

CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

DATE: April 8, 2021

TO: Honorable Members of the Public Works Committee
c/o Michael Espinosa, Legislative Assistant
Office of the City Clerk

FROM: Adel H. Hagekhalil, P.E. 
Adel Hagekhalil, PE, BCEE (Apr 8, 2021 10:57 PDT)
Executive Officer and General Manager
Bureau of Street Services

SUBJECT: CF 20-1536 SIDEWALK AND TRANSIT AMENITIES PROGRAM (STAP)

On December 21, 2001, the City entered a 20-year contract with a company now known as OUTFRONT JC Decaux, LLC, to operate the Coordinated Street Furniture Program on the City's behalf. The Coordinated Street Furniture Program furnishes the City with automated public toilets, transit shelters, public amenity kiosks, and newsstand vending kiosks that are self-supported through advertising placed on program street furniture (CF 00-1073). In November 2019, anticipating the expiration of the Coordinated Street Furniture Program, the City Council directed the Bureau of Street Services (StreetsLA) to pursue a Request for Proposals (RFP) process to secure a successor program that would furnish the City with expanded services and revenues and on November 24, 2020, StreetsLA released its RFP for a new Sidewalk and Transit Amenities Program (STAP). On February 24, 2021, the City Council adopted forthwith a report from the Public Works Committee (CF 20-1536) that instructed StreetsLA to continue a public engagement process concurrent with the RFP process for the City's STAP and report back to Council any outstanding issues that will shape the operational details of a contract for STAP.

The same adopted Public Works Committee report also requested the City Attorney to prepare and present ordinance changes to effectuate the elimination of exclusivity to operate a program to display advertising within Public Rights-of-Way on the City's behalf upon the expiration of the City's Coordinated Street Furniture Program contract. The anticipated ordinance change includes Los Angeles Municipal Code 67.02, so that potential advertising programs operated on the City's behalf within Public Rights-of-Way must be approved by the Board of Public Works and thereby ensure coordination through StreetsLA as the agency responsible for street furniture contracts.

This initial report in response to CF 20-1536 provides an update on the RFP and on StreetsLA's outreach activities in advance of further policy discussions toward the development of a final program design and operating contract.

RFP Response and Evaluation

On February 19, 2021, StreetsLA received four (4) proposals in response to its RFP for STAP. To assist StreetsLA's evaluation of the proposals and the significant opportunities and benefits an updated and flexible program might afford the City, a proposal evaluation committee with expertise from multiple City agencies was formed including several City departments, the Chief Legislative Analyst, and the City Administrative Officer. The proposal evaluation committee has met several times since mid-March to discuss the proposals from multiple perspectives. As part of this evaluation process StreetsLA expects to provide a public demonstration of technology to commence in May 2021. StreetsLA anticipates it will be able to recommend the most responsive

proposer to negotiate a contract within early June 2021 and will endeavor to have a negotiated contract and program ready for the Council's consideration by the early fall of 2021. StreetsLA believes it is necessary to award a contract for STAP in the fall of 2021 to ensure a smooth transition between our existing Coordinated Street Furniture Program and STAP that minimizes any disruption in service to the City's constituents and especially transit patrons.

Ongoing Public Engagement - StreetsLA has conducted over 30 outreach events to date attended by over 550 people. These outreach events have been conducted with the general public through events conducted by StreetsLA, Neighborhood Councils, Neighborhood Council coalitions, advocacy and stakeholder groups, and various City agencies. StreetsLA plans to continue outreach efforts over the coming months concurrent with efforts to determine a qualified service provider through the RFP process and additional public engagement events are presently scheduled through the month of May. StreetsLA has provided transparency and additional input opportunities through its website, including an interactive map that allows the user to explore information relevant to the siting of STAP furniture in any neighborhood across the City, a form to suggest locations that would benefit from furniture, a survey seeking public input about STAP, and an email for submitting comments and suggestions. See the webpages and links at <https://streetsla.lacity.org/coordinated-street-furniture-program>.

Forthcoming Policy Considerations

In the coming weeks, the development and operation of STAP will be further shaped by this public input and by policy deliberations of the Public Works Committee and City Council. Among the key topics StreetsLA expects to report on for Council consideration are:

- A data driven site selection process necessary to ensure the expedient and equitable installation of STAP furniture and an annual approval process by the City Council.
- California Environmental Quality Act (CEQA) review to identify impacts and effects of proposed STAP elements including digital displays.
- Policy and guidelines for data collection, retention, and use through STAP and related programs.
- Advertising content policy and how content will be managed, enforced and able to provide local content.
- Parameters for the location and operation of digital displays to ensure they are safe and compatible with their surrounding environments.
- Strategies for the re-investment of program revenue into street and sidewalk improvements that further the City's efforts to provide safety, shelter, shade, comfort, and multi-modal use of our streets.
- Strategies to provide public toilets beyond the expiration of the Coordinated Street Furniture Program on December 31, 2021.

Should you have any questions or concerns, please contact Lance Oishi at lance.oishi@lacity.org