

**Q & A for Project City of West Hollywood - Street Media Program RFP**  
**Bid Due on December 15, 2015 5:00 PM (Pacific)**

#	Submitted By	Submit Date	Question	Answer
1	Outfront Decaux Street Furniture LLC	11/18/2015 3:39 PM (Pacific)	Question about Digital advertising panels: Section 3.1 Improved Bus Shelter" indicates that digital ad panels shall be installed at 100% of the improved Bus Shelter (50 units). With each digital screen being able to display up to 7 different advertisers in a loop, this would increase the total number of available advertising faces 4 to 5 fold compared to the current inventory of static advertising panels, a significant oversupply to cover the City of West Hollywood. Would you please consider allowing alternative proposals that would include a mix of digital and static advertising panels at the bus shelters. Thank you. "	Yes. An addendum to this RFP (Addendum #1) has been posted to reflect a change to the RFP so that digital advertising panels may be installed (and not required) in 100% of the Improved Bus Shelters. Applicant should propose the mix of digital and static advertising that is the most financially advantageous in their professional opinion.
2	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	The City clarified its position on the 30 day cancellation provision in item 9 of the Q&A Summary. However, building on that, would the City also consider modifying Section 7.1 (Termination for Convenience) to provide that, in the event the City exercises its discretionary termination right, the City would return to the Licensee Licensee's amortized capital costs or some portion thereof?	This question does not apply to the Street Media Program RFP.
3	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	The City clarified its position on ownership of proposals in item 10 of the Q&A Summary. However, building on that, the City's ownership of the proposals implies that the incorporated designs, plans, etc. may not be used elsewhere. Is that the City's intent? If so, would the City consider allowing use of such designs, plans, etc. elsewhere by those who are not awarded the project? Significant funds will be invested during the design process that will not be recouped by those not awarded the contract.	This question does not apply to the Street Media Program RFP.
4	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	Page 19 of the RFP states that [t]he Spectacular may be situated anywhere on the site but may not: Result in minimal net loss of parking spaces". Could the City please clarify this restriction? What is a range (percentage or hard number) of acceptable loss of net parking spaces, if any, at the site? Is the City open to re-stripping or other redesign of the lot to most efficiently incorporate the project?"	This question does not apply to the Street Media Program RFP.
5	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	Page 19 of the RFP states that [t]he Spectacular shall not incorporate driver interaction features or other elements which cause adverse impacts on vehicular traffic", but on page 20 encourages "[c]ontrol systems which possess the ability to allow for social media/mobile device interaction between pedestrians and the sign". These two mandates seem contradictory. Would the City consider deleting the interaction mandate from the RFP? As long as there are interactive features on the Spectacular, it seems likely drivers will also attempt to participate and put themselves and others at risk by doing so."	This question does not apply to the Street Media Program RFP.
6	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	Is the City open to including in the contract a right of first refusal or other right whereby the current Licensee, at the end of the term, may have the opportunity to match any other offers made for operation of the Spectacular?	This question does not apply to the Street Media Program RFP.
7	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	Will City employees and consultants be bound by confidentiality requirements in connection with the RFP and review of proposals? Is the City willing to consider entering into (and/or causing its employees and advisors) to enter into a non-disclosure agreement with respect to the proposals submitted?	This question does not apply to the Street Media Program RFP.
8	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	Would the Licensee be permitted to (i) display its static brand imprint on the Spectacular and/or (ii) use the Spectacular for its own branding purposes (provided such usage is reasonable and market to the industry)?	This question does not apply to the Street Media Program RFP.
9	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	The RFP stipulates the use of creative off-site advertising" as indicated on the first bullet point on page 15. However, creation of advertisers' content is not in control of outdoor advertising companies. Will you please clarify "creative content"?"	This question does not apply to the Street Media Program RFP.
10	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	Since the city will be approving and disapproving all advertising content which directly affects projected advertising revenue, will you please provide examples of types of advertising categories the city would disapprove?	This question does not apply to the Street Media Program RFP.
11	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	Will you please elaborate on the brand of both the Sunset Strip and City of West Hollywood" as it relates to elements included on the spectacular?"	This question does not apply to the Street Media Program RFP.
12	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	The design guidelines specify the structure shall be a 3-D structure". Will you please define a 3-D structure?"	This question does not apply to the Street Media Program RFP.

13	BIG Outdoor Group, LLC	11/18/2015 4:26 PM (Pacific)	<p>We do not believe there is ample time to both evaluate the site and conform to all of the RFP guidelines to design the most optimal creative structure. In addition, the proposal will rely heavily on 3rd party design professionals schedules which are unpredictable as you move closer towards the holidays. Nevertheless, we strongly urge the proposal deadline to be pushed back until after the holidays. Can the city please consider extending the proposal deadline to a later time?</p>	<p>This question does not apply to the Street Media Program RFP.</p>
14	Clear Channel Outdoor	11/18/2015 4:37 PM (Pacific)	<p>Questions attached in a word document.</p>	<p>City responses are available in the Documents &amp; Attachments section of PlanetBids. The file is titled "Street Media RFP - City Response to Questions from Clear Channel." Also available on <a href="http://www.weho.org/rfp">www.weho.org/rfp</a> with the file name "City Response to Questions from Clear Channel."</p>