

City of Chicago Coordinated Street Furniture Program

Request for Information



Mayor Lori E. Lightfoot

Issued by:

**City of Chicago Department of Finance
Jennie Bennett, Chief Financial Officer**

Issued on:

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RFI Responses Due:

No Later Than 4 p.m. CST on January 7, 2022

All responses must be emailed to:

marketing@cityofchicago.org

City of Chicago Coordinated Street Furniture Program

Request for Information

Table of Contents

- 1. City of Chicago Coordinated Street Furniture Program RFI3
 - 1.1 Introduction3
 - 1.2 History3
 - 1.3 Objectives4
- 2. Submission Overview and Requirements.....5
 - 2.1 Scope of RFI Submissions5
 - 2.2 Qualified Organizations5
 - 2.3 Deadlines, Questions, and Comments5
- 3. RFI Submission Conditions6
 - 3.1 Inquiry Only.....6
 - 3.2 Changes to This RFI6
 - 3.3 Information Preparation Costs6
 - 3.4 Submittal of Confidential Information.....7
 - 3.5 Ownership of Submitted Materials7
 - 3.6 Rights of the City7
 - 3.7 No Personal Liability8
- APPENDIX A - RFI SUBMISSION GUIDELINES.....9
 - 1. City of Chicago Coordinate Street Furniture Overview – Executive Summary9
 - 2. Company or Organization Information and Past Experience9
 - 3. Narrative9
 - 4. Public Benefits..... 11
 - 5. Lessons Learned 11
- APPENDIX B – CITY OF CHICAGO CURRENT STREET FURNITURE INVENTORY AND LOCATIONS ... 12
- APPENDIX C – Current Coordinated Street Furniture Contract and Amendments. 12

1. City of Chicago Coordinated Street Furniture Program RFI

1.1 Introduction

The City of Chicago (“City”), through Office of the Chief Financial Officer (“CFO”), invites interested parties to respond to this Request for Information (“RFI”) regarding the City’s Coordinated Street Furniture Program Agreement (“Program”). Under Mayor Lightfoot’s leadership, the City seeks to procure a new Program Agreement. The City seeks information—in part through this RFI—about best products and practices in the manufacturing, operation, maintenance, and advertising of municipal street furniture. Pursuant to Municipal Code 2-32-055 the Chief Financial Officer has the authority to procure such contracts.

The current concession agreement with JCDecaux North American (“JCD”) expires 12/31/2022, and the City plans to issue a Request for Proposals (“RFP”) for a new agreement in Q1 of 2022, all of which will be subject to approval of the City Council. This timing is subject to change and is at the sole discretion of the City.

Many conditions, including technologies, have changed since the execution of the current agreement, and the City is committed to full and wide-ranging due diligence prior to any final action. The City is seeking the input of experienced and knowledgeable street furniture vendors and experienced Out of Home (“OOH”) advertisers, as well as other companies and organizations with relevant information, to help envision, formulate, and assess opportunities to achieve the City’s program goals.

This RFI is strictly an inquiry. No agreement will be entered into as a result of this RFI. However, the information contained in the RFI responses will help the City advance its procurement process, including the issuance of an RFP.

1.2 History

In 2002, the City of Chicago executed a first-of-its-kind Coordinated Street Furniture Program Agreement with JCD for 10 years, with two 5-year extensions. The Program agreement was executed through the Departments of Planning & Development and Procurement Services, in concert with the Chicago Department of Transportation (“CDOT”) and the Chicago Transit Authority (“CTA”).

The existing Program inventory includes assets with both static and digital advertising panels. A full asset inventory list can be found at:

https://www.chicago.gov/city/en/depts/fin/supp_info/municipal_marketing/CoordinatedStreetFurnitureProgram.html

And include:

Static:	Digital:
Bus Shelters	City Information Panels
News racks	Loop Link (BRT) Information Panels
Newsstand	

1.3 Objectives

The City seeks to assess interest and information from potential vendors with experience in the design, fabrication, installation, maintenance and operation of municipal street furniture programs, including the sale of advertising. The City seeks to hear from a varied and diverse set of entities to ensure Chicago is well positioned to implement a reliable, efficient, clean, and safe Program that ensures a world-class ridership experience for bus transportation, along with other street furniture that activates the cityscape. We additionally seek information on how to best include technology and environmentally beneficial features as part of the program, while furthering the City's environmental, social, and economic objectives. As such, this RFI is intended to:

- a) Solicit information, ideas, and expressions of interest to inform the City regarding the latest state-of-the-art bus shelters, information panels, and other street furniture services available as part of a Program, including revenue generating possibilities in the current and future years in the OOH advertising space in the nation's third largest city of 2.7 million residents and a global tourist destination.
- b) Explore new and innovative ways to reliably, equitably, affordably, and sustainably strengthen, maintain, and operate a Program within the City of Chicago.
- c) Allow the City to gauge interest from the private operators.
- d) Ensure the City receives informed input from a diverse set of interested entities and organizations responding to the RFI to craft a robust and comprehensive RFP.
- e) Allow the City to evaluate strengths and weaknesses of its existing structures and explore new state-of-the-art structures, technology (including Smart City Technology), and public benefits.

All responses should consider the City's Program goals of:

- Providing the City and its 77 community areas with safe, equitable, clean, and accessible Street Furniture while using the City's public transportation systems.
- Empowering City residents to access more information through Smart Technology.
- Advancing the City's sustainability goals.
- Continuing to generate revenue to help support the Program and City services.
- Improving accessibility to disabled residents.
- Expanding the current features/service of the existing street furniture program to provide a greater transit experience overall

2. Submission Overview and Requirements

2.1 Scope of RFI Submissions

The City is interested in RFI responses that provide industry information about the scope of segments described above and that are responsive to the RFI's Objectives. Qualified RFI responses will be thoroughly reviewed and analyzed. Each qualified RFI submission will be considered as a stand-alone item as well as in potential combination with ideas submitted by others.

RFI submissions should include enough company information to verify that they possess the appropriate experience, resources, and abilities to be considered a Qualified Organization (see below). The responses should:

- a) Provide the requested information in the order and format outlined in the Response Guidelines attached hereto as Appendix A.
- b) Not to exceed 75 pages.

2.2 Qualified Organizations

The City welcomes submissions to this RFI from organizations, including businesses and non-governmental organizations, meeting any or all the following eligibility criteria ("Qualifying Organizations"):

- a) Experience and/or knowledge of manufacturing, operating, and maintaining street furniture in the United States or other large global cities;
- b) Experience and/or knowledge financing, supporting, or enabling the operation of street furniture programs;
- c) Other experience and/or knowledge that meets the RFI Objectives and would inform the City's Street Furniture trends and siting requirements/stipulations.

The City prefers responses only from entities meeting the Qualifying Organizations criteria above. In reviewing submissions in response to this RFI, the Department of Finance will work closely with CDOT, CTA, the City Department of Law, the Chicago Department Asset and Information Services ("AIS"), and other City departments.

2.3 Deadlines, Questions, and Comments

RFI Respondents are requested to submit one (1) PDF copy of the requested information via e-mail to marketing@cityofchicago.org.

The name of your organization and the words "City of Chicago Coordinated Street Furniture RFI" should be on the submission cover page and the e-mail subject line. Submissions shall be delivered no later than 4:00 p.m. CST on 1/7/2022. Late submissions may not be reviewed.

All questions concerning this RFI should be directed to: marketing@cityofchicago.org.

Submission Timeline

Key Activity	Target Date
Pre-Submittal Conference	12/15/2021
Clarifying Questions Due	12/16/2021
Clarifying Questions Posted	12/17/2021
RFI Submission Date	1/7/2022

The Pre-Submittal Zoom Conference will be held on 12/15/21 at 4:00 pm via Zoom. If you are interested in attending the Zoom Conference call please email marketing@cityofchicago.org no later than Monday 12/13/21 at 4:00pm CST and the Zoom link will be emailed to you.

Clarifying Questions shall be submitted no later than 4:00 p.m. CST 12/16/2021.

If your organization wishes to be notified of any RFI addendums, please send a primary point of contact’s name, email address, and phone number to marketing@cityofchicago.org with the words “City of Chicago Coordinated Street Furniture RFI” in the email subject line.

The RFI may be updated with all submitted questions and answers. Please review any posted Q&A before asking additional questions. The RFI Q&A will be posted with the RFI on the Department of Finance (“DOF”) Municipal Marketing website:
https://www.chicago.gov/city/en/depts/fin/supp_info/municipal_marketing.html

3. RFI Submission Conditions

3.1 Inquiry Only

This RFI is an inquiry only, and no contract will be entered into as a result of this RFI. The City does not guarantee that the RFI will lead to any further action related to selection of a vendor and execution of a contract.

3.2 Changes to This RFI

At any time and at its sole discretion, the City may, by written addenda to this RFI, modify, amend, cancel and/or reissue this RFI. If your organization wishes to be notified of any RFI changes or future addendum please send primary point of contact’s: name, email address, and phone number to: marketing@cityofchicago.org with the words “Chicago Street Furniture RFI” in the email subject line.

If an addendum is issued prior to the date information is due, it will be made available on the Department of Finance website.

3.3 Information Preparation Costs

The City shall not be liable or responsible for any costs incurred by a Respondent in the preparation, submission, presentation, or revision of its information, or in any other aspect of the

Respondent's pre-information submission activity. No Respondent is entitled to any compensation except under an agreement for performance of services signed by a City-authorized official and the Respondent.

3.4 Submittal of Confidential Information

Information submitted to the City in response to this RFI or otherwise, may be subject to the Illinois Freedom of Information Act ("FOIA"), 5 ILCS 140/1 et seq. In addition, the City plans to post the list of respondents publicly on the DOF website.

https://www.chicago.gov/city/en/depts/fin/supp_info/municipal_marketing.html

Respondent may designate those portions of the Qualification response, which contain trade secrets or other proprietary data that must remain confidential. If a Respondent includes data that is not to be disclosed to the public for any purpose or used by the City except for evaluation purposes, the Respondent must: A. Mark the title page as follows: "This RFI response includes trade secrets or other proprietary data ("data") that may not be disclosed outside the City and may not be duplicated, used or disclosed in whole or in part for any purpose other than to evaluate this RFI response. The data subject to this restriction are contained in sheets (insert page numbers or other identification)." The City, for purposes of this provision, will include any consultants assisting in the evaluation of responses. If, however, a contract is awarded to this Respondent as a result of or in connection with the submission of this data, the City has the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the City's right to use information contained in the data if it is obtained from another source without restriction. B. Mark each sheet or data to be restricted with the following legend: "Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this RFI response." All submissions are subject to the Freedom of Information Act.

3.5 Ownership of Submitted Materials

All materials submitted in response to or in connection with this RFI shall become the property of the City.

3.6 Rights of the City

The City reserves all rights at law and equity with respect to this RFI including, but not limited to, the unqualified right, at any time and in its sole discretion, to change or modify this RFI, to reject any and all information, to waive defects or irregularities in information received, to seek clarification of information, to request additional information, to request any or all Respondents to make a presentation, to undertake discussions and modifications with one or more Respondents, who, at any time, subsequent to the deadline for submissions to this RFI, may express an interest in the subject matter hereof.

No Respondent shall have any rights against the City arising from the contents of this RFI, the

receipt of information, or the incorporation in or rejection of information contained in any response or in any other document. The City makes no representations, warranties, or guarantees that the information contained herein, or in any addenda hereto, is accurate, complete, or timely or that such information accurately represents the conditions that would be encountered during the performance of any subsequent franchise issued from a separate RFQ or RFP. The furnishing of such information by the City shall not create or be deemed to create any obligation or liability upon it for any reason whatsoever; and each Respondent, by submitting its information, expressly agrees that it has not relied upon the foregoing information, and that it shall not hold the City liable or responsible therefore in any manner whatsoever.

3.7 No Personal Liability

No City agent or employee shall be charged personally with any liability by a Respondent or another or held liable to a Respondent or another under any term or provision of this RFI or any statements made herein or because of the submission or attempted submission of information or other response hereto or otherwise.

APPENDIX A - RFI SUBMISSION GUIDELINES

All City of Chicago Coordinated Street Furniture RFI Respondents are asked to submit their firm's pertinent information in the format outlined below. It is worth reiterating that this RFI is not part of a formal procurement; therefore, responses will be carefully reviewed but not evaluated or scored. The intent is to receive informed recommendations on possible approaches for providing an adequate, safe, reliable, affordable, and sustainable street furniture program to the residents and businesses of the City.

Respondents are encouraged to answer every applicable section as completely as possible. All responses should, at a minimum, provide enough information to reflect that the Respondent has capacity and experience to qualify their answers as credible. Please provide enough detail and data to be able to assess the feasibility of a proposed scenario. The City reserves the right to ask Respondent for additional information or clarification to assess Respondent's capacity and experience.

Total response page count should not exceed 75 pages.

1. City of Chicago Coordinate Street Furniture Overview – Executive Summary

Please provide a brief narrative summary overview of your understanding of the City's needs related to public transportation installation, maintenance, and operations of a municipal Street Furniture Program as well as creating a sustainable revenue stream to support the program and City services. Please share any sustainability and other policy commitments in the highlights of your information submission.

2. Company or Organization Information and Past Experience

Please provide the following descriptive information for the responding company or organization (or if respondents are a team, the overall team, and each member):

- Name of company, companies, or organization(s)
- Key principals for company or companies and contact information
- Previous experience in manufacturing, installation, management, and maintenance of Street Furniture in other Municipalities
- Previous experience in OOH Advertising, particularly with Street Furniture
- Summary description from recent experiences or projects

3. Narrative

Please provide a narrative description of your information submission and recommendations with detail on how the RFI Objectives and Goals will be addressed.

- A. As part of your narrative, please share your professional opinions regarding the inclusion of:
 - 1) Built in or affixed Smart City solutions to Street Furniture including interactive kiosk functions.

- 2) Sustainability and/or Eco-friendly features to the structures. Please describe your experience or recommendations regarding sustainability in the municipal street furniture space.
 - 3) Bike / Scooter parking structures.
 - 4) Electronic Vehicle “EV” Charging Stations.
 - 5) Ad benches. The City currently has 1,341 benches as part of a separate contract. Describe the benefit if any of including ad benches as part of Street Furniture program.
- B. Please include your professional insights on the current OOH advertising business.
- 1) How did the 2020-21 market conditions change during the time of the pandemic? Do you have recommendations as to a good timeframe for this solicitation given the current state of the advertising market?
 - 2) What is the forecast for OOH advertising industry in the next year, 5 years and 10 years in general? If you’re able to provide additional insight regarding Street Furniture advertising values specifically, please do so.
 - 3) Please share your ideas about how to create a Street Furniture network of sustainable and equitable advertising revenue streams in high traffic advertising districts & smaller districts in the neighborhoods. Can additional Smart City, interactive and/or additional structures be allocated in the neighborhoods to offer technology in underserved neighborhoods.
 - 4) Please discuss new technologies that the City should consider in the capital infrastructure of the street furniture (e.g., new digital innovations including Wi-Fi or street information, environmental or public safety sensors, etc.) that can provide additional public benefit to the community. Please discuss the cost structures that are generally associated with such installations as well as strategies for minimizing the cost of installation and maximizing the impact across the City.
 - 5) Please provide any recommendations related to the revenue structures and terms under the Program Agreement, including upfront payments, minimum annual guarantees, revenue shares, and preferred term of the contract, among others. Please discuss expected responsibilities of the vendor under the contract, including operations, maintenance, capital, etc.
 - 6) Please describe your transition, implementation, and/or installation strategy for new municipal Street Furniture programs.
 - 7) Please describe your organization’s framework, principles, and experience in pursuing design excellence in your program.
- C. Please describe your organization’s business philosophy as it relates to customer service, specifically regarding the construction, maintenance, and operations of Street Furniture.

D. Please describe your site selection process for recommending locations of Street Furniture throughout a Municipality specifically as it relates to:

- 1) Transportation needs
- 2) Advertising value
- 3) Equitable distribution of services
- 4) Access to technology

4. Public Benefits

Please detail any additional, non-financial public benefits to the City of Chicago and its residents, visitors, and/or businesses that the Respondent believes can be included in a proposed Street Furniture Program Any additional Public Benefits are as important as great service and revenue generating opportunities.

5. Lessons Learned

Please provide at least three examples of other cities or towns where Respondent has experience to achieve goals similar to those that the City of Chicago expresses in this RFI.

APPENDIX B – CITY OF CHICAGO CURRENT STREET FURNITURE INVENTORY AND LOCATIONS

To review the City's current Street Furniture Inventory view.

https://www.chicago.gov/city/en/depts/fin/supp_info/municipal_marketing/CoordinatedStreetFurnitureProgram.html

APPENDIX C – Current Coordinated Street Furniture Contract and Amendments.

The 2002 Coordinated Street Furniture Contract and related Amendments can be viewed:

https://www.chicago.gov/city/en/depts/fin/supp_info/municipal_marketing/CoordinatedStreetFurnitureProgram.html