

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



April 2021



# StreetsLA currently manages 2 street furniture programs

## Coordinated Street Furniture Program- through 2021

Transit shelters, Vending kiosks, Public Amenity Kiosks and  
Public Toilets.



## Bus Bench Program- through 2026





# 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

February 2021: Proposals Received;  
Proposal Evaluation Begins

Spring 2021: Demonstration of Technologies

Spring 2021: Contract Negotiations

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

December 2021: Existing Coordinated Street Furniture Program Expires





## Continuing Council Direction

On April 14, 2021, StreetsLA presented its first update on [CF 20-1536](#) to the Public Works Committee, which instructed StreetsLA to:

- Present an advertising content policy for adoption by the Board of Public Works with assistance from the City Attorney on related code adjustments necessary to support the proposed policy
- Develop parameters for STAP digital displays that will provide controls on brightness related to ambient light levels, flip rates, and no motion or sound that may distract drivers
- Provide protections that will preserve the character of single family neighborhoods
- Ensure equity in the distribution of program furniture and signage
- Consider design compatibility with neighborhood and special streetscape design plans
- Provide a technology demonstration that is mobile and accessible to the public
- Provide periodic updates to the Public Works Committee

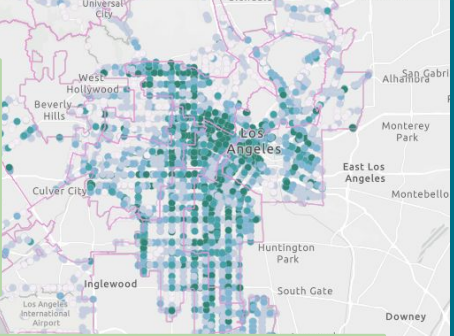


# Elements of STAP: Opportunities and Considerations

- 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:

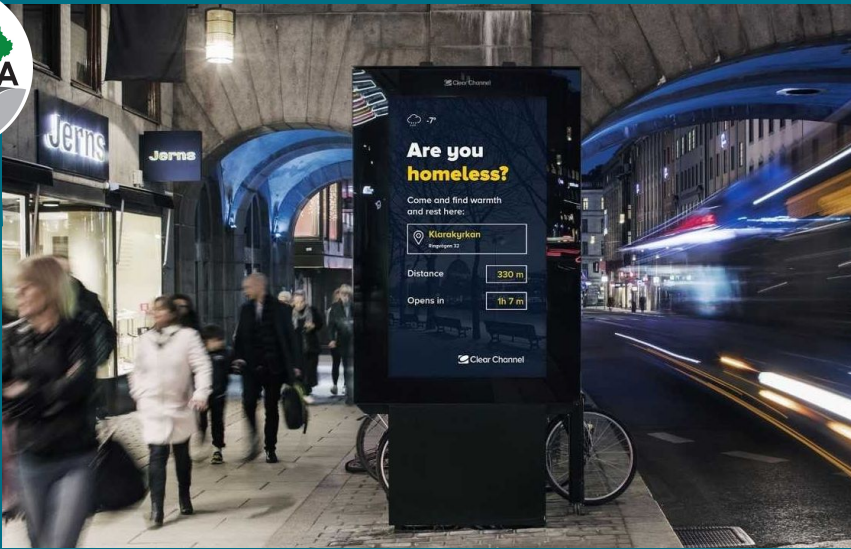
- Interactive Information and Wayfinding
- Vending Kiosks
- Hydration Stations
- eLockers
- Docks for Scooters & Bikes
- Scalable furniture to meet levels of use and site constraints.



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



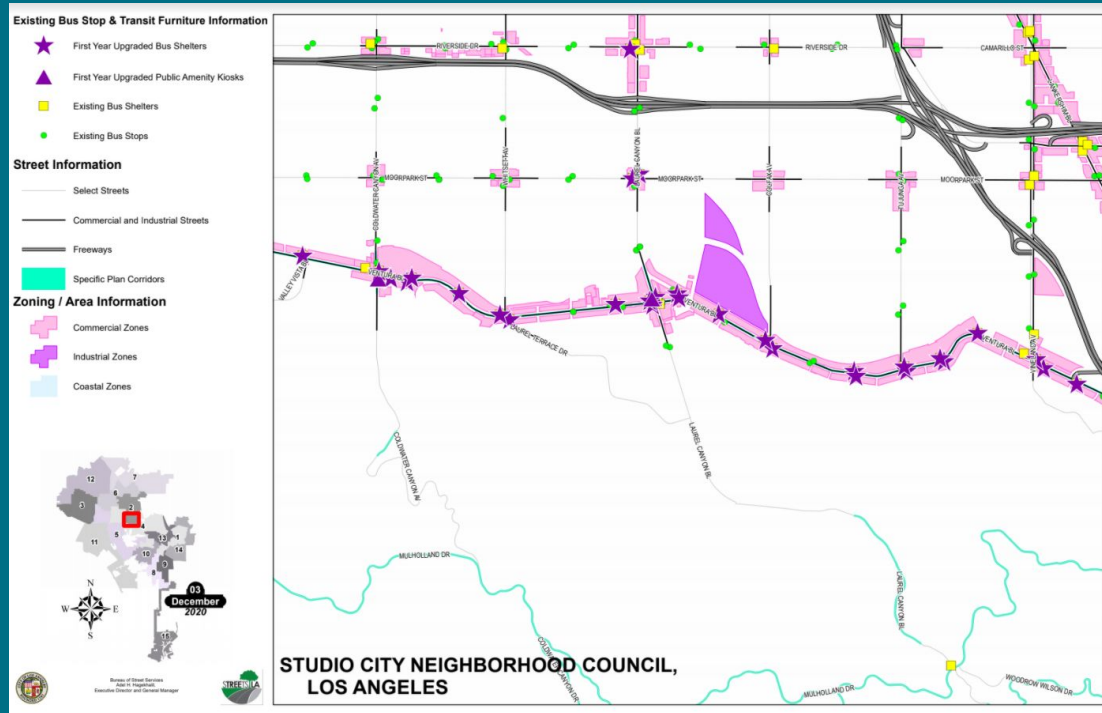
**Lighted Static** Media Panel



-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.
- [Visit the STAP Map!](#) Use this interactive tool to explore your community, see existing locations, transit ridership, heat exposure, and other info we can use to prioritize new sites and upgrades.



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



# What Parameters Can Control Digital Panels?



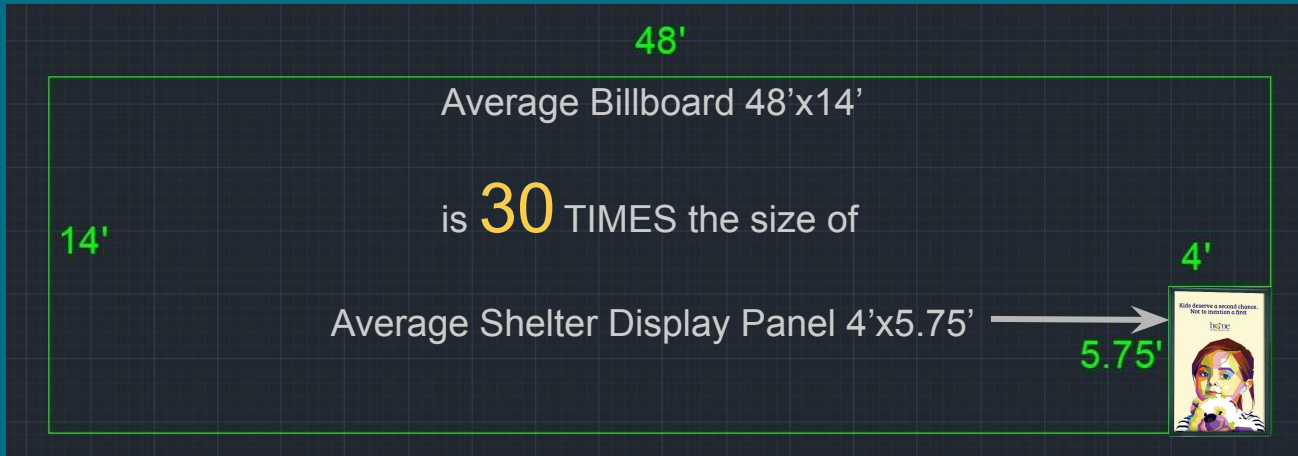
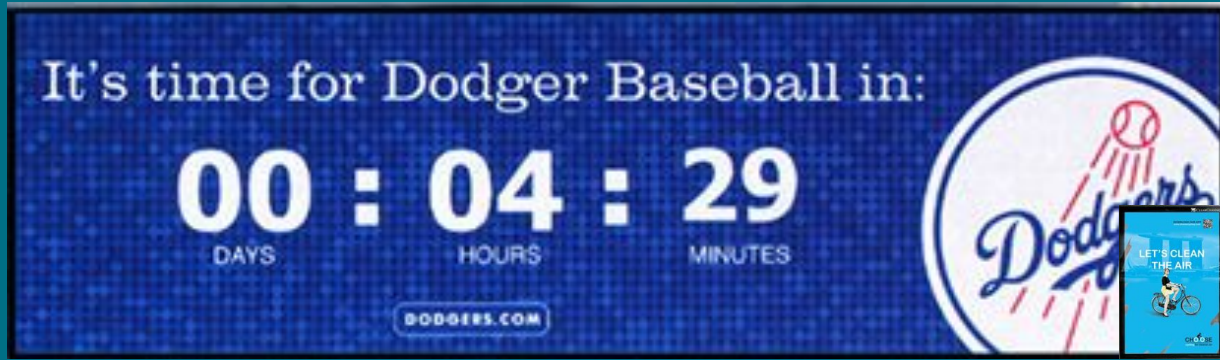
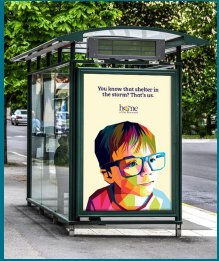
- Location, Time and Manner
- Content Management System to provide real-time control
- Brightness, relative to ambient levels
- Rate of turnover in signage
- Ensure static (motion-free) and silent displays
- Adherence to community standards



**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.

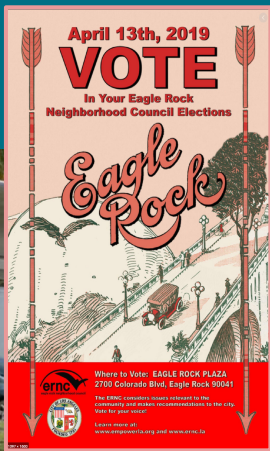






# Localized Services and Messages

## 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



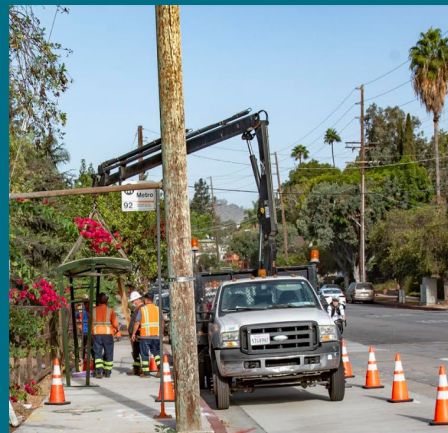


# Reinvestment Opportunities

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.





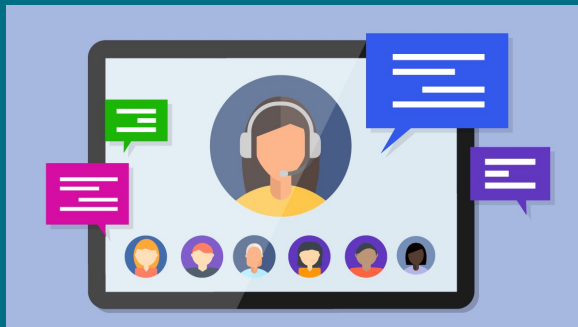
## Upcoming Events

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

May 12 -- Sherman Oaks Neighborhood Council

May 13 -- Harbor Gateway South Neighborhood Council

**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, to explore the **STAP Map**, 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)

