

Sidewalk and Transit Amenities Program (STAP)



Board of Public Works
November 2020





What Necessitates STAP?

- A. End of the current 20-year contract in December 2021.
- B. Utilizing lessons learned to improve various facets of the programs, such as social and environmental equity based amenity distribution.
- C. Deploy additional transit shelters at bus stops with highest transit users and highest exposure to sun.
- D. Opportunity to modernize transit amenities with additional capability to enhance transit user experience including shade, access to information, hand sanitizing station, and hydration stations..
- E. Prevent interruption in service between the current and successor programs.
- F. Provide fiscally self sustaining program with ability to reinvest to improve access and mobility for transit users of all abilities.



What Necessitates STAP?

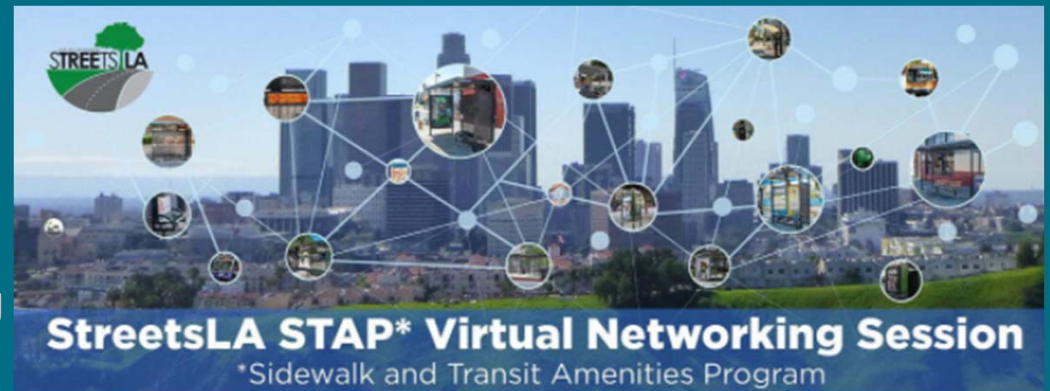
In November 2019, Council directed StreetsLA to use a competitive process to secure a successor program through the Board of Public Works, and to:

- A. Utilize a Request for Information (RFI) to inform the RFP.
- B. Explore various business models with options for the City to share capital expenditure to maximize revenues to the City.
- C. At a minimum, provide adequate number of shelters in each Council District to achieve 75 percent transit ridership coverage with priority given to the Council District with highest needs.
- D. Eliminate advertising exclusivity.
- E. Provide expanded advertising opportunities.
- F. Revamp a cumbersome site approval process which was detriment to the current contract.



STAP RFP Development

- January StreetsLA Stakeholder Advisory Council Meeting
- January Interagency Steering Committee Meeting
- March Request for Information (RFI) Webinar Briefing Session
- June Interagency Steering Committee Meeting
- June PWGR Meeting
- August STAP Virtual Networking Session
- September Interagency Steering Committee Meeting



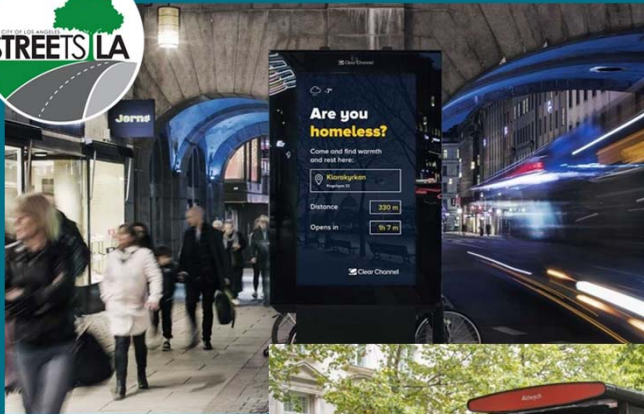


Transit Shelter Equity Criteria

- 1) High transit ridership
- 2) Exposure to heat
- 3) Metro's Equity Focus Communities:
 - minority populations, low-income households, and zero-vehicle households
- 1) Proximity to trip generators, key destinations, service facilities, and "low frequency" bus routes that indicate long wait times
- 2) Specific site conditions & space enough for shelters

Goal: 75% of transit riders in each Council District boarding transit service where there is a shelter.

Once the 75% goal is achieved, additional shelter sites will be selected based upon the remaining highest rank prioritized locations citywide.



Possibility of Digital Capable Furniture

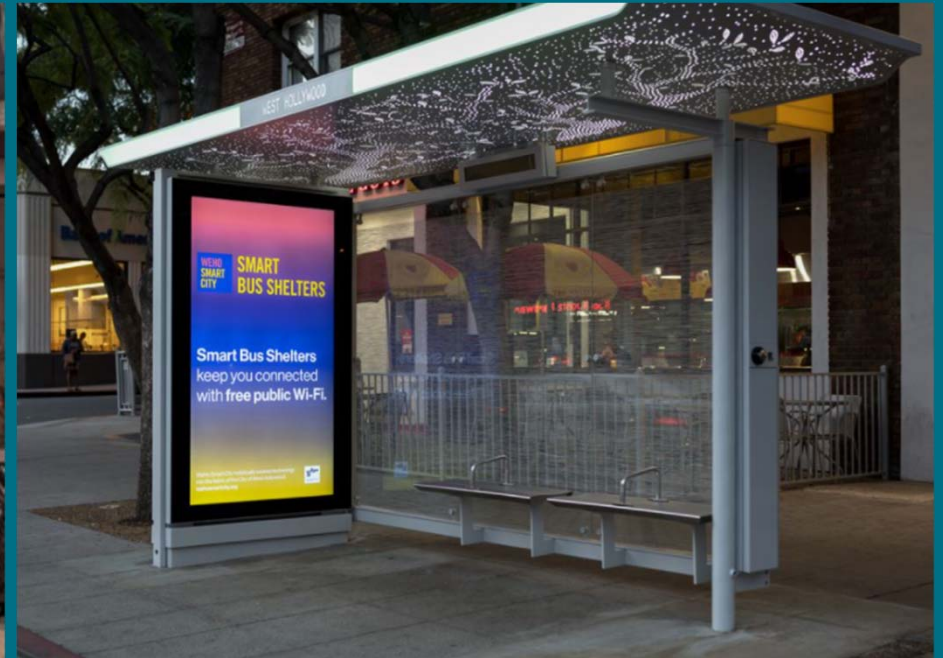
Benefits:

- Provide emergency information
- Enhance the delivery of city and transit services
- Wayfinding
- Provide localized service oriented information
- Provide public announcement opportunity while reducing costs

Parameters:

- Not everywhere! Locations with consideration to protect residential areas, scenic corridors, and special planning areas;
- Brightness, relative to ambient brightness;
- Rate of turnover in signage;
- Ensure static (motion free) digital displays;
- Public service information
- Privacy controls

Not Everywhere!



Lighted Static Media Panel -vs- **Digital** Media Panel

Static Like!



STAP RFP Timeline

November 2020:	Issue RFP
December 11, 2020:	Deadline for Questions
December 18, 2020:	Response to Questions
February 19, 2021:	Proposals Due
Spring 2021:	Contract Negotiations
Late Summer/Early Fall 2021:	Council Approval to Execute New Contract
December 21, 2021:	Existing Coordinated Street Furniture Program Expires





What Happens Next?

- Continued public outreach and engagement with stakeholders, Neighborhood Councils and communities.
- Several policy decisions will be considered by the Board of Public Works and/or City Council prior to the finalization of any contract.





Policy Decisions

Digital Advertising:

- Appropriate parameters of digital displays.
- Allowable locations for digital advertising.
- Identify exclusion areas such as scenic corridors, specific community plans and residential communities.
- Minimize impact on traffic and traffic safety.
- Establish display controls, such as brightness, rotation, level of public service information.





Policy Decisions

— Data:

- Data collection
- Data ownership
- Data privacy and use from devices placed within public rights-of-way or on City facilities

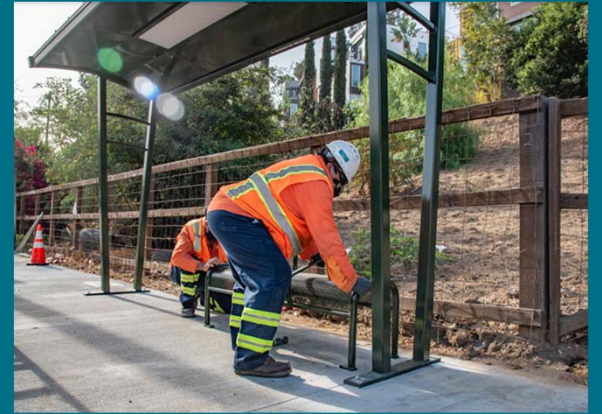
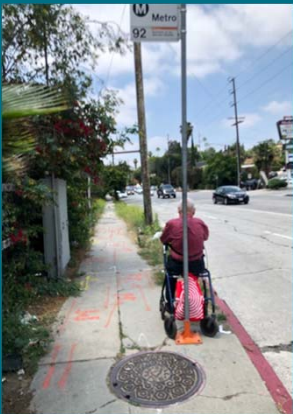




Policy Decisions

Investments:

- Capital investment levels and strategies by the City
- Reinvestment of revenues into streets and sidewalks to provide necessary improvements that facilitate safety, increase transit use, and enhance mobility options





Policy Decisions

— Advertising Content and Compliance:

- Content policy for off-site advertising permitted within public rights-of-way and/or upon City facilities
- Oversight and coordination of advertising programs permitted to operate within public rights-of-way to maximize benefits and services





Policy Decisions

— Approval and Permitting Process:

- Distribution based on data and equity criteria.
- Update the approval and permitting process.





Thank you.

