP:**

All proposals become the property of the City of O'Fallon, Missouri upon receipt and will only be returned to the proposer at the City's option. Selection or rejection of the proposal will not affect this right. The City shall have the right to use all ideas or adaptations of the ideas contained in any proposal received in response to this RFP. Disqualification of a proposal does not eliminate this right.

## **PROPRIETARY INFORMATION:**

All material submitted in response to this RFP will become public record and will be subject to inspection after an Intent to Award notice is issued. Any material requested to be treated as proprietary or confidential must be clearly identified and easily separable from the rest of the proposal. Such request must include justification for the request and approval by the City Clerk. Neither cost or pricing information nor a total proposal will be considered proprietary.

## **CONFIDENTIALITY:**

The Vendor agrees that it will not permit the disclosure or duplication of any information received from the City or stored on City systems unless such disclosure or duplication is specifically authorized in writing by the City, or as required by law.

The City agrees that it will not disclose or duplicate any information designated in advance by the Vendor as "Confidential/Proprietary" information to any person (other than City personnel who must have access to such information) unless such duplication, use or disclosure is specifically authorized in writing by the Vendor or is required by law. The term "Confidential/Proprietary" does not include ideas, techniques, or concepts that are in the public domain.

## **EVALUATION RIGHTS:**

The City reserves the right to: a) reject any or all proposals, or to make no award, b) require modifications to initial proposals, c) make partial or multiple awards, or d) further negotiate costs submitted in proposals. The City reserves the right to award the contract in any manner deemed in the best interest of its citizens.

## **REJECTION OF PROPOSALS:**

The City of O'Fallon, Missouri reserves the right to reject any or all proposals received in response to this RFP, or to cancel this RFP if it is in the best interest of the City to do so. Failure to furnish all information or to follow the proposal format requested in this RFP may disqualify the proposal. Any exception to the Scope of Work must be identified in the proposal.

## **INCURRING COSTS:**

The City of O'Fallon, Missouri shall not be obligated or be liable for any cost incurred by proposers prior to issuance of a contract. All costs to prepare and submit a response to this solicitation shall be borne by the proposer.

## **SUBMISSION OF PROPOSALS AND SUPPLEMENTAL MATERIALS:**

Proposals shall be submitted to the Purchasing Office. If supplemental materials are required or requested, then they must be submitted to the Purchasing Office as part of the proposal. Supplemental materials will not be accepted after the proposals have been opened, unless requested by the Purchasing Office. Submission or distribution by the company of unsolicited supplemental materials to City employees or Officials may result in rejection of the proposal.

## **DISCRIMINATION POLICY:**

The City of O'Fallon advises the public that it does not discriminate against any person on account of race, color, religion, creed, sex, age, ancestry, or national origin, and that such nondiscrimination is extended to procurement of materials and/or the provision of municipal services.

## **WAIVER:**

The City reserves the right to waive any variances from the original RFP in cases where the variances are considered to be in the best interest of the City.

**INSURANCE: (If applicable)**

The firm or company that is awarded a contract shall maintain during the life of the agreement and furnish to the City the appropriate Professional Liability, Commercial General Liability, and Workers Compensation insurance certificates listing the City of O'Fallon as an "Additional Insured" during the Term of the Agreement, and a copy of such "Additional Insured" endorsement must accompany the certificate.

**INDEMNITY:**

The Vendor shall, at all times, fully indemnify, hold harmless, and defend the City and its officers, members, agents, and employees from and against any and all claims and demands, actions, causes of action, and cost and fees of any character whatsoever made by anyone whomsoever on account of or in any way growing out of the performance of this contract by the Vendor and its employees, or because of any act or omission, neglect or misconduct of the Vendor, its employees and agents or its subcontractors including, but not limited to, any claims that may be made by the employees themselves for injuries to their person or property or otherwise.

Such indemnity shall not be limited by reason of the enumeration of any insurance coverage herein provided.

Nothing contained herein shall be construed as prohibiting the City, its directors, officers, agents, or its employees, from defending through the selection and use of their own agents, attorneys and experts, any claims, actions, or suits brought against them.

The Vendor shall likewise be liable for the cost, fees and expenses incurred in the City's or the Vendor's defense of any such claims, actions, or suits.

**PAYMENT TERMS AND CONDITIONS:**

The City's payment terms are Net 30 days. The City is exempt from Missouri sales and use taxes and will not pay taxes for any product or service. A copy of the City's tax-exempt certificate shall be presented to the firm or company that is awarded a contract.

**Inquiries concerning this Request for Proposals shall be directed to:**

Christine Grabin  
Purchasing Agent  
City of O'Fallon, Missouri  
100 North Main Street  
O'Fallon, Missouri  
Phone: (636) 379-5527  
[cgrabin@ofallonmo.gov](mailto:cgrabin@ofallonmo.gov)

END OF TERMS AND CONDITIONS  
**CITY OF O'FALLON, MISSOURI**

**RFP NUMBER 26-010**

**SCOPE OF SERVICES**

The following specifications are minimum requirements, and the items bid must meet or exceed the following specifications. Any additional information provided is noted in writing.

Proposals are not limited to, but should include the following:

**GENERAL INFORMATION**

**Introduction:**

The City of O'Fallon, Missouri is the largest suburb in the St. Louis metro area. It was recently recognized by the U.S. News & World Report ranked O'Fallon #1 on “Best Places to Live in Missouri.” O'Fallon has a strong economy, extensive parks and recreation system, and focuses on family values and community well-being. Tourism & Festivals falls within the recreation department and helps aid in the livability of the area with a variety of community events. These events range from weekly music concerts, food truck events, fourth of July celebrations, and holiday light displays to name just a few.

**Project Goal:**

The goal of the Tourism & Festivals Department is to work with a qualified and experienced provider to provide data analytics from a reputable data source.

**Objective:**

1. Insight on attendees originating location and traffic patterns within the event location.
2. Attendee numbers, length of stay, demographics, and interests.
3. Generate marketing and outreach effort from data information.
4. Grow and develop existing and new events based on interests.
5. The ability to benchmark competing events in surrounding communities and regions.
6. Submit grants for supportive funding based on data analytics

The provider will support the team by accessing, analyzing, interpreting, and leveraging data to meet our objectives and goals.

**PROJECT SCOPE**

The proposed services within the qualified response shall include at a minimum the following:

1. Historical and current data/mobile data on visits to all O'Fallon Parks.
2. Onboarding, training, and technical support of program use.
3. Report generation based on client needs and objectives.
4. Geofencing capabilities.

**CORE COMPETENCIES**

The proposal will follow the following:

1. Relevant experience: Proven track record in similar projects or industries.
2. Technical Expertise: Up to date with competitive industry standards and technologies.

3. Quality Assurance: Ensure high quality deliverables.
4. Communication and Collaboration: Clear and timely communication and willingness to adapt to client needs.

## PROPOSAL

A qualified proposal **must** include the following information:

1. Capability Statement: A company overview and mission statement, core competencies, notable clients, and a short list of recent local government client successes.
2. Project Plan: A brief description of how the respondents will provide the proposed services listed in the Project Scope.
3. Proposed Fees/Expenses: Proposals shall clearly state a pricing structure for proposed services, description of potential add-on services and their associated costs, and additional fees/expenses and preferred payment process.
4. Project References: Contact information for 2-3 previous or current local government clients of similar community size and project scope along with permission to communicate with them.
5. Primary and Secondary Contacts: Provide primary and secondary contact names, work addresses, phone numbers, email addresses, and days/times of availability.
6. Sample Agreement: Include a sample agreement outlining the terms and conditions to include pricing and renewal clauses.

### **Supplemental Information (use additional sheets as necessary):**

1. Name of primary contact, address, and phone number.

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2. What day(s) and time(s) is the primary contact available?

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3. Provide a brief history of the company.

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4. Describe any name or ownership changes in the past five (5) years.

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5. Submit a sample copy of your current contract/agreement with all terms and conditions (subject to be reviewed by the City's legal review).

6. Provide at least four (4) references of current or past clients for the same services being requested. Include the following information for each reference:

- Agency name
- Address, City, State, Zip

- Contact information
- Years using system
- Volume of ticket quantities

7. Cost Proposal:

- Provide a comprehensive cost proposal with a complete breakdown and a grand total.
- The City reserves the right to choose all or a portion of the items proposed.

8. Renewal & Extension:

- In the event that the City of O'Fallon exercises its options to renew the contract for two (2) additional one (1) year periods pursuant to the applicable provisions outlined in this document, the Proposer shall provide below, the maximum percentages of increase or maximum percentage of decrease for each renewal period. The proposer is cautioned that the percentages shall be computed against the ORIGINAL contract/unit prices during renewal periods. Furthermore, the Bidder is advised that the City does not automatically grant increases at the time of renewing the contract and that if an increase isn't requested, documentation of need must be provided at the time of renewal.

Optional 1<sup>st</sup> Renewal Period Maximum % Increase over Year 1 Total Bid Price: \_\_\_\_\_ %

Optional 1<sup>st</sup> Renewal Period Maximum % Decrease over Year 1 Total Bid Price: \_\_\_\_\_ %

Optional 2<sup>nd</sup> Renewal Period Maximum % Increase over Year 1 Total Bid Price: \_\_\_\_\_ %

Optional 2<sup>nd</sup> Renewal Period Maximum % Decrease over Year 1 Total Bid Price: \_\_\_\_\_ %

## **SELECTION CRITERIA**

Proposals submitted will be reviewed by the Tourism & Festivals manager for completeness and qualifications. Staff reserve the right to select the respondent best able to meet and exceed the stated purpose of this Request for Proposals.

Criteria used to make this selection included, but not limited to the following:

1. Qualifications, experience, and previous successes of the respondent.
2. Experience of primary and secondary contact assigned to this project.
3. Firm's responses from the Project Scope and Proposal requirements.
4. Ability to provide the proposed services in a timely fashion.
5. Detailed fees and expenses.
6. All costs related to the project, both initial and ongoing.
7. The ability to serve the City of O'Fallon's needs for multiple years/.
8. Adherence to the requested Information specifications, thoroughness of the Proposal, as well as the overall format of the presentation
9. Functionality and ease of use
10. Safety and security to meet the criteria of City's IT Departments
11. Report generating capabilities for reconciliation and more
12. Customer support
13. The financial stability, longevity, and strength of the Vendor

The City of O'Fallon actively encourages submission of proposals from disadvantaged business enterprises and companies owned by minorities, women, immigrants, and veterans. The City does not discriminate on the basis of race, color, religion, creed, sex, sexual orientation, gender identity, age, ancestry, national origin, disability, or veteran status in consider of this aware.

**Exhibit "A"**

**AGREEMENT**  
**SAMPLE**

THIS AGREEMENT is made and entered into this day of , 20\_\_\_\_, by and between the City of O'Fallon, Missouri (CITY) and \_\_\_\_\_ (VENDOR). The parties agree as follows:

1. VENDOR agrees to provide the CITY with products or services in accordance with the bid documents and specifications entitled \_\_\_\_\_ with a public bid opening held on \_\_\_\_<date>\_\_\_\_. Said bid documents and specifications shall be incorporated into this contract by this reference.
2. The CITY in accordance with the attached Proposal will pay VENDOR an amount not to exceed \$ \_\_\_\_\_ upon completion of the work noted above.
3. VENDOR shall provide and bill for only those services associated with this project. No additional charges will be allowed without prior approval. All work performed shall be identified and quantified on each invoice.
4. VENDOR is an independent contractor and nothing contained herein shall constitute or designate VENDOR or any of its agents or employees as agents or employees of the CITY.
5. VENDOR agrees in the performance of this agreement that it will not discriminate against any employee of applicant for employment because of race, creed, color, age, sex, national origin, ancestry, religion or political opinion or affiliation.
6. VENDOR shall maintain during the life of this Agreement and furnish to the CITY the appropriate Professional Liability, Commercial General Liability, and Workers Compensation insurance certificates in amounts as detailed in the bid specifications. An original Certificate of Insurance from the company or authorized agent of record must be furnished to the City, provide that the City of O'Fallon is an "Additional Insured" on the Vendor's Commercial General Liability policy during the Term of the Agreement, and a copy of such "Additional Insured" endorsement must accompany the insurance certificate. This requirement of insurance does not limit the Vendor's liability under the Agreement in any manner. VENDOR shall provide 30 days written notice prior to any change in insurance.
7. VENDOR agrees to indemnify the CITY, its' officials, and employees from any loss, damage, costs, charges or expenses to person or property by reason of any action or omission on the part of any person or company involved in this agreement.

8. This contract shall be renewable, not to exceed two (2) times, at the terms of the original contract allowing no more than a 3% increase in unit cost per bid item annually, executable solely at the discretion of the CITY upon acceptance by the VENDOR, under the VENDOR's understanding that the quantities and aggregate amount of the contract are subject to change.

## VENDOR

CITY OF O'FALLON, MISSOURI

### Signature

Date

Signature Michael Snowden,

## City Administrator

Date

ATTEST:

Bess Bacher, City Clerk Date

**CITY OF O'FALLON, MISSOURI**

**PROPOSAL FORM**

Signature of proposer indicates that the proposer understands and will comply with all terms and conditions and all other specifications made a part of this Request for Proposals and any subsequent award or contract. All terms, conditions and representations made in this invitation will become an integral part of the contract.

In compliance with this Request for Proposal Number 26-010 and to all the conditions imposed herein, the undersigned offers and agrees to provide foot traffic/mobile analytics services for the City of O'Fallon in accordance with the scope of work and intent of the request for proposals contained herein.

Proposal Form shall be attached to respondent's proposal.

Indicate whether: ( ) Individual; ( ) Partnership; ( ) Corporation; ( ) Other \_\_\_\_\_

Incorporated in the state of: \_\_\_\_\_

COMPANY: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

NAME: \_\_\_\_\_

CITY: \_\_\_\_\_

TITLE: \_\_\_\_\_

STATE/ZIP: \_\_\_\_\_

PHONE NO.: \_\_\_\_\_

TAX ID NO.: \_\_\_\_\_

DATE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

**Acknowledge the receipt of addenda by initialing box below as appropriate.**

**Addenda 1 \_\_\_\_\_ Addenda 2 \_\_\_\_\_ Addenda 3 \_\_\_\_\_ Addenda 4 \_\_\_\_\_**

**Certification of Compliance with Section 34.600 RSMo., Supp. 2020**  
(Does not apply to contracts totaling less than \$100,000, or to contractors with fewer than 10 employees)

**NOTE:** Missouri law prohibits any public entity from entering into a contract to acquire or dispose of services, supplies, information technology or construction unless the contract includes a written certification that the company is not currently engaged in and shall not, for the duration of the contract, engage in a boycott of goods or services from the state of Israel; companies doing business in or with Israel or authorized by, licensed by or organized under the laws of the state of Israel; or person or entities doing business in the state of Israel.

I am \_\_\_\_\_ (name), and I am the \_\_\_\_\_  
(title) of \_\_\_\_\_ (company name) a (circle one)  
corporation, partnership, sole proprietorship, limited liability company, and  
am competent and authorized to make the following statement and attest to  
its truthfulness:

\_\_\_\_ I hereby certify that the company is not currently engaged in and shall not, for the duration of this contract, engage in a boycott of goods or services from the State of Israel; companies doing business in or with Israel or authorized by, licensed by or organized under the laws of the State of Israel; or persons or entities doing business in the State of Israel, in accordance with the terms and conditions set forth in Section 34.600 RSMo, Supp. 2020.

OR:

\_\_\_\_ The business employs fewer than 10 employees.

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Company Name

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Signature

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Printed Name and Title

## WORKER ELIGIBILITY VERIFICATION AFFIDAVIT

STATE OF \_\_\_\_\_ )  
 ) ss  
COUNTY OF \_\_\_\_\_ )

On the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, before me appeared \_\_\_\_\_,  
Affiant name \_\_\_\_\_

personally known to me or proved to me on the basis of satisfactory evidence to be a person whose name is subscribed to this affidavit, who being by me duly sworn, stated as follows:

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## Affiant Signature

Subscribed and sworn to before me in \_\_\_\_\_, \_\_\_\_\_, the day and year first above-written.  
city (or county) state

My commission expires:

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## Notary Public

*[Attach documentation of enrollment/participation in a federal work authorization program]*