TLG and LMC 2016 Case Study Application

Future Ready Communities

DUE: September 4, 2015

Email to: Ryan Spillers at rspillers@transformgov.org

COVER PAGE

1.   Case Study Title: ___West Hollywood's Street Media (R)Evolution _____
2.   Case Study Category (Select only one, selection identified by highlighting your choice):

Planning for Your Future   Creating an Inclusive Community

<mark>Reinventing Local Government</mark>   Community Networks

Blinders

3.   Jurisdiction Name: __City of West Hollywood _____

4.   Jurisdiction Population (US Census): ___34,399 _____

5.   Would you like the application to be considered for our Rapid Fire Session? (Rapid Fire presentations are fast-paced, entertaining, interactive presentations. Each jurisdiction will have five minutes to make their presentations using 15 PPT slides set on auto-forward primarily containing photos/graphics. Participants will be seated at round tables to facilitate an energetic idea exchange. A cash bar will be available.)

<mark>YES</mark>   NO

6.   Project Leader (Primary Contact for case study notification):
Name: __Francisco Contreras _____
Title: _Innovation and Strategic Initiatives Manager _____
Department: ___ City Manager _____
Phone Number: ___ 323-848-6874 _____
eMail: fcontreras@weho.org _____
US Mail Address, including zip code: _ 8300 Santa Monica Blvd. West Hollywood, CA 90069 __
Twitter Account: _____

List additional presenters contact information below:

1.   Presentation title and description of the innovation. *100 word maximum.*

West Hollywood's Street Media (R)Evolution – Learn about the recently released Street Media Needs Assessment. It is a comprehensive evaluation of the economic, urban design, land use, and technological aspects of street media designed to elevate the pedestrian experience to better address new emerging technologies in the public right-of-way, help enhance the branding of the City, provide information to residents and tourists, and increase potential revenue sources.

2.   When and how was the program, policy or initiative originally conceived in your jurisdiction? *100 word maximum.*

In mid-2014, staff released a Request for Qualifications for a multifaceted study related to signage and public assets with the public right-of-way and public facilities. The City's existing exclusive license contract with CBS/JCDecaux to fabricate, install and maintain street furniture within the City's right-of-way and to retain certain advertising revenue associated therewith would expire in April 2016. Since the original contract signing in 2005, new opportunities in smart street furniture have emerged which the City wanted to explore in a comprehensive study.

3.   How exactly is the program or policy innovative? How has your innovation changed previous processes, products or services? *100 word maximum.*

Few cities have a holistic strategy for their street furniture and public right-of-way assets. This is a missed opportunity since a robust street media program can enhance the branding of the city, provide information to residents, provide wayfinding for tourists, and generate new revenue for the city.

4.   Explain how the program or initiative substantially stretched or improved the boundaries of ordinary governmental operations. *200 word maximum.*

The City does not have a comprehensive street media strategy. Various departments are responsible for various public assets within the public right-of-way and in public facilities. There is no formal city-wide organized approach to street media. This can lead to a somewhat disconnected approach in the development and design of the City's streetscapes and urban experience. The potential exists for departments to work in isolation leading to the development of incompatible programmatic elements or incongruous street furnishing and signage.

5.   What individuals or groups are considered the primary initiators of your program? How does the innovation engage stakeholders or demonstrate high performance teaming? Were strategic partnerships and/or community networks developed as a result of the innovation? *200 word maximum.*

Development of the project has been a comprehensive and coordinated effort by several City departments and divisions, including the City Manager's Department, Community Development Department, Department of Public Works, Department of Finance and Technology, Innovation and Strategic Initiatives Division, Communications Division, Engineering Division, Facilities and Field Services Division, Parking Operations Division, and Revenue Management Division. The needs assessment, now complete, will lead to a second phase of the project, which will form a design sub-committee, comprised of

boards, commissions, the Chamber of Commerce, the Tourism bureau, and the Business Improvement Districts, to oversee development of new street furniture and provide design guidance in the development of wayfinding and gateway programs.

6.   If a private consultant was used please describe their involvement, identify the consultant and/or firm and provide contact information. *100 word maximum.*

The city contracted with Selbert Perkins Design to lead the street media needs assessment. Project Lead: Cheri Devlin, Design Director. Address: 432 Culver Blvd., Playa del Rey, CA 90293. Phone: 310.822.5223 x222. Email: cdevlin@selbertperkins.com. Website: www.selbertperkins.com.

7.   To what extent do you believe your program or policy initiative is potentially replicable within other jurisdictions and why? To your knowledge, have any other jurisdictions or organizations established programs or implemented policies modeled specifically on this project? Please provide verification of the replication. 2*00 word maximum.*

Though every jurisdiction's advertising policies and potential for revenue generation are different, this model of undertaking a comprehensive needs assessment is replicable everywhere.

8.   What were the costs? What were the savings? *100 word maximum.*

The program cost $204,900 for consultant services and to conduct a Street Media Asset Assessment & Revenue Generation Program Study.

9.   Please describe the most significant obstacle(s) encountered thus far by your program. How have they been dealt with? Which ones remain? *200 word maximum.*

The most significant obstacle encountered thus far has been around determining how smart or digital the city wants to go. As we prepared to release the Request for Proposals for implementing the street media project, staff went back and forth on how much advertising would be tolerated, what percentage would be digital, and how best to not distract drivers and add to visual clutter. By August 2015, staff had come to consensus on an advertising plan, and will release the RFP in September 2015.

10.   What outcomes did this program or policy have? What baseline data did you collect? How did you measure the change based on the intervention, and why do you believe in the credibility of this assessment? *200 word maximum.*

Four overall strategies emerged through analysis of the City's existing street media environment: 1. The need to improve the pedestrian and mobility user experience through a network of smart street furniture uniquely designed for West Hollywood. 2. The need for a distinctive and easily identifiable network of static, web-based and digital elements that provide real-time information on multi-modal transit and City amenities and activities. 3. The need to optimize the latest technologies through incorporation of wireless internet, mobile, interactive and sensor-based features integrated into the City's public realm. 4. The need for an improved citywide signage and wayfinding system which both reinforces the West Hollywood identity and seamlessly directs users to their final destination. This signage system will include a kit-of-parts based family that provides identity, direction and information. The study collected data on quantity, location, and quality of existing street media assets.

11.   Has the program received any press or other media coverage to date? If yes, please list the sources and briefly describe relevant coverage. *100 word maximum.*

N/A

12.   Please provide web links where the innovation can be seen/tested (in the case of something that is web-based) *100 word maximum.*

The Street Media Needs Assessment can be viewed at http://bit.ly/1OiFSkm.

13.   Please provide any key references and their contact information who can be interviewed/called to discuss the innovation and its impact. *100 word maximum.*

Paul Arevalo, City Manager - 323-848-6376
Francisco Contreras, Innovation and Strategic Initiatives Manager - 323-848-6874

14.   You've been to a lot of conferences. TLG should be a unique experience for everyone. Describe how your case study presentation will be different than other conference presentations. *200 word maximum.*
   - How will you make the session creative and unique?
   - How do you plan to be both entertaining and educational?
   - Include a description of how your session will facilitate group activities and/or interaction.

During the session case studies of innovative street media programs worldwide will be presented. We will use an interactive exercise to design a smart bus shelter. Participants will learn 1. How to undertake a street media needs assessment. 2. How to identify revenue streams and sponsorship opportunities for replacing old and maintaining new street furniture and upgrading existing facilities, and 3. How to incorporate technology and public art into street media.

15.   Anything else you would like to add? *200 word maximum.*

Major cities across the world are undertaking similar studies and projects. West Hollywood is a great example of how a small city can achieve the same goals as much larger global cities. The Street Media Needs Assessment includes analysis of case studies that helped inform the recommended strategies in the report. This examination of the latest practices in the design and implementation of street media and wayfinding seeks to inform an approach for moving forward with a state-of-the-art system for the City of West Hollywood. Other case studies include: Paris, France: Osmose; Concept Bus Shelter; Digital Harbour; New Citywide Bus Shelters. New York, NY: WalkNYC; LinkNYC. London, England:Legible London Santa Monica, CA: Citywide Wayfinding Program.