



Request for Information (RFI) Sidewalk and Transit Amenities Program (STAP)

City of Los Angeles
Department of Public Works
Bureau of Street Services (StreetsLA)



RFI Release Date:	February 26, 2020
Briefing Session:	March 17, 2020 at 10:00 AM Pacific Time
Deadline for Questions	March 19, 2020
Answers to Questions	March 24, 2020
Responses to RFI	March 31, 2020 by 3:00 PM Pacific Time

This RFI is available on the Los Angeles Business Assistance Virtual Network, www.LABAVN.org under Search Opportunities, by Department: Street Services Bureau, Public Works.



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1. Introduction

The City of Los Angeles Department of Public Works Bureau of Street Services (the City) is issuing this Request for Information (RFI) to the Out of Home, Digital Online, Wireless, and Design industries to solicit creative approaches that deploy industry leading technologies and best practice to inform the City's Sidewalk and Transit Amenities Program (STAP).

2. Intent of Request for Information (RFI)

Responses to this Request for Information will be considered in the development of a Request for Proposals for the management of the City's Sidewalk and Transit Amenities Program. The City will seek to engage the services of an experienced business partner to achieve the goals of developing a self-sustaining, world-class street furniture program.

This RFI shall not limit any rights of the City. The City reserves all its rights including, but not limited to its right to elect not to procure the products or services that are the subject of this RFI and to procure them from a firm that has not responded to this RFI. The City shall not be obligated to respond to any submittal nor shall it be legally bound in any manner whatsoever by the receipt of a submittal. The City makes no representation that a contract is awarded to any Respondent to this RFI. The City, at its sole option, may contact firms to get clarifications to obtain additional information and/or invite a select number of vendors to provide a live product demonstration as a part of the RFI process.

3. Disclaimer

No direct award of the contract will result from this RFI. This RFI is intended for informational purposes only on the City's behalf. Submitted responses to this RFI will not be returned, including all submitted drawings, diagrams, literature, and documents, and shall become the property of the City upon receipt by the City. Respondents to this RFI consent to the City incorporating any ideas, concepts, approaches, or strategies into any design, procurement or contractual activities related



to any aspect of the project without any liability or consideration on the part of the City.

Responses to this RFI (inclusive of all documents submitted) are subject to the Public Records Act (California Government Code Sections 6250 et seq.). Respondents should identify all materials included in their RFI responses that are Confidential or Trade Secrets that they determine are exempt from disclosure under the Public Records Act as “Confidential”, “Secret”, etc.. However, submissions may be determined to be subject to disclosure even if the Respondent claims confidential treatment in accordance with this RFI.

Respondents are solely responsible for all expenses associated with responding to this RFI. The City accepts no financial responsibility and will not be liable in any way for any costs incurred by Respondents in replying to the RFI including, but not limited to, costs associated with researching and preparing the submission.

4. Objective

The City envisions its STAP as a program that not only achieves the essential goals of providing shelter, shade, safety, and comfort to transit riders and pedestrians, but also improves the quality of life for those who live and work in, and visit the City by delivering these services through thoughtful, efficient design and implementation. At the core of that vision is to expand the use of transit, active transportation, and shared mobility, as well as to foster economic growth that helps strengthen neighborhoods.

The Request for Information and the resulting Request for Proposals will identify a partner that shares the City’s vision to create a street furniture program that serves as a focal point for shared mobility; facilitates shared use of the sidewalk; provides directions and suggestions through wayfinding and interactive information; and promotes commerce through static, digital, and interactive advertising. The emergence of technologies, especially digital, wireless, and 5G, that can be supported by or work collaboratively with street furniture will also be an important part of the STAP.



For the past two decades, the City of Los Angeles' street furniture program has operated on a traditional business model supported by advertising revenue. The City now intends to work collaboratively with a qualified partner that shares its vision that sidewalk and transit amenities can influence travel choice and improve neighborhoods while garnering a larger portion of out of home advertising expenditures in the Los Angeles market.

As part of the new program vision, the City seeks to accelerate the early build-out of program elements and ensure that other city initiatives, such as Bike Sharing and Great Streets programs, are included in a truly comprehensive program. To achieve these goals, the City will consider providing capital for the purchase of STAP elements and anticipates an improved permitting process for the rollout and replacement of amenities.

The City has also made public engagement a priority for the program with the establishment of two advisory groups, engagement of the region's transit service providers, and planning to raise public awareness of the purpose and opportunities of the STAP.

Out of home advertising revenues rose 4.5% in 2018 resulting in \$8 billion in revenue in the United States.¹ This is a record amount of revenue for an industry that has recorded 35 consecutive quarters of growth, according to the Outdoor Advertising Association of America. The City seeks to benefit from this growth by collaborating with a commercial partner to develop a program that is innovative and flexible, adapting to changing roles that out of home advertising plays in supporting online advertising, but still serving as a primary medium for traditional advertisers. The City seeks a partner that shares its ambitious vision for the STAP as one that delivers measurable value for advertisers and the taxpayers of Los Angeles.

The City will be holding a formal Request for Information briefing session at 10 AM on Tuesday, March 17, 2020 in the Edward R. Roybal BPW Session Room, Room 350 City Hall, 200 North Spring Street, Los

¹ Outdoor Advertising Association of America March 2019 News Release



Angeles, California 90012. All organizations with a sincere interest in the resulting Request for Proposals are encouraged to attend. The City intends to create an environment that offers networking and partnering opportunities for attendees.

The City will use the Request for Information process not only to promote competition, but also to allow the aforementioned industries to identify new advertising technologies and experiential advertising opportunities; propose design solutions that respond to the program vision and goals; recommend innovative forms of out of home advertising; and suggest how the STAP can use data to increase program revenues, support city services, and deliver long-term program value.

5. Participation in the RFI

Submissions

The City of Los Angeles welcomes the participation of qualified organizations who currently design, build, operate, manage, and/or invest in street furniture programs sustained by revenue generation. The City encourages the formation of multi-disciplinary teams with local partners for the purpose of achieving excellence in design, local economic value, and program success.

The City has provided a questionnaire to collect industry comment and suggestions regarding all aspects of its STAP in order to develop a more comprehensive Request for Proposals (RFP) document that clearly defines design standards, types of structures, programs, technologies, and new concepts that would increase program utility as well as revenues.

Organizations that do not participate or respond to this RFI shall not be excluded from participating in the formal procurement for services through the Request for Proposals process; however, those with a sincere interest are strongly encouraged to participate.



RFI materials is available on the Los Angeles Business Assistance Virtual Network, www.LABAVN.org under Search Opportunities, by Department: Street Services Bureau, Public Works.

6. RFI Schedule

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7. RFI Process

The City will consider the suggestions, comments, and design solutions of the organizations that respond to the RFI questionnaire in its development of the Request for Proposals.

A formal Request for Information briefing session will be held at:
 10 AM on Tuesday, March 17, 2020
 in
 Edward R. Roybal BPW Session Room
 Room 350 City Hall
 200 North Spring Street
 Los Angeles, California 90012

Following the RFI and evaluation of the submissions, the City will develop and issue an RFP.

RFI Information and Communication with StreetsLA

The City may modify the RFI or the RFI response process at any time. Responses to questions and any changes in the process or updates to the schedule above will be posted on the Los Angeles Business Assistance Virtual Network, <http://www.LABAVN.org> under Search Opportunities, by Department, Street Services Bureau, Public Works.

If a determination is made that a clarification or change to the RFI document is required, or if the City obtains additional information that it deems may be useful to Respondents, a written addendum will be



posted on the website noted above. Respondents are responsible for obtaining all RFI materials. A Respondent interested in receiving a notice of changes should register as a firm on the LABAVN.

- A. All general communications regarding the RFI or request for additional information from potential Respondents to the RFI shall be submitted in writing only via e-mail with the subject heading "Sidewalk and Transit Amenities Program RFI."
- B. Questions and comments presented in advance from interested and qualified organizations will be answered during the process. Requests for individual, one-on-one meetings during the RFI process will not be granted.
- C. Questions or comments regarding this RFI submitted after the deadline date for questions will NOT be answered.
- D. Inquiries regarding the RFI should be directed to: Lance.Oishi@lacity.org on or before the question deadline listed on the front page of this RFI.
- E. Responses must be submitted digitally as a PDF file. Responses are limited to a maximum of 20 pages. Cover letter and design sample attachments will not count towards the page limit. Please clearly designate any information you consider to be proprietary.



8. Background and Program Information

About the City of Los Angeles

The City of Los Angeles is the second most populous city in the United States with a population of over 4,000,000.² The City is the entertainment capital of the world with more movie, television, and online entertainment production than any other city in the world. Los Angeles is also the financial and commercial center of the State of California, the state with the largest economy in the United States and the fifth largest economy in the world.³

There are over 2,000,000 average weekday riders on the eight (8) major transit agencies that operate in Los Angeles County. The use of active transportation, bicycling and walking, has increased as a result of initiatives by the City of Los Angeles including developing more than

593 miles of bikeways; the Great Streets initiative that promotes vibrant corridors; Safe Sidewalks LA, a program that has repaired 65 miles of sidewalks; and Vision Zero, a program focused on reducing traffic deaths by protecting those who walk and bicycle.

During the anticipated term of the program contract that results from the RFP, the Los Angeles area will host many of the most famous sporting events in the world:

- 2022 Super Bowl
- 2023 College Football Championship
- 2026 World Cup
- 2028 Olympics

Los Angeles is also the permanent host city for the movie industry's Academy and Golden Globe awards ceremonies and the recording industry's Grammy awards.

² 2010 United States Census

³ International Monetary Fund



Current Street Furniture Program

The City of Los Angeles has had a street furniture program since 2001. The program has been developed pragmatically along with the expansion of the region's public transit infrastructure, particularly Metro Rail and Metro Rapid (bus rapid transit). The current inventory is as follows:

Current Program Inventory

Advertising Shelters	1667
Non-Advertising Shelters	123
Rapid Bus Shelters	52
Los Angeles Neighborhood Initiative (LANI) Shelters	42
Total Transit Shelters	1884
Public Amenity Kiosks	197
Vending Kiosks	6
Total Advertising Panels	3679
Automated Public Toilets	14

Automated Public Toilets

The City is assessing the impact of both the capital and operating costs of the current program's Automated Public Toilets (APTs), and is studying alternative methods and opportunities for collaboration with other agencies to deploy and maintain APTs. Proposers may provide information regarding whether they would retain APTs as part of the new program, however APTs will not be a requirement.

9. Future Considerations

The City desires to replace the majority of the existing shelters and accompanying public amenity and vending kiosks. To that goal, the City will consider providing capital funding for the purchase of some or all new program elements. The City and the contractor will collaborate on the design of the new program elements, but the contractor will be responsible for the manufacture, installation, maintenance, and replacement of the new shelters for the duration of the contract term. The contractor will be responsible for the continued maintenance, removal, and recycling of existing program elements; the City and



contractor will collaborate on the preservation or repurposing of existing program elements as a part of the overall program roll-out process.

Through the RFI process, the City of Los Angeles is seeking to identify new opportunities in out of home advertising, especially smart technologies, that can offer greater utility and comfort to transit riders and pedestrians while also luring more categories of advertisers to the City's street furniture inventory to maximize revenues.

Considerations for the program are the following:

Design/Aesthetics: The design of the program elements must focus on the fundamentals- shelter, shade, safety, and comfort. The City believes that thoughtful design can respond to needs, create efficiencies, and provide multiple benefits for all those who share the sidewalk. Design should be scalable considering site specific space constraints and varying levels of transit ridership. Beyond these fundamentals, the City is also looking for its sidewalk and transit amenities to provide additional services and features that offer comfort and conveniences to its sidewalk environments, such as hydration stations, emergency (911) communication systems, and recycling receptacles. Aesthetically, elements should reflect the values of the City, its diverse population, and its unique neighborhoods.

The City of Los Angeles adopted its Sustainable City pLAN in 2015 to promote sustainable practices and grow the City's economy while ensuring opportunity for all. This year, the City released its Green New Deal, a four-year report and update to the 2015 pLAN. The Green New Deal expands the principles of the 2015 pLAN, identifies more aggressive goals, and expands the vision to address climate stabilization and community resiliency.

The City is committed to sustainability through design including the use of materials that conserve natural resources, reduce carbon footprint, and optimize the use of renewable energy resources (e.g., solar) when possible. All structures must meet city engineering codes and building permit requirements for structures placed in the public realm.



The design as well as the elements of the program should take into account their use as well as the effects of weather including sunlight, heat, moisture, wind stress, expansion, and contraction. The City is cognizant of the need to ensure all elements of the STAP can withstand normal to heavy wear and tear, vandalism, graffiti, and tagging. The design of all elements would be evaluated based in part on their cost to manufacture, maintain, and replace.

The City will collaborate with its partner to design a series of shelters and other elements to be deployed during the new program term. All elements will be placed in the public realm, so the City will emphasize the importance of attractive, efficient, cost-effective, and well-designed program elements.

Digital: Digital networks are increasingly deployed in street furniture programs across the world. The City wishes to increase the inventory of digital screens in its program to obtain the following benefits and services:

- Transit real time information
- Wayfinding
- Emergency Messaging
- Public Service Information
- Anonymized Data Collection (limited to aid the planning delivery of city services)
- Localized advertising (connect transit users and pedestrians with local brands and merchants)
- Support online and targeted advertising
- Integrate with mobile advertising
- Maintain appropriateness with surrounding environment and community standards
- Provide universal access through messaging in multiple languages

Data: The collection of data in public spaces is a complex issue, therefore any data collected from smart devices deployed in the STAP will be the sole property of the City. Data collected under the program will adhere to the requirements of the California Consumer Privacy Act



(AB 375). None of the data collected under the program will be sold to or used by any party other than the City of Los Angeles and for the sole purpose of improving the delivery of services.

5G Small Cell Deployment: The City will make space available in its street furniture program elements for the deployment of telecommunications infrastructure. This small cell technology will assist mobile technology operators to expand 5G coverage and capacity. The City will negotiate these agreements directly with the mobile technology providers.

Smart Street Furniture: The City intends to deploy smart technologies into shelters and kiosks where appropriate. Those smart technologies would include, but not be limited to:

- WIFI
- Charging points for electronic devices
- Visual real time transit information
- Audible real time information at specific locations
- Digital presentation of time, weather, news, and public service announcements

It is not the intention of the City to require that every shelter or kiosk include smart technology as there is a cost associated with the services.

Distribution of Sidewalk and Transit Amenities: The City is committed to an equitable distribution of amenities to serve the full diversity of its residents. The STAP is intended to both serve transit dependent populations and increase transit ridership. The City is committed to a goal of locating shelters so that 75% of transit riders in each Council district are boarding where there is shelter. The City criteria for distribution of the STAP elements will include:

- Transit ridership/capacity at the location
- Potential to attract ridership
- Sidewalk pathway width
- Disadvantaged community status
- Exposure to heat
- Pedestrian volumes and flow



- Accessibility- Americans with Disabilities Act compliance
- Title VI (equity) compliance

The use of the existing inventory of shelters and kiosks by riders and pedestrians, and the advertising occupancy rates of that existing inventory will also be criteria for the replacement of the existing inventory.

Revenue: Out of Home advertising revenue has grown steadily over the decade following the recession of 2008 and has the second highest growth rate of any advertising medium; second only to online advertising.⁴ Total 2018 out of home revenues were \$9.65 billion and by 2022 annual revenues will exceed \$11 billion according to PwC. Los Angeles is the second largest Designated Market Area (DMA) in the United States, according the media rating service Nielsen⁵, and the second largest out of home advertising market with more than \$481,095,700 being spent by advertisers on billboards, transit displays, and street furniture in 2018.⁶ The exceptional value of out of home advertising in Los Angeles was confirmed when Netflix purchased 32 billboards in the Los Angeles Market for \$150 million.⁷

Advertising Rights: The City intends to provide the contractor with the exclusive right to sell advertising space on the elements of the STAP. The City will reserve the right to add or discontinue program elements at its sole discretion. The City will retain the right to explore options for the generation of revenue, such as sponsorships, data services, and advanced technologies with other parties.

Based upon the growth of out of home advertising revenues and the favorable out of home characteristics of the Los Angeles market, the City anticipates a significant growth in its program revenues over the term of the new agreement.

⁴ PwC Market Analysis

⁵ Nielsen

⁶ Outdoor Advertising Association of America

⁷ LA Times October 16, 2018



Flexibility and Adaptability During Program Term: In recognition of the rapid growth and changes brought about by new technologies, innovations, and community standards, the City desires a program that is able to respond to and reflect such changes as they might occur, as well as provide new opportunities over of the life of the program term. This includes, but is not limited to offering partnership opportunities to expand the program through other funding sources if deemed mutually beneficial to both the City and contractor.

10. Expected Qualifications for RFP Submissions

The City expects that proponents will have the relevant experience, knowledge, and financial capability to develop, implement, and manage a street furniture program that achieves the City's goals of providing greater utility from the program while also maximizing revenues.

To that end, the City will use minimum qualifications for experience and financial ability to determine the suitability of its future commercial partner. The City reserves the right to disqualify, revoke, or suspend an organization's bid if the information provided by the organization cannot be verified.

The City of Los Angeles Business Inclusion Program requires performance of outreach to Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Emerging Business Enterprise (EBE), Disabled Veteran Business Enterprise (DVBE), and Other Business Enterprise (OBE) subcontractors, with proposed goals of MBE – 18% WBE – 4% SBE – 25% EBE – 8% DVBE – 3% participation in the Sidewalk and Transit Amenities Program. The participation of local businesses in the STAP is also encouraged by the City.

11. Answering the RFI Questionnaire

Please answer each question succinctly, and designate in your responses any information that you consider to be proprietary.



The City will consider innovative approaches to the next generation of its Sidewalk and Transit Amenities Program that will benefit transit riders, the general public, and taxpayers through design solutions and increased revenues.

The City of Los Angeles operates its programs and provides its services in compliance with federal non-discrimination laws including Title VI of the Civil Rights Act and the Americans with Disabilities Act (ADA). All new concepts must comply with these and all City of Los Angeles laws and policies pertaining to equal treatment and opportunity.

Respondents are encouraged to include existing or conceptual designs to respond to specific design questions.

12. RFI Questionnaire

1. What is your organization's experience in out of home, digital online, wireless, and/or design that is relevant to the vision that the City has for its Sidewalk and Transit Amenities Program? **Please provide a general overview limited to one page. Do not include resumes or financial information.**
2. The City's current street furniture inventory is expansive. What is your organization's assessment of the existing program, specifically, tell us how you view the inventory, and describe how and why you would change the mix of street furniture elements to maximize its functionality and revenues? Additionally, would your organization refurbish, re-purpose, and/or recycle any existing program elements?
3. Shade has become increasingly important in Los Angeles as average daily temperatures rise. How would your organization respond to the need to increase the amount of shade? What structural or program options would your organization propose beyond traditional shelters?
4. The equitable distribution of STAP program elements is required by federal, state, and city regulations. How does or how has your organization dealt with the equitable distribution of street furniture elements in other programs?



5. The City of Los Angeles is building bike lanes, promoting active transportation, and improving transit options. It is anticipated that street furniture can become more functional for the shared use of the sidewalk. Discuss how your organization uses design and siting of program elements to accommodate the following:
 - a. Varying levels of transit use (i.e., high vs. low capacity/ridership and/or high frequency of service)
 - b. Site constraints (i.e., space availability, sidewalk widths, and physical condition)
 - c. Incorporating options for active and emerging modes of transportation
6. Does your organization have established sustainability or pollution reduction policies? What elements of a street furniture program can best advance the City's Green New Deal?
7. Traditionally, street furniture garners a small share of the total amount spent on out of home advertising in a major urban market like Los Angeles. What does your organization project as a reasonable percentage of the total share of out of home advertising for street furniture revenues in Los Angeles?
8. What opportunities to increase advertiser interest in street furniture does your organization see in a shared sidewalk environment focused on active transportation, transit, and shared mobility?
9. According to the United States Census, Los Angeles is a minority majority city. Despite the size and buying power of minorities, advertising for products and services focused to these large, influential populations remains a small portion of out of home advertising revenues. What are successful or potential strategies to lure ethnic/multicultural advertisers?



10. New advertising formats, experiential advertising, expanded use of digital, beacon, and other technologies are among the concepts that the City wishes to explore or demonstrate. Please describe how these emerging forms of advertising and other technologies may increase the utility of the City's street furniture program as well as the program's revenues.
11. Street furniture elements that include digital screens or panels often create concern around community character and safety. What are successful or potential strategies that mitigate the impacts of digital, such as light trespass and bike and roadway distraction?
12. Street furniture is an effective and efficient tool for mobile carriers to bring their networks closer to their customers. How would your organization propose to augment cellular and other technology deployments in street furniture programs?
13. The City is advocating a partnership with the successful proposer in which it would either underwrite or share the cost of capital for an agreed upon inventory of program elements or allow the proposer to use its own capital to build out the desired inventory. How would your organization use these options to achieve the City's program goals?
14. Maximizing revenues is an important goal of the City's Sidewalk and Transit Amenities Program. The current compensation to the City is a combined minimum annual guarantee and a revenue share based upon achievement of an established level of annual gross revenues. Based upon the vision provided by the City through the RFI process, what does your organization consider to be a mutually beneficial revenue sharing arrangement? Are there other revenue sharing arrangements your organization would propose if the City offers a share of the capital and associated risk of capital investment?