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Request for Information
Sidewalk and Transit Amenities Program (STAP)
March 17, 2020

Welcome!

Introductions

- Adel Hagekhalil, Executive Director
- Lance Oishi, Contract Administrator
- John Gobis, Gobis & Co. LLC



Welcome!

- Purpose of the RFI
- City's Objectives & Vision
- Current Program Overview
- Future Program Development
- RFI Process & Questionnaire
- Q & A
- Networking



Purpose of the RFI

- Self-sustaining, world class street furniture program
- Solicit creative approaches
- Deploy leading technologies
- Use best practice
- Inform the resulting Request for Proposals
- Promote networking



City's Objectives

- Provide shelter, shade, safety and comfort
- Expand the use of transit, active transportation and shared mobility
- Serve as a focal point for shared mobility, use of the sidewalk, directions and wayfinding, promotion of commerce
- Support through static, digital and interactive advertising
- Develop a mutually beneficial partnership
- Public engagement



City's Vision

- Sidewalk and transit amenities can influence travel choice
- Garner a larger portion of the annual OOH expenditures in LA
- Support other city initiatives
- Participation in capital funding
- Improved permitting process
- Raise public awareness to purpose & opportunities of STAP
- Raise advertiser interest and participation





Current Street Furniture Program

Advertising Shelters	1667
Non-Advertising Shelters	123
Rapid Bus Shelters (single ad-panel)	52
Los Angeles Neighborhood Initiative (LANI) Shelters (non-ad)	42
Total Transit Shelters	1884
Public Amenity Kiosks	197
Vending Kiosks	6
Total Advertising Panels	3679
Automated Public Toilets	14

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EYE LASER EXAM



Cornea Vision Center

Lorena St
900 S

PHARMACY

PRODUCTOS
MEXICANOS

REVALO

PHARMACY

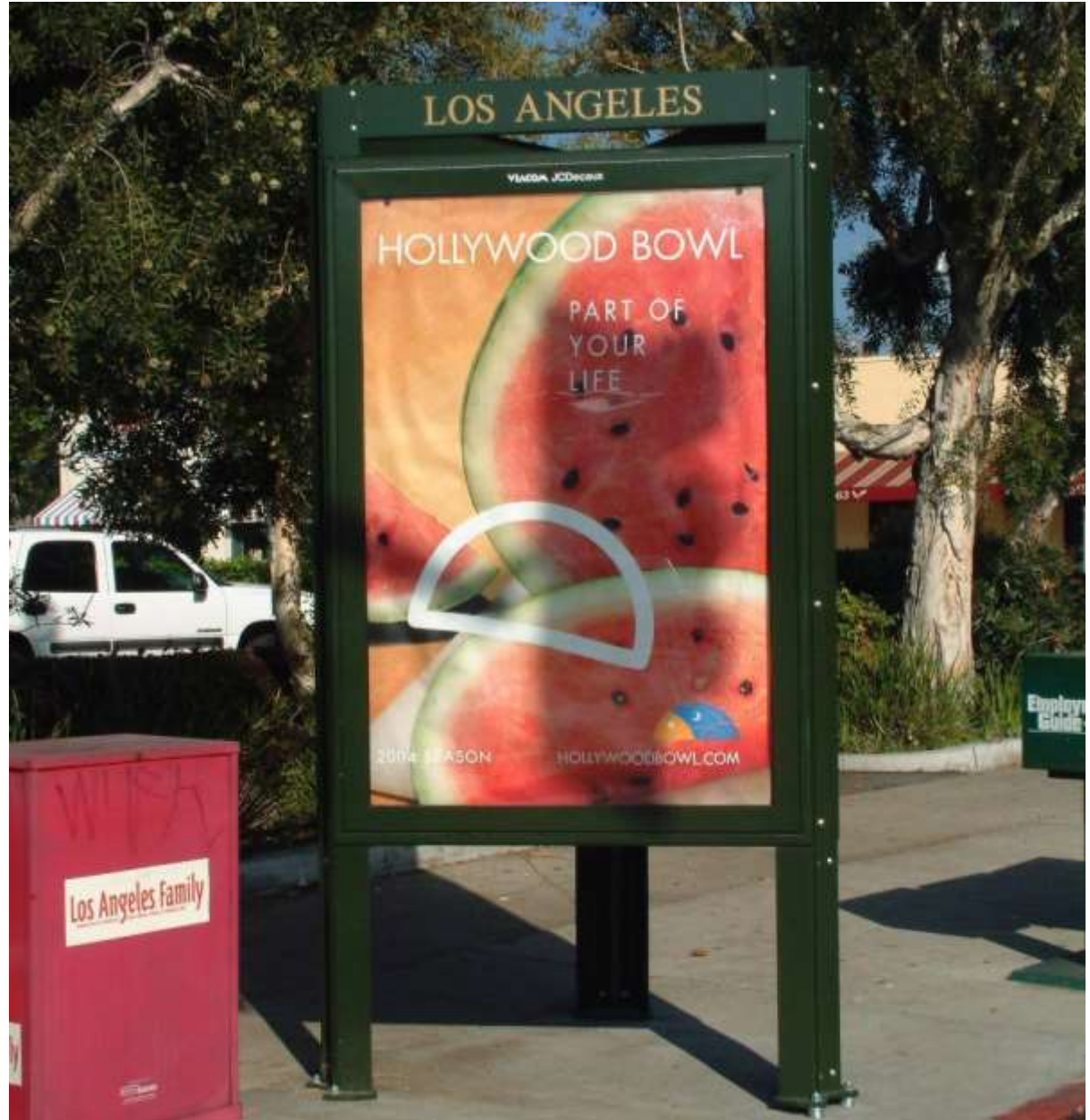
Red jacket and white pants

Black jacket with floral pattern and black pants













Automated Public Toilets

- Assessing capital & operating costs of the current APTs
- Studying alternative methods and opportunities
- Collaboration with other agencies
- Proposers may provide information on retaining APTs
- APTs will NOT be a requirement of the new program



Out of Home Advertising in LA

- Out of home advertising revenue rose 4.5% in 2018; 2019 quarterly growth averaged over 7%, exceeding \$8 billion
- Out of home advertising expenditures in LA in 2018 were \$508,822,400
- During the anticipated term of the STAP, LA will host the 2028 Olympics, Superbowl, College Football Championships and the World Cup
- Digital, interactive and experiential advertising will increase revenue



Future Considerations

Design/Aesthetics

- Focus on fundamentals: shelter, shade, safety and comfort
- Reflect the values of the city, its diverse population and unique neighborhoods.
- Sustainable City pLAn, Green New Deal
- Withstand wear and tear, vandalism
- Attractive, efficient and well designed
- Added amenities/options: hydration stations, green roofs, climate control (heating/cooling), solar energy collection
- Flexibility to address varied site conditions

Future Considerations

Digital

- Increase digital inventory
- Among the uses:
 - Transit real time information
 - Wayfinding
 - Emergency messaging
 - Anonymized data collection
 - Support online/targeted advertising
 - Integration with mobile



Future Considerations

5G Small Cell Deployment

- Space available for telecommunications infrastructure
- Expand 5G coverage and capacity
- City will negotiate these agreements directly



Future Considerations

Smart Street Furniture

- Smart technologies will be deployed where appropriate
- Among smart technologies to be deployed:
 - Real time transit information (visual and audible)
 - Wi-Fi
 - Charging points
 - Time, weather, news, public service



Future Considerations

Data

- All data collection will adhere to the requirements of the California Consumer Privacy Act
- No data collected through the STAP will be sold to or used by any party other than the City of Los Angeles
- Sole purpose of data collection is to improve city services

Future Considerations

Distribution of Sidewalk and Street Amenities

- Committed to equitable distribution
 - Serve transit dependent populations and foster increased use of transit, active transportation and new mobility
 - Goal of locating shelters so a minimum of 75% of transit riders in each Council District board where there is shelter
- Criteria
 - Transit ridership
 - Sidewalk width
 - Disadvantaged community designation
 - Exposure to heat, elements
 - Pedestrian volumes and flows
 - ADA compliance
 - Title VI Equity



Future Considerations

Revenue

- Los Angeles is the second largest media market in the nation
- More than \$500 million spent on out of home in 2019
- Netflix purchase of billboards in 2019 confirms value
- Maximize revenues: attract new categories of advertisers, increase digital, experiential opportunities, participate in the capital costs
- Events like the Olympics have resulted in significant increases for other street furniture programs

Future Considerations

Advertising Rights

- City provides contractor with exclusive rights to sell advertising on the STAP elements
- City reserves the right to add or discontinue programs elements at its sole discretion
- City retains rights to explore options for sponsorships, data services and advanced technologies
- City retains right to pursue other advertising supported programs beyond STAP



Future Considerations

Flexibility/Adaptability

- Responsive to rapid growth in out of home advertising as well as advances in technology
- Content and elements must comply with community standards
- Expand the partnership to include other funding sources if mutually beneficial



The RFI Questionnaire

- Questionnaire is attached to RFI package
- Questionnaire answers will influence the resulting RFP
- Answer each question succinctly
- Proprietary information should be designated as such
- Innovative approaches and concepts are encouraged
- Conceptual designs and concepts are welcomed



Expected Qualifications

- Relevant experience, knowledge and financial capability
- Ability to provide greater utility while maximizing revenues
- City will establish minimum qualifications for experience and financial capability to determine the suitability of a commercial partner
- City of Los Angeles Inclusion Program: Outreach to MBE, SBE, EBE, DVBE, and OBEs
- Potential participation: production, maintenance, sales, design



The RFI Schedule

RFI Release Date:	February 26, 2020
Briefing Session:	March 17, 2020 at 10:00 AM Pacific Time
Deadline for Questions	March 19, 2020
Answers to Questions	March 24, 2020
Responses to RFI	March 31, 2020 by 3:00 PM Pacific Time



The RFI Next Steps

- Submit your questions by March 19, 2020
- Those questions and those presented today will be answered by March 24, 2020
- Submit your questionnaires by March 31, 2020
- StreetsLA will consider all recommendations and comments in the preparation of the RFP to be released in late Spring 2020



Your Questions Please!

- Submit questions using the Q&A icon (bottom of your screen)
- We will try to answer as many questions as we can today
- All questions and answers will be recorded and posted by March 24, 2020



Networking

- The City and StreetsLA encourage the formation of multidisciplinary teams
- A list of webinar attendees will be distributed to all attendees
- Make connections with potential partners to become part of your team

Thank you!

- Please submit additional questions by Thursday, March 19th to **lance.oishi@lacity.org**
- All RFI materials available through **<https://labavn.org>**, ID# 39274
- RFI responses due March 31st by 3pm Pacific

