

City of Los Angeles Sidewalk and Transit Amenities Program (STAP)
STAP RFP Evaluation Criteria and Scoring Sheets

**Technical and Price Proposal Evaluations
Evaluation Process, Criteria and Weighting**

1. The City of Los Angeles' Bureau of Street Services (StreetsLA) will accept Respondent Proposals, time stamp them to determine if they were received by the due date and time, and review each proposal to determine its responsiveness to the requirements of the Request for Proposals. Proposals that were received after the day and time called for the RFP will be rejected and returned to the Respondents unopened. Proposals that are deficient, meaning they do not meet the minimum requirements or they lack required forms, may be rejected and returned to the Respondents as non-responsive. Those proposals that meet minimum standards and have the necessary certifications will be reviewed by StreetsLA and their Consultant for the purpose of providing advice to the Evaluation Committee.

2. The Evaluation Committee will be assembled for its assessment of the responsive proposals. StreetsLA and its Consultant will present a brief overview of the Respondents and their proposals. StreetsLA may present part or all of the proposals to advisory committees for their review and assessment. Only members of the Evaluation Committee will have scoring and voting rights that will ultimately determine the Successful Proposers who will proceed to the demonstration phase.

3. The weight of the technical score will be 50% of the evaluation and the price score weight will be 50%.

4. The Evaluation Committee will evaluate the Technical Proposals based on a 100 point maximum or best score. The points for Technical Proposals will be distributed as follows:

Qualifications	25
Approach & Methodology	25
Program Build Out & Refresh Plans	15

Design	15
Sustainability	10
Innovative Approaches	10

6. Following the Evaluation Committee's scoring of the Technical Proposals and StreetsLA's ranking of Price Proposals, StreetsLA will tally the scoring and recommend the top three Respondents to move on to the shelter design demonstration evaluation.

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RESPONDENT: OUTFRONT DECAUX STREET FURNITURE, LLC

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	0
Remarks:	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City R/W	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	

2.2d Business Plan: deployment and use of Content Management System (CMS) that monitors digital elements, schedules real-time information and advertising placement, and reviews advertising content to ensure adherence City's Advertising Policy	
2.2e Business Plan: cleaning and maintenance schedules respond to requirements of RFP Sec. 10.1, and plan provided to report maintenance activities into StreetsLA's Asset Management Reporting System	
2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	
2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	0
Remarks:	
3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria.
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	

3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	0

Remarks:

4. Design	(0-15 points)
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W	
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP	
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity	
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W	
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)	
4.2a Designs reflect cultural diversity of the City	
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments	
4.2b Designs integrate sustainable materials and/or components	

4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter	
4.3a Designs consider digital and technological components that improve delivery of City services	
4.3b Digital and technological components are sensitive to surrounding environment and community standards	
4.4 Designs result in a strong STAP brand image	
Design Score:	0

Remarks:

5. Sustainability	(0-10 points)
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials	
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods	
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture	
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use	
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities	
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture	
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.	
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.	
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight	

5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities

Sustainability Points: 0

Remarks:

6. Innovative Approaches (0-10 points)

Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria.
Public art features reflective of community	
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment	
Experiential advertising, such as product sampling, social media integration/activation	
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts	

Innovative Approaches Points: 0

Remarks:

OUTFRONT DECAUX STREET FURNITURE, LLC TOTAL TECHNICAL POINTS: 0

Reviewer Name: _____

Reviewer Signature: _____

Date: ___/___/21

RESPONDENT: INSITE STREET MEDIA

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	0
Remarks:	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
2.2a Business Plan: qualified, motivated project team members, their roles, responsibilities and time commitment, and support from corporate/organizational expertise	
2.2b Business Plan: day-to-day operations and program management, and how operations will not interfere with regular activities in City R/W	
2.2c Business Plan: deployment and use of digital displays and smart/technology components	
2.2d Business Plan: deployment and use of Content Management System (CMS) that monitors digital elements, schedules real-time information and advertising placement, and reviews advertising content to ensure adherence City's Advertising Policy	
2.2e Business Plan: cleaning and maintenance schedules respond to requirements of RFP Sec. 10.1, and plan provided to report maintenance activities into StreetsLA's Asset Management Reporting System	

2.3a Sales Plan: experience in selling out-of-home media, qualified sales team, plans and expectations for national, regional and local sales	
2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
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2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	0
Remarks:	
3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	<p>Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.</p>
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	0

Remarks:

4. Design	(0-15 points)
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	<p>Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.</p>
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W	
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP	
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity	
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W	
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)	
4.2a Designs reflect cultural diversity of the City	
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments	
4.2b Designs integrate sustainable materials and/or components	
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter	
4.3a Designs consider digital and technological components that improve delivery of City services	
4.3b Digital and technological components are sensitive to surrounding environment and community standards	
4.4 Designs result in a strong STAP brand image	
Design Score:	

Remarks:



5. Sustainability	(0-10 points)	
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.	
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials		
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods		
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture		
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use		
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities		
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture		
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.		
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.		
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight		
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities		
Sustainability Points:		0
Remarks:		
6. Innovative Approaches	(0-10 points)	
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria.	
Public art features reflective of community		
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment		
Experiential advertising, such as product sampling, social media integration/activation		
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts		
Innovative Approaches Points:	0	

Remarks:

INSITE STREET MEDIA TOTAL TECHNICAL POINTS

0

Reviewer Name: _____

Reviewer Signature: _____

Date: __/__/21

RESPONDENT: INTERSECTION MEDIA, LLC

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
1.2 Minimum five (5) years experience in the development and management of similar projects within the past 5 years in large urban environments	
1.3 Experience in the implementation of new forms of technology	
1.4 Experience in the development and management of revenue generating programs for public clients	
1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	0
Remarks:	
2. Approach & Methodology	(0-25 points)
2.1 Understanding and commitment to the City's vision and goals for the STAP, especially equity	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
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Approach & Methodology Score:	0
Remarks:	
3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
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3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	0

Remarks:

4. Design	(0-15 points)
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	<p>Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.</p>
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4.3a Designs consider digital and technological components that improve delivery of City services	
4.3b Digital and technological components are sensitive to surrounding environment and community standards	
4.4 Designs result in a strong STAP brand image	
Design Score:	

Remarks:



5. Sustainability	(0-10 points)	
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.	
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5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use		
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5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.		
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight		
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities		
Sustainability Points:		0
Remarks:		
6. Innovative Approaches	(0-10 points)	
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria.	
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Experiential advertising, such as product sampling, social media integration/activation		
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts		
Innovative Approaches Points:	0	

Remarks:

INTERSECTION MEDIA, LLC TOTAL TECHNICAL POINTS

0

Reviewer Name: _____

Reviewer Signature: _____

Date: __/__/21

RESPONDENT: TRANZITO SMART MOBILITY

TECHNICAL PROPOSAL CRITERIA AND EVALUATION FACTORS

WEIGHT RATIONALE

1. Qualifications of the Firm	(0-25 points)
1.1 Company profile	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-5: marginally meets the stated criteria. Satisfactory 6-10: meets most of the stated criteria. Good 11-20: meets all stated criteria. Excellent 21-25: exceeds the stated criteria.
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1.5 Project Manager has a minimum of five (5) years experience in managing large infrastructure or out of home programs	
1.6 Project Team has knowledge and experience to fulfill the required services	
1.7 References	
Qualifications of the Firm Score:	0
Remarks:	
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2.3b Sales Plan: opportunities and strategies to expand categories of advertisers including specific strategies for STAP to reach multiple populations, opportunities and strategies for programmatic selling (of ad space) and creative/innovative opportunities (experiential advertising)	
2.3c Sales Plan: sales goals to increase gross revenue, maintain occupancy rates 80% or higher, diversify categories of advertisers, increase multicultural advertisers, maintain comparable and competitive sales rates, develop opportunities for small, local businesses to buy ad space in their neighborhoods, demonstrate experiential/innovative forms of advertising	
2.3d Sales Plan: explanation for establishment of national, regional and local rates for sale of ad space, public service advertising rates and fees, premium charges and/or discounts, policies that limit or don't allow barter, over-posting and bonusing	
2.3e Sales Plan: advertising contract terms, internal controls and procedures for verifying/validating billings and rates	
2.3f Sales Plan: removal or disposal of advertising materials, particularly concerning waste from static vinyl materials	
2.3g Sales Plan: experience with data collection from digital/technological assets, practices in data use/sales and data protection/security	
Approach & Methodology Score:	0
Remarks:	
3. Program Build Out (Transition) and Refresh/Relocation Plans	(0-15 points)
3.1a Build Out /Transition Plan: Respondent addresses transition from current program to STAP including key tasks of maintaining existing program furniture and retaining existing and attracting new advertisers	Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.
3.1b Build Out/Transition Plan: Respondent provides a plan and schedule for the development and replacement of high revenue generating locations with realistic delivery timelines that addresses STAP's revenue goals	
3.2a Refresh/Relocation Plan: Respondent addresses the City's goals to refresh and repurpose existing shelters in an effort to expedite delivery of shade, shelter and safety to areas of greatest need	
3.2b Refresh/Relocation Plan: Respondent's plan demonstrates reuse of advertising elements that is engaging and beneficial for communities and neighborhoods	
Program Build Out and Refresh/Relocation Plans Score:	0

Remarks:

4. Design	(0-15 points)
4.1a Respondent provided six (6) conceptual shelter designs that focus on providing shelter, shade, safety and comfort	<p>Scores are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-3: marginally meets the stated criteria. Satisfactory 4-6: meets most of the stated criteria. Good 7-12: meets all stated criteria. Excellent 13-15: exceeds the stated criteria.</p>
4.1b Designs respond to needs of transit riders, pedestrians and other users of City R/W	
4.1c Understands ADA, ADAS and PROWAG requirements; considers Title VI requirements especially limited and non-English speaking populations; and, demonstrates support for City initiatives to increase access to services associated with STAP	
4.1d Designs are modular and/or available in configurations that can address site constraints, neighborhood context and varying levels of transit ridership and pedestrian activity	
4.1e Designs are cost-efficient, having considered manufacturing and maintenance costs, as well as effective, having considered changes in society, marketplace, technology and use of the City R/W	
4.1f Designs of shelters and other elements provide additional services and/or create efficiencies (see RFP section 6.1)	
4.2a Designs reflect cultural diversity of the City	
4.2b Designs propose materials, colors, textures and/or other features that enhance streetscape aesthetics, complement other design elements in R/W and ensure long-term life cycle in R/W environments	
4.2b Designs integrate sustainable materials and/or components	
4.2c Designs consider use/advantage of tree canopies that provide natural shade and shelter	
4.3a Designs consider digital and technological components that improve delivery of City services	
4.3b Digital and technological components are sensitive to surrounding environment and community standards	
4.4 Designs result in a strong STAP brand image	
Design Score:	

Remarks:



5. Sustainability	(0-10 points)	
5.1a Respondent demonstrates commitment to sustainability through design and use of materials that conserve natural resources (low-impact, natural, renewable, recyclable and non-toxic materials/sources)	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria. Excellent 9-10: exceeds the stated criteria.	
5.1b Static advertising/display materials are biodegradable and/or commonly recyclable materials, or respondent has provided a reuse/repurposing plan for advertising/display materials		
5.1c Maintenance and operations considers and/or emphasizes low-impact and non-toxic materials and methods		
5.1d Respondent proposes a significant level of reuse, repurposing and, when necessary, eventual recycling of existing program furniture		
5.1e Respondent's proposal further reduces waste by ensuring quality material/construction that withstands environmental factors, such as sunlight, heat, precipitation and wind stress, as well as intense, rough and abrading use		
5.1c Respondent provides shade through program elements and takes advantage of tree canopies for natural shade opportunities		
5.2a Respondent proposes actions to strengthen the City's resilience to climate change through the integration of renewable energy into its furniture		
5.2b Respondent minimizes STAP's carbon footprint through local and/or low-carbon manufacturing, low-carbon maintenance equipment, and/or other GHG mitigation strategies.		
5.3a Digital or technological components and lighting are high efficiency and have ENERGY STAR ratings or better, where such ratings are available.		
5.3b Digital displays, lighting and any other energy consuming equipment minimize energy demand, including through the ability to automatically adjust according to time of day and ambient light/sunlight		
5.4 Respondent facilitates and/or takes advantage of tree canopies for natural shade opportunities		
Sustainability Points:		0
Remarks:		
6. Innovative Approaches	(0-10 points)	
Respondent demonstrates creativity and innovation that would engage transit riders, pedestrians as well as advertisers. Some examples are provided as follows:	Points are awarded on the following basis: Non-responsive 0: fails to meet stated criteria/lacks essential information. Poor 1-2: marginally meets the stated criteria. Satisfactory 3-4: meets most of the stated criteria. Good 5-8: meets all stated criteria.	
Public art features reflective of community		
Kiosks that increase access to city services, such as bill paying, parking tickets, transit fare payment		
Experiential advertising, such as product sampling, social media integration/activation		
Demand side platforms where local businesses can buy advertising within their neighborhoods/business districts		
Innovative Approaches Points:	0	

Remarks:

TRANZITO SMART MOBILITY TOTAL TECHNICAL POINTS

0

Reviewer Name: _____

Reviewer Signature: _____

Date: __/__/21

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