

StreetsLA STAP RFP**Technical Proposal 80+ points = 50%; 60-79 points = 40%; 40-59 points = 30%; < 40 points = 20%**

Respondent	Score (Points)	Variance	Tech Score (%)	Ranking
Tranzito	84.60	3.5	50%	1st
Intersection	81.10	9.7	50%	2nd
Outfront Decaux	71.40	12.3	40%	3rd
InSite	59.10		30%	4th

Price Proposal: 1st = 50%; 2nd = 45%; 3rd = 35%

Respondent			Price Score (%)	Ranking
Tranzito			50%	1st
Outfront Decaux			45%	2nd
Intersection			0%	n/a

Combined Scores

Respondent	Tech Score %	Price Score %	Total %	Ranking
Tranzito	50%	50%	100%	1st
Outfront Decaux	40%	45%	85%	2nd
Intersection	50%	0%	50%	3rd
InSite	30%	0%	30%	4th

StreetsLA STAP RFP

Technical Proposal 80+ points = 50%; 60-79 points = 40%; 40-59 points = 30%; < 40 points = 20%

Respondent	Evaluator 6	Evaluator 10	Evaluator 5	Evaluator 3	Evaluator 7	Evaluator 8	Evaluator 4	Evaluator 9	Evaluator 2	Evaluator 1	Total	Average
Outfront Decaux	39	81	76	53	71	83	75	79	79	78	714	71.40
Intersection	72	87	78	79	72	90	84	82	82	85	811	81.10
InSite	33	76	63	25	61	87	68	76	68	34	591	59.10
Tranzito	77	91	83	83	78	91	89	86	85	83	846	84.60

Technical Proposal Findings

Technical Proposals were evaluated prior to Price Proposals. Scores for Technical Proposals were awarded on a 100 point scale. The distribution of those points is listed below. Nine of the 10 Evaluation Committee members awarded the highest score to Tranzito and the second highest score to Intersection. Outfront Decaux was awarded the third highest score and InSite the lowest score by nine of the 10 members.

The major finding was that InSite's low score, which had a variance of 12 points from the score above it, was indicative of weaknesses in its technical proposal. Specifically, the Evaluation Committee found that InSite would deliver a basic shelter program that did not demonstrate an understanding of the City's vision for STAP relative to design, technology, sustainability, and innovation. InSite's technical proposal would not achieve STAP's goals in key areas, therefore, its Price Proposal was not considered.

100 points distributed as follows:

Qualifications	25
Approach & Methodology	25
Program Build Out & Refresh Plans	15
Design	15
Sustainability	10
Innovative Approaches	10

StreetsLA STAP RFP

Price Proposal: 1st = 50%; 2nd = 45%; 3rd = 35%

Respondent	Evaluator A	Evaluator B	Evaluator C	Total	Average
Outfront Decaux	2	1	2	5	1.67
Intersection	0	0	0	0	0.00
Tranzito	1	2	1	4	1.33

2nd

1st

Price Proposal Findings

Following the assessment of Technical Proposals, the top three respondents' Price Proposals were reviewed by a subgroup of the Evaluation Committee, which included representation from the City's CAO and CLA offices. The subcommittee reviewed analyses of the different scenarios offered, looking specifically at the balance of two factors: a) Capital Participation- whether the respondent uses its own capital, the City's capital or a combination for the purchase and installation of STAP elements, and b) Revenue Share- the percentage of estimated gross program revenues that will be given to the City. The estimate of gross revenues is a reflection of the respondent's proposed mix of types and numbers of STAP elements and their ability to sell the advertising space on those elements. Price Proposals were ranked based on which was deemed the most advantageous to the City.

Tranzito's price proposal included scenarios for outside capital funding via a Special Purpose Vehicle (SPV), which was deemed by the subcommittee as less beneficial due to four key risk factors: 1) Policy & Program Control, 2) Accountability concerning public engagement & sensitivity to issues such as digital, 3) reduced Revenue Share, and 4) the potential for a longer decision making process for funding STAP. While the SPV option was not a preferred scenario for the City, Tranzito did provide a proposal that demonstrated multiple revenue opportunities in addition to advertising with a significant share of those revenues to the City as well as a Minimum Annual Guarantee (MAG). While Tranzito's proposal had the highest level of capital expenditure, those expenses addressed the majority of STAP goals and had the best potential to achieve those goals.

Outfront/Decaux's price proposal offered preferred scenarios for capital participation by a private partner; however, the City's share of revenue in either of those scenarios was either zero or an inadequate percentage. The proposed scenario for 100% City capital participation also offered an inadequate share of revenue to the City. Outfront/Decaux did offer a tiered share structure where the City would have receive a higher percentage upon achievement of higher levels of revenue, but the associated thresholds are not reasonably attainable based on the respondent's revenue projections and reference checks. An additional concern was that the estimated capital was understated as Outfront/Decaux proposed limited quantities of program elements that could address STAP goals.

Intersection proposed only the scenario where the City would provide 100% of the capital and requested the City also participate at some level (up to 50%) in operating expenses related to "Digital Hardware Maintenance." Intersection did state that it could provide scenarios as requested in the RFP with outside capital funding, but those would be proposed using a Special Purpose Vehicle. Intersection's sole proposal would require a longer term than 10 years to be financially feasible. Additionally, without providing at least the two other scenarios for 50% and 100% partner capital participation, Intersection's price proposal could not be properly compared with the other responses. Therefore, Intersection was eliminated during this assessment and did not receive an associated rank.

RESPONDENT: INTERSECTION MEDIA, LLC

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	

Qualifications of the Firm Score: 22

Remarks: Proposer exceeded the stated criteria and provided examples of experience in all criteria.

2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City R/W	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	
2.2d Business Plan: deployment and use of Content Management System (CMS) that monitors digital elements, schedules real-time information and advertising placement, and reviews advertising content to ensure adherence City's Advertising Policy	
2.2e Business Plan: cleaning and maintenance schedules respond to requirements of RFP Sec. 10.1, and plan provided to report maintenance activities into StreetsLA's Asset Management Reporting System	
2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	
2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	

Approach & Methodology Score: 23

Remarks: Proposer exceeded the stated criteria and highlighted a robust Content Management System.

RESPONDENT: INTERSECTION MEDIA, LLC

3. Program Build Out (Transition) and Refresh/Relocation Plans		(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.	
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals		
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need		
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods		
Program Build Out and Refresh/Relocation Plans Score:		13

Remarks: Proposer exceeded the stated criteria by providing a plan with a detailed schedule that included shelter relocations.

4. Design		(0-15 points)
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.	
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W		
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP		
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity		
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W		
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)		
4.2a Designs reflect cultural diversity of the City		
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments		
4.2b Designs integrate sustainable materials and/or components		
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter		
4.3a Designs consider digital and technological components that improve delivery of City services		
4.3b Digital and technological components are sensitive to surrounding environment and community standards		
4.4 Designs result in a strong STAP brand image		
Design Score:		13

Remarks: Proposer exceeded the stated criteria by providing multiple design/configuration options that exceeded six (6).

5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials	
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	Sustainability Points: 5

Remarks: Proposer met all the stated criteria by providing a schedule that included the criteria, but did include much information on maintenance materials and methods.

6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	
Innovative Approaches Points: 9	9

Remarks: Proposer exceeded the stated criteria by providing information on each criteria and examples of where they have implemented these features.

INTERSECTION MEDIA, LLC TOTAL TECHNICAL POINTS	85
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RESPONDENT: INTERSECTION MEDIA, LLC

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	22
Remarks: relevant experience in the City of New York (digital kiosks), LA Metro (rail advertising), Chicago Transit Authority (system-wide advertising)	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City R/W	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	
2.2d Business Plan: deployment and use of Content Management System (CMS) that monitors digital elements, schedules real-time information and advertising placement, and reviews advertising content to ensure adherence City's Advertising Policy	
2.2e Business Plan: cleaning and maintenance schedules respond to requirements of RFP Sec. 10.1, and plan provided to report maintenance activities into StreetsLA's Asset Management Reporting System	
2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	
2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	
Remarks: Provides significant details on business plan and sales plan with many relevant examples and case studies where appropriate	

3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	10

Remarks: General commitment to achieve requested transition plan, plus a STAP launch/kickoff event. Will require onboarding/expansion of Los Angeles-based staff. Proposer's response notes that they have a different assessment of the first 770 sites in Year 1 than BSS, and that they expect the initial deployment of first 770 shelters/locations to take longer than one year based on experience but will work to deploy faster if possible. More detailed description of proposer's intended methodology with rehabilitation and reinstallation of existing shelters.

4. Design	(0-15 points)	
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.	
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W		
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP		
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity		
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W		
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)		
4.2a Designs reflect cultural diversity of the City		
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments		
4.2b Designs integrate sustainable materials and/or components		
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter		
4.3a Designs consider digital and technological components that improve delivery of City services		
4.3b Digital and technological components are sensitive to surrounding environment and community standards		
4.4 Designs result in a strong STAP brand image		
Design Score:		12

Remarks: Provides six conceptual designs that each have variations to accommodate available space, plus additional transit amenities (microtransit charging stations, vending kiosks, interactive digital street kiosks). Includes user experience and perspective of diverse group of transit riders utilizing new street furniture system as proposed, plus examples of content loops.

5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials	
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	
Sustainability Points: 8	

Remarks: More specific references to sustainability efforts in manufacturing and procuring materials, reducing carbon footprint, and committing to green maintenance fleet over time.

6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	
Innovative Approaches Points: 8	

Remarks: digital interactive street kiosks and many examples of experiential advertising; some focus on reaching neighborhood and local businesses

INTERSECTION MEDIA, LLC TOTAL TECHNICAL POINTS	82
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Reviewer Name: _____

Reviewer Signature: _____

Date: ___/___/21

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	20
Remarks:	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
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2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	18

Remarks:
Lots of digital

3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
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3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	

Remarks:
Very robust transition plan and marketing plan. Is the only proposal to actually reference the shelter refresh component. Lacked equitable distribution.

4. Design	(0-15 points)
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
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4.2b Designs integrate sustainable materials and/or components	
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter	
4.3a Designs consider digital and technological components that improve delivery of City services	
4.3b Digital and technological components are sensitive to surrounding environment and community standards	
4.4 Designs result in a strong STAP brand image	

Design Score:	13
Remarks: Very comprehensive package of designs. Docked points because their design comes across as a futuristic caricature of LA, less based in reality. Strength of team.	
5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing	
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	Sustainability Points: 9
Remarks:	
6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	
Innovative Approaches Points:	7
Remarks:	
INTERSECTION MEDIA, LLC TOTAL TECHNICAL POINTS 79	

RESPONDENT: INTERSECTION MEDIA, LLC

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS	WEIGHT RATIONALE
1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	22
<p>Remarks: Out-of-home company focused on municipal and transit media. Experience converting media from static to digital, increasing revenues, kiosk deployment and delivered the largest municipal Wi-Fi network in New York City (LinkNYC). Experience working as LA Metro's advertising partner. Existing street furniture contracts in New York, Portland, Philadelphia, Boston, Minneapolis, Chicago. 17 years experience operating transit advertising with Transit Authorities. Intersection proposes to hire a local STAP Project Manager and community affairs manager if they are awarded the contract.</p>	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City R/W	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	
2.2d Business Plan: deployment and use of Content Management System (CMS) that monitors digital elements, schedules real-time information and advertising placement, and reviews advertising content to ensure adherence City's Advertising Policy	
2.2e Business Plan: cleaning and maintenance schedules respond to requirements of RFP Sec. 10.1, and plan provided to report maintenance activities into StreetsLA's Asset Management Reporting System	
2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	
2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	

Remarks: Plan provides shelters for 75% of riders in each council district. CMS designed for municipal and transit partners to connect with the public (IxNConnect). Includes detailed schedule for street furniture maintenance, cleaning and trash removal. Sales plan relies on securing large deals from leading advertisers, adjusting rates in real time, utilizing static for stable revenues, capitalizing on LA events, shift to programmatic advertising, and data driven sales. Local sales team for small and medium sized businesses.

3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	10

Remarks: Includes sidewalk replacement for the footprint of the bus shelter only. Assumes all approvals, utility requirements, site restoration requirements are established prior to kick-off. Shelter relocations will be performed in tandem with replacements (no warehouse). Propose 10 months to begin deployment; fabrication, site survey and design, permitting and pre-construction. Only 634 shelters to be replaced with digital by year 3.

4. Design	(0-15 points)	
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.	
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W		
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP		
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity		
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W		
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)		
4.2a Designs reflect cultural diversity of the City		
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments		
4.2b Designs integrate sustainable materials and/or components		
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter		
4.3a Designs consider digital and technological components that improve delivery of City services		
4.3b Digital and technological components are sensitive to surrounding environment and community standards		
4.4 Designs result in a strong STAP brand image		
Design Score:		14

Remarks: Six interesting design concepts to choose from. Each design concept allows for standard, narrow, high ride and micro shelters. Additional amenities available include eLockers, vending kiosks, street kiosks, and charging stations for e-bikes and e-scooters. Street kiosks/urban panels include free wi-fi but may be distracting to drivers or could reduce visibility depending on placement. (Deployment of 25). Conducted and incorporated shade study to allow for 10% increase in the provision of shade through adjustment in form and orientation of shelters. Propose solar panels at 80% of static shelters. Adaptable design to incorporate future technology.

5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials	
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	
Sustainability Points:	9

Remarks: Committing to service STAP with fully electric vehicles by 2025.

6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	
Innovative Approaches Points:	9

Remarks: Design allows for incorporation of local art.

INTERSECTION MEDIA, LLC TOTAL TECHNICAL POINTS	84
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RESPONDENT: INTERSECTION MEDIA, LLC	
TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS	WEIGHT RATIONALE
1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	21
Remarks: Intersection has expertise in technology and design solutions; advertising, production, and sales; and operations, maintenance, and support. Headquartered in NYC, they opened their Los Angeles office in 2018. Largest client is LA Metro's advertising partner for rail system so there could be potential for a synergistic relationship with our program. For this project they are partnering with Grimshaw Designs. They list their clients and assets provided, but it seems the scope/scale of assets seems to be a fraction of what this contract would provide for Los Angeles. They have managed bus shelters and advertisements for City of Philadelphia and City of Minneapolis, as well as the LinkNYC program which has reached 1800 kiosks and in 2019 generated \$69M in revenue. However, LinkNYC program has been criticised for not being rolled out equitably across NYC's five boroughs citing infrastructure requirements - something we should be mindful of if we partner with this firm.	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City R/W	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	
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2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	
2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	20
Remarks: They describe a varied and broad advertising sales program including annual buys from large advertisers, targeted cultural advertising, experiential and interactive advertising, and programmatic advertising. The proposal	

They describe a varied and layered advertising sales program including annual buys from large advertisers, targeted cultural advertising, experiential and interactive advertising, and programmatic advertising. The proposal discusses a proprietary content management system called IxNConnect which would allow StreetsLA to manage screen content and provide reporting and analytics on the network of digital screens deployed over the course of the contract. The program includes a rate plan and includes 5% of content reserved for public service advertisement.

3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	

Program Build Out and Refresh/Relocation Plans Score: 12

Remarks:
This team proposes a period of 10 months to ramp up the program, during which time there would be no revenue generation. Under their plan, the City would provide the capital infrastructure. They propose digitizing 770 sites, including 664 shelters. They are proposing 1,100 microshelters and 1 mobility hub per Council District. The program proposes a combination of static and digital elements. Based on their map it does look like there would be fewer digital shelters in SouthLA, and fewer micro-shelters in the Valley. How will they go about equitable distribution of the STAP elements? Additionally, micro-shelters would not be deployed until Years 5 or 6.

They have identified 664 Digital Standard Shelter and 106 Digital Urban Panel locations to upgrade initially. However, they note that their initial site selection is based on revenue projections and therefore, the 664 locations do not completely align with Street's LA's priority locations. Remaining elements will be deployed in the second phase in years 3-6.

4. Design	(0-15 points)
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W	
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP	
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity	
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W	
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)	
4.2a Designs reflect cultural diversity of the City	
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments	
4.2b Designs integrate sustainable materials and/or components	
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter	
4.3a Designs consider digital and technological components that improve delivery of City services	
4.3b Digital and technological components are sensitive to surrounding environment and community standards	

4.4 Designs result in a strong STAP brand image	
Design Score:	13
Remarks:	
Intersection has partnered with Grimshaw Designs. They have put forward six modular design concepts that respond to the culture and history of Los Angeles. In their proposal they discuss the importance of shade, equity and access, and sustainable materials. The design concepts: Streamline, Google, and Frame are contemporary interpretations of LA's unique historic architectural identity. The designs are simple and flexible, and will integrate nicely with the variety of neighborhood contexts found in Los Angeles. The proposal talks about the use of the digital panels within shelters and urban kiosks as an urban canvas to help promote the work of local artists. Overall, the designs would result in a strong STAP brand image.	
5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing	
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	
Sustainability Points:	8
Remarks:	
Their proposal indicates that they have conducted shade studies to analyze the impact of their shelter on the hottest days to ensure maximum coverage or flexible use of space. They do propose solar panels, but note that this can be accommodated at 80% of the non-digital shelters - it's not clear what percentage of the total would utilize solar. They cite their usage of fuel cells for digital kiosks in the LinkNYC program.	
6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	
Innovative Approaches Points:	4
Remarks:	
They propose to have a community affairs manager who will interface with the community. They propose a number of STAP elements including: Standard, Narrow, and High Ride shelters, as well as Micro-shelter, Urban Panels, Vending Kiosk and other transit amenities, such as e-lockers and micromobility charging stations. I would have liked to have seen more innovative transit amenities. They did not emphasize the availability of ad space for local businesses as much as the other respondents.	
INTERSECTION MEDIA, LLC TOTAL TECHNICAL POINTS	78

RESPONDENT: INTERSECTION MEDIA, LLC

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	15
Remarks:	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
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2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	20

Remarks:	
3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	10

Remarks:

4. Design	(0-15 points)
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W	
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP	
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity	
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W	
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)	
4.2a Designs reflect cultural diversity of the City	
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments	
4.2b Designs integrate sustainable materials and/or components	
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter	
4.3a Designs consider digital and technological components that improve delivery of City services	
4.3b Digital and technological components are sensitive to surrounding environment and community standards	
4.4 Designs result in a strong STAP brand image	

Design Score:	13
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Remarks:

5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b <u>Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing</u>	
5.1c <u>Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods</u>	
5.1d <u>Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture</u>	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b <u>Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically</u>	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	
Sustainability Points:	7

Remarks:

6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	
Innovative Approaches Points:	7

Remarks:

INTERSECTION MEDIA, LLC TOTAL TECHNICAL POINTS	72
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RESPONDENT: INTERSECTION MEDIA, LLC

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS	WEIGHT RATIONALE
1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	20
Remarks:	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City R/W	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	
2.2d Business Plan: deployment and use of Content Management System (CMS) that monitors digital elements, schedules real-time information and advertising placement, and reviews advertising content to ensure adherence City's Advertising Policy	
2.2e Business Plan: cleaning and maintenance schedules respond to requirements of RFP Sec. 10.1, and plan provided to report maintenance activities into StreetsLA's Asset Management Reporting System	
2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	
2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	23

Remarks:	
3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	6

Remarks: Fell short on the total number of units.

4. Design	(0-15 points)	
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.	
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W		
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP		
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity		
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W		
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)		
4.2a Designs reflect cultural diversity of the City		
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments		
4.2b Designs integrate sustainable materials and/or components		
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter		
4.3a Designs consider digital and technological components that improve delivery of City services		
4.3b Digital and technological components are sensitive to surrounding environment and community standards		
4.4 Designs result in a strong STAP brand image		
Design Score:		10

5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials	
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	

Sustainability Points: **7**

Remarks:

6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	

Innovative Approaches Points: **6**

Remarks:

INTERSECTION MEDIA, LLC TOTAL TECHNICAL POINTS	72
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RESPONDENT: INTERSECTION MEDIA, LLC

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	25
Excellent track record including work with local entities such as LA Metro	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City R/W	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	
2.2d Business Plan: deployment and use of Content Management System (CMS) that monitors digital elements, schedules real-time information and advertising placement, and reviews advertising content to ensure adherence City's Advertising Policy	
2.2e Business Plan: cleaning and maintenance schedules respond to requirements of RFP Sec. 10.1, and plan provided to report maintenance activities into StreetsLA's Asset Management Reporting System	
2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	
2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	

Has an in depth knowledge of the use of CMS and good approach to providing real time info where digital is not available	
3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	12

Demonstrated a good understanding of the logistical obstacles of the build out and has a plan to meet the City's requirements

4. Design	(0-15 points)	
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.	
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W		
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP		
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity		
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W		
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)		
4.2a Designs reflect cultural diversity of the City		
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments		
4.2b Designs integrate sustainable materials and/or components		
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter		
4.3a Designs consider digital and technological components that improve delivery of City services		
4.3b Digital and technological components are sensitive to surrounding environment and community standards		
4.4 Designs result in a strong STAP brand image		
Design Score:		12

Thoughtful designs responded to the Cities requirements

5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials	
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	
Sustainability Points:	8

Demonstrated an understanding of the sustainability goals and has a plan to address the requirements

6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	
Innovative Approaches Points:	10

Creative and innovative designs with an excellent understanding of how to get buyin from the community

INTERSECTION MEDIA, LLC TOTAL TECHNICAL POINTS	90
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TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	21

Remarks:

2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City RW	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	
2.2d Business Plan: deployment and use of Content Management System (CMS) that monitors digital elements, schedules real-time information and advertising placement, and reviews advertising content to ensure adherence City's Advertising Policy	
2.2e Business Plan: cleaning and maintenance schedules respond to requirements of RFP Sec. 10.1, and plan provided to report maintenance activities into StreetsLA's Asset Management Reporting System	
2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	
2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	21

Remarks:

3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
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3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	12

Remarks:

4. Design	(0-15 points)	
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.	
4.1b Designs respond to needs of transit riders, pedestrians and other users of City RW		
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP		
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity		
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City RW		
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)		
4.2a Designs reflect cultural diversity of the City		
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in RW and ensure long-term life cycle in RW environments		
4.2b Designs integrate sustainable materials and/or components		
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter		
4.3a Designs consider digital and technological components that improve delivery of City services		
4.3b Digital and technological components are sensitive to surrounding environment and community standards		
4.4 Designs result in a strong STAP brand image		
Design Score:		13

Remarks:

5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials	
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	
Sustainability Points:	7

Remarks:

6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	
Innovative Approaches Points:	8

Remarks:

RESPONDENT: INTERSECTION MEDIA, LLC

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	22
Remarks: Intersection has the required years of experience and experience implementing digital displays with new forms of technology. The team has been successful establishing revenue generating programs. The team displays the knowldege and experience to provide the City with a positive program.	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City R/W	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	
2.2d Business Plan: deployment and use of Content Management System (CMS) that monitors digital elements, schedules real-time information and advertising placement, and reviews advertising content to ensure adherence City's Advertising Policy	
2.2e Business Plan: cleaning and maintenance schedules respond to requirements of RFP Sec. 10.1, and plan provided to report maintenance activities into StreetsLA's Asset Management Reporting System	
2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	

2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	

Approach & Methodology Score: **21**

Remarks: Intersection displays a clear understanding and commitment to the City's vision and goals for the STAP. They have experience placing digital displays and smart technology using kiosks with a variety of transit providers nationwide. The team has experience with data collections which they share with PMs to improve ad displays or PSA's

3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	<p>Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.</p>
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	13

Remarks: Intersection displayed and understanding about transitioning from the current STAP and attracting new advertisers. They understand the City's goals to place state of the art equipment in high volume areas while maintaining equity.

4. Design	(0-15 points)
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	<p>Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.</p>
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W	
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP	
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity	
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W	
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)	
4.2a Designs reflect cultural diversity of the City	
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments	
4.2b Designs integrate sustainable materials and/or components	
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter	
4.3a Designs consider digital and technological components that improve delivery of City services	
4.3b Digital and technological components are sensitive to surrounding environment and community standards	
4.4 Designs result in a strong STAP brand image	
Design Score:	

Remarks: Intersection team clearly presented installation of equipment ensuring ADA accessibility and pedestrian safety. Materials used enhance streetscape aesthetics by using a variety of materials and designs. The digital components enhance displaying public information (bus line info and PSA's). Designs are modern and present a strong STAP image.

5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	<p>Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information.</p>

5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials	<p>information.</p> <p>Poor 1-2: marginally meets the stated criteria.</p> <p>Satisfactory 3-4: meets most of the stated criteria.</p> <p>Good 5-8: meets all stated criteria.</p> <p>Excellent 9-10: exceeds the stated criteria.</p>
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight	
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities	

Sustainability Points:

9

Remarks: Intersection team presented a reduced to a neutral carbon footprint with using low maintenance materials. They propose reusing existing shelters while maintaining equality throughout the City. Ensuring using non-toxic materials, most structures are fabricated from stainless steel.

6. Innovative Approaches	(0-10 points)
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	<p>Points are awarded on the following basis:</p> <p>Non-responsive 0: fails to meet stated criteria/lacks essential information.</p> <p>Poor 1-2: marginally meets the stated criteria.</p> <p>Satisfactory 3-4: meets most of the stated criteria.</p> <p>Good 5-8: meets all stated criteria.</p>
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	
Innovative Approaches Points:	9

Remarks: The use of kiosks and urban panels are desinged to invite local artists, community members and advertisers to provide input from the community.

