



**Information
Technology &
Telecommunications**

The New York City Department of Information Technology and Telecommunications conducted a pre-proposal conference on May 12, 2014 for a Request for Proposals for a franchise to install, operate and maintain public communications structures in the boroughs of the Bronx, Brooklyn, Manhattan, Queens and Staten Island (PIN #8582014 FRANCH3).

The following is a list of organizations that were represented in addition to answers to questions asked at the conference:

1. Alliance Corp.
2. BAI
3. BAS Communications
4. BM Consulting of NY, LLC
5. Bryant Park, LLC
6. Cablevision
7. Capalino
8. CBSO
9. CEMUSA
10. Cisco
11. Clear Channel Outdoor
12. Comet
13. Connect Computer
14. Control Group
15. CWR
16. Design Consultants
17. DLA Pier LLP
18. DuraFuse Consulting
19. Eco-site
20. EECNY
21. Electronic Environment NY
22. Elevate Digital
23. ENVIS
24. eTribeca, LLC
25. Fx Fowle Architects
26. General Packet
27. Google
28. GoWEX
29. Green Map
30. Grimshaw Architects
31. Gruskay Connect
32. Harbor Spring Capital

33. Hylan Group
34. IBM
35. Ienesru Technologies
36. Interstate Outdoor
37. IPANY
38. JCDecaux
39. Kerb Space
40. Lucas Taylor Group
41. Manatt
42. Metro Express
43. Metrons
44. Motorola Solutions
45. MTA Metro North
46. P3 Global
47. PTS
48. RCG
49. Renewable Edge
50. Rudio Management
51. Samsung
52. Simply Grid
53. Sleiner Sign Group
54. Telebeam
55. Time Warner Cable
56. Titan
57. Transit Wireless
58. Vector Media
59. Verizon Wireless
60. Wanderport

**Public Communications Structures RFP - Pre-proposal Conference Q&A
May 12, 2014**

1. When was the land use review process conducted? When was the environmental review conducted?

The New York Department of City Planning has made a determination that there are no land use impacts arising from the RFP. Environmental review is conducted with respect to the final selection, in connection with its presentation to the Franchise and Concession Review Committee for review.

2. This is more complex than the street furniture RFP. To produce the structure and a good proposal in the 6 week deadline would be hard.

DoITT is not at this time extending the June 30 deadline for submissions, although it will continue to consider requests for an extension. We understand that the time frame for proposals as described in the RFP is an aggressive one. Among DoITT's goals is achieving a franchise program of the kind described in the RFP as soon as practicable, and the time frame reflects that. If DoITT does not receive a set of responses to the RFP that it finds to meet the public's needs within the established time frame, of course the time frame will need to be reconsidered.

3. Do you have an idea of distribution of payphones especially the number of advertising locations?

Respondents should submit proposals in this regard/

4. Are we going to get a list of all the current locations of the payphones with latitude and longitude?

No. The list (Exhibit A of Addendum #3) has X & Y coordinates.

5. Are you interested in design diversity or design uniformity?

In the RFP there is openness to creativity on the part of the proposer. The RFP describes a number of different goals that the City is seeking to achieve with respect to the design.

6. Can a company submit its own response and also be part of one or more other proposals response as a partner or joint venture?

No.

7. With respect to the 6,000 new potential PPTs (Franchise Structures) is there some percentage or number will be permitted in Manhattan community boards 1-8 and with advertising that supports the amenities, are you committed to the rule that advertising is prohibited in community boards 1-8?

As we evolve toward a final proposal and toward review by the Franchise and Concession Review Committee of a franchise contract, DoITT and the City will be looking comprehensively at the existing pay phone rules and what changes need to be made in parallel with a new franchise to accommodate the policies reflected in such new franchise.

8. In order to respond to the financial provisions, we want to understand how to capitalize and pay for it?

The RFP states what the City would be prepared to guarantee in a franchise contract as far as number of advertising locations, such that the Franchisee would not be obligated to perform if the City does not make available that number of locations. Proposals may also include assumptions and contingencies that reflect, for example, a variable franchise compensation range depending on the number of locations that are made available.

9. What was the basis for the revenue figures listed in this RFP?

\$17.5 million is the floor that we set for the minimum proposal. This figure reflects the approximate total revenue the City received during the past fiscal year in connection with the existing payphone franchises.

10. In terms of data collection, is there any thought on what the City would like to collect per station?

Respondents may submit proposals in this regard.

11. Are you going to include a copy of the City Planning letter in an addendum?

The letter (Exhibit E of Addendum #3) is available for view.

12. Are there any pedestrian traffic studies relative to these locations?

We do not have that information.

13. Has the City given any thoughts to the fragmentation of technology across the City?

There are phone booths and taxis (TLC) and Citi bikes and MTA? Have you given any thought to working with other departments to give them an open platform solution that connects all these departments into one single technology solution?

DoITT works on an ongoing basis with other City agencies and public entities.

.Productive interaction with other public resources will be given favorable consideration in the proposal evaluation process.

14. As part of its business model can respondents propose revenue generation driven by the by data collected by the structures both passive and active?
We encourage proposers to make proposals in that regard.
15. The RFP provides a maximum height of the franchise structures of 112 inches. Is that a fixed height or can we increase the height? Have you had a chance to study the coverage with those heights of the structures?
The maximum height in the RFP is not being changed. The current franchisees have successfully been conducting wi-fi service pilots at heights lower than 112 inches.
16. Who will have ownership over the franchise structures at the end of the franchise period?
The franchise contract will include provisions regarding disposition of the structures at the end of the franchise term.
17. Is this going to be an information network or a communication network or is it both? A terminal with the ability to put in information and take in information out becomes an information terminal. The ability to communicate to another party and another location is communications.
We encourage proposers to submit proposals that include viable services that can be provided to the public and that are consistent with the applicable City Council authorizing resolutions.
18. Can advanced services be sold over Wi-Fi and the basic service is free?
See answer to written question #3.
19. Can applications be sold under the free public Wi-Fi?
Respondents may submit proposals in this regard.
20. Will the City permit the awarded proposer to do data mining and push advertising from the Wi-Fi while sharing the revenue with the city?
We will consider proposals in that regard.
21. Can a company come to you with a solution that has the technology built but the structure is not ready yet? What is the actual timeline of the installation?
The timeline for installation is something that we're looking to see proposers suggest in their proposals. It is mandated that that all proposals submitted must include the proposer's project plans, including a proposed schedule for installation. As to the need for prototype structures, reference is made to the section of the RFP that deals with that matter on page 25 of the RFP.

22. Do you expect companies to come up to you with a non-finished solution that might be a better solution overall or a company that has the technology complete and ready to go but not as good.

As noted in the response to the preceding question, proposals must include a proposed schedule for installation of working structures. The level of assurance that a proposer can offer that it will be able to meet such schedule will be a consideration in evaluation of proposals.

23. What is the status of relationships with other technology projects that have been installed on the streets (i.e. City 24/7)?

The relationships we currently have with companies providing enhanced technologies at existing payphone locations are all through the existing PPT franchisees and they all end simultaneously with the end of the term of the current public pay telephone franchises.

24. Once the franchise is awarded can the new technology be tried at the existing locations before the booth is upgraded?

Proposers should make proposals in that regard if that is what they would propose to do.

25. In addition to the free service, can the Wi-Fi be used for offloading cellular traffic on a secured network while sharing that revenue with the City?

Respondents may submit proposals in this regard, but it should be noted that the wi-fi service that is proposed is to be available free to the public in general and not limited to subscribers or purchasers of any particular mobile, cellular or other paid service.

26. If a current payphone franchisee decides to remove its structures and its pipe, what is the City's position on that post October 15th and pre October 15th?

The contract provisions of the existing franchise contracts establish the rights of the current payphone franchisees.

27. Is the City's position that the current payphone franchisees are the title owners of their kiosks and the pipe in the ground?

See answer to the preceding question.

28. Is there a contemplation of a transition to the minimum \$17.5 M compensation requirement in the event the new franchisee cannot make deals with the existing franchisees?

See answer to written question #20.

29. Have any of the designs that were submitted to the design competition been considered as potential candidates?

One goal of the design challenge was to elicit concepts that might provide ideas and inspiration for crafting an RFP and preparing potential proposals in response to an RFP. The designers that participated in the design challenge are encouraged to submit their own proposals to the RFP or work with a company that might submit a proposal.

30. Will the franchisee be a citywide franchise?

A Citywide franchise is contemplated.

31. For transparency, will you be willing to submit a running list of the companies that are submitting proposals to the RFP so that maybe they can form a joint venture and joint contract?

No. The sign-in sheets to the pre-proposal conference are included as Exhibit D of Addendum #3.

32. You have a 20 by 20 inch limit; does that include space on the ground?

The design envelopes are from the ground to the height limit.

33. Is there any reason why you would prevent anyone using these terminals from having some protection against the weather?

There are various envelopes that you can submit a proposal to that would allow for a roof.

34. Do you anticipate the qualification process where you might want to test the structures before a franchise is awarded? Is there something outlined that describes this process?

See page 25 of the RFP regarding prototypes.

35. Do you have any problem with this contract using an information component?

Proposals that include a variety of potential public services consistent with the applicable authorizing resolutions are welcome.

36. After the proposals are selected will the proposer be responsible for bringing in a working product?

See page 25 of the RFP regarding prototypes.

37. Are the proposed structures expected to be robust enough to stand up to the elements and events like Hurricane Sandy?

Page 7 of the RFP includes references to proposals being evaluated on, among other things, the security and durability of the installation designs. Included in those concepts is the value of resiliency in the face of weather and other emergencies.

38. In areas where there are existing Wi-Fi projects, will the franchisee be able to work with the existing Wi-Fi provider (Wireless Corridor, gift agreements, etc.) or is it going to be a competing network?

Providers will be authorized, but not obligated, to work with other providers of free wi-fi services in particular areas of the City.

39. Will the new franchisee be permitted to utilize light poles or would the franchisee have to obtain a separate franchise?

See answer to written question #122.

40. Would the City allow any vending opportunities (such as a product like a charged cellular phone)?

Respondents may submit proposals in this regard.