

REQUEST FOR INFORMATION (RFI)

Street Furniture Program (SFP)

CITY OF TORRANCE (THE CITY)



RFI Release Date:	March 18, 2021
Briefing Session:	April 8, 2021 at 10:00 AM Pacific Time
Deadline for Questions	April 22, 2021
Answers to Questions	May 6 , 2021
Responses to RFI	May 27, 2021 by 3:00 PM Pacific Time

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THE CITY RFI FOR STREET FURNITURE PROGRAM (SFP)

1. Introduction

The City of Torrance (the City) is issuing this Request for Information (RFI) to solicit creative approaches that deploy industry leading technologies and best practice to inform the City's Bus Stop Level, Street Furniture Program (SFP).

2. Intent of Request for Information (RFI)

Responses to this Request for Information will be considered in the development of a Request for Proposals (RFP) for the management of the City's Street Furniture Program. The City will seek to engage the services of an experienced business partner to achieve the goals of developing a self-sustaining, world-class street furniture program. This RFI shall not limit any rights of the City. The City reserves all its rights including, but not limited to, its right to elect not to procure the products or services that are the subject of this RFI and to procure them from a firm that has not responded to this RFI. The City shall not be obligated to respond to any submittal nor shall it be legally bound in any manner whatsoever by the receipt of a submittal. The City makes no representation that a contract is awarded to any Respondent to this RFI. The City, at its sole option, may contact firms to get clarifications to obtain additional information and/or invite a select number of vendors to provide a live product demonstration as a part of the RFI process.

3. Disclaimer

No direct award of the contract will result from this RFI. This RFI is intended for informational purposes only on the City's behalf. Submitted responses to this RFI will not be returned, including all submitted drawings, diagrams, literature, and documents, and shall become the property of the City upon receipt by the City. Respondents to this RFI consent to the City incorporating any ideas, concepts, approaches, or strategies into any design, procurement or contractual activities related the SFP to any aspect of the project without any liability or consideration on the part of the City. Responses to this RFI (inclusive of all documents submitted) are subject to the Public Records Act (California Government Code Sections 6250 et seq.). Respondents should identify all materials included in their RFI responses that are Confidential or Trade Secrets that they determine are exempt from disclosure under the Public Records Act as "Confidential," "Secret," etc. However, submissions may be determined to be subject to disclosure even if the Respondent claims confidential treatment in accordance with this RFI. Respondents are solely responsible for all expenses associated with responding to this RFI. The City accepts no financial responsibility and will not be liable in any way for any costs incurred by Respondents in replying to the RFI including, but not limited to, costs associated with researching and preparing the submission.

4. Objective

The City envisions its SFP as a program that not only achieves the essential goals of providing shelter, shade, safety, and comfort to transit riders and pedestrians, but also improves the quality of life for those who live, work in, and visit the City by delivering these services through thoughtful, efficient design and implementation. At the core of that vision is to expand the use of transit, active transportation, and shared mobility, as well as to foster economic growth that helps strengthen neighborhoods. The RFI and the resulting RFP will identify a partner that shares the City's vision to create a Street Furniture Program that serves as a focal point for shared mobility; facilitates shared use of the sidewalk; provides directions and suggestions by supporting our future wayfinding project, includes interactive information; and promotes commerce through static, digital, and interactive advertising. The emergence of technologies, especially digital, wireless, and 5G, that can be supported by or work collaboratively with street furniture will also be an important part of the SFP. The City of Torrance existing bus shelter program has operated on a traditional business model supported by advertising revenue. The City now intends to work collaboratively with a qualified partner that shares its vision that street furniture amenities can influence travel choice and improve neighborhoods, while garnering a larger portion of Out of Home advertising expenditures throughout the Los Angeles county market. As part of the new program vision, the City seeks to accelerate the early build-out of program elements and ensure that other city initiatives, such as wayfinding, bike lanes, and shopping corridors are included in a truly comprehensive program. To achieve these goals, the City will consider providing capital for the purchase of SFP elements and anticipates an improved permitting process for the rollout and replacement of amenities. The City will make public engagement a priority for the program with the engagement of the City Council Transportation Committee and full City Council, engagement of the region's transit service providers, and planning to raise public awareness of the purpose and opportunities of the SFP.

Out of home advertising revenues rose 4.5% in 2018 resulting in \$8 billion in revenue in the United States. This is a record amount of revenue for an industry that has recorded 35 consecutive quarters of growth, according to the Outdoor Advertising Association of America. The City seeks to benefit from this growth by collaborating with a commercial partner to develop a program that is innovative and flexible, adapting to changing roles that Out of Home advertising plays in supporting online advertising, but still serving as a primary medium for traditional advertisers. The City seeks a partner that shares its ambitious vision for the SFP as one that delivers measurable value for advertisers and the taxpayers of Torrance. The City will be holding a formal Request for Information briefing session at:

Virtual Session via Zoom

URL to be provided upon response to TorranceCA@TorranceCA.Gov

All organizations with a sincere interest in the resulting Request for Proposals are encouraged to attend. The City intends to create an environment that offers networking and partnering

opportunities for attendees. The City will use the Request for Information process not only to promote competition, but also to allow the aforementioned industries to identify new advertising technologies and experiential advertising opportunities; propose design solutions that respond to the program vision and goals; recommend innovative forms of Out of Home advertising; and suggest how the SFP can use data to increase program gross revenue, support city services, and deliver long-term program value.

5. Participation in the RFI

Submissions

The City welcomes the participation of qualified organizations who currently design, build, operate, manage, and/or invest in street furniture programs sustained by gross revenue generation. The City encourages the formation of multi-disciplinary teams with local partners for the purpose of achieving excellence in design, local economic value, and program success. The City has provided a questionnaire to collect industry comment and suggestions regarding all aspects of its SFP in order to develop a more comprehensive RFP document that clearly defines design standards, types of structures, programs, technologies, and new concepts that would increase program utility as well as gross revenues. Organizations that do not participate or respond to this RFI shall not be excluded from participating in the formal procurement for services through the RFP process; however, those with a sincere interest are strongly encouraged to participate. The City RFI for SFP materials is available on the TorranceCA.Gov/StreetFurniture.

6. RFI Schedule

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7. RFI Process

The City will consider the suggestions, comments, and design solutions of the organizations that respond to the RFI questionnaire in its development of the Request for Proposals.

A formal Request for Information briefing session will be held at:

Virtual Session via Zoom

URL to be provided upon response to TorranceCA@TorranceCA.Gov

RFI Information and Communication with the City

The City may modify the RFI or the RFI response process at any time. Responses to questions and any changes in the process or updates to the schedule above will be posted [TorranceCA.Gov/StreetFurniture](https://www.torranceca.gov/StreetFurniture). If a determination is made that clarification or change to the RFI document is required, or if the City obtains additional information that it deems may be useful to Respondents, a written addendum will be issued and posted on the website noted above. Respondents are responsible for obtaining all RFI materials. A Respondent interested in receiving a notice of changes should register as a firm on the <https://www.torranceca.gov/government/finance/purchasing-division/vendor-bid-list>.

- A. All general communications regarding the RFI or request for additional information from potential Respondents to the RFI shall be submitted in writing only via e-mail with the subject heading "Street Furniture Program RFI."
- B. Questions and comments presented in advance from interested and qualified organizations will be answered during the process. Requests for individual, one-on-one meetings during the RFI process will not be granted.
- C. Questions or comments regarding this RFI submitted after the deadline date for questions will NOT be answered.
- D. Inquiries regarding the RFI should be directed to: TorranceCA@TorranceCA.Gov on or before the question deadline listed on the front page of this RFI.
- E. Responses must be submitted digitally as a PDF file. Responses are limited to a maximum of 20 pages. Cover letter and design sample attachments will not count towards the page limit. Please clearly designate any information you consider to be proprietary.

8. Background and Program Information

About the City of Torrance

Mission Statement

The mission of the City of Torrance is to encourage and respond to community participation as we provide for an attractive, clean, safe, secure and enriching environment that assures a high quality of life.

We evaluate and act on the needs of the community within a complex, changing environment. We provide quality service with integrity, professionalism and accountability in an efficient, cost-effective manner.

Torrance covers roughly 21 square miles (12,312 acres) and is situated in south western Los Angeles County, bounded by the Pacific Ocean on the west. Torrance has 1.5 miles of lifeguard-patrolled beach, bath-house facilities and public parking. It also has 550 miles of sidewalks.

Incorporated in 1921, the population of Torrance is 146,860 with a peak daytime population that grows to 250,000 or more. Torrance is the eighth largest city in Los Angeles County and the 39th largest city in California by population.

Torrance enjoys a pleasant year-round climate with warm temperatures, sea breezes, low humidity and an average rainfall of 12.55 inches per year. The City has 90,000 street trees.

The City has a Council/Manager form of government. The City Council is the elected body, which adopts legislation, sets policy, adjudicates issues and establishes the budget of the City. The City Manager administers policy set by the City Council and oversees day-to-day operations of the City.

Torrance Transit is a municipal transportation agency serving the residents of the South Bay region for 80 years. Our 11 fixed-route system operates along traffic corridors while providing connections to major transit generators in the South Bay region. Torrance Transit's network coverage includes many areas outside of the City of Torrance itself, including the neighboring cities of Redondo Beach, Carson, Gardena, Hawthorne, Inglewood, El Segundo, Lawndale, Lomita, Compton, Wilmington, Harbor City and the City of Los Angeles, including all unincorporated areas under the jurisdiction of Los Angeles County.

Regional connection hubs and transit service generators served by Torrance Transit include:

- Del Amo Fashion Center
- El Camino College
- California State University - Dominguez Hills
- South Bay Galleria
- Artesia Transit Center
- Harbor Freeway Station
- Long Beach Transit Gallery
- LAX Transit Center
- Union Station

The Transit Department's responsibilities include securing its own local, state and federal funding for the department, preparing the annual operating and capital budgets, tracking and analyzing service statistics, providing staff for city and regional committees or task forces, monitoring and participating in regional and federal transportation legislation, issues, projects

and activities, maintenance of its own fleet of buses, development and implementation of service changes, and general oversight of the bus operations for the City of Torrance.

The City has begun construction of the **Torrance Transit Park and Ride Regional Terminal** which



will reduce single occupancy vehicle trips due to its close proximity to the I-405 and I-110 and its park and ride facilities. In addition, the Transit Terminal will improve regional mobility linking Torrance Transit routes with other regional providers in the Transit Terminal. The facility located on an approximately five (5) acre parcel of the fifteen (15) acre

parcel at 465 Crenshaw Blvd.

During the anticipated term of the program contract that results from the RFP, throughout the Los Angeles county area will host many of the most famous sporting events in the world:

- 2022 Super Bowl 2023 College Football Championship
- 2026 World Cup 2028 Olympics

Current Bus Shelter Program

The City of Torrance has had a bus shelter program since 1990.

The program has been developed pragmatically along with the expansion of the region’s public transit infrastructure, particularly Metro Rail and Metro Rapid (bus rapid transit). The current inventory is as follows:

Current Program Inventory

Advertising Shelters	69
Non-Advertising Shelters	0
Total Transit Shelters	69
Public Amenity Kiosks	0
Vending Kiosk	0
Advertising Panels	0
Automated Public Toilets	0

Current Initiatives

The City is currently working with a consulting team to launch a Citywide Signage and Wayfinding program. This project is funded by Caltrans through the Southern California Association of Governments and includes a sign inventory, identification of improved use of signage, and an updated design scheme, that will unify, create a sense of place, and improve wayfinding for residents and visitors alike.

Additionally, the City is working with another consulting team on a different Caltrans funded project to create a Downtown Revitalization Plan that will improve wayfinding, encourage use of various modes of travel and connect this heart of the city with the rest of greater Torrance and the region.

The City of Torrance has also been designated as a home to a California Welcome Center that will be housed at the Del Amo Fashion Center. Signage and information is required to be promoted for this designation to attract and inform visitors and boost local tourism and leisure travel.

Incorporating public art has come up in discussions on several ongoing projects, including the Torrance Transit Park and Ride Regional Terminal (Construction began in July 2018. Construction is anticipated to be completed in August 2021) and Downtown Revitalization. The City has its own art museum and has plans for a summertime art event in several locations across the city.

Automated Public Toilets

The City is assessing the impact of both the capital and operating costs of Automated Public Toilets (APTs), and opportunities for collaboration with other agencies to deploy and maintain APTs. Proposers may provide information regarding whether they would retain APTs as part of the new program; however, APTs will not be a requirement.

9. Future Considerations

The City desires to replace the majority of the existing shelters and accompanying public amenity and vending kiosks. To that goal, the City will consider providing capital funding for the purchase of some or all new program elements. The City and the contractor will collaborate on the design of the new program elements, but the contractor will be responsible for the manufacture, installation, maintenance, and replacement of the new shelters for the duration of the contract term. The contractor will be responsible for the continued maintenance, removal, and recycling of existing program elements; the City and The City contractor will collaborate on the preservation or repurposing of existing program elements as a part of the overall program roll-out process. Through the RFI process, the City of Torrance is seeking to identify new opportunities in Out of Home advertising, especially smart technologies that can offer greater utility and comfort to transit riders and pedestrians, while also luring more

categories of advertisers to the City's street furniture inventory to maximize gross revenues. Considerations for the program are the following:

Design/Aesthetics: The design of the program elements must focus on the fundamentals-shelter, shade, safety, and comfort. The City believes that thoughtful design can respond to needs, create efficiencies, and provide multiple benefits for all those who share the sidewalk. Design should be scalable considering site specific space constraints and varying levels of transit ridership. Beyond these fundamentals, the City is also looking for its sidewalk and transit amenities to provide additional services and features that offer comfort and conveniences to its sidewalk environments, such as hydration stations, emergency (911) communication systems, and recycling receptacles. Aesthetically, elements should reflect the values of the City, its diverse population, and its unique neighborhoods.

The City is committed to sustainability through design including the use of materials that conserve natural resources, reduce carbon footprint, and optimize the use of renewable energy resources (e.g., solar) when possible. All structures must meet city engineering codes and building permit requirements for structures placed in the public space.

The design as well as the elements of the program should take into account their use as well as the effects of weather including sunlight, heat, moisture, wind stress, expansion, and contraction. The City is cognizant of the need to ensure all elements of the SFP can withstand normal to heavy wear and tear, vandalism, graffiti, and tagging. The design of all elements would be evaluated based in part on their cost to manufacture, maintain, and replace.

The City will collaborate with its partner to design a series of shelters and other elements to be deployed during the new program term. All elements will be placed in the public realm, so the City will emphasize the importance of attractive, efficient, cost-effective, and well-designed program elements.

Digital: Digital networks are increasingly deployed in street furniture programs across the world. The City wishes to increase the inventory of digital screens in its program to obtain the following benefits and services:

- Transit real time information
- Wayfinding
- Emergency Messaging
- Public Service Information
- Anonymized Data Collection (limited to aid the planning delivery of city services)
- Localized advertising (connect transit users and pedestrians with local brands and merchants)
- Support online and targeted advertising
- Integrate with mobile advertising
- Maintain appropriateness with surrounding environment and community standards
- Provide universal access through messaging in multiple languages

Data: The collection of data in public spaces is a complex issue; therefore, any data collected from smart devices deployed in the SFP will be the sole property of the City. Data collected under the program will adhere to the requirements of the California Consumer Privacy Act.

None of the data collected under the program will be sold to or used by any party other than the City of Torrance and for the sole purpose of improving the delivery of services.

“5G Small Cell” Deployment: The City will make space available in its SFP elements for the deployment of telecommunications infrastructure. This small cell technology will assist mobile technology operators to expand 5G coverage and capacity. The City will negotiate these agreements directly with the mobile technology providers.

Smart Street Furniture: The City intends to deploy smart technologies into shelters and kiosks where appropriate. Those smart technologies would include, but not be limited to:

- WiFi
- Charging points for electronic devices
- Visual real time transit information
- Audible real time information at specific locations
- Digital presentation of time, weather, news, and public service announcements

It is not the intention of the City to require that every shelter or kiosk include smart technology as there is a cost associated with the services.

It should be noted that Torrance is a participant in the South Bay Fiber Network, a regional broadband initiative. More information on this project can be found here: <https://www.southbaycities.org/programs/south-bay-fiber-network>

Distribution of Sidewalk and Transit Amenities:

The City is committed to an equitable distribution of amenities to serve the full diversity of its residents. The SFP is intended to both serve transit dependent populations and increase transit ridership. The City is committed to a goal of locating shelters so that 75% of transit riders in each Council district are boarding where there is shelter. The City criteria for distribution of the SFP elements will include:

- Transit ridership/capacity at the location
- Potential to attract ridership
- Sidewalk pathway width
- Disadvantaged community status
- Exposure to heat
- Pedestrian volumes and flow the City RFI for Street Furniture Program (SFP)
- Accessibility- Americans with Disabilities Act compliance

- Title VI (equity) compliance

The use of the existing inventory of shelters and kiosks by riders and pedestrians, and the advertising occupancy rates of that existing inventory will also be criteria for the replacement of the existing inventory.

Revenue:

According to Statista Inc., in 2019, out-of-home (OOH) advertising gross revenues grew by roughly five percent compared to the previous year. By 2022, U.S. OOH gross revenues is projected to increase at a slower rate, namely 3.3 percent. Out-of-home advertising spending is still expected to increase in the coming years. Between 2019 and 2023, OOH advertising spending in the United States was predicted to grow by roughly 1.3 billion U.S. dollars.

Los Angeles is the second largest Designated Market Area (DMA) in the United States, according the media rating service Nielsen, and the second largest Out of Home advertising market with more than \$481 million being spent by advertisers on billboards, transit displays, and street furniture in 2018. The exceptional value of Out of Home advertising in Los Angeles was confirmed when Netflix purchased 32 billboards in the Los Angeles Market for \$150 million.

Advertising Rights: The City intends to provide the contractor with the exclusive right to sell advertising space on the elements of the SFP. The City will reserve the right to add or discontinue program elements at its sole discretion. The City will retain the right to explore options for the generation of gross revenues, such as sponsorships, data services, and advanced technologies with other parties. Based upon the growth of Out of Home advertising gross revenues and the favorable Out of Home characteristics of the Los Angeles market, the City anticipates a significant growth in its program gross revenues over the term of the new agreement.

Flexibility and Adaptability during Program Term: In recognition of the rapid growth and changes brought about by new technologies, innovations, and community standards, the City desires a program that is able to respond to and reflect such changes as they might occur, as well as provide new opportunities over of the life of the program term. This includes, but is not limited to, offering partnership opportunities to expand the program through other funding sources if deemed mutually beneficial to both the City and contractor.

10. Expected Qualifications for Request for Proposal Submissions

The City expects that proponents will have the relevant experience, knowledge, and financial capability to develop, implement, and manage a street furniture program that achieves the City's goals of providing greater utility from the program while also maximizing gross revenues. To that end, the City will use minimum qualifications for experience and financial ability to determine the suitability of its future commercial partner. The City reserves the right to

disqualify, revoke, or suspend an organization's bid if the information provided by the organization cannot be verified.

11. Answering the RFI Questionnaire

Please answer each question succinctly, and designate in your responses any information that you consider to be proprietary. The City will consider innovative approaches to the next generation of its Street Furniture Program that will benefit transit riders, the general public, and taxpayers through design solutions and increased gross revenues. The City of Torrance operates its programs and provides its services in compliance with federal non-discrimination laws, including Title VI of the Civil Rights Act and the Americans with Disabilities Act (ADA). All new concepts must comply with these and all City of Torrance laws and policies pertaining to equal treatment and opportunity. Respondents are encouraged to include existing or conceptual designs to respond to specific design questions.

12. RFI Questionnaire

1. What is your organization's experience in Out of Home, digital online, wireless, and/or design that is relevant to the vision that the City has for its Street Furniture Program? Please provide a general overview limited to one page. Do not include resumes or financial information.
2. The City's current street furniture inventory is moderate. What is your organization's assessment of the existing program, specifically, tell us how you view the inventory, and describe how and why you would change the mix of street furniture elements to maximize its functionality and gross revenues? Additionally, would your organization refurbish, re-purpose, and/or recycle any existing program elements?
3. Shade has become increasingly important in Torrance as average daily temperatures rise. How would your organization respond to the need to increase the amount of shade? What structural or program options would your organization propose beyond traditional shelters?
4. The equitable distribution of SFP program elements is required by federal, state, and city regulations. How does or how has your organization dealt with the equitable distribution of street furniture elements in other programs?
5. The City of Torrance is building bike lanes, promoting active transportation, and improving transit options. It is anticipated that street furniture can become more functional for the shared use of the sidewalk. Discuss how your organization uses design and siting of program elements to accommodate the following:

- a) Varying levels of transit use (i.e., high vs. low capacity/ridership and/or high frequency of service)
 - b) Site constraints (i.e., space availability, sidewalk widths, and physical condition)
 - c) Incorporating options for active and emerging modes of transportation
6. Does your organization have a sustainability or pollution reduction policy? If so, describe.
 7. Traditionally, street furniture garners a small share of the total amount spent on Out of Home advertising in a major urban market like Los Angeles. What does your organization project as a reasonable percentage of the total share of Out of Home advertising for street furniture gross revenues in Torrance?
 8. What opportunities, to increase advertiser interest in street furniture, does your organization see in a shared sidewalk environment focused on active transportation, transit, and shared mobility?
 9. New advertising formats, experiential advertising, expanded use of digital, beacon, and other technologies are among the concepts that the City wishes to explore or demonstrate. Please describe how these emerging forms of advertising and other technologies may increase the utility of the City's street furniture program as well as the program's gross revenues.
 10. Street furniture elements that include digital screens or panels often create concern around community character and safety. What are successful or potential strategies that mitigate the impacts of digital, such as light trespass and bike and roadway distraction?
 11. Street furniture is an effective and efficient tool for mobile carriers to bring their networks closer to their customers. How would your organization propose to augment cellular and other technology deployments in street furniture programs?
 12. The City is advocating a partnership with the successful proposer in which it would either underwrite or share the cost of capital for an agreed upon inventory of program elements or allow the proposer to use its own capital to build out the desired inventory. How would your organization use these options to achieve the City's program goals?
 13. Maximizing gross revenues is an important goal of the City's Street Furniture Program. The current compensation to the City is a combined minimum annual guarantee and a revenue share based upon achievement of an established level of annual gross

revenues. Based upon the vision provided by the City through the RFI process, what does your organization consider to be a mutually beneficial revenue sharing arrangement? Are there other revenue sharing arrangements your organization would propose if the City offers a share of the capital and associated risk of capital investment?

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