



City of Richmond

Report to Committee

To General Purposes - Feb 2, 2009

To: General Purposes Committee

Date: January 12, 2009

From: Victor Wei, P. Eng.
Director, Transportation

File: 10-6360-03-01/2009-Vol
01

**Re: STREET FURNITURE REQUEST FOR PROPOSALS – PROPOSED SCOPE
AND PROCESS**

Staff Recommendation

1. That staff be directed to issue a Request for Proposals for the supply, installation and maintenance of a citywide co-ordinated suite of street furniture, as described in the attached report dated January 12, 2009, from the Director, Transportation.
2. That staff report back on the responses to the above Request for Proposals with a recommendation to award a contract in May 2009.

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Victor Wei, P. Eng.
Director, Transportation
(4131)

Att.1

FOR ORIGINATING DEPARTMENT USE ONLY					
ROUTED TO:		CONCURRENCE		CONCURRENCE OF GENERAL MANAGER	
Major Projects.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	<i>[Handwritten signature]</i>
Purchasing.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Engineering.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Environmental Programs.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Business & Financial Services.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Parks Maintenance & Operations.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Policy Planning.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Development Applications.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
Community Bylaws.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
R.C.M.P.....	Y	<input checked="" type="checkbox"/>	N	<input type="checkbox"/>	
REVIEWED BY TAG		YES	NO	REVIEWED BY CAO	
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Staff Report

Origin

At the February 25, 2008 regular meeting of Council, staff were directed to report back on the preparation of a Request for Proposals (RFP) for the provision of street furniture. This report describes the scope of the proposed RFP and seeks Council approval for its issuance. Following evaluation of the proposals received, staff expect to report back in May 2009 with a recommendation for a new contract for the supply, installation and maintenance of a citywide co-ordinated suite of street furniture.

Analysis

1. RFP for New Street Furniture Contract

The existing City's agreement with Pattison Outdoor for the provision of bus shelters with advertising will expire on June 30, 2009. Accordingly, a cross-divisional staff team began work in March 2008, with the assistance of a consultant, to prepare an RFP for the provision of street furniture with advertising within the city. The primary objective of the new contract, to be for a 20-year term, is to significantly improve and expand public amenities for the community with a secondary objective of potentially increasing revenue to the City from advertising on selected elements of street furniture.

The potential for increased revenue to the City is anticipated via a new contract with more favourable terms to the City rather than any significant expansion of advertising. The City currently permits advertising on bus shelters and benches. Staff propose that, under the new contract, these same two elements continue to be permitted to have advertising along with the additional elements of bicycle racks and bicycle lockers.

2. Potential Suite of Street Furniture

A new street furniture contract offers the opportunity to expand the range and enhance the quality of amenities provided to the community and to reduce sidewalk clutter. The RFP is proposed to include the following street furniture items as base contract elements (i.e., the proponent must supply them):

- Bus Stop Shelters: complete with a bench in every shelter;
- Benches: stand-alone items in addition to those within bus shelters;
- Litter Receptacles: primarily located at bus stops and in high pedestrian volume areas (e.g., City Centre, Steveston Village);
- Recycling Receptacles: with two streams (container and paper) and co-located with litter receptacles in high pedestrian volume areas and bus stops with high passenger use;
- Multiple Publication Newsracks: consolidate individual boxes into a single unit with a minimum capacity of four newspapers and an integrated newspaper recycling receptacle; and
- Bike Racks: secure end-of-trip cycling facilities.

The RFP would also ask proponents to offer the following services, as optional elements, which may be considered by the City for inclusion in the contract:

- Maintenance of Pods of Bike Lockers:** InTransitBC is required to supply a total of 40 bike lockers (two 10-locker pods and one 20-locker pod) to be placed at three Canada Line stations in Richmond (i.e., one 10-locker pod each at Bridgeport Station and Lansdowne Station, and one 20-locker pod at Richmond-Brighouse Station). The one pod of 10 bike lockers at Bridgeport Station will be located on TransLink property and thus will be the responsibility of its contractor. However, the remaining two pods of 30 bike lockers at the other two Canada Line stations may be located within City right-of-way and thus responsibility for the maintenance of the bike lockers must be determined. Staff propose that the RFP allow proponents the right of first refusal to assume management of these pods of bike lockers (i.e., maintain and, if desired, place advertising on them) as part of the overall street furniture contract. Should the proponent decline, then the City can consider allowing TransLink’s current contractor to assume management of the two pods of 30 bike lockers (see Section 4 for further discussion).
- Servicing of Recycling Receptacles:** as noted above, the successful proponent will be responsible for the supply, installation and maintenance of the street furniture elements, including the exterior of litter receptacles. City crews currently service all litter receptacles and will continue to do so. As the recycling receptacles represent a new increased level of service, staff propose that proponents be asked to provide an additional priced option that includes servicing of the recycling receptacles, for the City’s consideration. Depending on the proposals received, the City would then decide whether or not to include this service as part of the street furniture contract, provide this service via existing City-contracted service providers, or expand its current City crew service to include servicing of recycling receptacles.

Staff propose that the suite of street furniture would comprise, at a minimum, three separate but complementary design lines for the following three delineated areas of the city: (1) City Centre; (2) Steveston Village; and (3) rest of the city.

See **Attachment 1** for sample photographs and illustrations of the potential street furniture elements.

3. Estimated Quantities of Street Furniture

Table 1 below identifies the estimated quantities of street furniture items that would be provided as base contract with the two optional elements as described in Section 2. As indicated in the table, public amenities would be significantly expanded over the 20-year term of the contract, particularly for bus stop shelters and benches, to support the City’s long-term goal of encouraging walking and transit use.

Table 1: Estimated Quantities of Street Furniture Elements

Street Furniture Element	Advertising Allowed?	Est # of Current Elements	Est # in Place in Year 1	Est # in Place in Year 20	Growth Rate
Bus Stop Shelter with Bench	Yes	45	200	400 or 600 ⁽¹⁾	20/yr to Yr 10 21/yr to Yr 20
Bench not in Bus Shelter	Yes ⁽²⁾	40	200	580	20 per year
Litter Receptacle	No	300	300	530	12 per year
Recycling Receptacle with 2 Streams (container/paper)	No	0	75	132	4 per year

Street Furniture Element	Advertising Allowed?	Est # of Current Elements	Est # in Place in Year 1	Est # in Place in Year 20	Growth Rate
4-Unit Multiple Publication Newsrack with Newspaper Recycling Receptacle	No	0	35	92	3 per year
Bike Rack	Yes	40	75	208	7 per year
Bike Locker	Yes	0	30 ⁽³⁾ (2 pods)	90 (8 pods)	1 10-unit pod per 3 years

Notes:

- (1) The proponent will be asked to provide two options for the total number of bus stop shelters to be provided within the term of the contract.
- (2) Up to one-third of the benches will be permitted to have advertising.
- (3) InTransitBC is providing three pods of 40 bike lockers at Canada Line stations, of which a maximum of two pods of 30 bike lockers may be placed within the City right-of-way.

With respect to existing street furniture items, they will either be removed by the existing contractor (i.e., bus shelters, benches with advertising and individual newspaper boxes), removed by City crews (i.e., litter receptacles within the right-of-way) or remain in place with the successful proponent assuming maintenance of the items, as indicated in Table 2 below.

Table 2: Management of Existing Street Furniture Elements

Street Furniture Element	Est # of Current Elements	Integrated into New Contract	Removed by Existing Contractor	Removed by City
Bus Stop Shelter with Bench	45	0	45	0
Bench with Advertising not in Bus Shelter	316	0	316	0
Bench with No Advertising not in Bus Shelter	40	40	0	0
Litter Receptacle	300	0	0	300 ⁽¹⁾
Individual Newspaper Box	337	0	337	0
Bike Rack	40	40	0	0

Notes:

- (1) The existing litter receptacles will be offered for reuse or sale to other local municipalities.

4. Co-ordination with Other 3rd Party Advertising Opportunities

4.1 Advertising on Canada Line Right-of-Way

Per the Richmond Access Agreement for the Canada Line, the Concessionaire (InTransitBC) may place advertising within Canada Line stations and within/upon the vehicles without requiring the consent of the City. Advertising on the exterior of the stations or on the guideway, however, requires the consent of the City. InTransitBC is presently considering the proposal of a pilot program requiring the City's consent. This process is being addressed separately from the city-wide street furniture program and is the subject of a separate forthcoming report from the Business & Financial Services Department to be presented for Council's consideration.

4.2 Advertising on Bike Lockers

As noted in Section 2, InTransitBC is required to provide a total of 40 bike lockers (consolidated in three pods) at Canada Line stations in the following quantities/locations: 10 (one pod) at Bridgeport Station; 10 (one pod) at Lansdowne Station; and 20 (one pod) at Richmond-

Brighthouse Station. The bike lockers at Bridgeport Station will be located on TransLink property, but may need to be located on City right-of-way at the other two stations.

TransLink currently has bike lockers at 16 SkyTrain stations as well as four park-and-ride locations. The agency has a contract with C-Media Outdoor Advertising for the supply, installation and maintenance of all the bike lockers as well as managing advertising on the bike lockers, which typically consists of a panel on one end of a unit of lockers. Staff have confirmed that any advertising on the bike lockers would be directed inward to a Canada Line station and not outward to the street. C-Media will manage the bike lockers at Bridgeport Station, as they will be on TransLink property.

Should the bike lockers at the two other Canada Line stations be located on City right-of-way and as they would be permitted to have advertising, staff recommend that proponents of the City-wide street furniture program be given the right of first refusal to assume management of the bike lockers (i.e., maintain and, if desired, place advertising) or, should they decline, Council consider allowing C-Media to manage the bike lockers as part of the outcome of the RFP process.

5. Responses to Expression of Interest (EOI)

In preparation of the release of the RFP, the City invited Expressions of Interest (EOI) in October 2008 from interested parties. The EOI stated that certain street furniture elements would be permitted (but not required) to include advertising media as outlined in Table 1, which the successful proponent will have exclusive rights to sell in the market. The advertising revenue will be used to fund the street furniture program as well as provide potential revenue sharing with the City.

A total of nine firms responded to the EOI, of which several are large, international firms with extensive experience in managing street furniture programs for a variety of sizes of cities. Based on the primary criterion of demonstrating experience and capability of managing a city-wide street furniture program that includes advertising, staff short-listed five respondents and therefore have concluded that they are qualified bidders for the RFP.

6. Public Consultation

Following receipt of the responses to the RFP and prior to award of the contract, staff plan to hold a public open house at City Hall in April 2009, to allow the community to view and provide feedback on the potential street furniture elements. The format of the open house would likely comprise a series of display boards from each short-listed proponent that illustrate the look and design of the various street furniture items. Staff will consider the feedback when preparing a recommendation to Council for the award of the contract, which is anticipated in Spring 2009.

7. Transition Period

The City's current contract for the provision of bus stop shelters with advertising will expire on June 30, 2009. Due to several revisions to the draft RFP, it is anticipated that the RFP will be issued in February 2009 with proposals received in April 2009. Following public consultation and a staff evaluation process, it is anticipated that the successful proponent will be selected in

late April 2009/early May 2009, with a staff report recommending award of contract being presented to Council in late May 2009.

Given this time frame, it is likely that the new street furniture will begin rolling out in October 2009. Therefore, there will likely be an approximately three month time period between the expiration of the existing bus shelter contract and the commencement of the new street furniture contract, during which there will be no bus shelters. However, it may be possible to negotiate an extension of the current bus shelter contract to cover this period.

Financial Impact

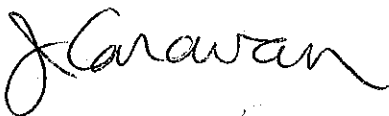
None at this time. All costs associated with the current work in preparing the RFP, including the cost of the consultant, are part of the Council-approved budget for this program in 2008.

The new street furniture contract has the potential to increase revenues to the City vis-à-vis the current contract through the negotiation of more favourable terms to the City as well as a limited expansion of opportunities for advertising. Staff will report back on the financial aspects of any new contract as part of the recommendation to Council regarding the award of the contract.

As noted in Section 2, City crews currently service all litter receptacles and will continue to do so. Staff anticipate that, over time, increased levels of service will likely be required to match the increased number of litter receptacles. Container design and servicing requirements may also impact resource needs. Similarly, should the City assume servicing of the recycling receptacles, which are a new item, additional levels of service would be required, resulting in increased costs for either additional contracted or internal equipment and resource requirements.

Conclusion

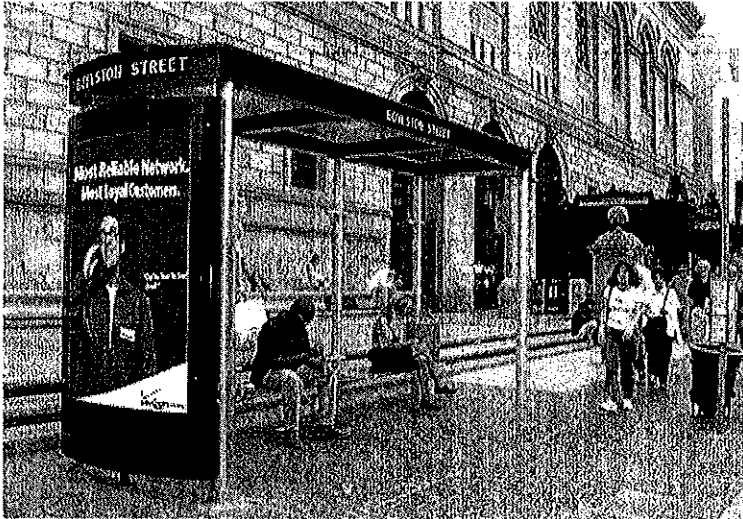
The City's current contract for the provision of bus stop shelters with advertising will expire on June 30, 2009. Accordingly, a Request for Proposals has been prepared for the supply, installation and maintenance of a city-wide co-ordinated suite of street furniture. Several qualified firms have submitted Expressions of Interest regarding the new contract and staff now recommend that the RFP be issued. Staff anticipate reporting back in May 2009 with a recommendation for the award of a new contract with the primary objective of providing a significantly enhanced street environment for all road users, particularly pedestrians, transit passengers and cyclists, to realize the mobility vision of the City.



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JC:lce

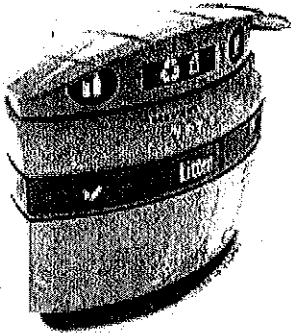
Examples of Potential Street Furniture Elements



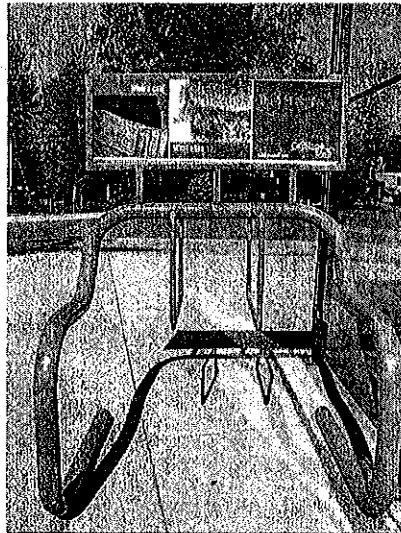
Bus Shelter with Bench & Advertising Panel



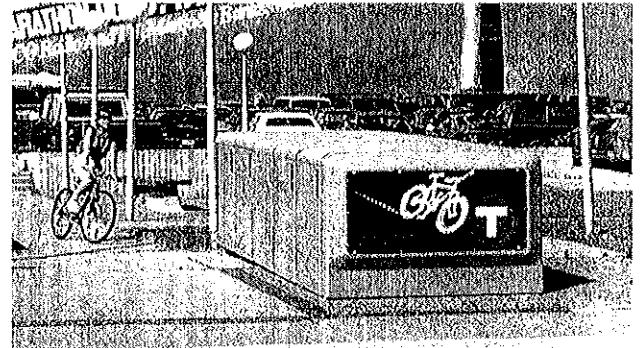
Bench with Advertising



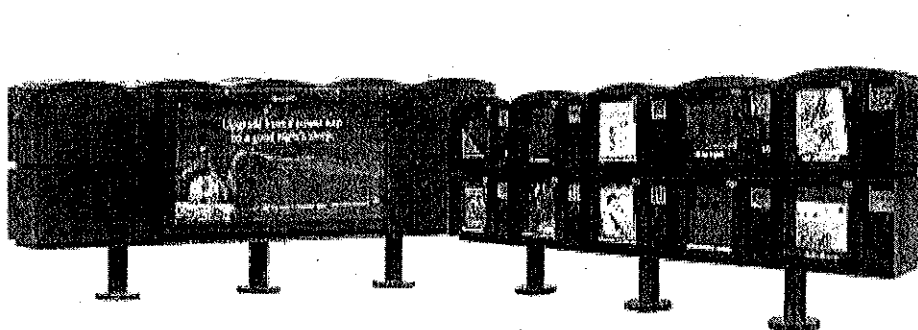
Litter & Recycling Receptacle



Bike Rack



Pod of Bike Lockers



Multiple Publication Newsrack

