

**City of
Los Angeles**

**Response
of Intersection**

**Price
Proposal**

Sidewalk and
Transit Amenities
Program

5:54AM
July

Contents

—
P1

Prologue

Cover Letter

—
1

Form 1

Capital & Operating
Costs

—
2

Form 2

Revenue Projections

—
3

Form 3

Capital Investment

—
4

Form 4

Revenue Share

6

Form 5

Price Proposal
Explanation

A1

Appendix



A Note About the Design of this Proposal

It's clear that the expansion of shade as an amenity for Angelenos is a critical part of StreetsLA's vision for STAP. Intersection took this to heart in crafting the look and feel of our response to you.

The binders holding our proposals are gradients with colors sampled from iconic LA skies and contain time stamps on the covers in the lower left corner indicating the moment the skies were captured — much like the time indicators from our exhaustive shade studies (see page 19 in the Technical Proposal).

We hope you enjoy this small detail conveying our dedication to your goals and vision.

Prologue

Cover Letter

 Intersection

February 19, 2021

BY HAND

Board of Public Works
Attention: Lance Oishi, Bureau of Street Services
200 North Spring Street, Room 355
Los Angeles, CA 90012

**RE: Request for Proposals, City of Los Angeles, Sidewalk and Transit Amenities Program (STAP)(the "RFP")
Response of Intersection Media, LLC ("Intersection")**

Dear Mr. Oishi:

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

City of Los Angeles
Sidewalk and Transit
Amenities Program

Price Proposal
of Intersection

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Cover Letter

2 of 6

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Sidewalk and Transit
Amenities Program

Price Proposal
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[Redacted content]



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Cover Letter

4 of 6

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Sidewalk and Transit
Amenities Program

Price Proposal
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[Redacted text block]

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Cover Letter

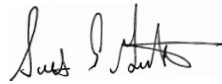
6 of 6

[Redacted]

[Redacted]

[Redacted]

Sincerely,



Scott Goldsmith
President, Cities & Transit

[Redacted]

Form 1

Capital & Operating Costs

Capital & Operating Costs

1 of 1

FIRM NAME Intersection Media LLC

[Redacted]

Areas shaded in PINK will be locked.

A large table with multiple rows and columns. The background is mostly black with a white grid pattern. Several rows are highlighted in pink, and one column is highlighted in yellow. The table is mostly redacted with black bars.

A smaller table with fewer rows and columns than the first one. It also features pink and yellow highlights and is mostly redacted with black bars.

[Redacted]

*

Form 2

Revenue Projections

Revenue Projections

1 of 1

FIRM NAME Intersection Media LLC

Revenue Projections Worksheet

Estimate your total number of Revenue Ready Units for each year and make your revenue projections for each category of Program Element.

Areas shaded in PINK will be locked.

| New Program Inventory | | Anticipated Gross Revenue by Program Element | | | | | | | Anticipated Annual Gross Revenue |
|-----------------------|--|--|-----------------------|--------------------|----------------|--------------|----------|-------------------|----------------------------------|
| Year | TOTAL Revenue Ready Units at Beginning of Year | New Shelters w Digital | New Shelters w Static | Interactive Kiosks | Vending Kiosks | Urban Panels | eLockers | Other (List Item) | |
| Year 1 | | | | | | | | | |
| Year 2 | | | | | | | | | |
| Year 3 | | | | | | | | | |
| Year 4 | | | | | | | | | |
| Year 5 | | | | | | | | | |
| Year 6 | | | | | | | | | |
| Year 7 | | | | | | | | | |
| Year 8 | | | | | | | | | |
| Year 9 | | | | | | | | | |
| Year 10 | | | | | | | | | |



Form 3

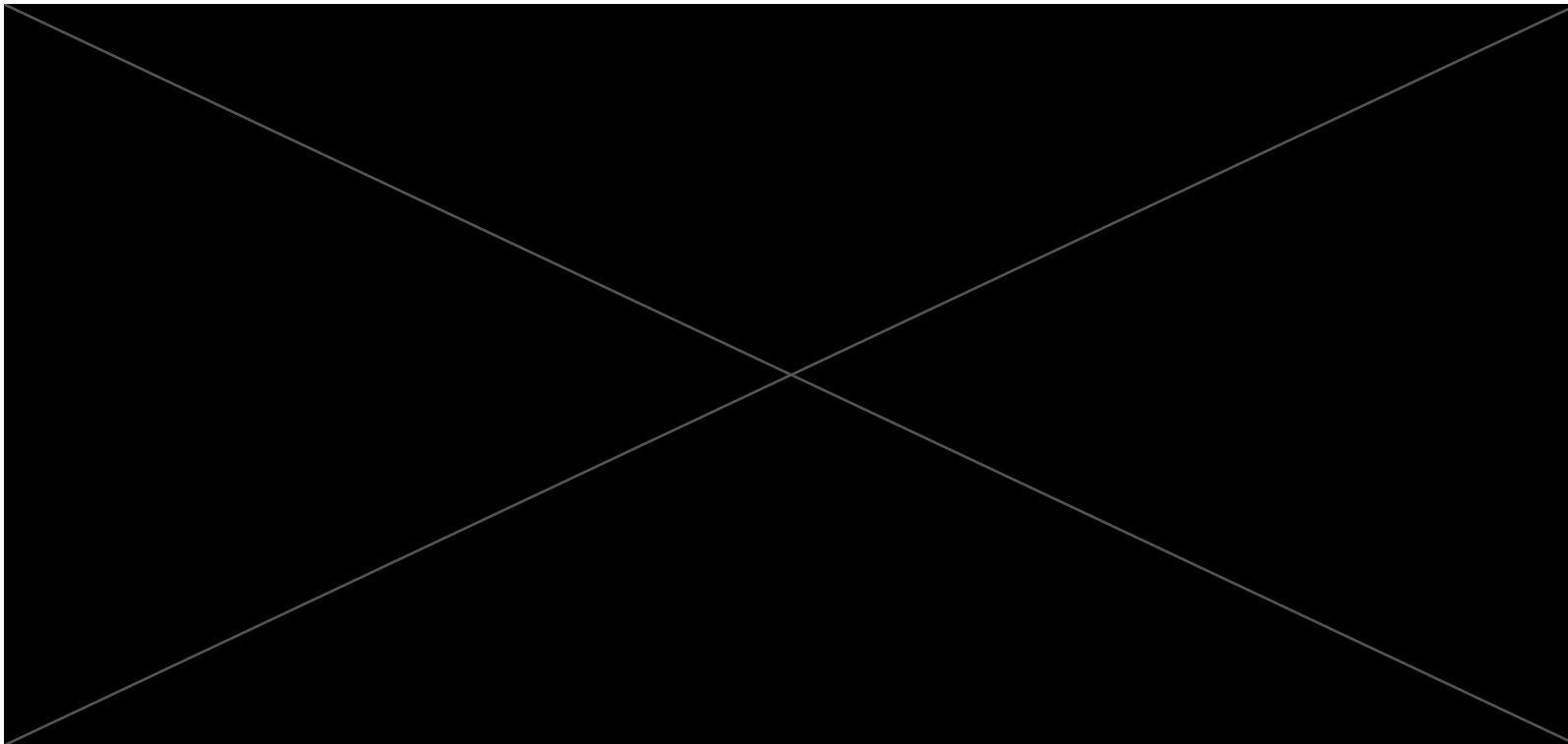
Capital Investment

FIRM NAME Intersection Media LLC

CAPEX Scenarios

Firms must complete Scenarios 1 through 3.

An Alternative Scenario may be proposed, but is not required.



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Amenities Program

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Form 4

Revenue Share

Revenue Share 1 of 2

Revenue Share

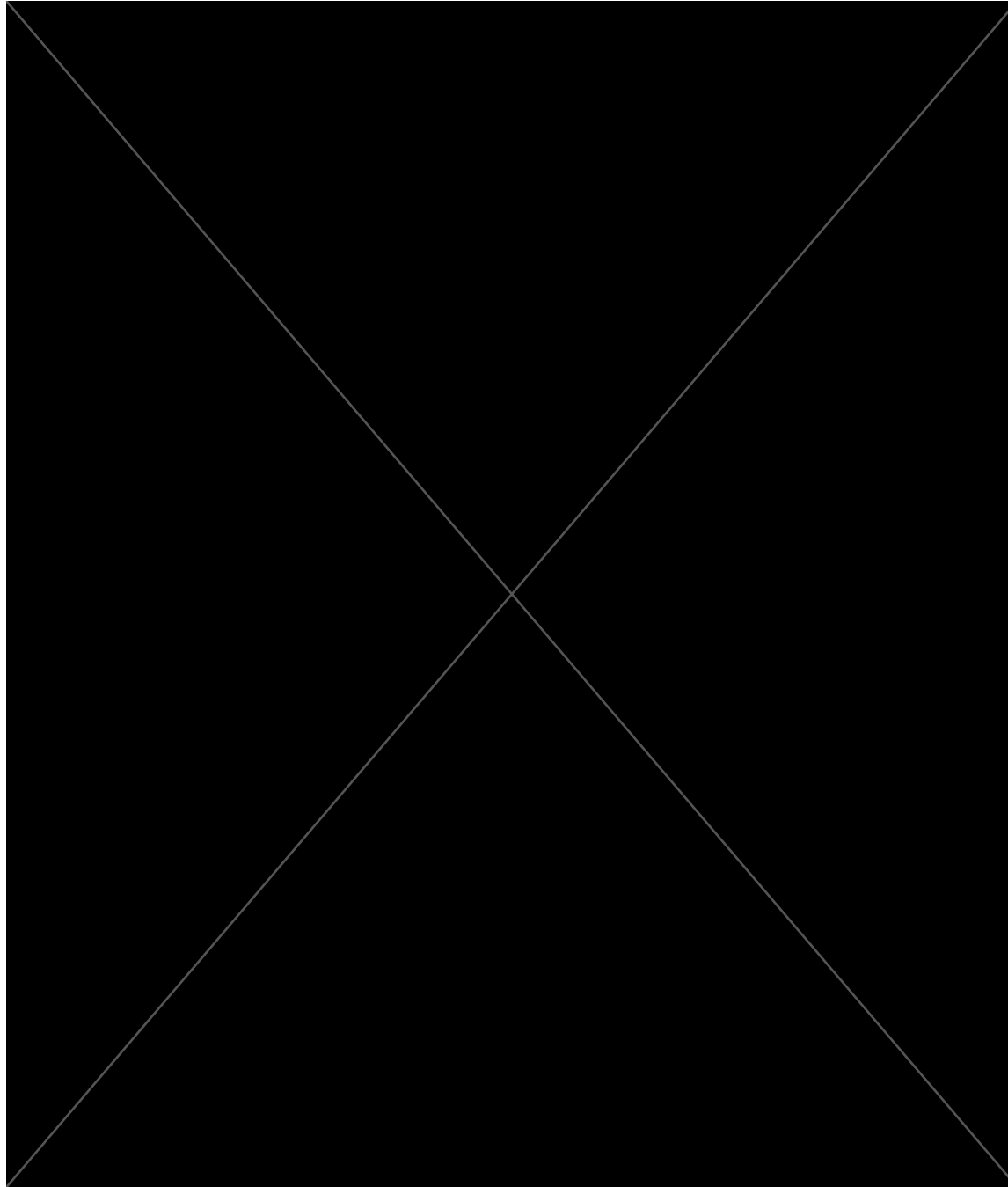
FIRM NAME Intersection Media LLC

REVENUE SHARE

Firms may propose scenarios with or without Minimum Annual Guarantees (MAGs).

If your firm will not propose a MAG, fill in Gross Revenue Tiers and associated City Share percentages. The Partner Shares will calculate automatically.

Percentages displayed are placeholders only.



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Sidewalk and Transit
Amenities Program

Price Proposal
of Intersection

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Revenue Share

2 of 2

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Sidewalk and Transit
Amenities Program

Price Proposal
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Scenario 3: 0% Partner CAPEX

Alternative Scenario - Insert Partner CAPEX

N/A

| | Scenario 3: 0% Partner CAPEX | | | | Alternative Scenario - Insert Partner CAPEX | | | | | |
|---------|------------------------------|---|---------------------|--------------|---|----------------|---|---------------------|------------|---------------|
| | MAG (Optional)* | Use if No MAG Bottom of Tier (\$mil) | Top of Tier (\$mil) | City Share** | Partner Share | MAG (Optional) | Use if No MAG Bottom of Tier (\$mil) | Top of Tier (\$mil) | City Share | Partner Share |
| Year 1 | | | | | | | | | | |
| Year 2 | | | | | | | | | | |
| Year 3 | | | | | | | | | | |
| Year 4 | | | | | | | | | | |
| Year 5 | | | | | | | | | | |
| Year 6 | | | | | | | | | | |
| Year 7 | | | | | | | | | | |
| Year 8 | | | | | | | | | | |
| Year 9 | | | | | | | | | | |
| Year 10 | | | | | | | | | | |



Form 5

Price Proposal Explanation

Price Proposal Explanation

1 of 1

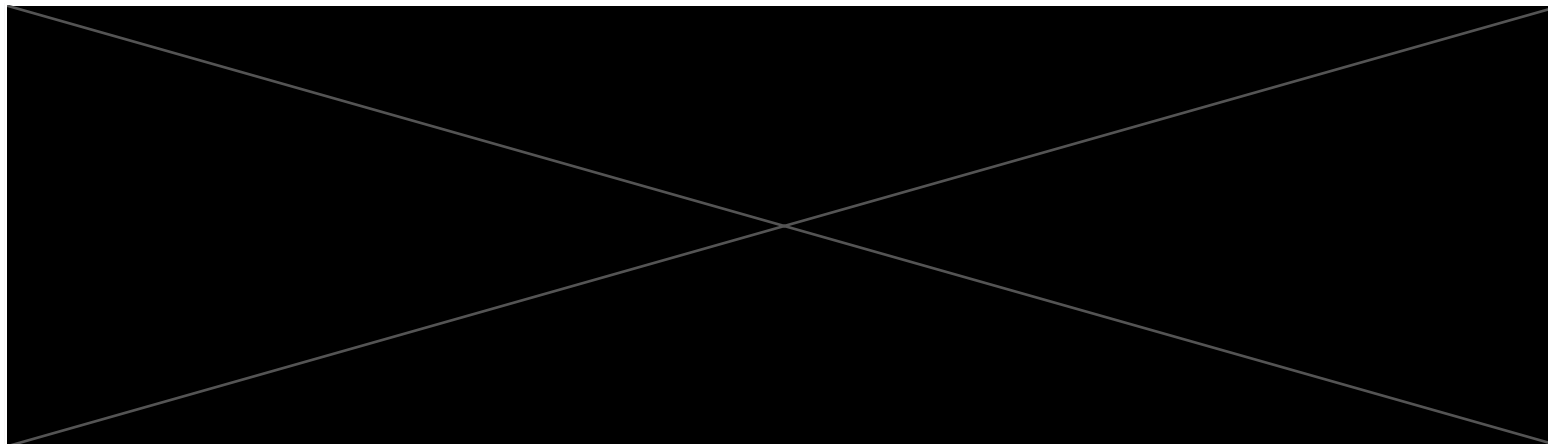
FIRM NAME

Intersection Media LLC

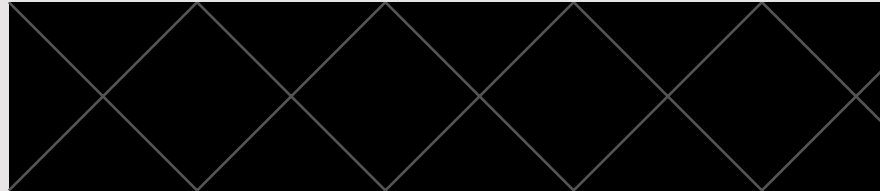
Price Proposal Explanation

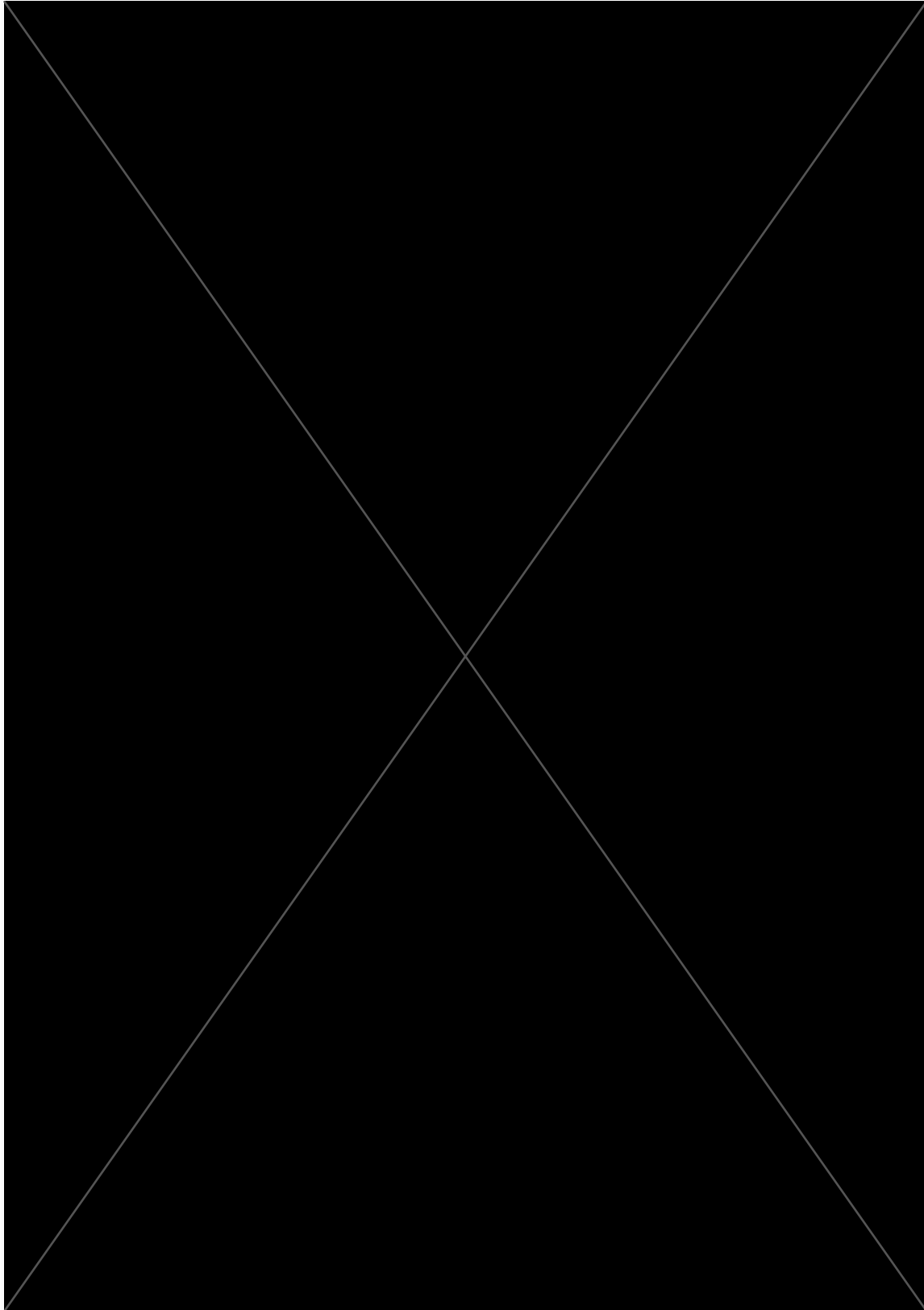
Please provide a rationale for your Price Proposal in 500 words or less.

You may provide this on a separate sheet as an attachment to the Price Proposal Forms.



Appendix





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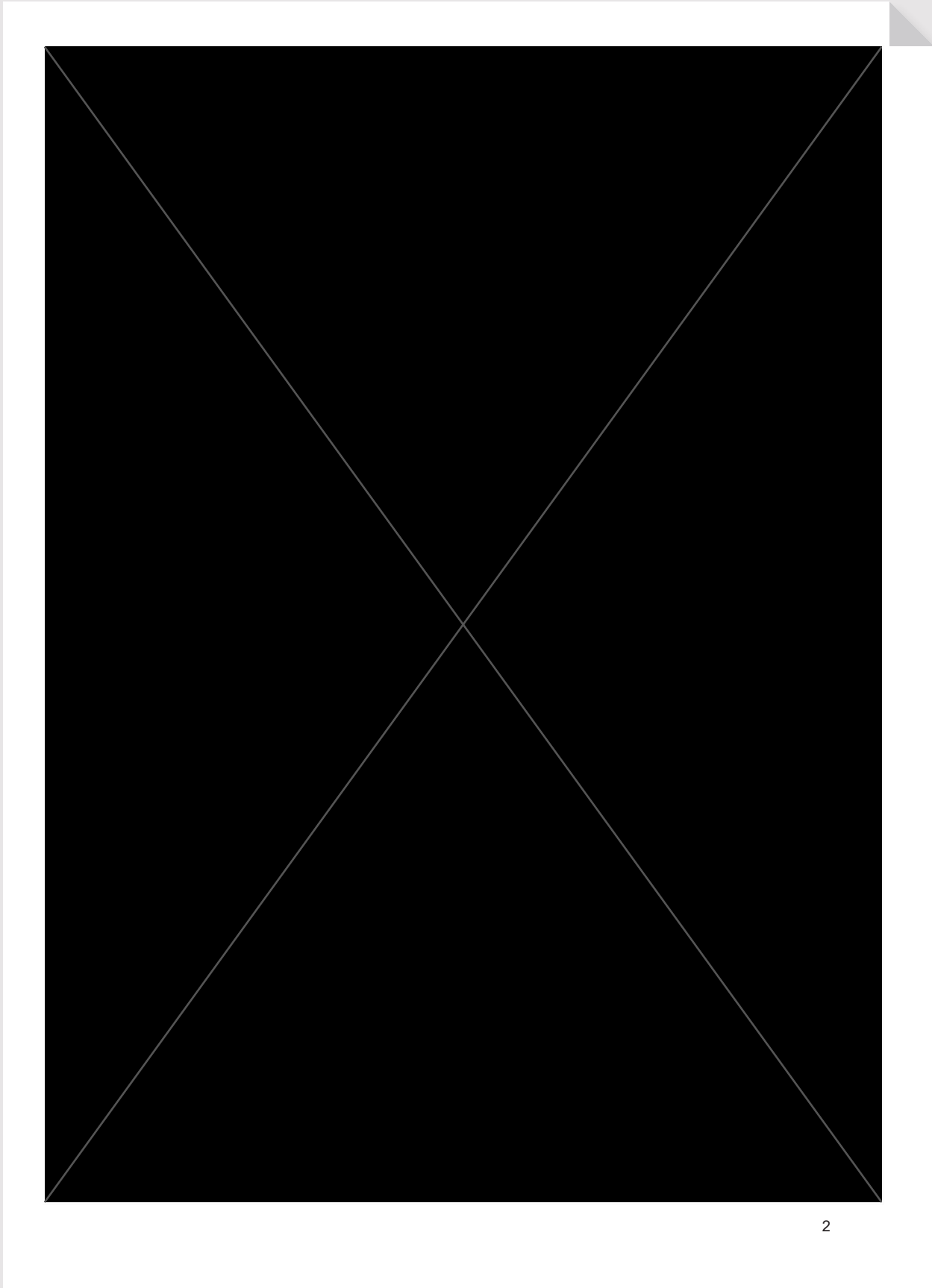




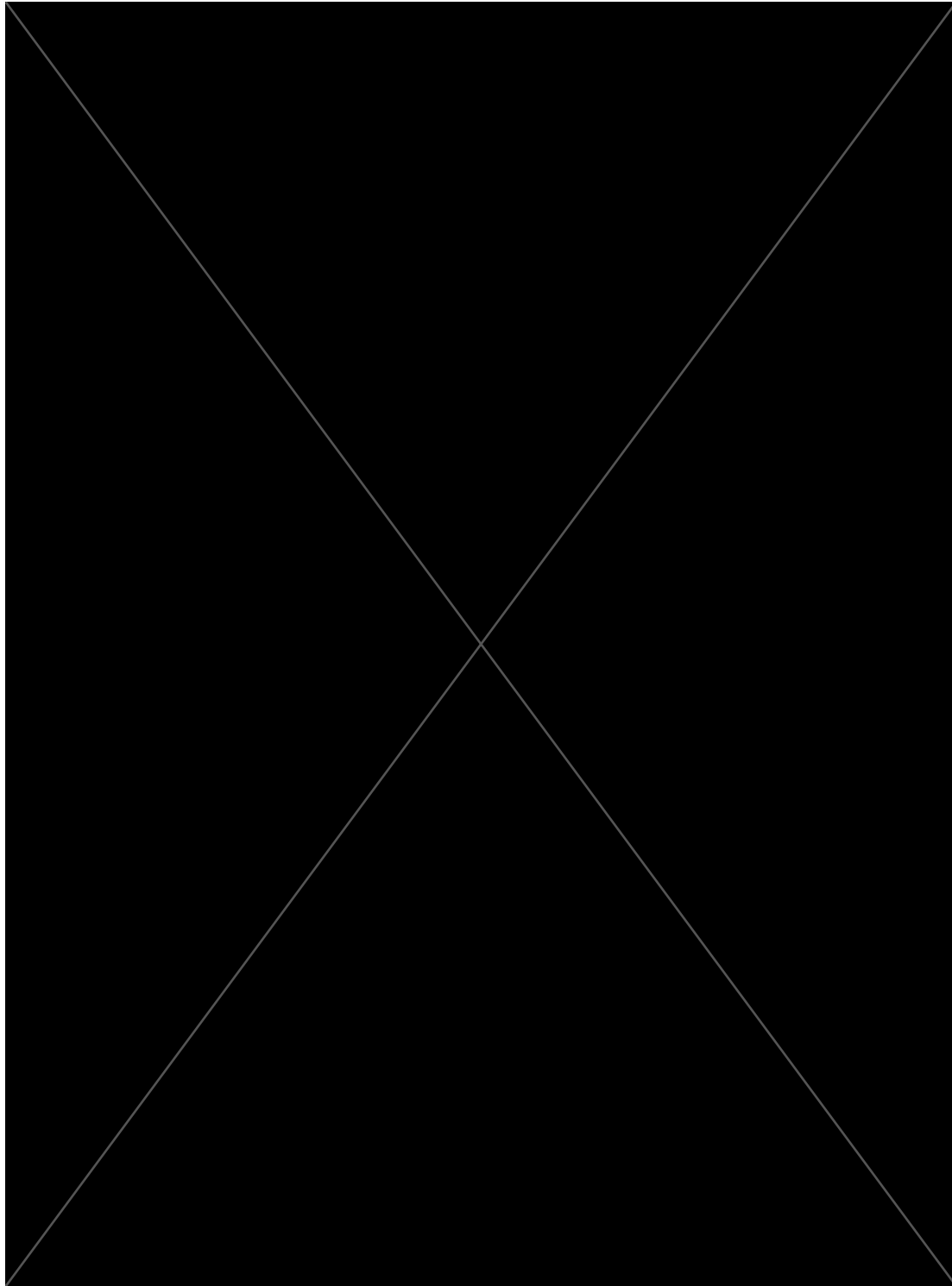
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Amenities Program

Price Proposal
of Intersection

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A2

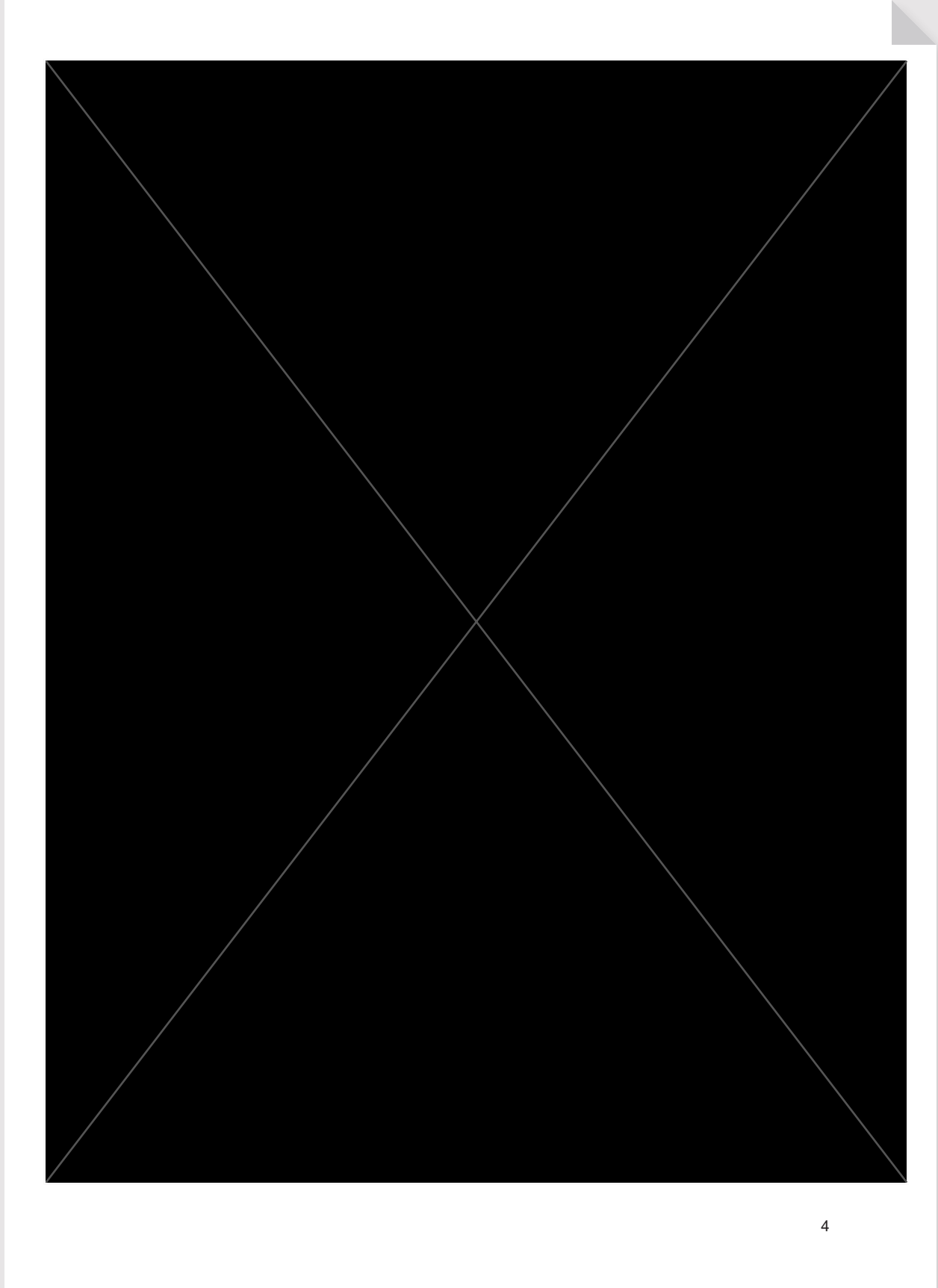




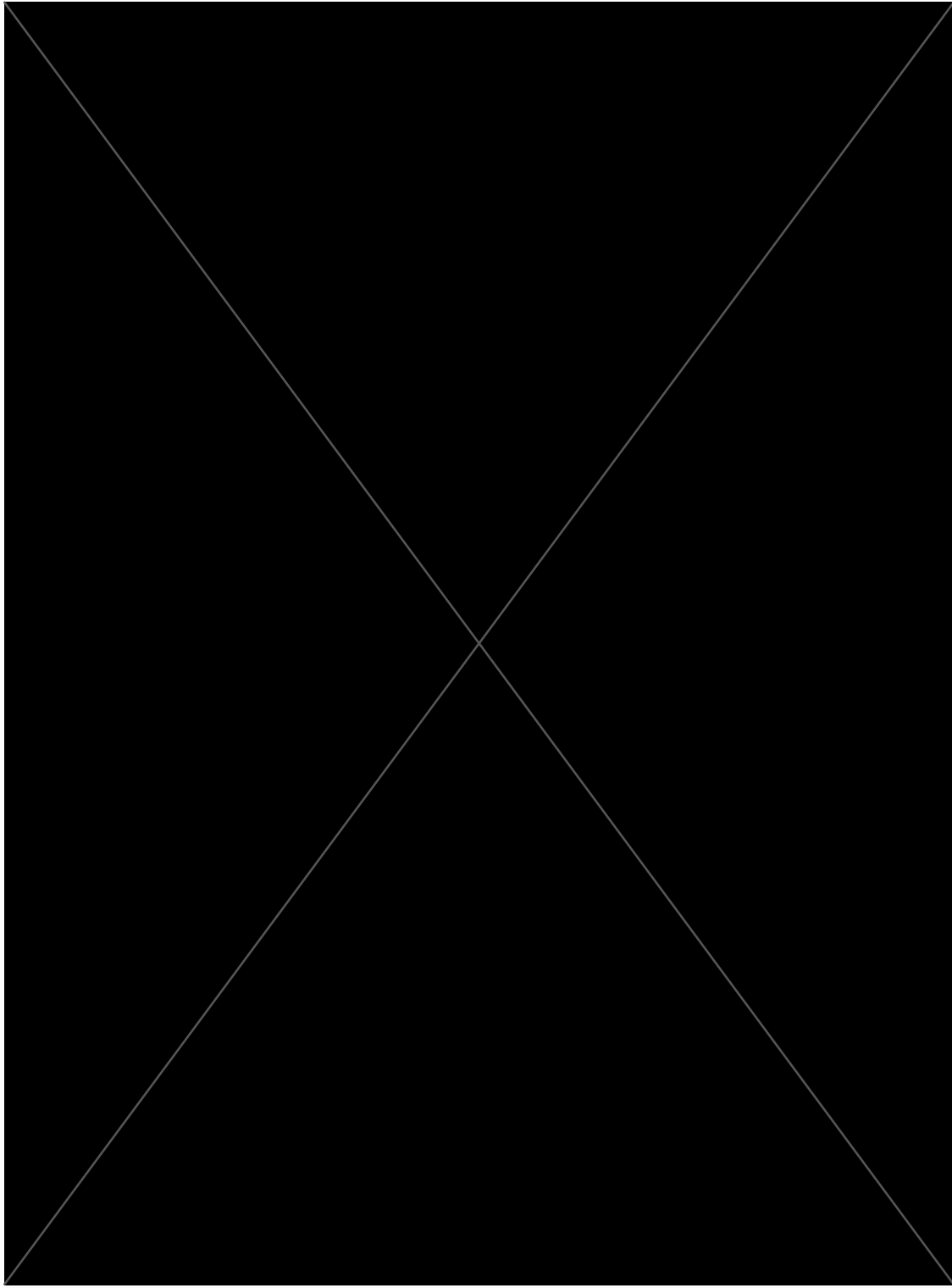
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Sidewalk and Transit
Amenities Program

Price Proposal
of Intersection

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A4

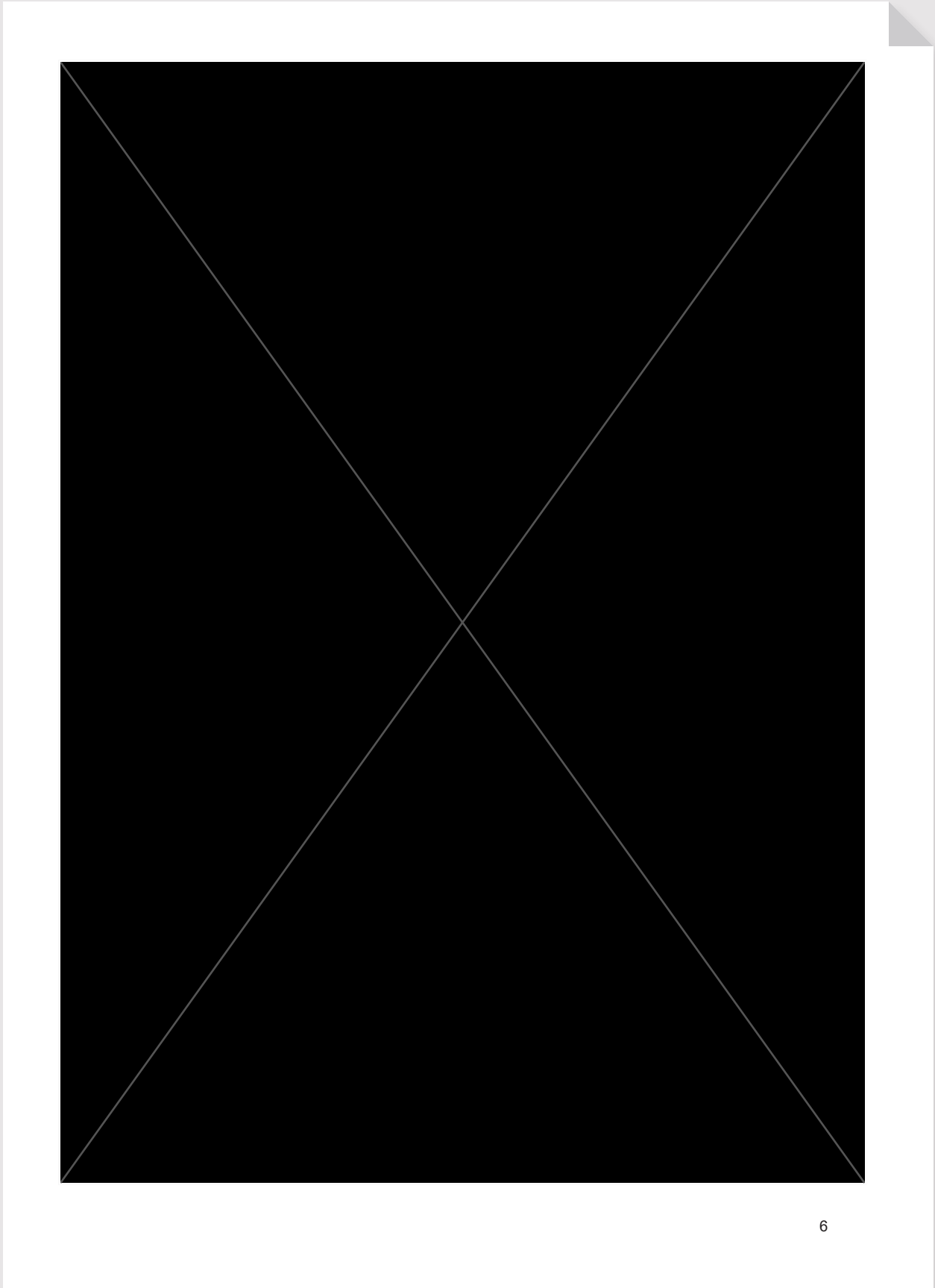




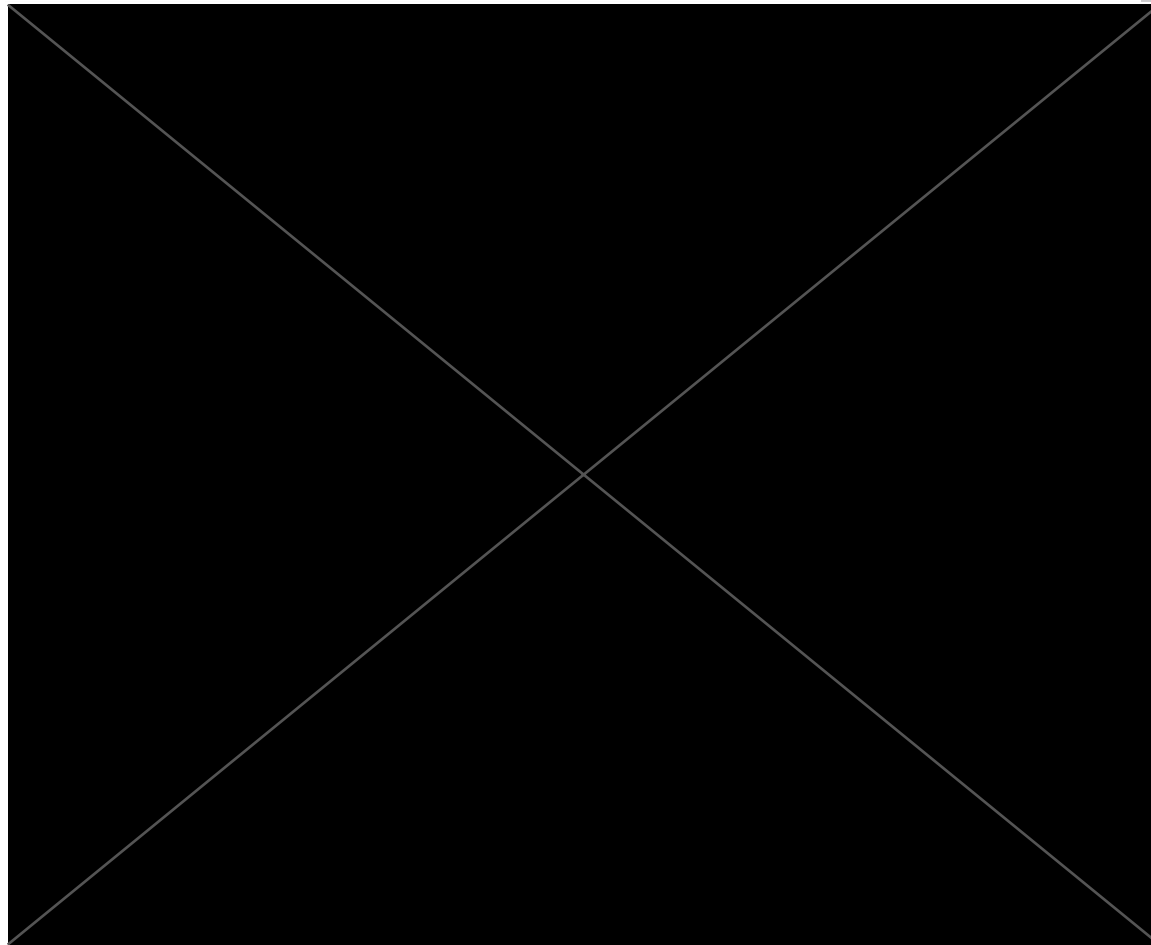
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Sidewalk and Transit
Amenities Program

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A6



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