

City of West Hollywood
WEHO Street Media RFP – City Responses to Questions

1. Will City/staff consider extending the due date?

City Response: No.

2. Will non-conforming proposals be accepted?

City Response: No, proposals deemed non-responsive will be returned to the proposer as indicated in page 47 of the RFP.

A conforming proposal will include all the required Street Media elements indicated by “shall” in the RFP. A non-conforming proposal is one which does not include all of the elements required in the RFP.

“Encouraged” items do not contribute to a proposal’s conforming or non-conforming status. But the inclusion of “encouraged” items may contribute to a higher score in a proposal’s evaluation in the category labeled “Vision for Street Media Program/Understanding and Approach to Scope of Work Including Design/Innovation in kit-of-parts concept and overall urban design.” (See page 44 of the report for evaluation criteria.)

3. Scope of Work ~ Shall vs. Encouraged. If a product is NOT included will proposal be considered conforming? Non-conforming?

A conforming proposal will include all the required Street Media elements indicated by “shall” in the RFP. A non-conforming proposal is one which does not include all of the elements required in the RFP.

“Encouraged” items do not contribute to a proposal’s conforming or non-conforming status. But the inclusion of “encouraged” items may contribute to a higher score in a proposal’s evaluation in the category labeled “Vision for Street Media Program/Understanding and Approach to Scope of Work Including Design/Innovation in kit-of-parts concept and overall urban design.” (See page 44 of the report for evaluation criteria.)

4. What research was developed to create RFP?

City Response: The City performed a Street Media Needs Assessment which informed the development of the RFP. A link to it can be found in Section 2.3 of the RFP.

5. Who will own current shelters at end of current contract?

City Response: The existing vendor owns and will own the current shelters at the end of the current contract.

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6. Is shelter on page 16 exactly what you are looking for?

City Response: No. It is simply diagrammatic of the elements we are looking for in a bus shelter and demonstrates a flexible “kit-of-parts” approach which can be reconfigured based on the shelter’s location and available space surrounding it .

7. Will surveys be published? How accurate are underground surveys of utilities?

City Response: A survey of the existing fiber conduit is posted on the documents section of Planetbids. All other utility maps must be acquired by the Proposer from relevant utility companies.

8. Section 13.1 Will the 5 additional shelters be improved bus shelters or flagship bus shelters?

City Response: The 5 additional shelters have not yet been designated of a specific type. The type will likely depend on location and adjacent commercial and civic uses.

9. What are exact numbers of all items in proposal? (it is difficult to count on the maps)

City Response: At a minimum, the proposal shall include the following street furniture items:

- 18 Flagship Shelters
- 33 Improved Bus Shelters
- 46 Improved Bus Stops
- 5 yet-to-be-determined shelters
- 31 retrofitted and/or upgraded benches
- 51 BigBelly solar powered compacting receptacles
- 164 trash receptacles
- 21 news corrals with repurposing strategy as indicated in Section 3.4
- 80 pet waste stations
- 15 bike share advertising panels
- 5 digital information kiosks

Please refer to the RFP for required non-furniture items. Responses to the RFP shall include a proposal which clearly outlines the Scope of Work that the Proposer will be providing. The RFP describes the City’s expectations and deliverables in general terms. Proposers shall expand and elaborate on the Scope of Work to demonstrate its understanding of the project and show its experience and ability to perform each part of the project.

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10. What is the capacity of current utilities at stops/shelters?

City Response: All but 4 existing bus shelters are electrified. Most stops are not currently serviced by utilities.

11. Are there existing data cables underground? Question is to location available electrical and data lines to existing bus shelters, benches and future locations that the city now contemplates.

City Response: A survey of the existing fiber conduit is posted on the documents section of Planetbids. Existing bus shelters and benches do not have data capability. All but 4 existing bus shelters are electrified but have no data lines.

12. Page 21 ~ how many benches are in the city? (it is difficult to count on the maps)

City Response: There are 31 freestanding benches.

13. To clarify Big Belly will be at “bus shelters” only - not bus stops.

City Response: Correct.

14. Re: pet waste stations – all to be upgraded? What are upgrade standards?

City Response: We do not have specific standards for pet waste stations but they should share the same design vocabulary as the other street furniture items proposed and should be of equal or higher quality than what currently exists. As mentioned in the RFP, the City encourages an approach that incorporates sponsorship and/or maintenance by a local or national pet supply company.

15. Re: Bike share – what is the RFP scope of work and who is the vendor?

City Response: The City’s selected bike share vendor, CycleHop, is responsible for operation and maintenance of a system that includes up to 250 bikes and 30 stations. Phase 1 of the bike share program, anticipated to launch in April 2016, will offer 150 bikes at 20 stations. Future expansion of the system is at the City’s discretion. The system features “smart bikes” by Social Bicycles (SoBi), and is a technologically advanced bike share model allowing for bicycles to be parked at designated stations or at any public bike racks within the system area. West Hollywood’s program is based on the model currently being implemented by the City of Santa Monica and City of Beverly Hills and collectively known as the “Westside Ride.” Please see www.weho.org/bikeshare.

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16. What does current Street Media vendor currently pay?

City Response: The current vendor pays the City the greater of a) the Base Amount as defined below or, b) 32% of Net Revenue, as defined below.

The Base Amount is as follows:

- i. During Years one through five: \$298.00 per month per Bus Shelter fully installed and illuminated
- ii. During years six through ten: \$372 per month per Bus Shelter fully installed and illuminated.

Net Revenue is defined as gross revenues received by vendor less agency commissions, and such amounts paid by vendor for possessory interest tax assessments, if any.

17. Please clarify Bike share program? When will proposer take over ad space/Title sponsorship?

City Response: The selected Street Media proposer will take over the bike share ad panel space once a contract has been executed and approved by City Council. The initial phase of the City's bike share program will include 150 bicycles and 20 stations. The City expects that 15 of these stations will feature one-sided 4'x6' back-lit advertising panels. An optional phase 2 of the bike share program, to be executed at the City's discretion, would expand the network to a total of 250 bicycles and 30 stations (an unknown number of which would have advertising panels). The bike share operator, CycleHop, is responsible for securing title sponsorship for at least the first three years of the program. Oversight of title sponsorship may transfer to the selected Street Media proposer after that time.

18. Are there specific design guidelines for each product?

City Response: There are no specific design guidelines for each product, except for bus shelters as indicated in Section 3.1 of the RFP. Nevertheless, a goal of the Street Media project is to combine placemaking, design, art and wayfinding solutions with state of the art technologies to reinforce the West Hollywood brand, enhance the public right-of-way and provide easily-accessible, real-time information and direction to the City's multitude of destinations and offerings. Please review the Case Studies presented in the Street Media Needs Assessment as examples of the design expectations for the Street Media project.

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19. With all the product types and “shall” and “encouraged” language what will be considered a “conforming” proposal? What will be considered a “non-conforming”?

A conforming proposal will include all the required Street Media elements indicated by “shall” in the RFP. A non-conforming proposal is one which does not include all of the elements required in the RFP.

“Encouraged” items do not contribute to a proposal’s conforming or non-conforming status. But the inclusion of “encouraged” items may contribute to a higher score in a proposal’s evaluation in the category labeled “Vision for Street Media Program/Understanding and Approach to Scope of Work Including Design/Innovation in kit-of-parts concept and overall urban design.” (See page 44 of the report for evaluation criteria.)

20. Who will own the existing bus shelters?

City Response: The existing bus shelters are the property of the existing vendor and will continue to be at the termination of the existing contract.

21. It appears the 10-year term will begin up to a year prior to any installations and that full installation will not be completed for approximately one year after that. Does 10-year term start at the date agreement be executed or at completion of installation?

City Response: The Start Date for the contract begins at the time of execution of the contract but alternative proposals may be considered during contract negotiations.

22. Does the City intend for the contractor to convey ownership of the new furniture to the City upon termination?

City Response: No.

23. With the 30 day termination language will the City consider an exception providing for the City to pay vendor any unamortized capital costs in the event of early termination?

City Response: In order to enter into an Agreement with the City of West Hollywood, the selected vendor shall meet the requirements in the City of West Hollywood Agreement for Services that is included in the Appendix to the Street Media Program RFP. Proposers can indicate any exceptions or modifications to the terms and conditions of the Agreement for Services in their proposal

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response. Any changes proposed by a Proposer are subject to review and approval of the City Attorney. Changes to the Agreement for Services shall be made at the City's sole and absolute discretion. The termination clause provides that the vendor will be compensated for services performed to the City's satisfaction up to the date of termination. However, it is not the City's intention to terminate the Agreement unless there is negligence or a breach of the Agreement terms on the part of the vendor.

24. The City is seeking custom-designed furniture (section 3). Any shelter design created for the City may not be used in other cities. (p.18) ~ What design or functional elements is the City attempting to restrict? Also, What are the geographic restriction? Southern California only or the entire country?

City Response: The City is seeking a one-of-a-kind Street Media Program. Shelter designs created for any other city will not be considered unless they are customizable to reflect the City's goal to combine placemaking, design, art and wayfinding solutions with state of the art technologies to reinforce the West Hollywood brand, enhance the public right-of-way and provide easily-accessible, real-time information and direction to the City's multitude of destinations and offerings.

25. City is reserving to itself the right to advertising spots during City sponsored events. (p.20) Are there any details about the number of spots, how many events may occur?

City Response: There are 6 major City events for which advertising spots may be requested. These include:

- LA Pride
- DIEM – Design Intersects Everything Made Conference(Design District)
- West Hollywood Halloween Carnaval
- West Hollywood Arts and Culture Festival
- WeHo Reads
- West Hollywood Kids' Fair

In addition, Proposers are encouraged to propose a program for additional spots for City special public service announcements.

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26. Is City willing to execute a standard contract(s) (including payment terms, indemnity, etc.) prior to posting any ads (e.g., vendor approval of ads, indemnity for infringements)?

City Response: The Proposer (or a subcontractor to the Proposer) is responsible for advertisement on the installations. Proposals shall include any agreements discussing the terms of that responsibility.

27. For clarification, The City is seeking custom-designed furniture (section 3). The City will own all proposals and is also reserving the right to use a bidder's design even if the bidder is not awarded the contract.(p.46). Is the City intending to own any submitted designs, or merely to own the proposals themselves while retaining permission to use the designs? Will the City be payment market value for the design?

City Response: The City reserves the right to use any or all "ideas" in a proposal but not the design itself. The City will not retain permission to use the designs of those Proposers that are not selected as the finalist. The City will not be paying for any design-related expenses as all costs of proposal preparation shall be borne by the Proposer as indicated in the RFP.

28. Contractor will have only 5 days to cure breaches. (p.55) Will City consider an exception asking for a longer period?

City Response: In order to enter into an Agreement with the City of West Hollywood, the selected vendor shall meet the requirements in the City of West Hollywood Agreement for Services that is included in the Appendix to the Street Media Program RFP. Proposers can indicate any exceptions or modifications to the terms and conditions of the Agreement for Services in their proposal response. Any changes proposed by a Proposer are subject to review and approval of the City Attorney. Changes to the Agreement for Services shall be made at the City's sole and absolute discretion.

29. NO ASSIGNMENT. Contractor not permitted to assign or subcontract without City consent. (p.59). Will City consider an exception permitting assignment to successors by merger and affiliates, and any entity acquiring substantially all of providers assets in the LA market.

City Response: In order to enter into an Agreement with the City of West Hollywood, the selected vendor shall meet the requirements in the City of West Hollywood Agreement for Services that is included in the Appendix to the Street Media Program RFP. Proposers can indicate any exceptions or modifications to

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the terms and conditions of the Agreement for Services in their proposal response. Any changes proposed by a Proposer are subject to review and approval of the City Attorney. Changes to the Agreement for Services shall be made at the City's sole and absolute discretion.

30. How many of the existing street media locations are electrified?

City Response: All but 4 existing bus shelters are electrified.