

REQUEST FOR INFORMATION (RFI) STREET FURNITURE PROGRAM

This document is a Request for Information (RFI) about how the City of Philadelphia (City) funds, deploys, and provides street furniture, which for purposes of this RFI refers to physical structures and attendant uses designed, fabricated, and installed for public transit use, including but not limited to shelters, kiosks, head houses, and benches. The City will use the information from this RFI as the basis for further discussion and potentially a Request for Proposals (RFP). Entities responding to this RFI should read this document carefully and follow the guidance for submitting ideas.

May 21, 2024

Cherelle Parker, Mayor
Michael Carroll, Deputy Managing Director,
Office of Transportation and Infrastructure Systems
The City of Philadelphia

RESPONSE CALENDAR

Virtual Info Session	June 3, 2024 at 11am (Click here to attend)
Deadline for questions, requests for clarification, or requests additional information	June 17, 2024
City responds to questions	June 24, 2024
Responses to RFI Due	July 8, 2024

1. INTRODUCTION

The City of Philadelphia, (the “City”), acting through the Managing Director’s Office of Transportation and Infrastructure Systems (“OTIS”), is issuing this Request for Information (“RFI”) to gather information regarding best practices and trends in public street furniture funding, deployment, and maintenance. Specifically, OTIS seeks information that will support innovations in funding, deployment, and maintenance of street furniture as well as innovations in contract structure and business models. These advancements will improve the City’s ability to deliver street furniture—particularly bus shelters and passenger information broadcast systems—in an equitable, sustainable, and transparent manner.

OTIS is responsible for the development, implementation, and management of the City of Philadelphia’s street furniture program. The street furniture is installed in the public right-of-way managed by the City of Philadelphia and funded through advertisement sales revenue. OTIS leads a portfolio of departments, including Streets, Sanitation, and Philadelphia Water Department (PWD), that provide cost-effective quality services with a focus on the resident. OTIS's mission is to move Philadelphia toward a clean and green future that promotes quality of life for all residents and visitors to Philadelphia. Our strategies and policies support inclusion and equity across Philadelphia’s diverse and vibrant communities.

The City of Philadelphia aims to improve and enhance its existing street furniture program through the continual evolution of technology, experience, and ideas. The City is committed to an equity goal for its street furniture program. Specifically, that 40% of bus boardings within Philadelphia occur at bus stops with a shelter—as outlined in [Connect: Philadelphia’s Strategic Transportation Plan](#). And that, to reach that goal, the top 15% busiest bus stops should be candidates for a shelter.

2. REQUEST FOR INFORMATION OVERVIEW

The City seeks responses that provide creative technologies, strategies, and business practices to enhance and expand the street furniture program and bus shelters specifically.

Respondents are encouraged to provide useful and relevant information that can advance the City's goals for street furniture. That is, a well-maintained self-sustaining program that provides bus shelters and pertinent transit information at the city's busiest stops regardless of a location's revenue generating potential. The City is deeply committed to the long-term success of the street furniture program, and transit amenities more broadly, and wishes to incorporate new technologies, new business models, and new perspectives to advance these goals.

Information gathered through this process could inform policies and future contracting opportunities related to street furniture in Philadelphia. This RFI could lead to an RFP opportunity. A response to this RFI does not constitute a promise or guarantee on the part of the City to respondents. Providers wishing to respond to this RFI should read this document carefully along with the recommended supporting information. Respondents should seek to address the key considerations and goals of the City of Philadelphia regarding street furniture in their submissions. The information sought in this RFI is organized around three themes: 1) capacity/experience, 2) maintenance, and 3) financial/business plan.

4. WHO SHOULD RESPOND

The City welcomes responses from street furniture vendors, operators, and concessionaires, as well as out of home advertising firms working nationally or internationally.

5. HOW TO RESPOND

One electronic copy in machine-readable format (PDF preferred) should be sent via email to otis@phila.gov with the subject line "[Firm Name] -Street Furniture RFI Submission".

Please use the RFI template provided in Appendix A for your responses. Email attachments should not exceed 10 MB in total size. If large attachments are required, please use a file sharing service.

Respondents need not address every subject or question listed in the RFI Response Template, but should identify the subject areas to be addressed, and describe their approach and methods for each. Respondents may identify subject matters that are not listed, but in addition to the foregoing information, should explain why the subject matter is important to a successful improving and deploying street furniture in Philadelphia.

Your submission should include:

A cover letter that identifies the type of organization or business of the Respondent, summarizes the key portions of your response, and indicates if supporting documentation

is included in your response. Cover letters should not exceed two pages and should provide clear information on the primary contact person for the Respondent.

The completed response itself should follow the format outlined in Appendix A and cover any or all of the areas of information requested by this RFI. It's encouraged that you limit the size of your response to 20 pages or less including supporting documentation. The two-page cover letter is not included in this total.

Responses must be received no later than **July 8, 2024**, before 5PM, Local Philadelphia Time.

6. RFI CONTACT INFORMATION FOR QUESTIONS OR REQUESTS FOR CLARIFICATION

All questions and requests for clarification concerning this RFI must be in writing and submitted via email at otis@phila.gov, no later than 5:00 pm, Local Philadelphia Time, on **June 17, 2024**.

Responses to questions and requests for additional information shall be at the sole discretion of the City. Any additional information and/or responses to questions will be posted only on the City's website at <https://www.phila.gov/departments/office-of-the-chiefadministrative-officer/contract-opportunities-with-special-application-processes/>. No additional information and/or responses to questions will be sent by email. Nothing in this RFI shall create an obligation on the City to respond to a Respondent submitting a response. The City may, in its sole discretion, issue addenda to this RFI containing responses to questions, clarifications of the RFI, revisions to the RFI or any other matters that the City deems appropriate. Addenda, if any, will be posted on the City's website at <https://www.phila.gov/departments/office-of-the-chiefadministrative-officer/contract-opportunities-with-special-application-processes/>. It is the Respondent's responsibility to monitor this site for Addenda and to comply with any new information

IMPORTANT: All questions related to this RFI should be directed to the City of Philadelphia by emailing otis@phila.gov. Questions will be answered by the Office of Transportation & Infrastructure Systems. No questions should be directed to current concessionaires.

7. REVIEW TEAM AND CONFIDENTIALITY:

Our review team will include City staff in the Office of Transportation & Infrastructure Systems and other City officials. The review team will NOT include representatives of any firms currently contracted by the City of Philadelphia to provide street furniture equipment or operations.

If any part of your proposal is confidential, please submit that portion separately, clearly labelling it as confidential.

8. CONDITIONS REGARDING RESPONSES

The Respondent shall be fully responsible for all costs associated with the development, preparation, transmittal, and submission of any Response or material submitted in response to this RFI. The City assumes no contractual or other obligations as a result of the issuance of this RFI, the preparation or submission of a Response by a Respondent, the evaluation of Responses, or the selection of any Respondent for further discussions.

It shall be the Respondent's responsibility to ensure that its Response is complete, accurate, and submitted by the Submission Date/Time.

No oral response by any employee or agent of the City shall be binding on the City, or shall in any way constitute a commitment by the City.

Upon submission, a Respondent's Response shall be the property of the City and will not be returned.

9. RIGHTS AND OPTIONS RESERVED

In addition to the rights reserved elsewhere in this RFI, the City reserves and may exercise, at its sole and absolute discretion, any one or more of the following rights and options with respect to this RFI if the City determines that doing so is in the best interest of the City and the street furniture program:

- a. To reject, or decline to consider, any Response or all Responses; to cancel the RFI at any time; to elect not to proceed with further discussions with a Respondent or with any Respondent; or to reissue the RFI, or to issue a new RFI (with the same, similar or different terms);
- b. To waive, for any Response, any defect, deficiency, or failure to comply with the RFI (collectively, "Defect") if, in the City's sole judgment, the defect is not material to the Response;
- c. To extend the Submission Date/Time and/or to supplement, amend, substitute or otherwise modify the RFI at any time prior to the Submission Date/Time, by posting notice thereof on the City web page(s) where the RFI is posted;
- d. To require, permit or reject amendments (including, without limitation, submitting information omitted), modifications, clarifying information, and/or corrections to Responses by some or all Respondents at any time before or after the Submission Date/Time;
- e. To require, request or permit, in discussions with any Respondent, any information relating to street furniture that the City deems appropriate, whether or not it was included, described, identified, or otherwise reflected in the Response;

- f. At any time determined by the City, to discontinue street furniture discussions with any Respondent or all Respondents, and/or initiate street furniture discussion with any other Respondent or with vendors that did not respond to the RFI; and,
- g. To do any of the foregoing without notice to Respondents or others, except such notice as the City, in its sole and absolute discretion, elects to post on the City web page(s) where this RFI is posted.

This RFI, and the process described are proprietary to the City, are for exclusive benefit of the City. Upon submission, Responses to this RFI shall become the property of the City, which shall have unrestricted use thereof.

Responses may be subject to public disclosure under the Pennsylvania Right-to-Know Law. However, a “record that constitutes or reveals a trade secret or confidential proprietary information” is exempt from access by a requester under that law. Ultimate determination of the application of that exemption cannot be assured, but Respondents are advised to mark clearly any portion(s) of any submittal believed to qualify for that exemption. By submitting its Response, the Respondent agrees to these terms.

10. CONFIDENTIALITY AND PUBLIC DISCLOSURE

Respondents shall treat all information obtained from the City which is not generally available to the public as confidential and/or proprietary to the City. Respondents shall exercise all reasonable precautions to prevent any information derived from such sources from being disclosed to any other person. No other party, including any Respondent, is intended to be granted any rights hereunder.

11. PUBLIC DISCLOSURE

By submitting a response to this RFI, Respondent acknowledges and agrees i) that the City is a “local agency” under and subject to the Pennsylvania Right-to-Know Law (the “Act”), 65 P.S. §§ 67.101-67.3104, as the Act may be amended from time to time; and ii) responses may be subject to public disclosure under the Act. In the event the City receives a request under the Act for information that a Respondent has marked as confidential, the City will use reasonable efforts to consult with Respondent regarding the response and, to the extent reasonably practicable, will give Respondent the opportunity to identify information that Respondent believes to be confidential proprietary information, a trade secret, or otherwise exempt from access under Section 708 of the Act. Notwithstanding anything to the contrary contained in this RFI, nothing in this RFI shall supersede, modify, or diminish in any respect whatsoever any of the City’s rights, obligations, and defenses under the Act, nor will the City be held liable for any disclosure of records, including information that the City determines in its sole discretion is a public record and/or information required to be disclosed under the Act.

Appendix A: RFI Response Template

1. General Information

1.1 Street Address:
1.2 City, State, Zip:
1.3 Primary Business:
1.4 Point of Contact Name:
1.5 Title:
1.6 Phone:
1.7 Email:
1.8 Organization Web address:
1.9 Provide a brief description of the company, services offered, and organization size. Please include the number of years the company has been managing advertisement-funded street furniture (if that is part of your business model); number of full-time employees; and all other office locations.

2. Capacity/Experience

- 2.1. What is your experience selling out of home advertising?
- 2.2. Have you deployed advertising funded bus shelters with the goal of prioritizing rider equity over monetizing impressions in any market that you operate in?
- 2.3. In other markets where you have installed advertising funded shelters, what percentage of deployment capital costs did you provide?
- 2.4. Have you provided next arrival information at bus stops in other markets? If so, what kind of technology and content management system did you use?
- 2.5. Are there any other income sources you could leverage in a program of this nature?

3. Maintenance

- 3.1. How have you tackled vandalism in other markets?
- 3.2. What solutions can you deploy to deal with vandalism? Specifically, describe how you would deal with each of the following forms of vandalism: graffiti; chemical glass etching; shattered or damaged glass.
- 3.3. Based on your experience and current practices, how often do you believe a bus shelter should be visited by a maintenance crew?

- 3.4. How do you make sure you have an inventory of replacement parts on-hand for timely repairs?
- 3.5. Based on your experience and current practices, how do you deal with problem locations that are repeatedly vandalized?

4. Financial/Business Plan

- 4.1. How would you deploy 200 shelters in a city like Philadelphia in three years? Please discuss both logistics and financial aspects in your response. Please include a map of your recommended geographic distribution of shelters.
- 4.2. Would you be able to compress the above three-year deployment into two years? If so, how would you achieve that and what kind of tradeoffs would be necessary?
- 4.3. What resources or inputs, if any, from the City of Philadelphia would be required of your program?
- 4.4. What relationship do you propose with the City of Philadelphia? (Ex. Contractor, Public Private Partnership, concession, permitted business, etc.) What experience have you had working with municipalities as a contractor, Public Private Partnership, concession, permitted business, etc.?
- 4.5. How would your technology or solution impact the City's existing street furniture assets? Please consider capital assets, brand and reputational assets, and relationships in this response.
- 4.6. Describe a feasible plan for financial sustainability over the next 3 years describe your plan over the next 5 years.
- 4.7. Describe a feasible operational plan for Philadelphia over the next 3 years, describe your plan over the next 5 years.
- 4.8. What is your assessment of the Philadelphia out of home advertising market?
- 4.9. Describe your financial model? How do you balance the need to make a profit with contractual obligations and maintenance needs?
- 4.10. How could you meet any diversity in hiring and/or goals that may be required by the City of Philadelphia?
- 4.11. Of all the elements of a program of this nature, which do you excel at? Are you interested in providing services for only a particular element of this program?