

**CITY OF LOS ANGELES**  
**INTER-DEPARTMENTAL CORRESPONDENCE**

**DATE:** May 20, 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.   
Executive Officer and General Manager  
Bureau of Street Services

**SUBJECT: CF 20-1536 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 Request For Proposals (RFP) process to secure a qualified service provider for the City's Sidewalk and Transit Amenities Program (STAP). The adopted Public Works Committee report also requested StreetsLA to report back to Council any policy matters that will shape the operational details of a contract for STAP. This report provides an update to StreetsLA's previous report of April 8, 2021, regarding StreetsLA's efforts to implement the directions of CF 20-1536, including updates on the RFP process and policy discussions that will further the development of STAP both operationally and contractually.

**RFP Evaluation**

As reported in April 2021, StreetsLA received four (4) proposals in response to its RFP for STAP on February 19, 2021. The four teams that submitted proposals in response to StreetsLA's RFP were (in alphabetical order) InSite Street Media, LLC, Intersection, OUTFRONT JC Decaux, LLC, and Tranzito. A proposal evaluation committee with expertise from multiple City agencies and Metro was formed including the Mayor's Office, Chief Legislative Analyst, City Administrative Officer, Department of Transportation, Department of City Planning, Information Technology Agency, Bureaus of Engineering, Street Lighting and Street Services. The evaluation committee reviewed and scored all four proposals based upon their responsiveness to the technical aspects of the RFP; a separate subcommittee was developed specifically to study and score the feasibility and merits of the cost proposals submitted by each respondent.

The cost proposal subcommittee consisted of representatives from the Mayor's office, Chief Legislative Analyst, City Administrative Officer, Department of Transportation and StreetsLA. The cost proposal evaluation subcommittee was deemed necessary due to the RFP's requirement that proposers submit a minimum of three (3) different cost proposals based upon the City participating in zero percent, fifty percent, and one hundred percent of the Program's foreseen capital expenditure (CAPEX) costs; proposers were also afforded the opportunity to submit a fourth cost proposal option that might include a different level of CAPEX participation by the City. In addition to their feasibility and merits, cost proposals were scored and ranked based upon the responsiveness of proposers to the RFP requirements, overall benefits, and return on investment represented by each cost proposal option.

Evaluation committee scores for the technical aspects of the proposals were combined with the cost proposal evaluation subcommittee scores to determine an overall score and ranking for each respondent. Tranzito and OUTFRONT JC Decaux were determined to be the top two proposers

and will be asked to take part in a public demonstration of technology and to provide a best and final offer to enable the evaluation committee to determine the top respondent with whom the City will pursue contract negotiations. Due to the prolonged length of time required to complete the initial proposal evaluation process, StreetsLA expects to provide a public demonstration of technology in June of 2021 instead of May of 2021; the final selection of the most responsive proposer and commencement of contract negotiations will occur in early July 2021. StreetsLA believes it will be able to have a negotiated contract and program ready for the Council's consideration in fall of 2021.

**Ongoing Public Engagement** - StreetsLA has conducted over 40\*\* outreach events to date attended by some 650 people with various stakeholder groups and agencies. The most frequently heard feedback during this public engagement include (in no particular order):

- Visual impacts and possible distraction of drivers
- Need for more shade, more bus shelters and improved access at bus stops
- Sensitivity to surrounding land uses
- Equity in the distribution of amenities
- Data privacy
- Control of advertising content and the ability to promote localized information
- Maintenance expectations, including the need to address impacts of use by people experiencing homelessness
- Desire to reinvest program revenues to improve bus stops, sidewalk access and public transit, including whether to direct such investment into communities where the furniture is installed
- Bus stop safety
- Integration of sustainability

Examples of stakeholders StreetsLA has reached out to in addition to Neighborhood Councils and Neighborhood Council coalitions include the Department on Disabilities (DOD) and Epilepsy Foundation specifically to better understand the needs and sensitivities of individuals with mobility challenges and epilepsy. StreetsLA is partnering with the Mayor's Unified Homelessness Response Center (UHRC) to develop a service led response guideline to address challenges with individuals who experience homelessness. StreetsLA is also partnering with Metro to pilot sustainable bus stop technologies such as solar powered lighting to improve bus stop safety.

StreetsLA plans to continue outreach efforts over the coming months concurrent with the STAP service provider selection process and contract negotiations. StreetsLA continues to provide transparency and additional input opportunities through its website, including an interactive map that allows users to explore information relevant to the siting of STAP furniture in any City neighborhood, a form to suggest locations that would benefit from furniture, a survey seeking public input about STAP, an email for submitting comments and suggestions, and our overview presentation in both English and Spanish. See the webpages and links at <https://streetsla.lacity.org/stap>.

### **Forthcoming Policy Considerations**

Since StreetsLA's April 2021 update on CF 20-1536 to the Public Works Committee, we continue to make progress in developing the policies and parameters that will shape the program, informed by comments and input received through the public engagement process.

*Program Furniture Site Selection and Approval Process*

StreetsLA has built an interactive Geographic Information System (GIS) based map containing various sets of data to help it determine where new program furniture is needed most and to make those results visible to the public. Several of the most recent layers of data have been incorporated into StreetsLA's GIS map as a direct result of comments received through the public engagement process. StreetsLA continues to refine and add data layers on its GIS map to reflect the needs of transit riders, transit access, and the various factors that will facilitate greater transit use including:

- Bus stop locations City-wide
- Bus stop ridership data for each stop
- Equity focused bus stop prioritization
- Areas of moderate to very high heat
- Existing City transit furniture sites
- Regional trip generators
- Senior Facilities
- Metro Next Gen bus stop realignments
- Specific Plan information
- Commercial/Industrial zoned parcels
- Street Classifications/uses
- Designated Scenic Highways
- Proposed first-year furniture upgrades

Of particular note is StreetsLA's on-going collaboration with Metro to develop data and equity driven priority criteria to guide the implementation and rollout of STAP furniture based upon high ridership, high percentages of transit dependent and low income transit users, environmental justice factors, access to key destinations, and long wait times. This data driven site selection process represents a quantum leap forward from the City's existing Coordinated Street Furniture Program, allowing the City to proactively select and direct STAP's contractor to priority locations and new furniture assets. Using this approach is critical to fulfilling the Council's direction that STAP be driven by the goals of shade, shelter and comfort in support of public transit.

Through this data driven mapping process, StreetsLA plans to develop a list of sites of where it recommends new STAP furniture should be installed on an annual basis. As a part of the effort to recommend STAP furniture installation sites, field surveys will need to be performed by StreetsLA staff for each proposed location to verify sidewalk conditions including ADA compliance, space requirements for new furniture, site impediments, sight line clearances and possible site rehabilitation needs.

Information regarding recommended STAP furniture installation sites will be shown and made available to the public for review and comment through the same interactive STAP GIS map available on StreetsLA's website to provide a transparent and open process. StreetsLA will forward a list of recommended sites to the City Council for its review, and the City Council may conduct public hearings to receive additional public comment prior to adopting an annual list. Upon adoption of an annual STAP installation list by City Council, adjoining property owners will be provided with a courtesy notification of the impending installations in the coming year and the list will be forwarded to the STAP contractor for implementation in advance of the calendar or Program year.

For the first STAP Program year, StreetsLA anticipates it will be able to show locations for proposed new transit shelter sites on its STAP GIS map in August of this year. The new transit

shelter sites will be in addition to approximately 770 existing Program furniture sites StreetsLA is proposing to upgrade in the first Program year which are presently shown on StreetsLA STAP GIS map. StreetsLA will take comments and recommendations for a a month or more, after which StreetsLA would forward its recommendations to the City Council for adoption in October 2021. In future Program years, StreetsLA anticipates it will have its list of recommended sites to receive upgraded or new STAP furniture available for public comment even earlier in the year and ready for Council consideration as early as August. The process will repeat itself annually as necessary until all new furniture called for by the Program has been installed.

#### California Environmental Quality Act (CEQA) Compliance

StreetsLA is being assisted by the Bureau of Engineering's Environmental Management Group (BOE-EMG) to develop studies and documentation necessary for STAP to comply with CEQA requirements. On May 7, 2021, the Board authorized BOE-EMG to proceed with issuing Task Order Solicitation 93 to Parsons Engineering to prepare and complete CEQA studies and documentation required for STAP. As a part of the CEQA analysis being performed by BOE-EMG, several studies are being performed to specifically respond to concerns raised through StreetsLA's public engagement process for STAP. Among these are the analysis of digital media displays associated with STAP furniture to investigate levels of distraction to drivers and related safety concerns. Also being studied are the compatibility of STAP elements with adjoining land uses and street classifications to ensure STAP elements with digital media displays are not sited and installed adjacent to single family housing, along Federal and State scenic highways, and within specific plans that have restrictions on such structures. BOE-EMG anticipates that the completed CEQA analysis will be ready for consideration by the City Council in October 2021.

#### Advertising Content Policy

With the assistance of its consultant team from Parsons Engineering and Gobis and Company, StreetsLA is pursuing the adoption of an advertising content policy that will be used to guide and regulate the content of advertising not only for STAP elements but advertising of any sort that might be allowed within Public Rights of Way. StreetsLA has initiated its review of the draft policy document with the City Attorney's office; studies are underway to ensure the draft advertising document is consistent with similar advertising content policies that might be in place for other City departments as well as other municipalities with similar advertising supported service programs. Upon completion of its reviews and finalization of the draft document, StreetsLA plans to bring the final document before the Board of Public Works for adoption as an enforceable policy for the Department of Public Works.

#### Other Anticipated Policies Related to STAP Requiring Further Development

- Policy and guidelines for data collection, retention, and use through STAP and related programs with digital devices. Our data policy will be based on the proposed Digital Code of Ethics developed by the Information Technology Agency (ITA) which is currently under review for adoption. It is our intention to engage ITA to ensure a strong policy specific to any data collecting sensors that might be on STAP elements.
- Contract related parameters for the location and operation of digital displays to ensure they are safe and compatible with their surrounding environments. These policies will be informed by studies/analysis being conducted as a part of STAPs CEQA process.

- 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](mailto:lance.oishi@lacity.org)

- \*\* Note: Since its last report to the Public Works Committee, StreetsLA has conducted outreach events with the following community groups and agencies:
- April 16 Department of City Planning
  - April 20 Hillside Federation
  - April 26 Epilepsy Foundation of Greater Los Angeles
  - May 7 Pacoima Beautiful
  - May 12 South Los Angeles/Baldwin Hills Transit & Slate Z
  - May 12 Sherman Oaks Neighborhood Council
  - May 13 Harbor Gateway South Neighborhood Council
  - May 20 Department on Aging Case Management (Scheduled)
  - May 20 Pedestrian Advisory Committee (Scheduled)
  - May 20 Board of Public Works Town Hall Meeting (Scheduled)
  - May 24 CHRED (Scheduled)

***AHH/GS/AB:lo***