

RESPONSE OF
**OUTFRONT DECAUX
STREET FURNITURE, LLC**

**Best & Final Offer (BAFO)
Sidewalk and Transit Amenities Program (STAP)**

**StreetsLA
Department of Public Works**

August 6, 2021

LOS ANGELES



Part 1: Best & Final Offer Price Proposal

Capital & Operating Costs
Revenue Projections Worksheet
CAPEX Scenarios
Revenue Share

Part 2: Best & Final Offer Narrative

Part 2 accompanies this document

- I Introductory Note
- II Best & Final Offer Price Proposal Information
- III The Supporting Narrative of the OUTFRONT/Decaux Proposal

The Avenue



Flat 2028



Wave



Las Palmas



Angels Wing



Lantern



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 Program Elements			
Program Element	Quantity	Unit Cost	Total
Transit Shelters (minimum 3,000)	3,000	\$23,246	\$69,737,476
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			\$101,978,303
Additional Program Elements			
Program Element	Quantity	Unit Cost	Total
Trash and Recycling	3,000	\$1,095	\$3,285,655
Sunshade for Outdoor Public Space**	1,500	\$2,000	\$3,000,000
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	\$0
		\$0	\$0
		\$0	\$0
		\$0	\$0
		\$0	\$0
Total			\$6,285,655
Capital Improvement Costs			
Item	Quantity	Unit Cost	Total
Shelter Rehabilitation	664	\$9,309	\$6,180,856
Site Rehabilitation		TBD	\$0
Total			\$6,180,856
Grand Total Capital Costs			\$114,444,813

Operating Costs			
Item	Quantity	Unit Cost	Total
Maintenance Costs*	1	60,718,716	\$60,718,716
Electricity Costs**	1	34,395,506	\$34,395,506
Administrative Costs	1	\$66,906,307	\$66,906,307
Asset Management Licensing	1	\$1,286,388	\$1,286,388
Total			\$163,306,918
Other Costs/Fees			
Item	Quantity	Unit Cost	Total
Estimated Taxes	1	\$17,776,959	\$17,776,959
Permit Fees	3,825	\$300	\$1,147,500
Required One-Time Payment	1	\$6,000,000	\$6,000,000
Total			\$24,924,459
Grand Total Operating Costs			\$188,231,377

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

**Electricity Costs paid to LA DWP

*Urban Panel Capital does not include Digital Screens (included in the Digital Displays)
**Sunshade for Outdoor Public Space Capex will be the sole responsibility of the bidder

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 PINK will be locked.

New Program Inventory		Anticipated Gross Revenue by Program Element											
Year	TOTAL Revenue Ready Units at Beginning of Year	New Shelters w Digital	New Shelters w 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
Year 1	-	\$ 5,220,150	\$ 790,353	\$ -	\$ 17,801	\$ 354,900	\$ -	\$ -	\$ -				\$ 6,383,203
Year 2	491	\$ 17,171,765	\$ 2,438,523	\$ -	\$ 36,670	\$ 1,426,698	\$ -	\$ -	\$ -				\$ 21,073,655
Year 3	975	\$ 24,595,689	\$ 4,181,095	\$ -	\$ 37,770	\$ 2,558,829	\$ -	\$ -	\$ -				\$ 31,373,383
Year 4	1,459	\$ 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
CAPEX Scenarios

Confidential and Proprietary Information

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

Scenario 1 Sourced from Revenue Projections Tab

Year	100% Bidder CAPEx	0% City CAPEx	New Inventory Units	Projected Gross Revenue	% CAPEx Recovery from Gross Revenue	Maximum Recapture	CAPEx Balance EOY
1			-	\$ 6,383,203	0%	\$ -	\$ -
2			491	\$ 21,073,655	0%	\$ -	\$ -
3			975	\$ 31,373,383	0%	\$ -	\$ -
4			1,459	\$ 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%	\$ -	\$ -

Scenario 2 Sourced from Revenue Projections Tab

Year	50% Bidder CAPEx	50% City CAPEx	New Inventory Units	Projected Gross Revenue	% CAPEx Recovery from Gross Revenue	Maximum Recapture	CAPEx Balance EOY
1			-	\$ 6,383,203	0%	\$ -	\$ -
2			491	\$ 21,073,655	0%	\$ -	\$ -
3			975	\$ 31,373,383	0%	\$ -	\$ -
4			1,459	\$ 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%	\$ -	\$ -

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	\$ 2,000,000	\$ 28,702,726	-	\$ 6,383,203	0%	\$ -	\$ -
2	\$ 1,000,000	\$ 19,155,379	491	\$ 21,073,655	0%	\$ -	\$ -
3	\$ -	\$ 17,134,866	975	\$ 31,373,383	0%	\$ -	\$ -
4	\$ -	\$ 16,107,030	1,459	\$ 40,518,202	0%	\$ -	\$ -
5	\$ -	\$ 12,957,524	1,669	\$ 53,529,594	0%	\$ -	\$ -
6	\$ -	\$ 10,645,808	1,679	\$ 55,325,693	0%	\$ -	\$ -
7	\$ -	\$ 5,829,140	1,679	\$ 56,985,464	0%	\$ -	\$ -
8	\$ -	\$ 295,170	1,679	\$ 58,695,028	0%	\$ -	\$ -
9	\$ -	\$ 304,025	1,679	\$ 60,455,879	0%	\$ -	\$ -
10	\$ -	\$ 313,146	1,679	\$ 62,269,555	0%	\$ -	\$ -

Alternative Scenario Sourced from Revenue Projections Tab

Year	% Bidder CAPEx	% City CAPEx	New Inventory Units	Projected Gross Revenue	% CAPEx Recovery from Gross Revenue	Maximum Recapture	CAPEx Balance EOY
1	\$ -	\$ -	-	\$ 6,383,203	0%	\$ -	\$ -
2	\$ -	\$ -	491	\$ 21,073,655	0%	\$ -	\$ -
3	\$ -	\$ -	975	\$ 31,373,383	0%	\$ -	\$ -
4	\$ -	\$ -	1,459	\$ 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 - Best & Final Offer

Outfront Decaux Street Furniture, LLC
REVENUE SHARE

Confidential and Proprietary Information

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% Partner CAPEX

Use if No MAG				
MAG (Optional)	Bottom of Tier (\$mil)	Top of Tier (\$mil)	City Share	Partner Share
Year 1				100.0%
				100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 2				100.0%
				100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 3				100.0%
				100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 4				100.0%
				100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 5				100.0%
				100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 6				100.0%
				100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 7				100.0%
				100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 8				100.0%
				100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 9				100.0%
				100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 10				100.0%
				100.0%

Scenario 2: 50% Partner CAPEX

Use if No MAG				
MAG (Optional)	Bottom of Tier (\$mil)	Top of Tier (\$mil)	City Share	Partner Share
Year 1	\$ -	\$ -		100.0%
	\$ -			100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 2	\$ -	\$ -	0.0%	100.0%
	\$ -		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 3	\$ -	\$ -		100.0%
	\$ -			100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 4	\$ -	\$ -		100.0%
	\$ -			100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 5	\$ -	\$ -		100.0%
	\$ -			100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 6	\$ -	\$ -		100.0%
	\$ -			100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 7	\$ -	\$ -		100.0%
	\$ -			100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 8	\$ -	\$ -		100.0%
	\$ -			100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 9	\$ -	\$ -		100.0%
	\$ -			100.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 10	\$ -	\$ -		100.0%
	\$ -			100.0%

Scenario 3: 0% Partner CAPEX

Use if No MAG					
MAG (Optional)	Bottom of Tier (\$mil)	Top of Tier (\$mil)	City Share	Partner Share	
Year 1	1,560.0	\$ -	\$ 50.0	35.0%	65.0%
		\$ 50.0		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share					
Year 2	5,160.0	\$ -	\$ 52.0	35.0%	65.0%
		\$ 52.0		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share					
Year 3	7,690.0	\$ -	\$ 55.0	35.0%	65.0%
		\$ 55.0		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share					
Year 4	9,930.0	\$ -	\$ 57.0	35.0%	65.0%
		\$ 57.0		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share					
Year 5	13,110.0	\$ -	\$ 59.0	35.0%	65.0%
		\$ 59.0		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share					
Year 6	13,550.0	\$ -	\$ 61.0	35.0%	65.0%
		\$ 61.0		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share					
Year 7	13,960.0	\$ -	\$ 63.0	35.0%	65.0%
		\$ 63.0		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share					
Year 8	14,380.0	\$ -	\$ 65.0	35.0%	65.0%
		\$ 65.0		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share					
Year 9	14,810.0	\$ -	\$ 67.0	35.0%	65.0%
		\$ 67.0		50.0%	50.0%
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share					
Year 10	15,260.0	\$ -	\$ 69.0	35.0%	65.0%
		\$ 69.0		50.0%	50.0%

Alternative Scenario - Insert Partner CAPEX

Use if No MAG				
MAG (Optional)	Bottom of Tier (\$mil)	Top of Tier (\$mil)	City Share	Partner Share
Year 1				
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 2				
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 3				
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 4				
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 5				
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 6				
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 7				
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 8				
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 9				
Bottom of Tier (\$mil) Top of Tier (\$mil) City Share Partner Share				
Year 10				

