

1. RFP Process Summary

The Coordinated Street Furniture Program RFP was released on November 21st, 2007 and proposals were requested by Monday February 4th, 2008. The RFP requested the design, installation, maintenance, and financial compensation in exchange for the right to advertise, and collect revenue on select coordinated furniture elements. The selected Proposer will install replacement street furniture at locations already served by existing furniture. Primary Transit Networks and Activity Centers, as defined by Access Minneapolis, will be given the highest priority.

The Program includes the following elements:

a) Existing and Future Street Furniture Inventory

Furniture Element	Existing	Future (Preliminary Estimate)
<i>Baseline Elements</i>		
Transit Shelter	550	Minimum 600
Bench (when shelter is not warranted)	700	700
Litter/ Recycling receptacle	900	900
Publication Enclosure	about 30	Negotiable
<i>Optional Elements</i>		
Freestanding Wayfinding Panels	0	10
Neighborhood Kiosk Structures	0	12
Public Toilets	0	5
Bike Racks	n/a	Negotiable

b) Coordinated Street Furniture Project Team

The role of the staff team was to support the development of the Coordinated Street Furniture program, conduct research about other cities' efforts, advise the consultant as they prepared the Request for Proposals (RFP) document for release and steward the RFP process through to evaluation and recommendation of a preferred vendor. Staff from the following departments were invited to participate as members of the team:

- City of Minneapolis Public Works
- City of Minneapolis Community Planning and Economic Development (CPED): Development Services, Community Planning
- Metro Transit
- City of Minneapolis Regulatory Services
- City of Minneapolis Finance

Technical and management support for the project team was provided by the consultant, SRF Consulting Group.

For their efforts and regular advice to the CSF project, thanks are extended to Tim Drew, Public Works; Dick Smith, Public Works; Anna Flintoft, Public Works, Mary Altman, CPED; Lynn Gustafson, Finance; Michael Wee, CPED; Joan Hammel, Regulatory Services and Craig Lamothe and Jill Hentjes of Metro Transit.

c) Proposer Meetings

To garner interest in the program and to clarify the City's goals and requirements, two informational meetings were held for Proposers.

Vendor Orientation Meeting

A Vendor Orientation Meeting was held on Monday, September 17, 2007, prior to the release of the RFP. Notices of this meeting were sent to local and national outdoor advertising and outdoor furniture design and fabrication firms. Lists of these firms were compiled from City contacts, industry databases, and Proposer lists from recent North American coordinated street furniture RFPs. The purpose of this meeting was to provide an overview of the City's project goals and objectives as well as a timeline for the RFP process.

Pre-Proposal Meeting

A Pre-Proposal Meeting was held on Monday, December 10th, 2007 after the release of the RFP. The intent of this meeting was to provide an overview of the requirements of the RFP, outline the intent and goals of the program, and answer any preliminary questions from the potential Proposers relating to the RFP.

d) RFP Addenda

After the initial release of the RFP, a total of five addenda were issued to define additional elements of the RFP and to respond to questions from potential Proposers. The addenda are summarized below:

Addendum #1, December 20th, 2007

- Clarifications to RFP
- Summary of questions and responses from the December 10th, 2007 Pre-Proposal Meeting.

- Appendix F – Litter and Recyclables Collection
 - Proposers were asked to choose one of two scenarios:
 - Proposer will provide financial compensation for trash/recycling pick up and design trash/recycling receptacles.
 - Proposer will collect all trash and recycling and design trash/recycling receptacles.

Addendum #2, January 10th, 2008

- Formal responses to the vendor questions received, December 26th 2007.
- Extended RFP deadline to Thursday, April 3rd, 2008.

Addendum #3, February 28th, 2008

- Solicited interest in providing coordinated street furniture for the redesigned Marquette Avenue and 2nd Avenue
- Proposers were asked to choose one of four scenarios:
 - 1 – Build and maintain all shelters (40 total)
 - 2 – Build and maintain only small and medium sized shelters
 - 3 – Not participate in Marquette and 2nd Project
 - 4 – Maintain third party built shelters and provide advertising panels for shelters.

Addendum #4, March 19th, 2008

- Responses to questions regarding Addendum #3.

Addendum #5, March 24th, 2008

- Provided financial information from the current bus shelter and courtesy bench contracts.

e) Questions from Proposers

There were two venues for questions from potential Proposers, written questions to be answered in the RFP Addenda and questions asked at the Vendor Orientation and Pre-Proposal meetings. Summaries of the two meetings included responses to questions asked at the meeting were posted to the City's Coordinated Street Furniture Program website. Written questions submitted by the potential Proposers were answered in writing in the RFP Addenda. An initial deadline for written questions regarding the RFP was set for December 26th, 2007. Three potential Proposers included a request for a 60 day extension for the RFP along with their written questions. This extension was granted. A second round of written questions relating to Addendum #3 was allowed with a deadline of March 7th, 2008. The responses to these questions were included in Addendum #4.

2. Proposals Received

The city received a total of three proposals from the following Proposers:

- CBS Outdoor
- Clear Channel Outdoor
- Martin Outdoor

All proposals were found to be out of compliance with the formatting requirements included in the RFP. Proposers were given a few days to resubmit the proposals within the page limit. All Proposers complied with the request and the three proposals were accepted for review. The three proposals varied in terms of the numbers of base and optional elements included as well as the extent to which enhancements were included.

3. Public Process and the RFP Process

There were several meetings and communications to garner public input into both the RFP development and proposal evaluation. Meetings with the public process are listed below.

a) Meetings

Meeting	Date
Design Jury Meeting 1	October 1, 2007
Special Service Districts Meeting	October 7, 2007
Open House 1	October 15, 2007
Design Jury Meeting 2	April 28, 2008
Open House 2	May 14, 2008

Design Jury Meeting 1

The design jury consisted of design professionals including representatives from the architecture, landscape architecture, and public art communities. A list of participating design jurors is included below.

- David Eijadi, Weidt Group
- Geoff Martin, DSU/ Bonestroo
- Bill Conway, Conway and Schulte
- Marcy Schulte, Conway and Schulte
- David Motzenbecker, Oslund and Associates
- Philip Koski, Leo A. Daly
- Mary Altman, CPED Community Planning/ Public Art

Two Design Jury meetings were held. The purpose of the first meeting was to develop design criteria for the street furniture elements. These criteria would be used to influence the design of the furniture as well as evaluate the proposals. The outcome of this meeting was the design criteria found in the RFP.

Design recommendations included:

- Expectations of specific design qualities. Style and execution is to be left to the vendor. Good design and craftsmanship is the goal, not a certain aesthetic.
- Design should be unique to Minneapolis.

- Furniture should be considered from a holistic perspective. The furniture should be integrated into the transportation system. The number of and which companion pieces should be determined by where the bus stop is located.
- Shelters and other elements should have a kit of parts that would enable the furniture to respond to context of physical environment and the amount of activity adjacent to the site.
- Neighborhoods should have the ability to identify themselves with public art graphically and in the process.
- High quality materials and long term maintenance are critical to cleanliness and to convey the City's values of civic pride.
- Design should be quiet and unassuming. Furniture should not be predominant "language" of the street. Focus should be on the street, not the furniture.
- The furniture should be legible as part of system. If there is too much design variety among the shelters, the system will be unrecognizable and one could lose the idea that the City has well kept shelters.
- Furniture elements should emphasize accessibility.

Special Service District Meeting

A meeting with representatives from special service districts across the city to gain an understanding of the issues related to street furniture affecting special service districts, level of interest in the program, and potential needs of the program.

Discussion comments included:

- There is a need for furniture distributed equally across the city, not just in higher income special service districts.
- The biggest issue for special service districts is maintenance. Districts would like to see service improved.
- Responsiveness by the vendor regarding installation and maintenance is important.
- The final contract should have strict maintenance standard and penalties for noncompliance.
- The program should reduce clutter on sidewalks.
- Designs should prevent loitering and vagrancy.
- Wayfinding elements are an attractive element of the program.

Open House 1

The first open house was held as an introduction to the program and RFP process. Participants were asked for input regarding their wants and needs for the program and the street furniture design. Participant were directed to the Program's online survey and were invited to fill out a paper version of the survey at the open house or take a copy and mail it back to the City. Questions from the public at the open house included those regarding the use of recycled materials, requirements for furniture placement, customization, the need for bike parking, the need for automatic public toilets, design criteria, and street furniture locations.

Discussion comments included:

- Block E took out bus benches leaving nowhere for people to sit to wait for the bus. Now loiterers have taken over making the block feel unsafe for bus users.
- There needs to be consistent, not piecemeal or ad-hoc, placement throughout the City.
- If electronic displays are included, any delay in receiving real-time information because of advertising would be annoying and frustrating for transit users.
- Info kiosks are very important for a transit users and pedestrians, but there is a need to balance the need with cluttering the sidewalk. Getting wayfinding information is very important to pedestrians, but will require unobtrusive design.
- Automatic public restrooms would be appropriate and useful in certain areas. Downtown is in need of public restrooms to improve the quality of life for residents.
- News boxes are a problem because they migrate along the street and often fall into the street in bad weather; meanwhile the owners are difficult to locate making accountability difficult for sidewalk cleanup.

Design Jury Meeting 2

The purpose of second Design Jury meeting was to evaluate the designs of the three proposals in accordance with the design criteria established in the RFP. The street furniture designs were evaluated both as an overall group of furniture as well as individual pieces. The goal of this approach was to rate the overall proposals and to provide constructive criticism of each furniture element to refine the design once a preferred proposal is selected.

Open House 2

The second open house included a review of the street furniture designs. Participants were asked to complete a survey to help identify the strengths and weaknesses of the individual street furniture elements in addition to the overall groups of furniture. The form was also posted on the website for people not in attendance to complete and return.

Evaluation form feedback:

- Shelters
 - Comments about weather protection from the roof design.
 - One respondent suggested including a “green roof” design.
 - One respondent noted some shelter designs may have visibility concerns on the upstream side of the shelter.
- Benches
 - One respondent supported designs that prohibited skateboarding.
 - Two respondents supported designs that prohibited sleeping.
 - One respondent wanted designs that would accommodate sleeping.

- Newspaper corrals
 - Four respondents did not support newspaper corrals to be included in the program.
- Bicycle parking units
 - Consider removing from the program.
 - Neighborhoods should have custom bike racks.
- Neighborhood kiosk
 - Allow for public art and neighborhood customization.
- Wayfinding Kiosk
 - Incorporate 311/911 into element.
 - This element is a waste of money.
- General comments
 - Street furniture designs should coordinate with old style street lights.
 - Coordinated Street Furniture Program should tie in with Great Streets Program.

b) Other Sources of Public Involvement

Website

The project website contained links to the RFP and Addenda, copies all reports, meeting presentation, boards, and notes, a link to the Street Furniture Program Survey, and an email address to submit comments. Email comments from residents ranged from concerns about advertising on street furniture, to making the furniture graffiti resistant, to suggestions for particular design styles.

Comments included:

- Graffiti resistant material and/or coating should be required to retain the furniture's attractiveness.
- Would really like to see street furniture with a "Prairie Style" look to acknowledge the history of this area.
- Newspaper corrals do not address the greater issue of uncontrolled placement of mismatched dispensers of random advertisement focused publications. There should be consideration of a single consolidated dispenser that can allow for content control and uniform look and placement.
- There should be strict policy about the design and placement of benches to ensure that user needs are reflected over advertising. When benches are used for advertising placement and seating design is greatly compromised.

Survey

A survey regarding what people like and dislike about the current street furniture in Minneapolis and what they would want from the Coordinated Street Furniture Program was developed on surveymonkey.com. The Program's website provided a link to the survey.

Responses included:

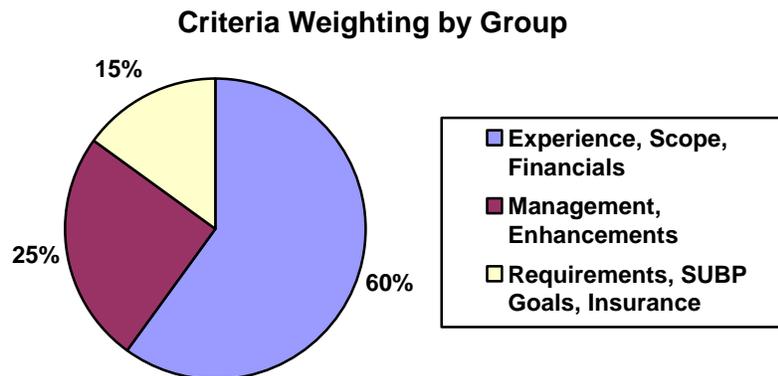
- Survey respondents appreciate functional street furniture.

- The use of high quality materials was the factor of most concern.
- The three highest ranked types of street furniture were:
 - Publication enclosures
 - Information kiosks
 - Recycling receptacles
- The three highest ranked ways to improve the City’s street furniture were:
 - Improved maintenance of street furniture
 - Improved street furniture placement
 - Additional street furniture elements
- Several respondents were interested in seeing more frequent placement of functional street furniture objects.
- Several respondents were concerned that street furniture elements, such as benches, would accommodate loitering, congregating or encourage inappropriate or unsafe activities.
- Several respondents stated the designs of existing street furniture elements, particularly trash receptacles and publications corrals, are not appealing.
- Several respondents were amenable to the presence of advertisements on bus shelters and benches.
- Most do not like the design of existing advertisements on benches.
- It was not a priority to most respondents that advertising revenue would pay for street furniture.
- Most respondents believe that space on furniture should be provided for public service announcements and other non-profit purposes.

4. Evaluation Summary

Ranking Defined within the RFP

As noted above, the Project Team used input from numerous sources to define evaluation criteria within the RFP. Weighting of each criteria was determined by the Project Team, keeping in mind the program objectives, concerns regarding the Coordinated Street Furniture Program heard from stakeholders, and the lessons learned from other cities’ Coordinated Street Furniture programs.



EVALUATION CRITERIA

A. Submission Quality and Compliance with Requirements
B. Qualifications and experience of Proposer
C. Scope of Services Design and Manufacturing Qualifications Maintenance and Operations Contract Administration
D. Organization and management approach
E. Small and Underutilized Business participation
F. Financial responsibility and capacity Economic value of entire proposal Additional compensation Cash Flow Analysis
G. Insurance Coverage
H. Enhancements

Project Team Findings

Each Proposer's submission was evaluated individually by members of the Project Team. All categories except Financial were scored by City and Metro Transit staff. The Financial submittals were reviewed by Finance and Public Works staff. After a thorough review of the proposals, interviews were held with the three vendors on May 16, 2008.

Based upon the proposals and the interviews, the vendors were scored by the Project Team (Public Works and Consultant staff). The Project Team ranked highest the Clear Channel Outdoor submittal.

Public Works now recommends that Clear Channel Outdoor be selected as the Coordinated Street Furniture preferred vendor and that subsequent next steps in the RFP process be taken.