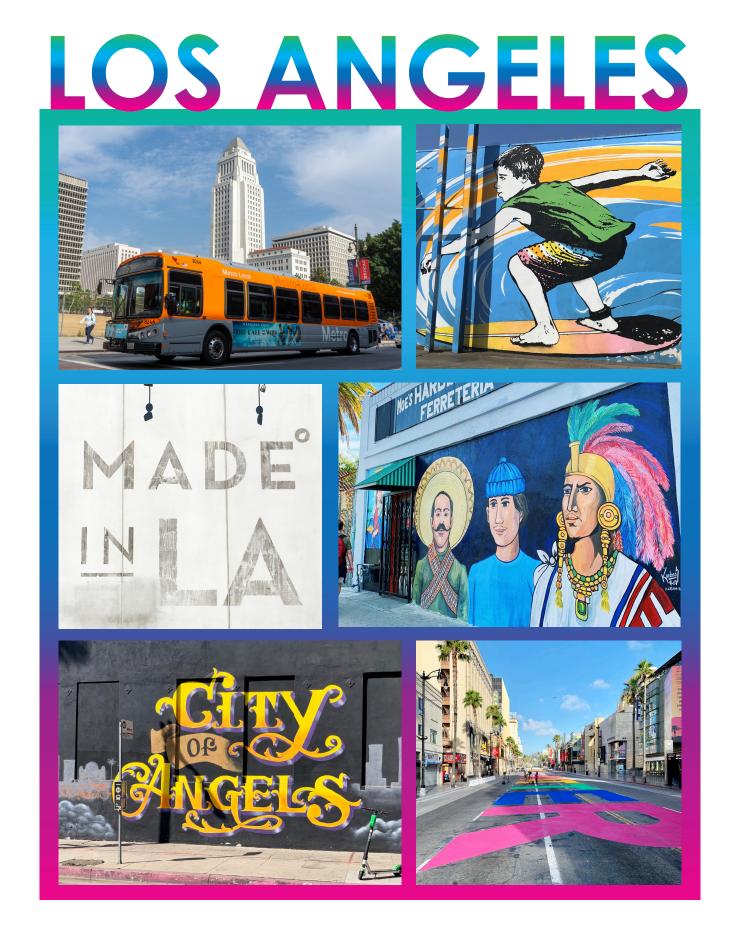
RESPONSE OF

OUTFRONT DECAUX STREET FURNITURE, LLC

Request for Proposal Sidewalk and Transit Amenities Program (STAP)

StreetsLA
Department of Public Works
February 19, 2021





Outfront Decaux Street Furniture, LLC

Confidential and Proprietary Information

Capital & Operating Costs

Please complete quantities and unit costs for all elements you are proposing.

Use your total capital costs from this sheet to propose different scenarios in this Price Proposal.

Areas shaded in PINK will be locked.

Required	Required Program Elements									
Program Element	Quantity	Unit Cost	Total							
Transit Shelters (minimum 3,000)	3,000	\$23,561	\$70,683,864							
Digital Displays	810	\$36,144	\$29,276,340							
Interactive Kiosks	5	\$28,010	\$140,052							
Vending Kiosks	5	\$33,613	\$168,063							
Urban Panels	146	\$16,660	\$2,432,289							
Smart, 5G & Public WiFi Components	See Below	\$0	\$0							
eLockers	5	\$44,817	\$224,083							
Content Management System	1	See Below	\$0							
		Total	\$102,924,691							
	Program Elements									
Program Element	Quantity	Unit Cost	Total							
Trash and Recycling	3,000	\$1,095	\$3,285,655							
Sunshade for Outdoor Public Space	50	\$2,500	\$125,000							
Smart, 5G & Public WiFi Components		\$0	\$0							
Content Management System*	See Operating Costs		\$0							
		\$0	\$0							
		\$0	\$0							
		\$0	\$0							
		\$0	\$0							
		\$0	\$0							
		\$0	\$0							
		\$0	\$0							
		\$0	\$0							
		\$0	\$0							
		\$0	\$0							
Total			\$3,410,655							
<u> </u>	provement Costs									
ltem	Quantity	Unit Cost	Total							
Shelter Rehabilitation	664	\$9,309	\$6,180,856							
Site Rehabilitation		TBD	\$0							
Total			\$6,180,856							
	One will Tailed O	nital Cost	£440 E40 004							
	Grand Total Ca	pital Costs	\$112,516,201							

Operating Costs											
Item Quantity Unit Cost Total											
Maintenance Costs*	1	\$118,403,029	\$118,403,029								
Administrative Costs	1	\$70,808,504	\$70,808,504								
Asset Management Licensing	1	\$1,286,388	\$1,286,388								
	Total										
Other Costs/Fees											
Item	Quantity	Unit Cost	Total								
Estimated Taxes	1	\$19,540,351	\$19,540,351								
Permit Fees	3,825	\$300	\$1,147,500								
Required One-Time Payment	1	\$6,000,000	\$6,000,000								
		Total	\$26,687,851								
	Grand Total Operating Costs \$217,185,771										

^{*}Maintenance Costs include:
Content Management System - Broadsign (SAS)
Digital Network Plan
Digital Electrical Costs

OUTFRONT Decaux Street Furniture, LLC - STAP Price Proposal

Outfront Decaux Street Furniture, LLC

Confidential and Proprietary Information

Revenue Projections Worksheet

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

Areas shaded in PII	NK will be locked.												_
New Prog	ram Inventory			Anticipated Gross Revenue by Program Element									
Year	TOTAL Revenue Ready Units at Beginning of Year	New Shelters w Digital	New Shelters v Static	Interactive Kiosks	Vending Kiosks	Urban Panels	eLockers	Trash and Recycling	Sunshade for Outdoor Public Space	Other (List Item)	Other (List Item)	Other (List Item)	Anticipated Annual Gross Revenue
<u> </u>													
Year 1	•	\$ 5,220,150	\$ 790,353	\$ -	\$ 17,801	\$ 354,900	\$ -	\$ -	\$ -				\$ 6,383,203
Year 2	1,439	\$ 17,171,765	\$ 2,438,523	\$ -	\$ 36,670	\$ 1,426,698	\$ -	\$ -	-				\$ 21,073,655
Year 3	1,649	\$ 24,595,689	\$ 4,181,095	\$ -	\$ 37,770	\$ 2,558,829	\$ -	\$ -	\$ -				\$ 31,373,383
Year 4	1,659	\$ 30,917,930	\$ 5,944,331	\$ -	\$ 38,903	\$ 3,617,039	\$ -	\$ -	\$ -				\$ 40,518,202
Year 5	1,669	\$ 41,357,750	\$ 6,924,056		\$ 40,070	\$ 5,207,718	\$ -	\$ -	\$ -				\$ 53,529,594
Year 6	1,679	\$ 42,598,483	\$ 7,131,778	\$ -	\$ 41,272	\$ 5,554,161	\$ -	\$ -	\$ -				\$ 55,325,693
Year 7	1,679	\$ 43,876,437	\$ 7,345,731		\$ 42,510	\$ 5,720,786	\$ -	\$ -	\$ -				\$ 56,985,464
Year 8	1,679	\$ 45,192,730	\$ 7,566,103	\$ -	\$ 43,785	\$ 5,892,409	\$ -	\$ -	\$ -				\$ 58,695,028
Year 9	1,679	\$ 46,548,512	\$ 7,793,086	\$ -	\$ 45,099	\$ 6,069,182	\$ -	\$ -	-				\$ 60,455,879
Year 10	1,679	\$ 47,944,967	\$ 8,026,879	\$ -	\$ 46,452	\$ 6,251,257	\$ -	\$ -	\$ -				\$ 62,269,555
												TOTAL	\$446,609,655.71

^{*}Total Units is Total Ad Faces at the beginning of the Contract Year.

Outfront Decaux Street Furniture, LLC

Confidential and Proprietary Information

CAPEx Scenarios

Firms must complete Scenarios 1 through 3.
An Alternative Scenario may be proposed, but is not required.

Scenario 1		Sourced from	<mark>Revenue Proj</mark>	ectio	ns Tab

			Ocaroca nom	1 10 10	mae i rejection	10 140			
Year	100% Bidder CAPEx	0% City CAPEx	New Inventory Units	1 -	ected Gross Revenue	% CAPEx Recovery from Gross Revenue	Maxim Recapt		CAPEx ance EOY
1	\$ 61,983,264	\$ -	-	\$	6,383,203	0%	\$	-	\$ -
2	\$ 16,405,780	\$ -	1,439	\$	21,073,655	0%	\$	-	\$ -
3	\$ 13,731,347	\$ -	1,649	\$	31,373,383	0%	\$	-	\$ -
4	\$ 11,783,424	\$ -	1,659	\$	40,518,202	0%	\$	-	\$ -
5	\$ 6,519,773	\$ -	1,669	\$	53,529,594	0%	\$	-	\$ -
6	\$ 394,153	\$ -	1,679	\$	55,325,693	0%	\$	-	\$ -
7	\$ 405,978	\$ -	1,679	\$	56,985,464	0%	\$	-	\$ -
8	\$ 418,157	\$ -	1,679	\$	58,695,028	0%	\$	-	\$ -
9	\$ 430,702	\$ -	1,679	\$	60,455,879	0%	\$	-	\$ -
10	\$ 443,623	\$ -	1,679	\$	62,269,555	0%	\$	-	\$ -

Scenario 3 Sourced from Revenue Projections Tab

Year	0% Bidder CAPEx	100% City CAPEx	New Inventory Units	Projected Gross Revenue	% CAPEx Recovery from Gross Revenue	Maximum Recapture	CAPEx Balance EOY
1	\$ -	\$ 61,983,264	-	\$ 6,383,203	0%	\$ -	\$ -
2	\$ -	\$ 16,405,780	1,439	\$ 21,073,655	0%	\$ -	\$ -
3	\$ -	\$ 13,731,347	1,649	\$ 31,373,383	0%	\$ -	\$ -
4	\$ -	\$ 11,783,424	1,659	\$ 40,518,202	0%	\$ -	\$ -
5	\$ -	\$ 6,519,773	1,669	\$ 53,529,594	0%	\$ -	\$ -
6	\$ -	\$ 394,153	1,679	\$ 55,325,693	0%	\$ -	\$ -
7	\$ -	\$ 405,978	1,679	\$ 56,985,464	0%	\$ -	\$ -
8	\$ -	\$ 418,157	1,679	\$ 58,695,028	0%	\$ -	\$ -
9	\$ -	\$ 430,702	1,679	\$ 60,455,879	0%	\$ -	\$ -
10	\$ -	\$ 443,623	1,679	\$ 62,269,555	0%	\$ -	\$ -

Scenario 2 Sourced from Revenue Projections Tab

	5	0% Bidder	50% City	New Inventory	Projected Gross		% CAPEx Recovery from Gross	kimum	Ва	APEx lance
Year		CAPEx	CAPEx	Units		Revenue	Revenue	apture	EOY	
1	\$	30,991,632	\$ 30,991,632	-	\$	6,383,203	0%	\$ -	\$	-
2	\$	8,202,890	\$ 8,202,890	1,439	\$	21,073,655	0%	\$ -	\$	-
3	\$	6,865,674	\$ 6,865,674	1,649	\$	31,373,383	0%	\$ -	\$	-
4	\$	5,891,712	\$ 5,891,712	1,659	\$	40,518,202	0%	\$ -	\$	-
5	\$	3,259,887	\$ 3,259,887	1,669	\$	53,529,594	0%	\$ -	\$	-
6	\$	197,077	\$ 197,077	1,679	\$	55,325,693	0%	\$ -	\$	-
7	\$	202,989	\$ 202,989	1,679	\$	56,985,464	0%	\$ -	\$	-
8	\$	209,079	\$ 209,079	1,679	\$	58,695,028	0%	\$ -	\$	-
9	\$	215,351	\$ 215,351	1,679	\$	60,455,879	0%	\$ -	\$	-
10	\$	221,811	\$ 221,811	1,679	\$	62,269,555	0%	\$ -	\$	-

Alternative Scenario Sourced from Revenue Projections Tab

					% CAPEx		
					Recovery		
			New	Projected	from		CAPEx
	% Bidder		Inventory	Gross	Gross	Maximum	Balance
Year	CAPEx	% City CAPEx	Units	Revenue	Revenue	Recapture	EOY
1	\$ -	\$ -	-	\$ 6,383,203	0%	\$ -	\$ -
2	\$ -	\$ -	1,439	\$ 21,073,655	0%	\$ -	\$ -
3	\$ -	\$ -	1,649	\$ 31,373,383	0%	\$ -	\$ -
4	\$ -	\$ -	1,659	\$ 40,518,202	0%	\$ -	\$ -
5	\$ -	\$ -	1,669	\$ 53,529,594	0%	\$ -	\$ -
6	\$ -	\$ -	1,679	\$ 55,325,693	0%	\$ -	\$ -
7	\$	\$ -	1,679	\$ 56,985,464	0%	\$ -	\$ -
8	\$ -	\$ -	1,679	\$ 58,695,028	0%	\$ -	\$ -
9	\$ -	\$ -	1,679	\$ 60,455,879	0%	\$ -	\$ -
10	\$ -	\$ -	1,679	\$ 62,269,555	0%	\$ -	\$ -

OUTFRONT Decaux Street Furniture, LLC - STAP Price Proposal

Outfront Decaux Street Furniture, LLC
REVENUE SHARE

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

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

Percentages displayed are placeholders only.

Scenario 1: 100% F	Partner CAPEx	Scenario 2: 50% Partner CA	PEx	Scenario 3: 0% Partner	r CAPEx	Alternative Scenario - In	sert Partner CAPEx
	Use if No MAG		Use if No MAG		Use if No MAG		Use if No MAG
MA	AG Bottom of Top of Tier	MAG	Bottom of Top of Tier	MAG		MAG	Bottom of Top of Tier
(Opti	ional) Tier (\$mil) (\$mil) City Share Partner Share	(Optional)	Tier (\$mil) (\$mil) City Share Partner Share	(Optional)	Tier (\$mil) (\$mil) City Share Partner Share	(Optional)	Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 50.0 0.0% 100.0%		\$ - \$ 50.0 15.0% 85.0%		\$ - \$ 50.0 30.0% 70.0%		
	\$ 50.0 50.0% 50.0%		\$ 50.0 50.0% 50.0%		\$ 50.0 50.0% 50.0%		
Year 1		Year 1		Year 1		Year 1	
	Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier
	Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 52.0 0.0% 100.0%		\$ - \$ 52.0 15.0% 85.0%		\$ - \$ 52.0 30.0% 70.0%		
	\$ 52.0 50.0% 50.0%		\$ 52.0 50.0% 50.0%		\$ 52.0 50.0% 50.0%		
Year 2	, 12.0	Year 2	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Year 2	-	Year 2	
	Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier
	Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 55.0 0.0% 100.0%		\$ - \$ 55.0 15.0% 85.0%		\$ - \$ 55.0 30.0% 70.0%		The state of the s
	\$ 55.0 50.0% 50.0%		\$ 55.0 50.0% 50.0%		\$ 55.0 50.0% 50.0%		
Year 3	Ψ 00.0 /0 00.0 /0	Year 3	Ψ 00.0 00.070	Year 3	Ψ 00.0 00.0 /0 00.0 /0	Year 3	
	Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier
	Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 57.0 0.0% 100.0%		\$ - \$ 57.0 15.0% 85.0%		\$ - \$ 57.0 30.0% 70.0%		City Share Farther Share
	\$ 57.0 50.0% 50.0%		\$ 57.0 50.0% 50.0%		\$ 57.0 50.0% 50.0% \$ 57.0 50.0%		
Year 4	\$ 37.0 30.076 30.076	Year 4	Ψ 37.0 30.076 30.076	Year 4	30.076 30.076	Year 4	
	Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier
	Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 59.0 0.0% 100.0%						Tier (\$1111) (\$1111) City Share Parther Share
Year 5	\$ 59.0 50.0% 50.0%	Year 5	\$ 59.0 50.0% 50.0%	Year 5	\$ 59.0 50.0% 50.0%	Year 5	
	Detter of Ten of Tier		Detters of Ten of Ties		Detters of Ten of Tier		Dettern of Ten of Tier
	Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier
	Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 61.0 0.0% 100.0%		\$ - \$ 61.0 15.0% 85.0%		\$ - \$ 61.0 30.0% 70.0%		
Year 6	\$ 61.0 50.0% 50.0%	Year 6	\$ 61.0 50.0% 50.0%	Year 6	\$ 61.0 50.0% 50.0%	Year 6	
	Detter of Ten of Tier		Detters of Ten of Ties		Detters of Ten of Tier		Dettern of Ten of Tier
	Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier
	Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 63.0 0.0% 100.0%		\$ - \$ 63.0 15.0% 85.0%		\$ - \$ 63.0 30.0% 70.0%		
Year 7	\$ 63.0 50.0% 50.0%	Year 7	\$ 63.0 50.0% 50.0%	Year 7	\$ 63.0 50.0% 50.0%	Year 7	
	Detter of Ten of Tier		Detters of Ten of Ties		Detters of Ten of Tier		Dettern of Ten of Tier
	Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier
	Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 65.0 0.0% 100.0%		\$ - \$ 65.0 15.0% 85.0%		\$ - \$ 65.0 30.0% 70.0%		
Year 8	\$ 65.0 50.0% 50.0%	Year 8	\$ 65.0 50.0% 50.0%	Year 8	\$ 65.0 50.0% 50.0%	Year 8	
	Detter of Ten of Tier		Detters of Ten of Ties		Detters of Ten of Tier		Dettern of Ten of Tier
	Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier
	Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 67.0 0.0% 100.0%		\$ - \$ 67.0 15.0% 85.0%		\$ - \$ 67.0 30.0% 70.0%		
Year 9	\$ 67.0 50.0% 50.0%	Year 9	\$ 67.0 50.0% 50.0%	Year 9	\$ 67.0 50.0% 50.0%	Year 9	
	Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier		Bottom of Top of Tier
	Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share		Tier (\$mil) (\$mil) City Share Partner Share
	\$ - \$ 69.0 0.0% 100.0%		\$ - \$ 69.0 15.0% 85.0%		\$ - \$ 69.0 30.0% 70.0%		
Year 10	\$ 69.0 50.0% 50.0%	Year 10	\$ 69.0 50.0% 50.0%	Year 10	\$ 69.0 50.0% 50.0%	Year 10	

Outfront Decaux Street Furniture, LLC

Confidential and Proprietary Information

Price Proposal Explanation

Please provide a rationale for your Price Proposal in 500 words or less. You may provide this on a separate sheet as an attachment to the Price Proposal Forms.

General Details

Our proposal is compliant with, and dependent upon, the RFP requirements. Constrained within certain parameters the revenue share possibilities are impacted. For example, the length of the concession term combined with the one-year rollout schedule materially impacts expenses, while the program prohibits the sale of advertising on the existing structures and therefore, no revenue can be generated at the start. Nonetheless, our proposal provides a revenue share in all three capital expenditure scenarios and it increases as the costs are shared between the parties. We have not included a guaranteed fee to the City, however, should that be an important element for the City, we are happy to develop the program with such a term, deliverable once the program produces an adequate level of sales.

In pricing the program, our proposal applied the cost of the "Classic design" of the bus shelter collections. Angelenos have prioritized shade equity, and we have listened by structuring our proposal with inventory that can provide shade – bus shelters and the Sunshade for Outdoor Spaces – along with the digital displays which can produce the revenue underlying the program investment. We have, of course, also provided prototype units for the other required elements – the Interactive Kiosks, the Vending Kiosks and eLockers.

The amenities detailed in the Technical Proposal, including the larger elevated digital urban panels signage depicted in each shelter collection, are not included in the Price Proposal nor are third party integrations. We are well-versed in providing each and every element included in our Technical Proposal as well as public toilets and any other amenity desired by the City. We would be delighted to partner with the City to develop under terms and conditions that are reasonable for both parties any such products and services, the details of which would be determined at the time. All services and products created would include a project management fee as well as the actual costs of producing, installing, and maintaining the product.

Capital & Operating Costs Tab

Our digital advertising panels pricing details screens that are approximately 86". The pricing for the Interactive Kiosks includes all components, but for all other items the digital panel is included under the category "Digital Displays".

Our proposal includes 50 Sunshades for Outdoor Spaces, however, if the City desired a volume of 1,000 basic units or more, it would result in the substantially lower price of less than \$1,500 per unit.

The Content Management System (which alongside the Smart, 5G & Public WiFi Components was not a Required Program Element) requires licensing per unit, and together with the items listed under the section "Operating Costs" have quantities and costs which will ramp up over time as the inventory is installed. These elements are specified with a full build-out.

Revenue Projections Tab

The annual revenue amounts include aggressive growth projections in the early years as the term begins with no revenue generation and occurs in the Covid-19 recovery market environment.



