

**CITY OF LOS ANGELES
DEPARTMENT OF PUBLIC WORKS**



July 1, 2021

J. Francois Nion and Richard Ament, Co-Managing Directors
OUTFRONT Decaux Street Furniture, LLC
VIA EMAIL ONLY TO:
francois.nion@jcdecaux.com
richard.ament@outfrontmedia.com

RE: Best and Final Offer - City of Los Angeles Sidewalk and Transit Amenities Program

Dear Francois and Rich,

StreetsLA thanks your team for its continued interest in our Sidewalk and Transit Amenities Program (STAP) as demonstrated by the quality of your proposal and your participation in the upcoming technology demonstration. At this time, we request that your team prepare a Best and Final Offer (BAFO) to be submitted by Friday, August 6th at 5pm Pacific. You will only be required to make a submission by email, but you are welcome to also provide a hard copy by the deadline stated, if you so choose.

Your submission should be prepared in three parts:

1. A revised price proposal that responds to specific issues in the document attached.
2. A narrative that supports your revised price proposal.
3. Any depictions of amended or additional program element designs.

Should you have any questions, please feel free to contact me.

Best regards,

Lance Oishi, Contract Administrator
Bureau of Street Services
(213) 847-3333
lance.oishi@lacity.org

Attachment

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**BEST AND FINAL OFFER
CITY OF LOS ANGELES
Sidewalk and Transit Amenities Program (STAP)**

INSTRUCTIONS

Best and Final Offers (BAFO) for the City of Los Angeles' Sidewalk and Transit Amenities Program (STAP) must be submitted by Friday, August 6, 2021, at 5pm Pacific by email to:

Lance Oishi, Contract Administrator
Bureau of Street Services
lance.oishi@lacity.org

Please submit a revised price proposal and supporting narrative that responds to the issues presented below. Additionally, if you have amended or added program elements, please provide updated design depictions in your BAFO submission. Submissions should be organized as follows:

- Part 1 - Best and Final Offer Price Proposal
- Part 2 - Supporting Narrative
- Part 3 - Revised and/or Additional Program Element Designs (not required if no changes/additions)

BAFOs must be submitted in PDF format with a copy of the Revised Price Proposal submitted as an unlocked Excel workbook. Price Proposals must include the information required from the original RFP; however, your team may expand or change the Price Proposal's original form to clearly and thoroughly respond to the issues presented below.

All terms and conditions of the RFP remain.

BEST AND FINAL OFFER

The primary goals of your Best and Final Offer are to rationalize and reduce Capital and Operating Costs, while providing the opportunity to increase the City's revenue share. The BAFO will also help determine the individual Respondent's commitment to STAP as well as their ability to work cooperatively with StreetsLA. Through the procurement process, StreetsLA has gained greater understanding of these costs, however operating costs are still challenge the fiscal sustainability of STAP.

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Part 1 - Best and Final Offer Price Proposal

- Submit a price proposal with only one scenario where the City provides 100% CAPEX.
- Operating Costs must be itemized beyond general categories of Maintenance, Administrative, etc. The City's CAPEX commitment will include expenses such as traffic control, trenching and construction related costs. Please consider the impact of the City's assumption of these costs as you detail your Operating Costs.
- Itemize costs associated with regular maintenance, Digital Network Plan and Digital Electrical Costs.
- Provide total annual Operating Costs based on your proposed implementation.
- Reconsider your program element mix, specifically the quantities of Shelters with Digital, Interactive Kiosks, Vending Kiosks and Urban Panels. Please provide quantities you recommend for STAP.
- Reconsider the proposed revenue tier thresholds so that they are achievable according to your revenue estimates.
- Provide increased City revenue share options.

Part 2 - Supporting Narrative

Provide a rationalization of your price proposal discussing in particular:

- How your price proposal achieves the goals of STAP.
- How your price proposal optimizes revenue generation.
- How your price proposal is financially sustainable without compromising the issue of shade equity.
- Any measures OUTFRONT Decaux will take to minimize estimated Digital Electrical Costs.
- Provide descriptions and justification for itemized Administrative Costs.
- Explain your position that bonusing and over posting would not negatively impact STAP revenues and describe how those practices may benefit the program and City share of revenues.
- Provide a detailed Public Engagement Plan that supports the implementation of STAP based on your proposed schedule. Address specific areas of the program that must earn public support, such as the design of the elements and the use of digital.