

# World Class Street Furniture: Sidewalk and Transit Amenities Program (STAP)



Public Information Session

December 2020

January 2021





# What Is Street Furniture?

Amenities in the current program

1884

Transit Shelters

$\frac{1}{3}$  are 30+ years old  
half are 20+ years old  
96% are 10+ years old



14

Automated Public Toilets



197

Public Amenity  
Kiosks



6

Newsstand Vending Kiosks





# STAP: Creating a World Class Program

- A. Current program expires at the end of 2021
- B. In Nov. 2019, Council directed StreetsLA to use a competitive process to build a successor program through the Board of Public Works (BPW)
- C. In Nov. 2020, BPW voted to release a Request for Proposals (RFP) to solicit competitive proposals
- D. In Nov. 2020, Councilmembers Blumenfield and Bonin introduced a [motion](#) instructing StreetsLA to continue public engagement during the RFP process, provide a public report on the proposals received, and present specific policy issues important to the ultimate design of the program.





# STAP Goals

- A. **Shade, Shelter, Safety & Comfort**
- B. Support **public transit** and the **shared use** of the sidewalk.
  - Increase bus shelters to at least 3,000.
  - Provide shelters for 75% of transit boardings in each Council District, with priority given to locations with highest ridership, high exposure to heat, and transit dependent residents.
- C. Improve **transit information** and **public service** delivery.
- D. Provide self sustaining program with ability to **reinvest revenues** to improve access and mobility.
- E. Ensure **flexibility** in the contract, a more dynamic program and **collaboration** with other City goals and programs.





# STAP RFP Timeline

**Goal:** Prevent interruption in service between current and successor programs.

- November 2020: RFP Released
- December 2020: Proposer Conference and Questions
- February 2021: Proposals Due
- Spring 2021: Contract Negotiations

Late Summer/Early Fall 2021: Council Approval to Execute New Contract

December 2021: Existing Coordinated Street Furniture Program Expires

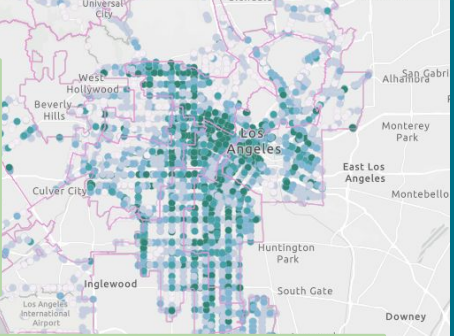




# Elements of STAP: Opportunities and Considerations

- Equity distribution of an expanded system
- New types of amenities
- Digital benefits and controls
- Localized information
- Public Service Announcements
- Connectedness and privacy controls
- Reinvestment opportunity and priorities
- Re-use of furniture





- # Where Will New Shelters Go?
- 1) High transit ridership
  - 2) Exposure to heat
  - 3) Metro's Equity Focus Communities:  
minority populations, low-income households, and zero-vehicle households
  - 4) Proximity to trip generators, key destinations, service facilities, and "low frequency" bus routes that indicate long wait times
  - 5) Specific site conditions & space enough for shelters

**Goal:** 75% of transit riders in each Council District boarding transit service where there is a shelter.

Once the 75% goal is achieved, additional shelter sites will be selected based upon the remaining highest rank prioritized locations citywide.





# New Types of Amenities Are Possible

A modern & flexible program:

- Interactive Information and Wayfinding
- Vending Kiosks
- Hydration Stations
- eLockers
- Docks for Scooters & Bikes
- Scalable furniture to meet levels of use and site constraints.

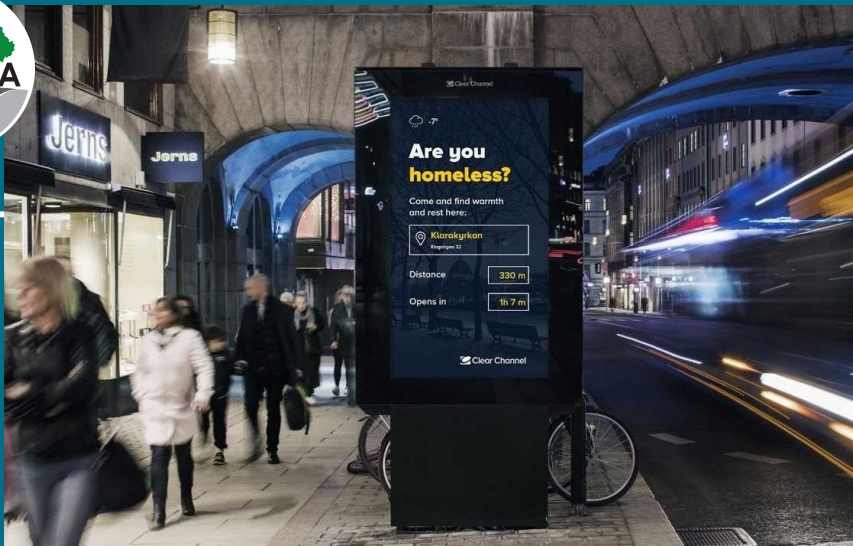


**What type of street furniture are you most excited about?**

**What would give you safety and comfort at the bus stops**







# Local Benefits of Digital Capability

- Real-time control over content
- Quickly deliver PSA and emergency information
- Real-time transit arrival notification
- Wayfinding
- Local events and small businesses can access advertising



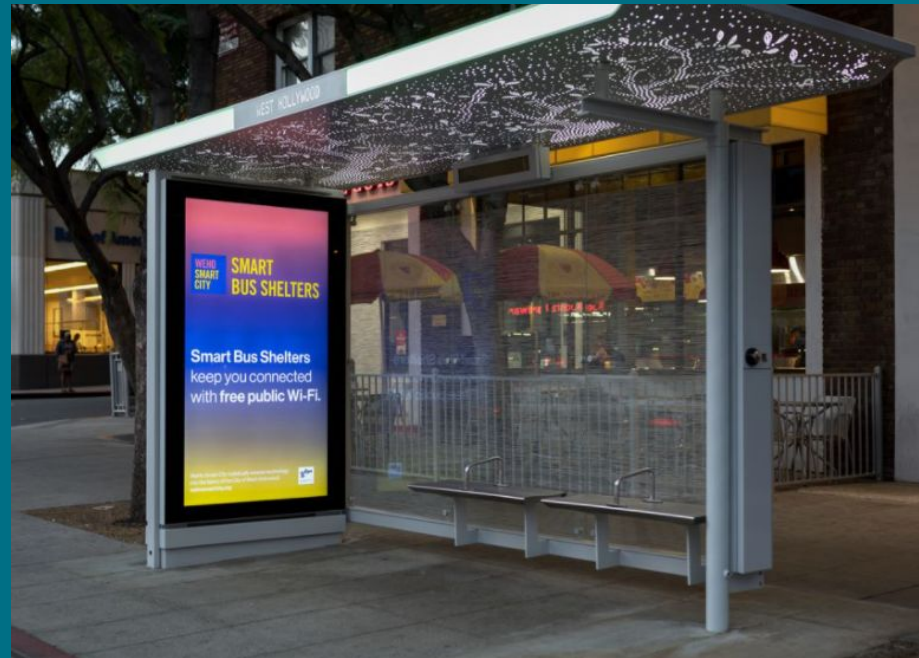
What local benefits are important to you?



# A Well Controlled Digital Panel Is Static Like



**Lighted Static** Media Panel



-vs- **Digital** Media Panel



# Where Will Digital Capable Furniture Be Placed?



The above *sample* map shows commercial zones and other land use, existing furniture locations and bus stops, and possible locations for first-year upgrades

- **Not everywhere!**
- Appropriate for land use and zoning -- residential areas, scenic corridors, and special planning areas.
- StreetsLA is developing an interactive map, which will allow you to explore your community and help us decide what land-use controls are appropriate. **Coming soon!**



**What land-use controls are most important to you?**



# What Parameters Can Control Digital Panels?



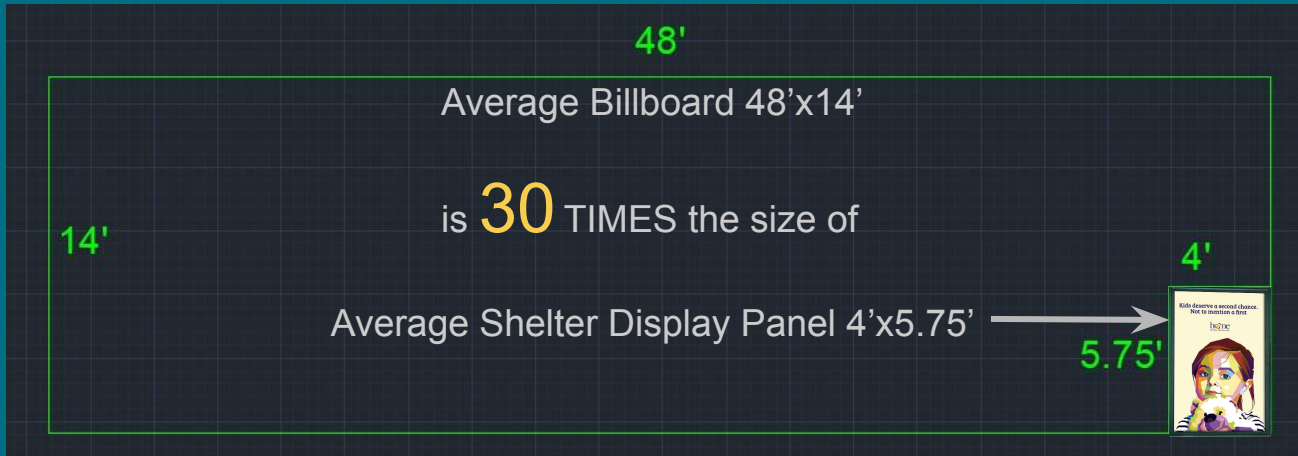
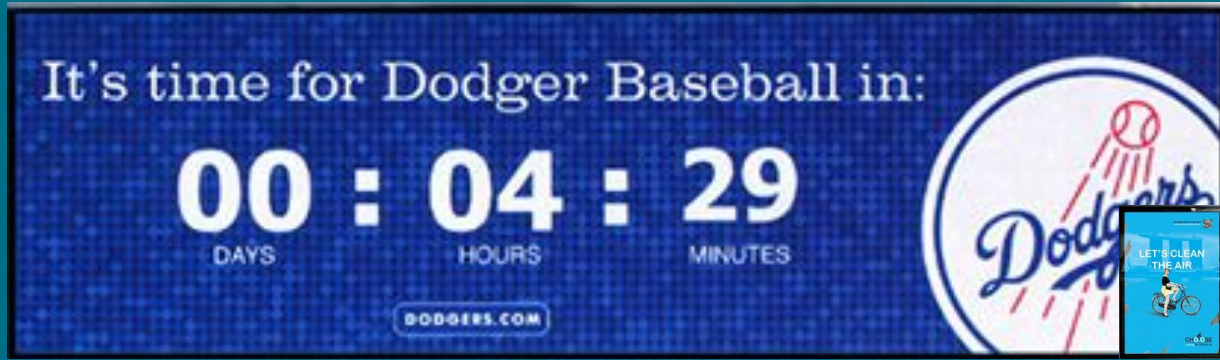
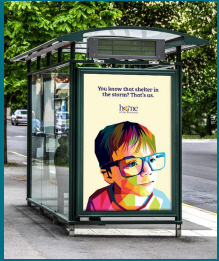
- Location, Time and Manner
- Content Management System to provide real-time control
- Brightness, relative to ambient levels
- Rate of turnover in signage
- Ensure static (motion-free) and silent displays
- Adherence to community standards



**Are there other parameters you want enforced?**



# Billboard vs Transit Shelter Media Panel



Billboards are regulated separately from transit furniture.

STAP will not affect any billboard laws or moratorium.



# Connectedness and Privacy Controls

## Privacy controls already specified in the RFP:

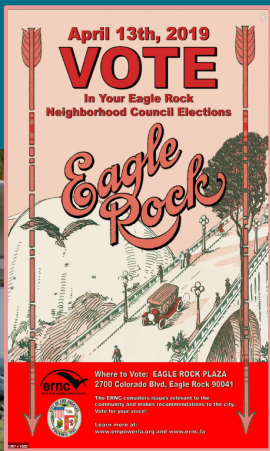
- Restrict data collection to information **not personally identifiable**, which will be used for the purpose of improving the delivery of City Services.
- Data collected will adhere to CA Consumer Privacy Act, CA Prop 24, and City's Digital Code of Ethics.
- None of the data collected under the program will be made available to any third-party without the approval of the City.





# Localized Services and Messages

## Public Service Announcements (PSA)



### Current Program

No cost to use

Limited based on availability and single image

### STAP

No cost to utilize

Ability to post multiple announcements digitally in various languages and exponentially increase availability for PSAs



Advance scheduling required (up to 8 weeks)

Significant printing cost

~\$60/print for 200 prints (\$12,000/citywide campaign)

~\$100/print for 3 prints (\$300/local campaign)

Near-immediate deployment is possible

\$0 printing cost

Disposal cost and use of PVC

\$0 cost and no waste



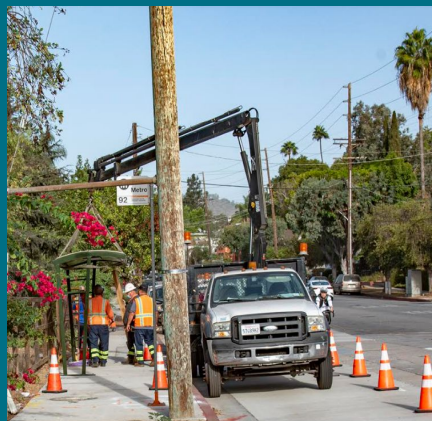


# Reinvestment Opportunities

STAP can reinvest revenue into the public streets and sidewalks, to improve safety, increase transit use, and enhance mobility options, through a “**Sidewalk and Transit Amenities Reinvestment Fund**” (STAR Fund)



## What improvements should the STAR Fund invest in?







# What Happens to Existing Transit Shelters?

## Shelter Revitalization Program:

- We envision modernizing more than 600 existing bus shelters in the first contract year.
- Displaced shelters will be repurposed without advertising space.
- These could display public art or local information.





## Upcoming Events

**Spread the word about our next STAP Information Sessions:**

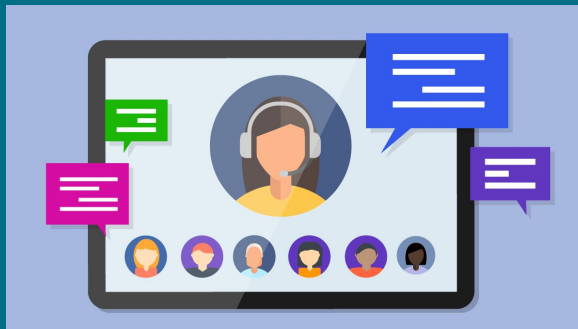
January 5 (Tuesday) - 1:00 PM

January 8 (Friday) -- 5:30 PM West Adams NC

January 14 (Thursday) - 6:00 PM-- Valley Alliance of NCs

January 14 (Thursday) - 7:00 PM-- Westside NC

**Let us know if you'd like to have this presentation at your local meeting**





# Thank you!

[Visit our website](#) for additional information and updates, and to take the survey--click on the Transit Furniture icon.  
<https://streetsla.lacity.org>



Questions? Ideas?

Email us at [StreetsLA.STAP@lacity.org](mailto:StreetsLA.STAP@lacity.org)

