

Chicago Coordinated Street Furniture Program RFI

Addendum #1– Questions and Answers to the solicitation 12/17/21

1. We note that RFI specifically states that a contract will not be entered into as a result of this RFI. Should the City issue an RFP following this request, will the RFP be open for submissions from any qualifying organization or limited to those organizations that respond to the RFI?
Yes, the RFP will be open to submissions from any organization. Vendors are welcome to respond to the upcoming RFP whether or not they have responded to this RFI.
2. What is the total inventory count? Structures? Static Faces? Digital Faces?
There is a link in the RFI connecting you to the Street Furniture inventory and can be found here: https://www.chicago.gov/city/en/depts/fin/supp_info/municipal_marketing/CoordinatedStreetFurnitureProgram.html

Based on the list included in the RFI there are 2,183 street furniture assets.

3. Will a map or inventory list of current inventory be available?
We do not have a map. There is a link in the RFI connecting you to the Street Furniture inventory and can be found here: https://www.chicago.gov/city/en/depts/fin/supp_info/municipal_marketing/CoordinatedStreetFurnitureProgram.html
4. Will the RFP be specific to just roadside shelter displays or will the RFP expand into other city owned property/departments?
This is TBD. Many of the specifics identified in the upcoming RFP will be based on what the City learns from the RFI and consultation with related City departments regarding needed services (CTA, CDOT, AIS).
5. Outside the advertising revenue needs, what other service requirements maybe included with the RFP? Ie: Cleaning, shoveling, glass replacement, etc.
Per the RFI, “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” Please see the current Furniture Program Agreement for an understanding of the current services provided to the City. The City encourages respondents to provide information and recommendations about additional services.
6. What is the average age and estimated life expectancy of the current shelter structures?
The City does not own the structures. Our partners/current vendor JCDecaux NA own and maintain the structures (except panels on BRT stations owned by the City).

The initial roll-out of the existing Street Furniture was in 2003/2004 as well as subsequent installations and removals throughout the term. Due to the quality of the materials and the fabrication used and particularly extensive ongoing maintenance, the projected life expectancy of the existing structures is approximately another 10 years.
7. What is the average age and estimated life expectancy of the current digital displays?

The City does not own the structures. Our partners JCDecaux/current vendor own and maintain the structures (except panels on BRT stations owned by the City)

The digital structures were installed between late 2017 and late 2019, with an average age slightly under 4 years. These high-end displays are covered by an extended warranty and robust preventative maintenance program, leveraging a life expectancy of 10 years.

8. Will the city provide any future insight, needs or direction related to technology needs for transit commuters?

This information will be provided in the future RFP. Our goal is to be informed by industry professionals and welcome any insights into technology that improves Chicagoan's passenger experience through technology. Information about technology trends in the public way and street furniture programming is welcome.

9. What is the permit process and review for maintenance, construction or replacement of shelter? Please see the link below from the Department of Transportation regarding permitting.

[City of Chicago :: Construction, Permits, Utilities and Contracts](#)

10. What are the current or future expectations in related to City of Chicago messaging on both static and digital displays?

The City hopes to continue a Coordinated Street Furniture program that utilizes the displays for maximum ad revenue and important City messaging through Public Service Announcements on static and digital displays.

11. Are there any current City of Chicago sustainability initiatives that would drive the sustainability requirements for this program?

Please see the following link for City of Chicago Environment and Sustainability programming:

[City of Chicago :: Environment and Sustainability](#)

12. In the forthcoming RFP, is the City of Chicago looking to select one vendor for the entirety of the Street Furniture Program, or will multiple vendors be selected for multiple street furniture solutions?

Ideally the City would like one manager of the coordinated program. The City is not opposed to more than one vendor or respondents joining forces and forming partnerships in response to the RFP.

13. In the RFI, the City of Chicago mentions the need for benches. Can advertising on a kiosk be used as a means of profit instead of advertising on a bench?

The City currently has a contract for standalone ad benches with Wright Advertising. We are open to any revenue ideas on ad benches and any other proposed street furniture, kiosks or other suggested assets. The Wright Advertising contract can be found as Exhibit A to this Addendum.

14. On page 10 of the RFI the City notes that it “has 1,341 benches as part of a separate contract. Please clarify if the benches are currently producing advertising revenues and if so, please provide the contract and additional details regarding this program.

The ad bench contract with Wright Advertising is included in this response as Exhibit A. There are currently 1,433 (please note correction from the RFI) and see attached locations as Exhibit B to this Addendum. In the last year, the ad benches generated approximately \$12,000/Month/\$144,00 year. The contract is currently on a month-to-month contract term.

15. Is a public Wi-Fi network a high priority for the City? If so, is it something the City is looking to achieve as part of this program?

Any technology enhancements such as public Wi-Fi that would improve the rider experience and the digital divide in Chicago is encouraged as part of the information you share in your submission.

16. Are there any existing bike share / scooter and EV charging station assets that will be included in the new Street Furniture contract?

No. The bike share and scooter programs managed by CDOT operate under a separate contract. The advertising panels on for the Divvy program and scooter initiatives are not included in this solicitation. There are no City owned EV charging stations.

- If so, can the City provide the number of each type of asset (e.g. 20 bike share ad panels) and specifications/sizes of the existing or potential ad spaces?

NA

17. When will the separate contract for ad benches expire?

It is currently on a month-to-month basis.

- a. Who is the current contractor responsible for selling those?
 - i. Wright Advertising
- b. Can the City provide a copy of the existing contract?
 - i. Attached Exhibit A to the Addendum
- c. Can you provide historical revenue information?
 - i. In the last year, the ad benches generated approximately \$12,000/Month/\$144,00 year.

18. Are there any existing restrictions or limitations on digital advertising in the public right-of-way? (e.g. restrictions of locations, technical specifications, etc?)

Please see the following websites for more information:

[City of Chicago :: Sign Permits](#)

[17-12-1200 City digital signs. \(amlegal.com\)](#)17-20-1200 City Digital Signs

- If so, is the City amenable to changing these restrictions? And what is the process and timeline for doing so?

The City is willing to explore legislative actions if needed to implement a strong and responsible street furniture program but will evaluate on a case-by-case basis.

19. Who currently owns the existing shelters and who is expected to own them at the end of the current street furniture contract?

JCDecaux owns the existing shelters. The owner of the assets may be negotiated at the termination of the contract.

20. Who owns the shelter designs? Is the City looking to change the visual design and form factor from the existing shelters?

JCDecaux owns the Shelters. Suggested changes or new design would be considered in the RFP response and ideas are welcome as part of your RFI submission.

21. Can the City provide historical revenue information for the current Street Furniture contract? (if available, Annual and broken down by month).

The JCDecaux Coordinated Street Furniture contract is set up for annual payments found in [Exhibit 2 "Contractor Fee and Abatement Schedule"](#). The payments are not based on revenues but rather a pre-determined annual payment schedule set forth in the Agreement.

See Agreement here:

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

22. Is the City looking to increase the overall number of shelters/bus stop amenity provided? Or rather is the City satisfied with the amount of amenity, but instead seeking to upgrade the existing infrastructure in service of the overall transit experience?

The need for additional furniture is TBD. The City is looking for input from industry leaders about state-of-the-art municipal street furniture to provide the best experience for riders.

23. Does the City currently have any public Wi-Fi or 5G implementation plans underway, separate from this procurement? If so, can you please provide details regarding the type of infrastructure and the existing partners involved?

This question does not fall under the scope of this RFI. The City is seeking information regarding suggested municipal street furniture programming. There could be more detail in the future RFP.

24. Is there existing municipal fiber that could be leveraged to provide connectivity to smart street furniture elements proposed for this program?

The current structures only access electricity underground. Connectivity to fiber would be needed depending on the proposed “smart street” furniture program in response to the future RFP.

Correction to the RFI:

The Wright Advertising bench inventory includes 1,433 benches. The RFI referenced 1,341 in error.

Exhibit 1
Wright Advertising Ad Bench Contract

Exhibit 2
Ad Bench Inventory / Locations