

RFI Response to:

Seeking Revenue-Generating Marketing Ideas, Public-Private Partnership Concepts,
to Develop Advertising-Supported Public Amenities in the Right of Way

For The City of Seattle

From:

The Bench Press Ltd

o/a

Creative Outdoor Advertising

“THE CONCOURSE SYSTEM”





Thursday, November 29, 2012

City of Seattle, Purchasing
Jeremy Doane
Seattle Municipal Tower
PO Box 94687
Seattle, WA 98124-4687

Attention: Jeremy Doane,

RE: RFI Regarding Public Right of Way Street Furniture Advertising Sponsorship Program

On behalf of Bench Press Ltd. o/a Creative Outdoor Advertising (COA), I am pleased to be able to submit this response for the City of Seattle request for information for the development of a Public-Private Partnership public space amenities program in the City's right of way.

COA has a twenty-nine year history in the Street Amenities business, which has made us the most reliable and efficient on-street advertising firm in business today. COA holds service contracts with over 210 Municipal and Public Transit clients throughout North America and provides marketing, sales and maintenance to over 7,000 amenity units. COA effectively manages over 3,800 sponsorship clients, enjoys a 75% advertiser renewal rate, and an 85% occupancy level, which results in a strong program for the advertisers, the City and its public space users.

Provided the preliminary stage of the proposed program, COA is not officially offering all the components of the Concourse System presented in this response, but rather is intended to expose the City to the versatility of COA's Concourse System. The Concourse System can include seating bench, recycling/waste receptacle, newspaper bay, and a bike rack. Each has a separate capital cost and therefore associated revenue to the City will be different as well.

We are confident that this response will clearly demonstrate COA's proven operational experience, corporate tenure and ability to address the future street furniture requirements for the City of Seattle.

Thank you for considering our submission and please do not hesitate to contact me should you have any immediate questions or comments regarding its contents.

Sincerely,

A handwritten signature in black ink, appearing to read "MO", is written over a faint, light-colored signature line.

Marc Oosterholt
Municipal Affairs Manager

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CONTACT INFORMATION

COA prides itself on delivering the utmost in customer service to each and every Municipal client it serves. As such, any of our Municipal Affairs staff can assist City of Seattle in addressing any questions or concerns relating to our program.

Address:

1930 Commerce Lane, Suite 1
Jupiter, FL
33458

Phone: 1-800-661-6088

Fax: 1-866-426-2237

Email: Municipal@CreativeOutdoor.com

For information related to this RFI response, your contact information is as follows:

Marc Oosterholt
Municipal Affairs Manager
Creative Outdoor Advertising

Office: 1-800-661-6088 x 304

Email: RFPResponse@CreativeOutdoor.com

ABOUT COA

OUR RECORD

COA's only business for the past 29 years has been the successful implementation of locally sponsored, cost free, fully serviced public space amenities programs.

- 29 years providing street furniture programs to Municipal Partners and transit clients.
- By far the largest in the industry segment in North America with more than double the sales of the next nearest competitor
- Over 210 Municipal Partners throughout North America
- Over 7,000 units in place
- Never lost a municipal contract



OUR GROWTH

COA prides itself on the fact we have never missed a payment to anyone of our over 210 Municipal Partners.

Over the past 5 years, COA has enjoyed an unprecedented growth of 13% per year. This can be attributed to our excellence in the following areas:

- **Our product offerings** – functional, environmentally friendly and aesthetically pleasing
- **Our Service Data Systems** – extensive experience integrating the latest proof of activity technology
- **Our Marketing/Sales Strategy** – yields the highest occupancy and satisfaction rate (98%) in the industry
- **Our maintenance procedures** – keeping sites in 'showcase' conditions

Being focused on just public sponsorship programs has allowed COA to reach growth rates that are un-matched in today's street furniture industry.



OUR PEOPLE

Incorporated in 1984, COA continues to provide outstanding services to its Municipal Partners thanks to its dedicated employees. Some of our staff has been with COA for over a decade.

OUR TRAINING

COA's on-street amenity programs are fully funded through local business sponsorship. This is why our programs are always cost free to our Municipal Partners. The development of a well trained, educated and focused Sales, Marketing, and Operations team has always been COA's greatest investment in itself.

COA's extensive and ongoing training ensures we are always tuned in to the needs of local business and our Municipal Partners. COA training includes:

- "Sign U" – Classroom training
- Mentoring – meeting local business with trainer
- Webinar training support
- Workshop and field training
- Daily reporting to supervisor/manager
- Written Tests

A full training program must be completed before COA allows a new team member to start operating independently. Post training, the new team member has an ongoing support mentor to answer and assist with any uncertainties.



WHY COA STANDS OUT

- By far, the primary choice across North America
- More experience providing Street Furniture than any other firm
- Local Area offices managed and run by area residents
- The WIDEST range of UNIQUE Street Furniture designs available
- Municipal Partners enjoy the use of unsold space
- The HIGHEST yields and occupancy rates in the industry



COA'S ADVANTAGES

- Our software control systems are truly real-time – Municipal Partners see NEW data NOW!
- Everyone of our street service team carries hand held scanners that constantly broadcast live maintenance data to our central database. We use this information to manage our business and we share it with our Municipal Partners
- Our WebPortLive is truly interactive, allowing Municipal Partners to:
 - Create Work Orders for street service team
 - View Real Time maintenance data
- All of our products are modular, allowing for rapid on-site repair
- We own our designs and our products are built of vastly superior recycled materials
- Our products are visibly superior quality with proven durability and aesthetic longevity
- Our comprehensive Marketing Programs produce substantially higher client occupancy rates and yields across North America



OUR PUBLIC SPACE AMENITIES PROGRAM

COA's public space amenities programs are designed to waive all responsibility of the shoulders of the City of Seattle. The goal of the program is to provide public space amenities to the city while allowing its local small business community to grow through affordable advertising platform.

PROGRAM HIGHLIGHTS

- COA will replace old units (if any in place) with contemporary unit – The Concourse
- COA's program is a No Cost, "Turn-Key" operation completely controlled by Seattle's Municipal Officials and managed by COA
- City of Seattle officials are in complete control of all aspects of the program ranging from site selection to approval of all sponsors and sponsorship content
- COA's performance is measurable as each unit is GPS coded so that Seattle's Municipal Officials can track and evaluate our work on-line
- Local jobs will be created as COA hires and trains a team of local constituents to conduct weekly site inspections to maintain and clean, and the units. Any severely damaged units will be replaced at no cost to the City of Seattle
- Local small business owners, (like your florist or dentist), will be given the opportunity to sponsor a Concourse unit and a portion of this sponsorship revenue will be shared with the City of Seattle



- COA will also allocate a portion of the available sponsorship space to our Municipal Partners, at No Cost, for its own use in promoting issues of public interest (tourism, recycling, etc)
- COA's No Cost Public Space Amenities program will not place any manpower demands on the Public Works Department as all resources needed to install, maintain, and service each unit is the responsibility of COA
- The City/Transit logo can be attached onto the Concourse system creating a high profile and very public demonstration of its support to the public

ADVERTISING

To have a successful public space street furniture program, it is important to understand the structure of the program. With an integrated advertising program it is paramount to have an experienced Sales and Marketing firm to administer the program. COA provides such expertise with a 29 years active experience in the industry, and by managing over 7000 units in place, with nearly 4,000 active advertising clients in over 210 cities, town, and counties across North America.



EXAMPLES OF COA STREET FURNITURE WITH ADVERTISING

All of COA's products incorporate an ad panel. The Concourse system includes one ad panel the local small business can choose from City and COA approved locations to sponsor.

ADVERTISING FOR A SUCCESSFUL BUSINESS

A successfully designed sign will communicate the intended message effectively to the public. COA's design team works closely with the sponsoring client to design the best ad for their business. COA's design team takes care of every element of the ad design as COA understands the average small business owner most likely has no previous experience in successfully designing an advertisement for their business.

SIGN SPECIFICATIONS

Number of Signs per unit: Regardless of the chosen Concourse configuration, only one (1) sign is allocated to any given location.

Ad Size and Orientation: COA's Concourse ad size panel is 71" X 20.5" and is Landscape oriented.

Sign Illumination: COA's signs are not illuminated. Visibility of the sign is still permitted during evening and night hours. Illumination of sign and/or unit may cause for driver's distractions.



Spacing in the Pedestrian Environment: COA's signs are designed to complement the streetscape and all of COA's units, including the Concourse System are installed ADA compliant.

LOCATION CRITERIA

COA uses a well established audit system in choosing locations for its units. One of the main factors in choosing a potential location is the appeal of the location in question will have on a potential unit sponsor.

It's encouraged to place units on high volume pedestrian and traffic streets where the exposure to the unit will potentially be greater than on a small street with very scarce pedestrian and traffic volumes. Choosing strong locations will ultimately increase the revenue stream for the City.



CHOOSING LOCATIONS

COA encourages an official from the City of Seattle to join COA's audit specialist during a locations audit. During this time the City official will be able to witness firsthand the great commitment COA has in choosing the best possible locations for the future unit installations. Before any unit will be installed, each location will have to be mutually agreed on and approved by the City of Seattle and COA.

ADDING / REMOVING UNITS

If a need for additional units rises, COA is capable of installing additional units within very short period of time. The City of Seattle will have to communicate its need for an additional unit installation using COA's interactive operations website (WebPortLive) or by sending an email, and COA's Ops team will be dispatched. Should the City request a unit removal, COA is able to facilitate unit removal well within two days. In instances



where rapid removal is necessary due to upcoming construction, COA has the capacity to expedite unit removal.

COA's contracts with the unit sponsors allow COA to interrupt the contract at any given time without initiating any legal consequences. This is extremely essential in accommodating changing environments, City staff, and future construction.

AMENITIES

TYPES OF STREET FURNITURE

Successful street furniture should be designed to complement the existing streetscape and not stand out but rather blend-in with the environment creating a united and cohesive look on every street. While it is essential for the street furniture to be seamless it must also be practical and functional in serving its intended purpose.



Street furniture should fit into the City's public right of way and have the capacity for versatile configuration to accommodate challenging locations with limited right of way.

With the constant development in environmental efforts, it is absolutely essential for cities to have a public space recycling program in place. Pedestrians should be able to dispose of their on-the-go waste/recycling without tainting the environment and spoiling the city's efforts in maintaining clean streets.

COA is a strong believer in utilizing objects for their intended use, and just as much the City of Seattle is exercising efforts for a successful public space waste/recycling program, a seating program should be just as significant. Pedestrians should be able to enjoy a well designed, clean and functional bench located at various locations throughout the City of Seattle. Citizen should be able to sit down on a proper bench and not a concrete fence or any other type of improvised seating solution.

STREET FURNITURE PROGRAM - THE CONCOURSE

A COMPLETE STREET FURNITURE SYSTEM

COA recommends the City of Seattle to learn about the Concourse System as potential street furniture for this Advertising Supported Public Amenities program. The Concourse System will transform and enhance the quality of Seattle's streetscape environment while providing a versatile and attractive furniture set that can be customized to suit all of Seattle's outdoor needs.



THE CONCOURSE SYSTEM FEATURES

- Recycling Station
- Seating Module
- Free Publication Distribution Center
- News-Box Bay
- Bike Rack



The main attributes of the Concourse System are the seating bench and the recycling/waste receptacle. The other elements are add-on features not available separately.

The ‘fence-like’ construction-style design allows the various components to “hang” off the fixed posts, and the design provides the opportunity to incorporate the chosen features into one seamless structure.

Regardless of how many features are chosen, there will always be only one ad face per location.

SPECIFICATIONS

COA’s Concourse is per accessibility and public safety standards.

- | | |
|--------------|-------------------------------------|
| · Model | Concourse |
| · Material | Polyethylene & Aluminum |
| · Colors | As required (Sandstone recommended) |
| · Finish | Matte |
| · Dimensions | Depends on the chosen configuration |

- Installation Single Fence
L 84" X H 37" X 46" Maximum
Bolted to concrete surface
- Ad Face 71" X 20.5"

The Concourse System is the most innovative full facility system available in the market today.

ENSURING ADEQUATE FURNITURE DESIGN

The first step in ensuring street furniture design responds to local plans, standards and design guidelines, is choosing a well established and experienced vendor. The City should carefully do its due diligence when choosing positional street furniture providers. Often what is promised is not what is being delivered and the process of correcting such unfortunate situation can be very complex, lengthy and frustrating.

COA's Concourse System has been collaboration in development and design between COA and Arato Designs. Arato Designs has been COA's designing firm for over a decade and has experience in industrial designs for over 40 years providing its services in North America, Europe and Japan.



The Concourse System has been designed adhering to all North American design standards, including accessibility and public safety standards.

MAINTENANCE PROGRAM

COA has built and maintains an extremely advanced computerized operational system that integrates maintenance, operations, media booking, vacancies, changes clients information, billings and financial record keeping, all within a single administrative system. All maintenance functions are administrated through this operational system.

All units are GPS marked and bar-coded providing a unique identification for each unit, which allows the physical location and service record to be recorded and maintained

Detailed and customized maintenance reports can be easily extracted from COA's database and delivered electronically to concerned City's contacts.

PROGRAM FEATURES

- COA will manage the City of Seattle service area maintenance program by employing local constituents from within the area
- COA conducts weekly (or as needed) service runs to all units in place
- COA can collect the trash and recycling at NO Cost!
- COA works closely with local waste haulers, recycling processors and landfill operators paying all tipping fees
- COA Concourse station is privately owned and operated and do not conflict with service contracts for municipally owned trash cans

SITE VISIT ACTIVITIES

COA will maintain the units, generally at a rate of one (1) time per week. The activities that are included in each visit are as follows:

- Clean the entire outside surface of the unit, wipe the bottom so that it is free of mud, road salt, etc.
- Clean the sponsorship panel, making sure the panel is free of direct dirt and graffiti
- Remove the garbage from around the unit
- Advise COA of, and repair, any structural damage or problems with regards to the unit or the surrounding area of the unit
- Record and broadcast all maintenance activities LIVE (using MDaCS) for review by City of Seattle municipal officials and COA staff
- Clear away any snow from the unit, the advertising face, and form the area surrounding the unit



- Remove any overgrown grass or weeds from around the unit
- Remove graffiti from the unit and client panel
- Make repairs to the unit. This may involve re-anchoring the unit or replacing damaged parts
- Pressure washing of units (usually on a semi-annual basis)



COA will look after every aspect of the program – it is a completely Turn-Key program to the City of Seattle.

COA SOFTWARE SYSTEMS

COA has invested vast capital, research and development resources to establish well populated and efficient software systems to allow accurate facilitation of COA's programs in over 210 municipalities across North America.

MDACS - MAINTENANCE AND DATA COLLECTION SYSTEMS

COA's primarily software system centralizes all on site activities and reporting. These are just a few of the many features MDaCS has to offer:

- On-Site Laser Scanning
- REAL TIME connection to WebPortLive
- REAL TIME Proof of Activity (POA)
- Automatic email completion notice from the site of the activity



WEBPORTLIVE

The City of Seattle officials will benefit from the convenience of accessing an immense range of information related to the program as a registered member using COA's WebPortLive. WebPortLive - visible access includes:

- Site Image
- Maintenance real time activities
- Full Site Listing
- Mapping
- Download user customized reports in Word, Excel, or PDF

ADDS - AUTOMATIC DATA DISTRIBUTION SYSTEM

Another benefit to COA's software systems is ADDS. The system allows an automatic customized data distribution to the City based on predetermined frequency. Detailed and customized reports that may, for example, include (but not limited to):

- A list of sponsors
- Type and current rates charged to sponsors
- Annual collected revenue data, furnished to the City with each payment
- Unit location inventory

Auto Report Distribution Listing				
User ID	Report Literal	Run Code #	Day Of Period	ID
Gray ▾	Units By Location	54	27	3246763765
Gray ▾	Sites to Be Developed	54	18	911183852440
Aruda ▾	Maintenance Required in Period	22	20	1011276961456
▾				0

COA believes in keeping the City involved in the program and through its software systems it is made possible with a touch of a button. COA leads the industry in providing their clients with state-of-the-art maintenance procedures, tracking and reporting systems. The City of Seattle personnel can quickly and easily determine the current maintenance status of any given amenity location on a 24/7 basis using COA's software systems.

PUBLIC BENEFITS

GENERATED REVENUE FOR THE CITY

COA's program is not only 100% COST FREE for City of Seattle but it will also generate an incremental revenue stream.

To truly understand the value of COA's program for the City of Seattle, it is essential to begin looking **not only at what the program earns**, but in what it will **save** the community over the term of the contract. The savings in capital investment, hardware acquisition, insurance, service, replacement and repairs will total in the hundreds of thousands of dollars.

Unlike many outdoor advertising companies COA will work primarily with local independent business owners in Seattle. COA contracts with program sponsors for a term of one year. This longer term agreement ensures a strong and healthy program for the City of Seattle. COA will agree to share a portion of the net revenue generated by the sponsorship program and its associated advertising with the City of Seattle. A monthly check will be issued to the department of choice in City of Seattle municipal office.

On average, COA's municipal partner could save over \$2,000 per site in capital expenditures or \$200 per year based on a 10 year contract, over \$200 per year per site in capital replacement, over \$1,000 per site in collection fees, and over \$100 per site in tipping or disposal fees. The return to the average municipal partner (with 200 COA units in place over a course of a 10 year agreement) will exceed \$3,100,000.

REVENUE GENERATING STREET FURNITURE

COA's only offers revenue generating street furniture to all its existing and potential municipal partners. A partnership that is based on presenting the best cost free street furniture while generating incremental revenue stream to the municipality as a gratitude for permitting to place street furniture with advertising on City's streets.

Currently there are various public space furniture program providers, some offer cost free programs and others offer a cost sharing program with the City. Regardless of whom the City of Seattle will choose as the successful vendor for this program it should keep in mind that COA's program is designed to elevate all responsibility from the busy schedules of municipal officials allowing them to attend more pressing City matters, all while generating revenue that could be spend on further bettering the City of Seattle.

MUNICIPAL CODE CHANGES

Having been working for over 29 years in the industry with over 210 municipal partners, COA is familiar with municipal code changes and is accustomed to adjust accordingly as much as possible while maintaining the integrity of its cost free public space amenities programs.

COA reserves the right in our client contracts to refuse any sponsorship that is found to be unsuitable or inappropriate. As a result, if any Seattle official is at any point uncomfortable with sponsorship content we are able to change or remove it without any legal repercussions.

COA, as a matter of policy, does not allow the advertising of any tobacco or tobacco related products. COA Advertising is designed to blend in with the surrounding and not stand out as a sore thorn or be a distraction to drivers.

In working with a municipality COA honors the rules and regulations of the given city and it is a top priority to administer a public space amenities program according to the codes in place.



IN CONCLUSION

The City of Seattle is now in a great position to further learn about COA's cost free public space amenities programs. Experience of contractor and quality of product are paramount considerations! COA possesses this experience and offers this quality!

Over the years, COA has evolved as an organization. We have more experience in the management of outdoor sponsorship programs than any other firm today. This experience has shown us that, simply speaking, certain products are better than others. Each year, The City spends a large amount of money on aesthetic and environmental considerations. It does so because the considerations are foremost. COA understands this and continually works to improve upon our already superior amenities program.¹

