



Coordinated Street Furniture Franchise

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Very special thanks to the DOT

Great year of experiences and learnings

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Content

1. Current contract for the Coordinated Street Furniture Franchise (CSFF)
2. Benchmarking
3. Revenue schemes
4. Proposals for the new contract

Current contract for the Coordinated Street Furniture Franchise (CSFF)

1

Current Street Furniture Franchise

The CSFF aims to improve NYC streetscape at no cost



Source: JCDecaux

Objective: Install and maintain street furniture structures in NYC

Contract term: 20 years (2006 – 2026)

Contractor: JCDecaux

Revenue forecasted: \$800 Million mainly based on advertising

Street Furniture elements

Newsstands (330 minimum)

- Replaced: 257
- New sites: 127

Bus stop shelters (3,300 minimum)

- Installed: 3,554
- Active: 3,325

Automated Public Toilets – APT (20 required)

- Installed: 5

Sheltered bike parking (no minimum agreed)

- Installed: 20
- Active: 16



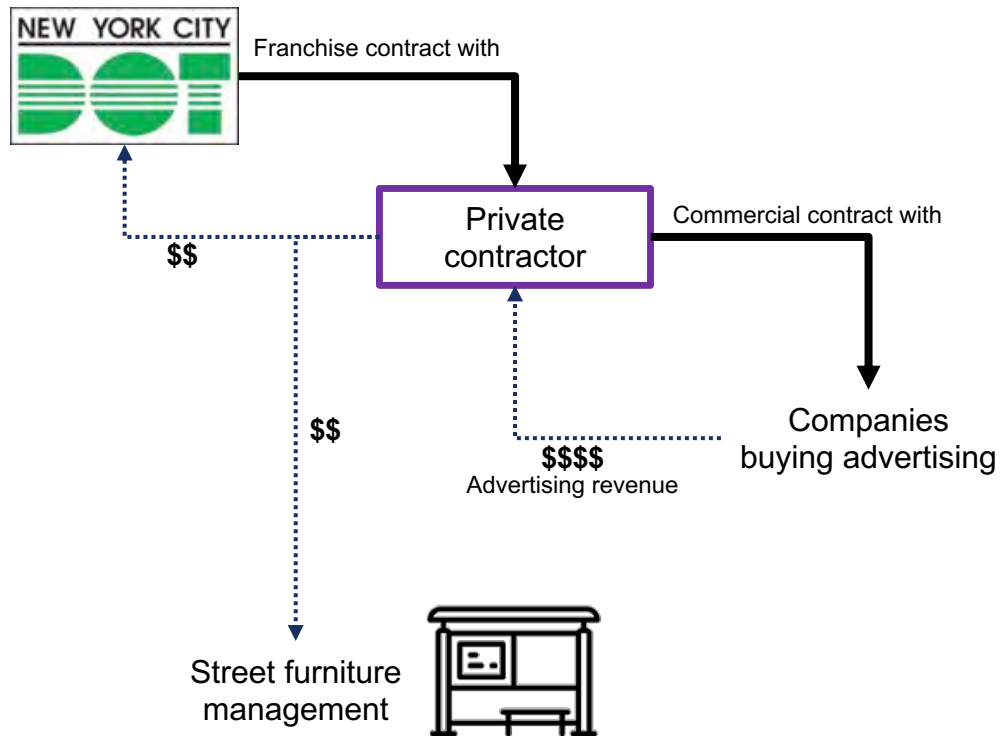
Pictures from the NYCDOT Street Design Manual

Revenue schemes

All or most programs are based on ad revenue

Private contractor did all the capital expenditure investments

The contract includes a guaranteed minimum that the private contractor should pay to the city



Takeaways

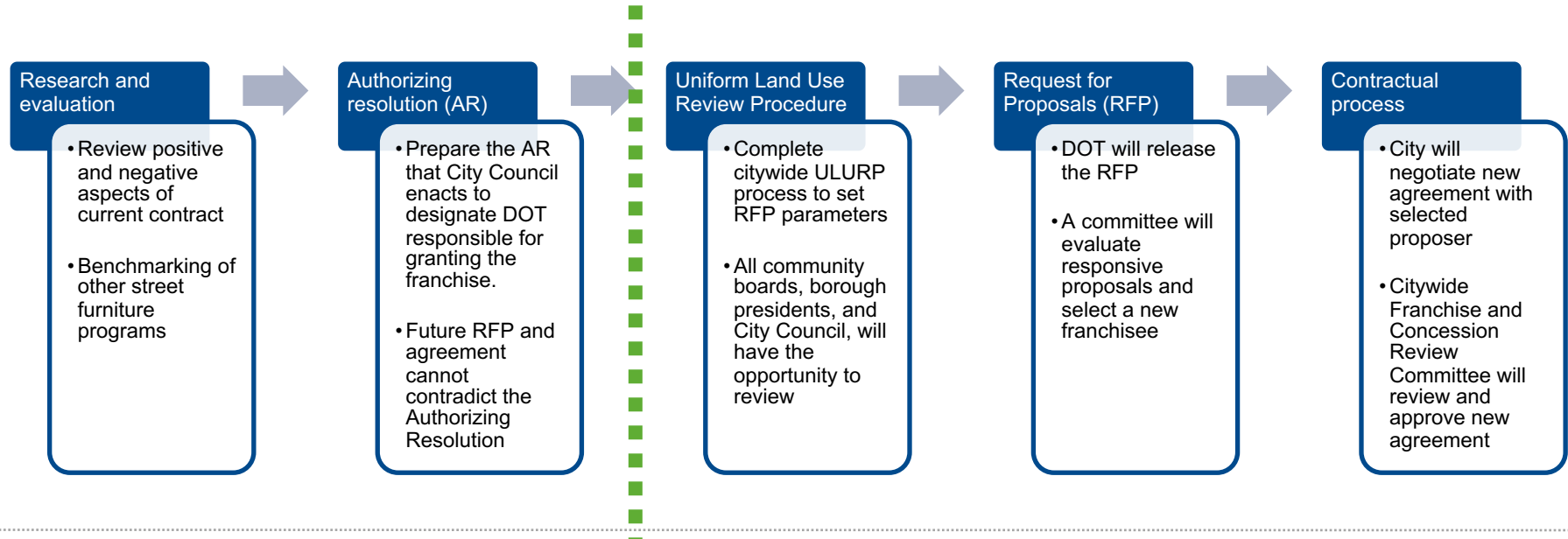
- The demand for bus stop shelter continues
- Newsstands don't sell news and publications as they should
- Only 5 **APTs** in the whole city that doesn't satisfy the need for public restrooms
- The franchise has been delivering many of the goals set in the contract
- The demand for bike parking has **outgrown** the program's capacity
- Top 5 most valuable **advertising** market in the world



Source: Transit Center

What comes ahead?

NYC DOT is preparing for how the new CSFF will look like



Benchmarking

2

Benchmark

Many cities have developed similar contracts to learn from

Main interest in new revenue sources, new street furniture structures, new technologies used

Selection criteria:

- Street furniture program in the last 20 years
- Information available

Results summary

-  Required by the city
-  Can be proposed by partner
-  Not included

	Bus shelters	Bike racks	News racks	News stands	Benches	Info kiosks	APT	Litter/ recycling	Bike share	Wayfinding	Car share	Bicycle parking units	Urban panels	Bollards	Wi-Fi	Public art	Shade structures
New York City																	
Los Angeles																	
Seattle																	
Minneapolis																	
Toronto																	
Boston																	
MBTA																	
Paris																	
Grand Paris Seine Ouest																	
Bogota																	
Brussels																	
Vancouver																	
San Francisco																	
Chicago																	
Ottawa																	
London																	
Pittsburgh																	
Berlin																	

Main conclusions

The main elements that could benefit NYC's next program

- Capital expenditure investments
- Includes performance criteria
- Include financial penalties on companies who failed to meet maintenance requirements
- Procurement was divided into lots and companies could bid for as many as they wanted
- Request For Expressions of Interest (RFEI) for innovative revenue sources
- Contract required all furniture was built with recycled and sustainable materials
- Different contracts for each type of structure
- Include innovative structures (waste containers, secure bike parking, etc.)

Revenue scheme

3

New technology for ads

Digital advertising approved case-by-case

Ad industry shifting to digital ads,
away from static

New ad providers are an issue to
consider on the new program
formulation

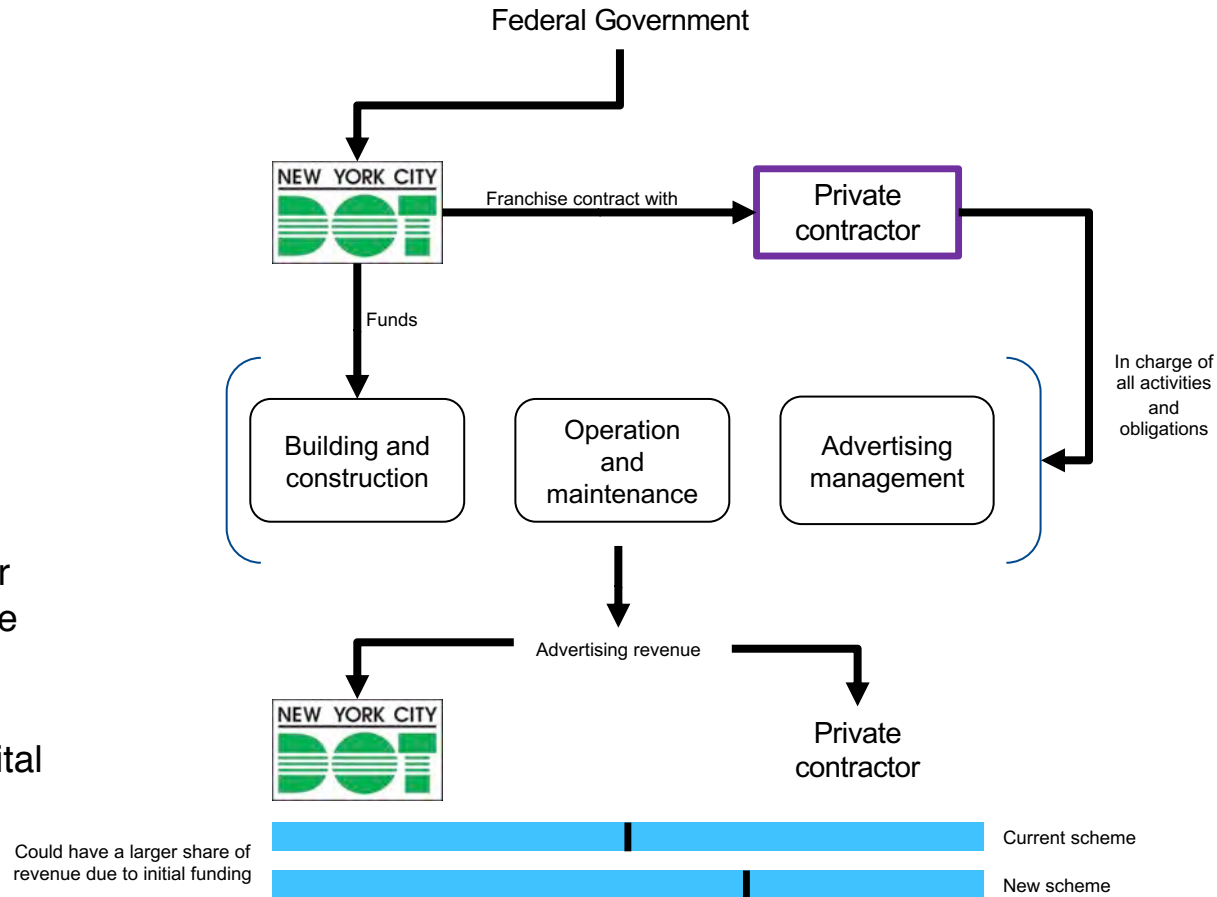


Source: NYCITT

Capital investment

NYC would initially invest in street furniture

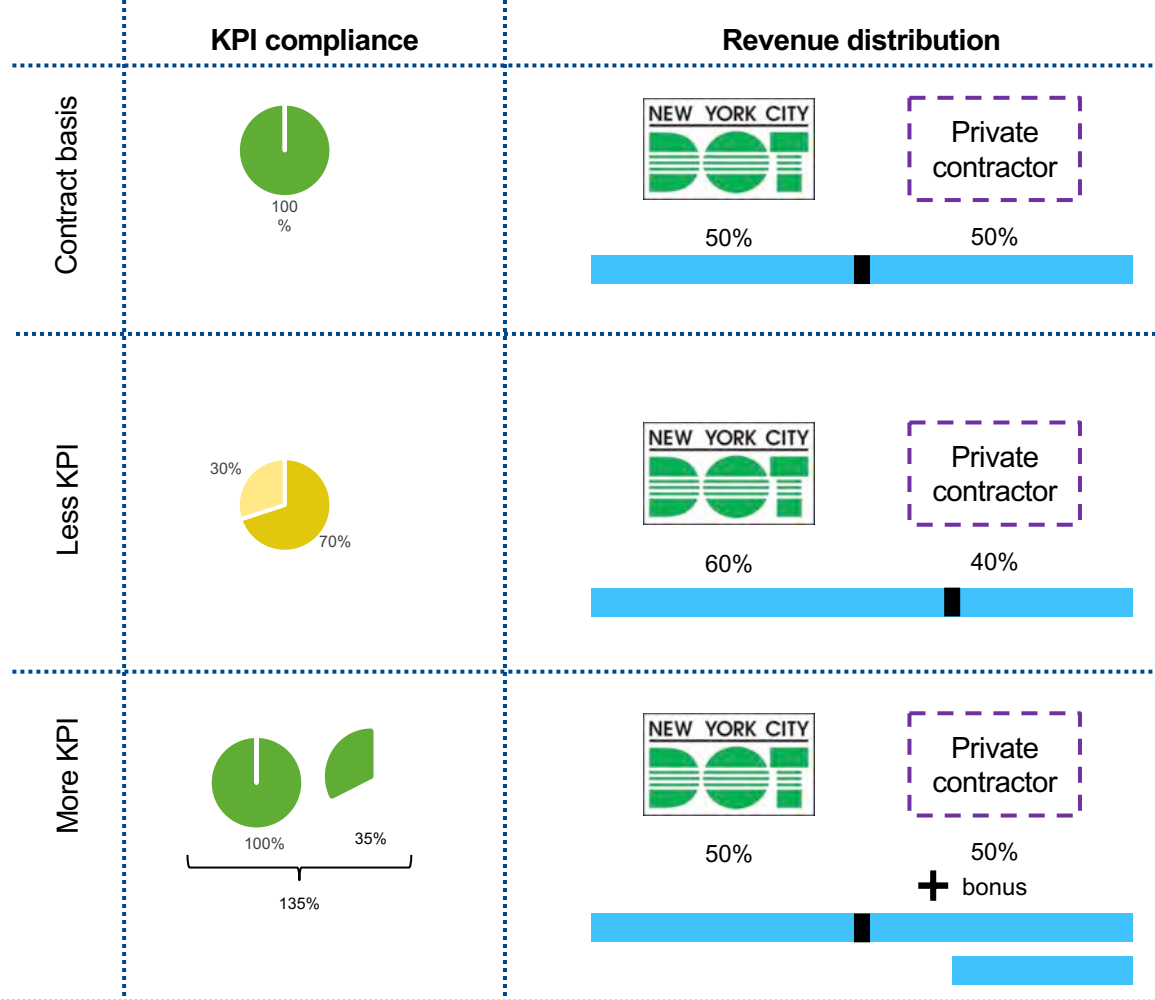
- This will generate a lower capital investment for contractor
- It will allow the city to get a higher percentage of advertising revenue
- NYC has no resources for Operation and Maintenance but could find federal funding for capital investment



Key Performance Indicator (KPI) based contract

Private contractor must comply with KPI to obtain expected revenue percentage

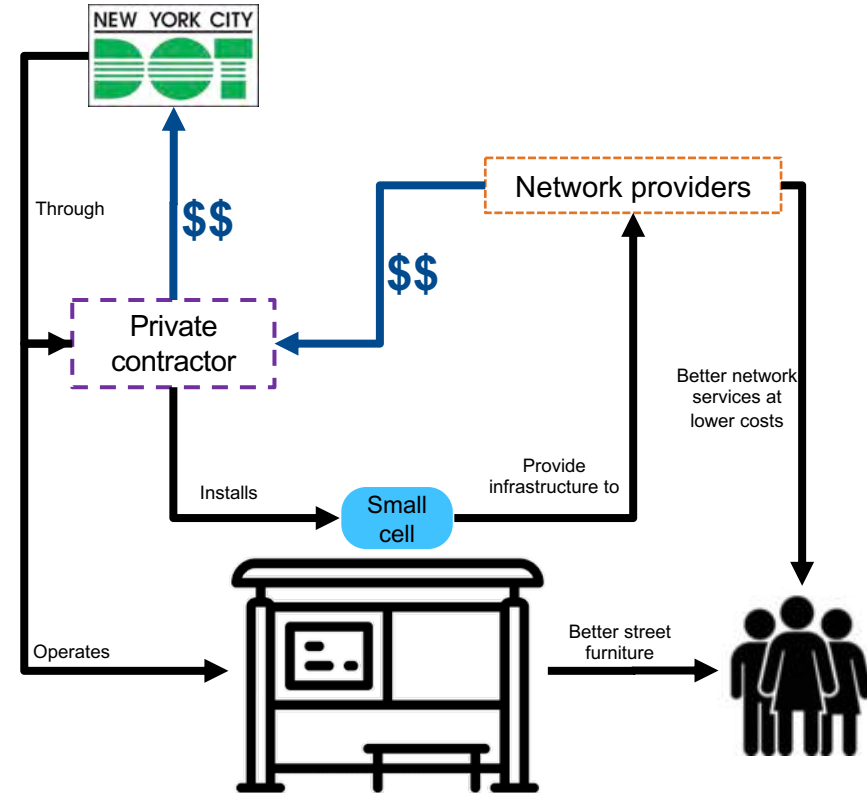
- Tie the revenue percentage to KPIs
- Financial incentive for the contractor to have an outstanding performance



Internet of Things (IoT)

As a revenue source for street furniture

- Bus shelters work as the host for small cells
- **Small cells** have been demonstrated to afford a 55% cost savings relative to deployments of larger sites
- Mobile service use small cells to cover increased demand, provide better performance and improve the user experience.
- Mobile operators could be willing to pay a monthly fee to mount their equipment on the shelter.



Proposals for new contract

4

How can the new contract be structured

	Option 1	Option 2	Option 3
Programs	One program Various contracts	One program One contract	Various programs Various contracts
Revenue	Advertising	Advertising and capital funding	Fare and usage of the structures
Furniture	All required	Levels of importance	
Design	Stay with the same design	New designs for all or some	
Agencies related	One agency	Multi agency	Coordination group
Contractor responsibilities	Design + install + maintain+ operate	Install + maintain + operate	Maintain + Operate
Types of advertising	Digital	Physical	

Thank You!

Questions?



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