The Tech Interactive

Earthquake Gallery: Emergency Response Simulator

Request for Proposals · Submission Deadline 5 p.m. PT, July 15, 2026

Introduction

The Tech Interactive is seeking proposals from innovative developers to provide game design, conceptual design, prototyping, programming, UI/UX design, visual design, animation and media production, trilingual content implementation, documentation, installation support, warranty, and post-opening support for the Emergency Response Simulator, a new digital game experience in the Earthquake Gallery opening June 11, 2027.

The Emergency Response Simulator is envisioned as a cooperative, role-based interactive experience where visitors work together to manage emergency response following a major Northern California earthquake. Players take on distinct response roles, coordinate limited resources, respond to cascading hazards, and see how coordinated action helps communities stabilize and recover.

We are seeking an experienced game developer or interactive media studio with demonstrated ability to create robust, accessible, high-throughput museum interactives. Experience with multiplayer or multi-user games, educational games, systems modeling, emergency response, hazard simulations, civic infrastructure, public safety, trilingual or multilingual interfaces, or physical/digital exhibit integration is strongly preferred.

Submission Procedure

The proposal should be submitted in PDF form to info@thetech.org no later than 5:00 p.m. PT on Wednesday, July 15, 2026.

The Tech Interactive reserves the right to request clarifications, conduct interviews, negotiate scope and terms, reject any or all proposals, or cancel this RFP at any time before execution of a formal contract.

RFP Review

This RFP does not commit The Tech Interactive to award the contract for the scope of work described herein, nor to pay for any costs incurred by proposers in the preparation of their proposal. Proposals will be evaluated primarily on proposer ability, past performance, demonstrated understanding of the visitor experience, project approach, work plan, and ability to deliver the scope within the available budget, and secondarily on cost factors.

Questions

Questions or issues regarding this RFP may be submitted to info@thetech.org.

Museum Background

The Tech Interactive, located in downtown San Jose, California, is a world-class science and technology center in the heart of Silicon Valley. Our mission is to inspire the innovator in everyone. The Tech develops the next generation of problem-solvers locally, nationally, and globally through immersive STEAM education resources, and believes that everyone is born an innovator who can change the world for the better.

The Tech Interactive welcomes more than 250,000 visitors a year to 130,000 square feet of hands-on activities, exploratory labs, design challenge experiences, and interactive exhibits. We are known for

hands-on learning, design challenge learning, engineering, science, technology, and experiences that invite visitors to create, test, iterate, and reflect.

The Tech Interactive serves visitors of all ages and backgrounds, including students, educators, families, and adults. The Tech is dedicated to STEM inclusion, accessible experiences, and serving the diverse communities of Silicon Valley. Visitor-facing exhibit content for this project will be presented in English, Spanish, and Vietnamese.

Earthquake Gallery Background

The Earthquake Gallery explores earthquakes through the lens of the San Francisco Bay Area, highlighting how engineering, technology, and human ingenuity help us understand, prepare for, and respond to seismic events. The gallery asks: How do we understand, prepare for, and respond to earthquakes in the place where we live?

Earthquakes are an ever-present reality in the Bay Area, shaping its landscape, infrastructure, and collective memory. Yet for many residents and visitors, earthquakes remain abstract, misunderstood, or associated primarily with fear. The gallery repositions earthquakes not simply as natural disasters, but as measurable phenomena that people can understand and prepare for.

The gallery is organized around three interconnected lenses: local context, engineering and technology, and human experience. Together, these lenses create a narrative in which earthquakes are not just forces of destruction, but challenges that people actively work to understand, prepare for, design for, and address.

Role of the Emergency Response Simulator in the Gallery

The Emergency Response Simulator is the gallery systems-thinking experience. It builds on the gallery's other experiences: the Earthquake Shake Platform provides embodied understanding of seismic motion; the Seismograph area shows how earthquakes are detected and interpreted; the Seismic Engineering Lab shows how structures and infrastructure can be designed for resilience; and the Preparedness at Home area translates large-scale systems into personal action.

The Emergency Response Simulator answers: What happens after an earthquake, and how do people work together? It reframes disaster response from a series of isolated heroic actions into a dynamic, collaborative system where priorities shift, tradeoffs are unavoidable, and coordination is essential.

Gallery Goals

Make Earthquakes Locally Relevant

Guests will connect seismic activity to familiar places and systems in the Bay Area, recognizing earthquakes as part of their lived environment.

Center Engineering and Technology as Solutions

The gallery emphasizes human ingenuity and showcases how engineers, scientists, designers, technologists, and communities design systems that reduce risk and support resilience.

Demystify Detection and Data

Guests will see how earthquakes are measured, modeled, and interpreted, building trust in the scientific processes behind detection, sensor networks, seismic data, and early warning.

Promote Preparedness Without Fear

The gallery prioritizes actionable knowledge and confidence. It should help guests leave with a sense of readiness rather than anxiety.

Encourage Systems Thinking

Guests will explore how earthquakes affect interconnected systems, including infrastructure, emergency services, communications, housing, transportation, utilities, and recovery.

Emotional and Experiential Throughline

Across all experiences, the gallery is designed to shift how guests feel about earthquakes: from fear to intrigue, from uncertainty to understanding, and from helplessness to agency. By balancing realism with empowerment, the gallery should leave guests not overwhelmed, but confident in their ability to engage with and respond to the world around them.

Emergency Response Simulator Overview

The Emergency Response Simulator is a cooperative, role-based digital game experience in which visitors work together to manage emergency response following a major Northern California earthquake. Players assume different response roles and coordinate limited resources to address cascading hazards such as aftershocks, fires, blocked roads, damaged infrastructure, displaced populations, and communication challenges.

The experience emphasizes systems thinking, teamwork, and decision-making under pressure while fostering a sense of empowerment and understanding of how coordinated response efforts help communities recover from disasters. No single role or action can solve the whole crisis. The roles are the system, not just parts of it.

Current Working Format

- A multiplayer, cooperative, role-based systems simulation.
- Three player stations, each supporting one to two players.
- Approximately 3-6 active participants per game cycle.
- A central, real-time shared map display that acts as the single source of truth for players and observers.
- Timed scenario progression with dynamic events, cascading hazards, finite resources, and visible outcomes.
- A session length of approximately five minutes, plus one to two minutes of turnover and reflection.
- A high-throughput museum-floor experience designed for free-play use without facilitation, with an optional group or facilitated mode if feasible.

Visitor Experience Requirements

Audience

The experience should serve middle-school students, school groups, families, adults, multilingual visitors, and visitors with a wide range of prior knowledge about earthquakes and emergency response. The game should be approachable for visitors approximately ages 8-12 while still engaging younger and older audiences.

Social Experience

The experience is designed for small-group, high-turnover cooperative play. Three stations should support one to two players each and should encourage face-to-face collaboration while maintaining clear individual responsibilities. Surrounding large-format display elements should extend the experience beyond active players and invite bystanders to observe, anticipate needs, and verbally contribute to decision-making.

Throughput and Dwell Time

Each game cycle is expected to run approximately five minutes, with an additional one to two minutes for turnover. This allows an estimated 8-10 sessions per hour. At 3-6 active players per session, this yields roughly 24-60 direct participants per hour, with additional indirect engagement from observers.

Modes of Use

- Free Play Mode: The base experience must function as an unfacilitated, walk-up museum-floor experience. Visitors should understand how to join and what to do quickly.
- Attract Mode: The experience should have an ambient state that communicates the premise, invites participation, and supports spectator understanding without excessive text.
- Reset and Recovery Mode: The experience should reset automatically after abandonment, timeout, or completion. Staff should also be able to trigger a manual reset.
- Staff/Admin Mode: The contractor should provide staff-facing controls for diagnostics, restart, calibration, content checks, and optional scenario or difficulty settings.

Visitor Story

1. Visitors approach a large shared display showing a stylized Bay Area or Northern California region map.
2. Three player stations invite visitors to join as response teams.
3. Players quickly learn that no one role can solve the crisis alone.
4. New incidents appear over time, including injuries, fires, blocked roads, damaged infrastructure, displaced people, communication issues, aftershocks, or other secondary hazards.
5. Players allocate limited resources and discover that many actions depend on other roles.
6. The shared map updates in real time, showing the consequences of team decisions.
7. The session ends with a short summary that reinforces what the team stabilized, what remained challenging, and what helped the response succeed.

Onboarding

The game must communicate the premise and basic interaction model within seconds. Visitors should be able to learn by doing, with minimal text. Role assignments, available actions, active hazards, resource constraints, and team goals should be visually clear. The design should avoid long instructions, dense tutorial screens, and text-heavy menus.

Reflection and Debrief

The game should include a brief, meaningful end state. The end screen should help visitors reflect on what happened without feeling judged. Prompts might include: What helped your team succeed? What tradeoff did you make? What would you try next? Which systems needed to work together? The debrief should reinforce that there is no perfect response, tradeoffs are inevitable, and coordinated action matters.

Learning Objectives

Systems Thinking: Interdependence of Response Systems

Visitors will understand that effective earthquake response depends on interdependent systems: life safety, hazard stabilization, and logistical support. Rescue depends on access. Stabilization depends on resources. Support depends on knowing priorities. The roles together are the response system.

Collaboration and Coordination

Visitors will recognize that emergency response requires continuous communication and coordination across roles with different responsibilities, tools, and information. Coordination is not optional. It is structurally required by the game.

Awareness of Secondary Hazards

Visitors will identify that earthquakes trigger multiple evolving hazards, including hazards that require stabilization before rescue. Rescue teams may want to act immediately, but routes, fires, damaged structures, power failures, and communication systems can determine what actions are possible or effective.

Decision-Making Under Constraints

Visitors will practice prioritizing actions across competing needs while balancing immediate life safety, risk reduction, time pressure, uncertainty, and limited resources.

Empowerment and Preparedness

Visitors will leave with a sense that organized systems and teamwork can reduce disaster impacts and that these systems are understandable. No one role is the hero. Every contribution matters.

Role Clarity in Emergency Response

Visitors will understand that emergency response is organized into distinct but coordinated functions: people-focused response, hazard and infrastructure stabilization, and logistics, aid, information, and support.

Game Design Requirements

Core Design Principles

- Cooperative, not competitive: Avoid individual scoring, blame, and failure framing.
- Meaningful choices: Each role should have multiple viable options, not simple correct or incorrect choices.
- Visible consequences: The map and shared display should respond immediately and clearly to player decisions.
- Interdependence: Actions by one role should unlock, enhance, or constrain actions by another role.
- Balanced challenge: The game should create urgency and tradeoffs without overwhelming children or families.
- Frequent micro-successes: Feedback such as Road restored, People reached, Fire contained, or Shelter opened should build competence and confidence.
- Replayability: Different event sequences, hazard combinations, starting conditions, or team strategies should invite repeat play.
- Bystander engagement: Observers should be able to follow the game, identify urgent needs, and become interested in playing the next round.

Current Working Roles

The current concept divides roles by problem type rather than by literal real-world job title. Proposers may refine names and mechanics, but should preserve the clarity, balance, and interdependence of the three-role structure.

Role	Function	Player Experience
Rescue / Life Safety Team	People-focused field response: search and rescue, medical response, evacuation, local alerts, triage, and requests for access.	Emotionally rewarding, urgent, visible impact.
Stabilization Team	Hazard and infrastructure threat mitigation: fire suppression, road clearing,	Strategically powerful; stops cascading failures and opens pathways for others.

Role	Function	Player Experience
	structure stabilization, gas shutoff, bridge inspection, access restoration, and power restoration.	
Support / Logistics and Support Team	Coordination, logistics, aid, information, and shelters: supplies, shelters, communications, mutual aid, team capacity boosts, and coordinated response.	Socially essential multiplier that makes other actions more effective.

Potential Action Types

Each role should include a mix of reactive actions, preventative actions, enabling actions, and a signature ability. The contractor should refine the final action set through design and prototyping.

Role	Reactive Actions	Preventative Actions	Enabling Actions	Signature Ability
Rescue / Life Safety	Rescue Civilians; Send Ambulance; Evacuate Area	Pre-Stage Teams; Issue Local Alerts	Triage Zone; Request Access	Mass Rescue
Stabilization	Extinguish Fire; Clear Roads; Stabilize Structure	Shut Off Gas; Reinforce Infrastructure; Inspect Bridge	Restore Access; Restore Power	Contain Cascade
Support / Logistics	Open Shelter; Deploy Supplies; Restore Communications	Pre-Position Resources; Public Information Broadcast; Request Mutual Aid	Boost Team Capacity; Coordinate Response	Resource Surge

Five-Minute Gameplay Loop

Time	Phase	Purpose
0:00-0:30	Onboarding	Players join, roles are assigned, and the goal is introduced: Work together to stabilize the region.
0:30-1:30	Initial Impact	Initial injuries, fires, and blocked roads appear. Interdependence becomes clear as some actions are blocked until others act.
1:30-3:00	Escalation	Aftershock or new hazards increase coordination needs. Players begin anticipating needs and prioritizing tradeoffs.
3:00-4:30	Crisis Peak	Major secondary hazard or system strain forces hard choices. Signature abilities may be triggered.
4:30-5:00	Resolution	System evaluates outcomes and transitions to a short reflection or summary.
+1-2 min	Turnover	Summary screen, reset, and natural rotation for the next group.

Event and Hazard System

The game should include a simple but expressive event system that creates urgency, replayability, and systems thinking. Events may trigger approximately every 30-60 seconds and should include primary earthquake events, secondary hazards, and system strain events.

- Primary events
  Initial quake, aftershock, strong aftershock. These introduce or escalate baseline conditions.
- Secondary hazards
  Fire, landslide, power failure, liquefaction, damaged bridge, blocked roads, and tsunami warning if geographically appropriate to the final scenario.
- System strain events

Hospital over capacity, supply shortage, communication failure, shelter capacity issue, mutual aid delay, or similar pressure mechanics.

Hazard logic should emphasize relationships. Fire may spread faster if gas lines are not shut off. Rescue may be delayed by blocked roads or damaged bridges. Shelters may be less effective without supplies. Hospitals may be less effective without power. Aftershocks may escalate existing damage. Stabilization actions may unlock rescue or support actions. These relationships should be legible to visitors, not hidden in the model.

Game System Components

1. Player Stations

The experience is envisioned with three player stations with touchscreens. Each station represents one role and should provide role-specific information, clear actions, capacity indicators, team communication prompts, trilingual content, accessible input design, and automatic reset after abandonment. Each station should show a limited number of actions at any one time, ideally 4-6, to reduce cognitive load.

2. Shared Map / Central Display

The shared display should be the visual centerpiece of the experience and the single source of truth for players and observers. It should be readable from approximately 10-20 feet away and communicate the state of the region, the urgency of active incidents, resource constraints, and the effects of team decisions.

- Global status bar: region stability, time remaining, active alert banner.
- Regional map: stylized Bay Area or Northern California map with hazards, infrastructure damage, people needs, response units, and visible changes over time.
- Active incidents panel: top-priority issues with urgency indicators.
- Team activity feed: recent actions by each role, reinforcing teamwork for players and observers.
- Team status bar: rescue capacity, stabilization crews, supplies, communications, or other resource indicators.
- Bystander prompts: occasional prompts such as What should the team fix next? or Which area needs access first?

3. Scenario Engine

The software should manage timed phases, event triggers, hazard escalation, dependencies, resource constraints, response outcomes, stabilization thresholds, reset behavior, and replayability. The contractor should describe the architecture for this system and how The Tech Interactive can tune or test scenarios during development.

4. Systems Model

The model does not need to precisely simulate real-world emergency response. It should simplify real-world systems in ways that are understandable, accurate enough for museum learning, and aligned with the exhibit goals. The Tech Interactive will work with content advisors to identify the most important relationships, tradeoffs, and consequences to represent.

5. Results / Debrief Display

The game should end with brief results or a reflection moment. Possible outputs include people helped, zones stabilized, fires contained, roads restored, shelters opened, communications restored, or systems still under strain. The summary should reinforce collective action and learning, not ranking or blame.

6. Admin / Staff Tools

Staff should be able to start, stop, restart, and reset the experience; view diagnostics; see error logs; mute or adjust audio; confirm display and station status; switch language defaults if applicable; and access maintenance or test modes. Optional scenario or difficulty selection may be proposed if feasible.

Content, Tone, Accessibility, and Localization

Emotional Safety and Tone

The Emergency Response Simulator should be urgent and meaningful without being frightening, graphic, punitive, or sensationalized. The experience should focus on solutions, teamwork, coordination, and community resilience. It should avoid disaster spectacle, individual blame, and failure language (e.g., “You lost”).

- No graphic injury imagery or realistic traumatic scenes.
- A bold and friendly visual tone consistent with the Earthquake Gallery direction.
- Clear, calm, solution-focused language.
- No individual scoring or role-based blame.
- Frequent micro-successes that show progress and build confidence.
- End-state language such as, “This response was challenging - what would you try next?”
- Balanced urgency that creates engagement without overwhelming visitors.

Trilingual Content and Localization

All visitor-facing content must be implemented in English, Spanish, and Vietnamese. The contractor should design the experience to minimize text burden and support clear communication through iconography, animation, spatial feedback, sound, and simple language.

- Support English, Spanish, and Vietnamese text throughout all visitor-facing screens and audio/video captions, if applicable.
- Design flexible UI layouts that can accommodate text expansion across all three languages.
- Use fonts that support Spanish punctuation and Vietnamese diacritics.
- Avoid placing critical text inside flattened graphics unless editable source files are provided.
- Provide editable text files, structured content files, or a lightweight content workflow for museum review.
- Include localization QA before final delivery.
- Do not rely on color alone to communicate critical information.

This RFP assumes The Tech Interactive or its designated translation partner will provide final approved translations, unless proposers include translation as a clearly identified optional service. The contractor is responsible for designing for, implementing, and testing trilingual content in the software.

Accessibility and Inclusive Design

- Design for visitors of different ages, heights, abilities, language backgrounds, reading levels, and prior knowledge.
- Use large, readable text and iconography; avoid dense paragraphs in gameplay.
- Provide captioning or text alternatives for spoken audio or video.
- Use non-audio feedback for critical information.
- Use visual states that are legible for color-blind visitors and do not rely on color alone.
- Design inputs to be robust, responsive, and accessible within the final physical station constraints.
- Support spectators and visitors who may not actively control a station.

Scope of Work

- Game design and systems design.
- Role, action, scenario, and event design refinement.

- Visitor flow, onboarding, and debrief design.
- UI/UX design for three player stations.
- Shared map and central display design.
- Visual design, animation, and media production for the digital experience.
- Trilingual content implementation in English, Spanish, and Vietnamese.
- Software architecture and programming.
- Game engine, scenario engine, rules model, and systems model implementation.
- Admin and staff controls.
- Basic anonymous operational analytics and diagnostic logging.
- Prototyping and visitor-testing support.
- Quality assurance, bug fixing, and stability testing.
- Hardware specification support and coordination with hardware/AV/fabrication partners.
- Installation, integration, commissioning, and burn-in support.
- Complete source code handoff, build instructions, deployment documentation, and staff training.
- Warranty and post-opening support as proposed.

Coordinated Scope

The contractor should expect to coordinate with The Tech Interactive exhibit team, gallery designers, fabricators, AV integrators, museum IT, emergency response and/or public safety content advisors, seismology advisors as needed, translators or localization reviewers, accessibility reviewers, and visitor-testing/evaluation staff.

Data, Analytics, and Privacy

The experience is not expected to collect personally identifiable visitor information or connect to visitor accounts. The contractor may provide anonymous operational and usage data such as number of sessions, session length, language selected, scenario selected, completion rate, error states, uptime, and crash logs.

No names, images, audio recordings, personal identifiers, or persistent visitor profiles should be collected unless explicitly approved in writing by The Tech Interactive. Any proposed data collection must be reviewed and approved by The Tech Interactive before implementation.

Deliverables

The Tech Interactive expects the work to proceed in two phases. The final scope, schedule, and payment milestones will be mutually agreed upon during contract negotiation.

Phase One: Conceptual Design and Prototyping

- Project kickoff and detailed work plan.
- Review of Earthquake Gallery and Emergency Response Simulator concept documents.
- Refined game design brief.
- Visitor experience flow.
- Role and action framework.
- Scenario and event framework.
- Systems model plan.
- Technical architecture plan.
- Shared display wireframes.
- Player station UI wireframes.
- Trilingual content implementation plan.
- Low-fidelity prototype of the core mechanic.
- Playable functional prototype suitable for visitor and staff testing.
- Prototype testing support.
- Testing findings and recommendations.

- Updated production scope, schedule, and fixed-fee proposal for Phase Two.

Phase Two: Final Design, Production, Installation, and Support

- Final game design document.
- Final role and action design.
- Final scenario and event design.
- Final systems model.
- Final UI/UX design for all player stations and shared displays.
- Final visual design and animation assets.
- Final trilingual content integration.
- Final software build.
- Admin and staff tools.
- Quality assurance plan and test reports.
- Installation and integration support.
- Commissioning and acceptance testing.
- Burn-in support and bug fixing.
- Staff training.
- Complete source code and repository handoff.
- Build and deployment documentation.
- Technical operations manual.
- Editable source files for graphics and media.
- Warranty and post-opening support plan.

Technical and Operational Requirements

- Reliable daily public operation in a high-traffic museum environment.
- Diagnostic logging for troubleshooting.
- Conforms to secure coding best practices.
- Languages and frameworks that are currently supported by their vendors and suitable for long-term maintenance.
- Source code handoff and repository documentation.
- Complete build instructions and deployment documentation.
- QA and burn-in plan.

A more exhaustive documentation of our exhibit software development standards will be provided during the discovery phase.

Ownership, Licensing, and Source Code

The proposal should identify any third-party software, libraries, frameworks, media assets, fonts, or services that would be required to operate or maintain the experience. The Tech Interactive must receive complete source code, editable source files, build instructions, deployment instructions, and sufficient rights to operate, maintain, repair, and modify the experience for the life of the exhibit. Any limitations on ownership, licensing, or future modification rights must be clearly stated in the proposal.

Warranty and Support

The proposer should include a warranty and post-opening support plan. The Tech Interactive expects a minimum software warranty/support period of 365 days after public opening, with response times and support methods clearly stated. Proposers may include extended warranty or support options as optional alternates.

Proposed Schedule

The Tech Interactive proposes the following schedule. Proposals may include recommendations to modify deliverable dates in order to complete the Scope of Work within the required opening date. A final schedule shall be mutually agreed upon prior to completion of the contract.

Phase	Deliverable	Due Date
Procurement	RFP issued	June 2026
Procurement	Questions due	June 26, 2026
Procurement	Responses/addendum issued	June 30, 2026
Procurement	Proposals due	July 6, 2026
Procurement	Vendor interviews, if needed	July 13-17, 2026
Procurement	Vendor selected	July 24, 2026
Contracting	Contract completed	August 14, 2026
Phase One	Kickoff	August 2026
Phase One	Concept/game design direction	September 2026
Phase One	Prototype 1	October 2026
Phase One	Visitor/staff testing round 1	October/November 2026
Phase One	Prototype 2	December 2026
Phase One	Visitor/staff testing round 2	January 2027
Phase Two	Final design/design freeze	February 2027
Phase Two	Alpha build	March 1, 2027
Phase Two	Beta build	April 1, 2027
Phase Two	Final production build	May 1, 2027
Installation	Installation and integration	First 2 weeks of May 2027
Installation	Burn-in and bug fixing	Late May-early June 2027
Opening	Public launch	June 11, 2027

Budget and Form of Contract

Budget

The total available budget for the contractor scope of work is not to exceed $140,000, inclusive of all contractor labor, subcontractor costs, software development, media production, project management, documentation, installation support, warranty/support as proposed, and applicable expenses. Proposers should describe how they would deliver the required scope within this amount and should clearly identify assumptions, exclusions, and any optional alternates. Independent contractors whose scope of work consists of one part of the total services required are welcome to submit sub-proposals that clearly define the scope within their skillset, and The Tech Interactive may be able to match a team of multiple independent contractors.

Hardware procurement, exhibit fabrication, physical station fabrication, major AV procurement and installation, base building work, and final translation services are expected to be handled separately by The Tech Interactive or its other contractors unless otherwise proposed and approved. Any proposed hardware, AV, fabrication, translation, travel, or support costs included in the $140,000 cap must be clearly identified.

Proposers are encouraged to submit a base proposal that fits within the not-to-exceed amount, along with a small number of optional alternates or deductive alternates. Optional alternates should not be required for the base experience to function successfully.

Form of Contract

Phase One will be the design and prototyping phase, structured as a not-to-exceed contract with agreed rates and deliverables. Key deliverables include conceptual design, game design, concept testing, prototyping, technical architecture, and initial specifications. At the completion of Phase One, the contractor will submit a fixed-fee proposal for Phase Two.

Phase Two will include final design, programming, production, trilingual content implementation, documentation, installation support, commissioning, warranty, and support. The combined contractor scope for Phase One and Phase Two is expected not to exceed $140,000 unless otherwise negotiated in writing.

The Tech Interactive reserves the right to negotiate all elements of submittals, proposals, terms and conditions, budget, deliverables, schedule, and scope of work as part of the contract negotiation process prior to any formal authorization of the contract.

Museum Responsibilities

The Tech Interactive will provide, as applicable:

- Gallery goals, interpretive direction, and current concept documents.
- Content advisor access and review coordination.
- Brand, tone, and visual guidance for the Earthquake Gallery.
- Trilingual content review workflow and final approved translations, unless otherwise contracted.
- Visitor testing access and museum staff support.
- Exhibit/gallery integration coordination.
- Hardware purchasing, if applicable.
- Fabrication coordination, if applicable.
- AV integration coordination, if applicable.
- Museum IT coordination.
- Installation access and site coordination.
- Review and approval of major deliverables.

Contractor Responsibilities

The selected contractor will be responsible for leading and delivering the digital game experience within the agreed scope, including:

- Game design, systems design, and interaction design.
- Prototyping and iterative development.
- Software development and technical architecture.
- UI/UX design and visual/media production.
- Trilingual implementation and localization-ready design.
- Integration support with hardware, AV, physical stations, and gallery infrastructure.
- Coordination with The Tech Interactive staff and other project partners.
- Quality assurance and bug fixing.
- Documentation, source code handoff, and staff training.
- Installation, commissioning, burn-in, warranty, and support as agreed.

Confidentiality

All material contained within this RFP should be considered confidential and may not be disclosed to anyone not directly involved in the preparation of your response. Evidence of dissemination of information disclosed in this RFP may result in disqualification of proposal and possible legal action. All contractors working with The Tech Interactive are required to sign an NDA as part of the contract process.

Proposal Contents

Your proposal should be accompanied by a cover letter and must include the sections below. If teaming, each firm must supply the required company information along with a detailed plan for how the team will work together. Attachment 1, the cost proposal, should be submitted as a separate document.

Cover Letter

- Brief statement of interest and understanding of the project.
- Primary proposal contact name, title, email, and phone number.
- Acknowledgment of the not-to-exceed budget and public launch date.

Section 1 - Company

- Company history.
- Federal Employer ID Number.
- Corporate structure and legal status.
- Team members who would execute the work, including experience, skills, roles, and expected allocation.
- Name of the person in your firm who will be the official contact for any contractual relationship.
- Names, addresses, and descriptions of key subcontractors, if applicable, and a brief description of their relevant experience and past performance.
- If teaming, a clear teaming plan, lead contractor identification, decision-making process, and communication plan.

Section 2 - Company Financial Condition

- Describe any litigation, claims, or investigations currently pending, or filed by or against Proposer during the past 10 years, other than workers compensation claims.
- State whether Proposer is currently aware of any material change in ownership or management that is likely to occur prior to completion of the Work.
- Annual volume of work, in dollars, for this specialty.

Section 3 - Direct Applicable Experience / Portfolio

Provide up to five relevant projects completed in the last five years. For each project, include:

- Project title, site/location, client, and year.
- Contact reference.
- Screenshots, video links, or other documentation of the interactive experience.
- Description of the interactive, game, simulation, or media components.
- Description of museum, public installation, educational game, high-throughput, or multiplayer experience, if applicable.
- Description of shared display, station-based UI, physical/digital integration, or AV integration, if applicable.
- Description of multilingual or trilingual implementation, if applicable.
- Programming environment, game engine, software, hardware, and tools utilized.
- Scope of work by Proposer and scope of work by subcontractors.
- Form of contract, original contract price, final price, and explanation of any cost differential.

Section 4 - Project Approach

Provide a narrative describing how you would create the Emergency Response Simulator. The narrative should address:

- Proposed game design approach and core game loop.
- Role and action structure.
- Scenario and event system.
- Systems model approach and how you would represent tradeoffs and cascading effects.
- Accessibility approach.
- Prototype and visitor testing approach.

Section 5 - Work Plan

- Proposed schedule of work.

- Milestones and review points.
- Staffing plan and project team allocation.
- Project management methodology.
- Communication cadence and meeting assumptions.
- Prototyping methodology and examples.
- Examples of documentation.
- Examples of version control and bug tracking practices.
- Risks and mitigations.
- Assumptions and dependencies, including decisions needed from The Tech Interactive.
- On-site needs, if any.

Section 6 - Cost Proposal

Submit Attachment 1 as a separate PDF. The cost proposal should include Phase One not-to-exceed cost, estimated Phase Two fixed fee, total project cost not to exceed $140,000, labor by role, subcontractor costs, travel, software licenses, warranty/support, optional alternates, deductive alternates, exclusions, and assumptions.

Attachments

- Attachment 1 - Cost Proposal / Quote Sheet.
- Attachment 2 - Rate and Markup Sheet.

Attachment 1 - Cost Proposal / Quote Sheet

Submit this attachment as a separate PDF. The base proposal should fit within the not-to-exceed budget of $140,000 for the contractor scope of work. Add rows as needed. Optional alternates and deductive alternates should be clearly labeled.

Scope Area	Phase One NTE	Phase Two Estimate	Notes / Assumptions
Project management			
Game design			
Systems/scenario design			
UI/UX design			
Visual design/animation			
Software development			
Shared display			
Player stations			
Trilingual implementation			
Admin/staff tools			
QA/testing			
Installation/commissioning support			
Documentation/source handoff			
Warranty/support			
Travel			
Optional alternates			
Deductive alternates			
Total			

Attachment 2 - Rate and Markup Sheet

Labor Class	Labor Rate ($/hour)	Notes
Principal		
Director		
Project Manager		
Producer		
Game Designer		
Systems Designer		
UI/UX Designer		
Visual Designer		
Animator/Motion Designer		
Programmer/Engineer		
Technical Artist		
QA Tester		
On-site Installer		
Other A		
Other B		
Other C		

Material / Cost Type	Markup %	Notes
Subcontractor A		
Subcontractor B		
Subcontractor C		
General Materials		
Specialty Materials		
AV Hardware		
Software Licenses		
Shipping		
Installation Expenses		
Travel		
Use Rights (photo, video, media)		
Misc.		