# Gobis & Co.

## Summary of Program Elements Proposed with Price Proposal Notes

| Program Element | InSite | Intersection | Outfront/Decaux | Tranzito |
|---|---|---|---|---|
| Non-Ad Shelters | | Micro Shelters presented as ad optional | 2236 | |
| Static Shelters | 1500 (static/e-paper) | 1220 | 100 | 2250 |
| Digital Shelters | 1500 | 664 | 664 | 750 |
| Micro Shelters | | 1116 | | |
| Total New Shelters | 3000 | 3000 | 3000 | 3000 |
| Refreshed Shelters | 770 | 664 | 664 | 450 |
| Shade Structure | | | 50 | |
| Int. Kiosks | 215 | 25 | 5 | 215 |
| Vending Kiosks | TBD* | 6 | 5 | |
| Urban Panels | TBD* | 131 | 146 | 208 |
| Smart, 5G, WiFi | 3000 | | | 3514 |
| eLockers | TBD* | 20 | 5 | 43 |
| Trash Receptacles | 3000 | 3000 | 3000 | |
| Charging Docks | 268 | 20 | | |
| Scooter Docks | | | | 49 |
| ***Price Proposal Notes Below*** | | | | |
| Financial Capability | Financially stable; low credit facility; strong sales | Low net income w moderate risk of financial stress | Financially stable; high credit facility; strong sales | Collectively the team has financial capability. |
| Revenue Estimates | Achievable projections | Conservative projections | Conservative projections | Achievable w proposed inventory |
| CAPEx Costs | $102 million | $191 million | $112.5 million | $277 million |
| OpEx Costs (annual) | $17 million | $29 million | $21 million | $34 million |
| City Revenue Share | 6.9% to 95% | 50% to 60% (tiered >$35million) | 0% to 30% (higher shares w tiers, but unattainable) | 15% to 61% |
| MAG Option (annual) | none | $12.3 to $18.5 million | | $30 million |

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## Key Points of Technical Proposals

| | InSite | Intersection | Outfront/Decaux | Tranzito |
|---|---|---|---|---|
| **Qualifications of Firm** | -Small, experienced OOH firm<br><br>-Limited experience & commitment to advanced technology | -Experienced national provider of OOH services<br><br>-Leader in development and use of advanced technology | -Joint venture w international experience managing similar sized programs | -Multi-disciplinary team with varying levels of experience, in managing an OOH program like STAP |
| **Understanding of City's Vision & Goals** | -Local knowledge & understanding<br><br>-Commitment to community involvement | -Focus on maximizing amenities and meeting community needs for shade | -Recognizes program vision and goals<br><br>-Discusses shade in detail | -Team composition addresses multiple areas of understanding and commitment to the program's vision & goals<br><br>-Focus on transit as "backbone" of smart city development |
| **Equity/Distribution** | -Discusses e-paper displays as solution for public information & messaging | -Greenfield approach delivers shade as a priority, but not digital<br><br>-Interaction with personal mobile device via QR code as solution for shelters without digital displays | -Recognizes need for equity in distribution<br><br>-No specific plans on achieving and leaves responsibility with City | -Detailed discussion<br><br>-Studio One Eleven Urban Planning partner<br><br>-Discusses e-paper displays and Curb app as solutions for public information & messaging |
| **Business Plan** | -Detailed maintenance program; believe this is the foundation of program's success<br><br>-ShelterClean is partner in maintenance program | -Role of revenue is to sustain and build program<br><br>-Large portion of maintenance dedicated to vandalism /replacement | -Typical OOH management<br><br>-Shelter Clean provides maintenance program | -Focus on planning, outreach and management<br><br>-Detailed maintenance plan<br><br>-Includes Arts program as part of business plan |

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| **Sales Plan** | -Emphasis on local & small business opportunities; rates structured for opportunities<br><br>-Discussion on diversifying advertiser base<br><br>-Multicultural sales plan<br><br>-Customer relationship management platform to sell to local businesses | -Experience is focused on transit/municipal programs (no billboard assets)<br><br>-Programmatic ad buying for national and regional buyers<br><br>-Demand side platform for local and small business opportunities | -Takes exception to City requirements<br><br>-Maintains that street furniture is sold best with other assets (ex. Billboards)<br><br>-Programmatic Trading Exchange allows opportunities for advertisers to target audiences | -Transit/street furniture focused<br><br>-Expects 50 to 60% from Local Sales<br><br>-Proposes large scale digital signs; some emphasis on digital viewership from vehicular traffic<br><br>-5G as significant revenue generator & other fee-based revenue potential (curb, dock, locker)<br><br>-Vector Media is OOH partner; may be taking exception to bonusing |
| **Build Out/Transition** | -Phased over 5 years<br><br>-Delivers replacement of 770 in Year 1<br><br>-Detailed project management plan | -First installation begins after first quarter of 2022<br><br>-664 replacements completed Year 3<br><br>-Detailed, considers length of time to obtain approvals & permits | -Phased over 5 years<br><br>-664 completed Year 1 | -Phased over 3 years<br><br>-734 replacements completed Year 1<br><br>-Detailed, considers planning & outreach<br><br>-Fehr & Peers & Studio One Eleven are partners |
| **Refresh/Relocation** | -One to one r/r of 770 in Year 1<br><br>-Detailed plan<br><br>-Dedicated team | -One to one r/r of 664 in tandem w Y1-3 build out<br><br>-Discussed econ. viability of micro-shelters in shade priority locations vs. r/r | -One to one r/r of 664 Year 1 | -220 r/r Year 1<br><br>-450 r/r by end of rollout (Y3) |

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| **Design** | -Partnered w ICON Architectural<br><br>-Community customization options | -Partnered w Grimshaw<br><br>-Adaptable to community needs, identity and site constraints<br><br>-Connects design to LA architecture & streetscape<br><br>-Significant discussion on shade | -Partnered w /Selbert Perkins Design<br><br>-Connects design to community & cultural diversity<br><br>-Significant discussion on shade | -Partnered w SOM for Design; Black & Veatch for build<br><br>--Minimalist, modular design adaptable to community & streetscape through themes |
| **Sustainability** | -Acknowledge City's commitment to sustainability | -Commitment to carbon neutrality and sustainable materials & manufacturing practices | -Commitment to LEED certified materials & technologies | -Discusses sustainability around increasing transit use<br><br>-Acknowledges City's commitment to sustainability |
| **Innovative Approaches** | -Modularity of shelters allows future innovations to be applied<br><br>-Approach to local, small & multicultural advertisers | -Static and sponsorship examples<br><br>-Micro-shelters<br><br>-Evolving tech solutions (sales/marketing) | -Sunshade structures | -Transit/STAP as backbone of smart city<br><br>-5G and other fee-based revenue generators<br><br>-Evolving tech solutions |