



June 30, 2017

The Honorable Melissa Mark-Viverito  
Speaker  
Council Member District 8  
City Hall  
New York, New York 10007

Re: Coordinated Street Furniture Franchise annual report

Dear Speaker Mark-Viverito:

In accordance with Authorizing Resolution No. 1004 (L.U. 226-A), the New York City Department of Transportation Coordinated Street Furniture Franchise Unit is submitting herewith an annual report on Franchise activities for the year ending June 30, 2017.

Specifically, we have highlighted information related to the number of franchise structures replaced or removed during the preceding calendar year, revenues received by the City, in-kind media values, and community engagement regarding Franchise activities.

Please feel free to contact me at 212-839-4478 for further information. Thank you for your continued support for this project.

Sincerely,

A handwritten signature in blue ink, appearing to read "m. craven", written over the typed name.

Michelle Craven  
Senior Executive Director  
Cityscape & Franchises

Enc.

cc: Philip Damashek, NYCDOT; Susan Rogerson Pondish, NYCDOT; Bryan Grimaldi, NYC & Co.



# Coordinated Street Furniture Franchise Year 11 Update

July 1, 2017



Commissioner Polly Trottenberg





## Coordinated Street Furniture Franchise Agreement Important Dates

- Original Franchise Agreement approved by the Franchise and Concession Review Committee: May 15, 2006.
- Franchise effective date: June 24, 2006.
- Contract Year 11 (revenue calendar): June 25, 2016, through June 24, 2017.
- Build Year 11 (construction calendar): September 25, 2016, through September 24, 2017.
- Funding of Escrow Account for Year 11: August 8, 2016.



## Change in Control of Franchisee

- The Franchise and Concession Review Committee approved a change in control of the franchisee and an Amended and Restated Franchise Agreement on September 30, 2015.
- DOT and JCDecaux, N.A., entered into the Amended and Restated Franchise Agreement on October 1, 2015.
- JCDecaux, N.A. purchased Cemusa, Inc., the parent company of franchisee Cemusa NY, LLC, on November 13, 2015.



## Franchise Structure Status Report: Year 11

### Bus Stop Shelters (as of June 24, 2017)

- 3,370 shelters in active service.
- 3,518 shelters installed with the new design, including 14 in Year 11 (see Table 1).
- Between June 25, 2016, and June 24, 2017
  - 21 shelters were temporarily removed for construction and will be reinstalled as construction is completed (see Table 2).
  - 12 shelters were permanently removed (see Table 3), and 1 shelter was relocated for a construction project (see Table 4).
- DOT receives requests for new shelter locations from all stakeholders.
  - 2,158 locations have been suggested by stakeholders and evaluated by DOT since the start of the Franchise, including 138 suggested sites in Year 11.
  - 12 shelters were installed at new locations in Year 11 (see Tables, 5, 6, and 7). Pursuant to the Amended and Restated Franchise Agreement, 1 of these shelters was installed along Manhattan's Fifth Avenue as a "Fifth Avenue Shelter," and 1 was installed as a "Reciprocal Shelter."
  - DOT is approaching the Franchise limit of 3,575 shelter installations.





## Franchise Structure Status Report: Year 11

### Newsstands (as of June 24, 2017)

- 341 newsstands have been installed to date.
- 22 of these newsstands were installed during Year 11 (see Table 8).

### Automatic Public Toilets (as of June 24, 2017)

- Five APTs have been installed to date, one in Year 11.
  - Madison Square Park, MN
  - Corona Plaza, QN
  - Grand Army Plaza, BR
  - Plaza de las Americas, MN
  - Fordham Plaza, BX (May 22, 2017)
- DOT continues to evaluate site recommendations.



Photo Credit: Matt Greenslade





## Franchise Structure Status Report: Year 11

### Sheltered Bicycle Parking Structures

- Cemusa agreed to install 37 bicycle parking structures to satisfy section 9.17 of the CSFF contract, which requires “the Company provide certain amenities to the Coordinated Franchise Structures, the value of which shall not exceed \$2,500,000.”
- Cemusa installed 20 of these structures.
- As part of the Change in Control, JCDecaux agreed to install 30 and maintain additional bus shelters in lieu of installing the remaining 17 bicycle shelters.
- JCDecaux will maintain the structures for the remainder of the contract term at no cost to the City.





## Franchise Financial Status Report: Year 11

### Franchise Fee Payments

- Total Franchise Fees paid to the City to date: **\$ 426,418,890**
- Year 11 Payments

Quarter 1	\$ 13,147,000
Quarter 2	\$ 13,147,000
Quarter 3	\$ 13,147,000
Quarter 4	\$ 13,147,000***
<b>Total</b>	<b>\$ 52,588,000</b>

\*\*\*The City will receive its Q4 disbursement from the Escrow Account on July 26, 2017.

- In Year 10, Cemusa/JCDecaux made four payments totaling \$51,106,000 for the year.





## Franchise Revenue Status Report: Year 11

# JCDecaux Revenue

- JCDecaux Year 11 Gross Sales Revenue:

Quarter 1	\$ 13,315,162
Quarter 2	\$ 20,185,408
Quarter 3	\$ 12,863,582
Quarter 4	\$ 11,671,712
<b>Total</b>	<b>\$ 58,035,864***</b>

\*\*\*JCDecaux's revenue total for June 2017 has not been finalized, so the Q4 and Year 11 total revenues are not complete.



## Franchise Revenue Status Report: Year 11

JCDecaux Year 11 In-Kind  
Campaign Values (outside NYC):

**Total        \$ 22,555,600**

This total exceeds the contractual commitment of \$21,396,000 for Year 11. JCDecaux posted ads in France, Germany, the United Kingdom, Italy, Brazil, the United States, Australia, Spain, the Netherlands, Norway, Finland, Denmark, and Mexico.



Tourism campaign in Madrid



Table 1: Year 11 New Design Installations, Bus Stop Shelters

Borough	Jun 24-30 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Y11 Total
Bronx	0	0	0	0	0	0	0	0	0	0	0	0	1	1
Brooklyn	0	0	1	1	0	3	0	0	0	0	0	0	0	5
Manhattan	0	0	0	0	0	0	0	4	2	0	0	0	1	7
Queens	0	0	1	0	0	0	0	0	0	0	0	0	0	1
Staten Island	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>14</b>



Table 2: Temporary Shelter Removals for Construction, 6/25/16 – 6/24/17

BORO	CORNER	STREET ON	INTERSECTION OF	REMOVAL DATE	COMMENTS
MN	NE	W. Houston Street	Mercer Street	7/25/16	Construction
BX	NW	Morris Park Avenue	Eastchester Road	8/9/16	Construction
BX	SW	Morris Park Avenue	Eastchester Road	8/9/16	Construction
SI	NW	Richmond Terrace	Scholer & Ferry Ramp	8/12/16	Construction
SI	NW	Richmond Terrace	Scholer & Ferry Ramp	8/12/16	Construction
BR	SE	Fulton Street	Franklin Avenue	8/31/16	Construction
BX	NW	Webster Avenue	E. 167 <sup>th</sup> Street	9/16/16	Construction
BR	NW	Gates Avenue	Nostrand Avenue	9/16/16	Construction
MN	SE	Broadway	W. 137 <sup>th</sup> Street	11/23/16	Construction
BX	SW	University Avenue	Hall of Fame Terrace	12/2/16	Relocation
BR	NW	New Lots Avenue	Ashford Street	12/19/16	Construction
BR	SW	W. 5 <sup>th</sup> Street	Neptune Avenue	12/21/16	Construction
BR	SW	Ocean Avenue	Avenue M	12/28/16	Construction
BX	NW	West Mosholu Parkway South	Jerome Avenue	12/30/16	Construction
QN	SW	Myrtle Avenue	70 <sup>th</sup> Street	4/13/17	Construction
SI	SW	Victory Boulevard	Seneca Avenue	4/17/17	Construction
QN	SE	21 <sup>st</sup> Street	35 <sup>th</sup> Avenue	5/11/17	Construction
MN	SW	Second Avenue	E. 110 <sup>th</sup> Street	6/8/17	Construction
QN	NW	48 <sup>th</sup> Avenue	Greenpoint Avenue	6/15/17	Construction
QN	SE	48 <sup>th</sup> Avenue	40 <sup>th</sup> Street	6/15/17	Construction
MN	SE	E. 23 <sup>rd</sup> Street	Lexington Avenue	6/16/17	Construction



Table 3: Permanently Removed Bus Stop Shelters, 6/25/16 – 6/24/17

BORO	CORNER	STREET ON	INTERSECTION OF	REMOVAL DATE	COMMENTS
BR	SE	Lorraine Street	Clinton Street	8/5/16	Stop Revoked
MN	SW	Bowery	E. Houston Street	9/17/16	Stop Revoked
SI	SE	Hylan Boulevard	Spratt Avenue	10/14/16	Stop Revoked
BR	SW	Flatbush Avenue	Avenue U	10/14/16	Stop Revoked
BR	SE	Gerritsen Avenue	Seba Avenue	12/27/16	Stop Revoked
BR	SE	Gerritsen Avenue	Bartlett Place	12/27/16	Stop Revoked
BR	NE	Gerritsen Avenue	Devon Avenue	12/27/16	Stop Revoked
MN	NW	W. 23 <sup>rd</sup> Street	Fifth Avenue	1/19/17	Stop Revoked
MN	SW	Water Street	Broad Street	1/25/17	Stop Revoked
QN	NW	Queens Boulevard	Junction Boulevard	2/6/17	Stop Revoked
BR	NW	E. New York Avenue	Alabama Avenue	2/14/17	Stop Revoked
MN	NW	Second Avenue	99 <sup>th</sup> Street	3/4/17	Stop Revoked

Table 4: Bus Stop Shelter Relocations, 6/25/16 – 6/24/17

BORO	CORNER	FROM	TO	COMMENTS	REMOVAL DATE	REINSTALL DATE
BX	SW	University Avenue/Hall of Fame Terrace	Hall of Fame Terrace/W. 180 <sup>th</sup> Street	Relocation	12/2/16	6/21/17



Table 5: New Bus Stop Shelter Locations, 6/25/16 – 6/24/17

BORO	CORNER	STREET ON	INTERSECTION OF	INSTALLATION DATE
BR	SE	Alabama Avenue	New York Avenue	8/10/16
QN	SE	Bedell Street	127 <sup>th</sup> Avenue	8/22/16
BR	SW	Bedford Avenue	Campus Road	9/2/16
BR	NW	Van Sinderen Avenue	Fulton Street	11/22/16
BR	NW	Van Sinderen Avenue	Fulton Street	11/22/16
BR	NW	Van Sinderen Avenue	Fulton Street	11/22/16
MN	NW	Second Avenue	86 <sup>th</sup> Street	1/18/17
MN	NW	Fifth Avenue	W. 48th Street	1/25/17
MN	NW	Second Avenue	E. 95th Street	1/27/17
BX	SE	Food Center Drive	Hallack Street	6/23/17



Table 6: New Bus Stop Shelter Fifth Avenue Locations, 6/25/16 – 6/24/17

BORO	CORNER	STREET ON	INTERSECTION OF	INSTALLATION DATE
MN	NW	Fifth Avenue	W. 48 <sup>th</sup> Street	1/25/17

Table 7: Reciprocal Bus Stop Shelter Locations, 6/25/16 – 6/24/17

BORO	CORNER	STREET ON	INTERSECTION OF	INSTALLATION DATE
MN	NE	Broadway	Sherman Avenue	5/13/17



Table 8: Franchise Newsstand Installations, 6/25/16 – 6/24/17

BORO	CB	CORNER	STREET ON	INTERSECTION OF	INSTALLATION DATE
MN	5	SE	W. 34 <sup>th</sup> Street	Sixth Avenue	7/26/16
MN	1	SE	Chambers Street	West Street	9/12/16
MN	4	SE	Sixth Avenue	W. 17 <sup>th</sup> Street	10/6/16
QN	1	NW	Broadway	29 <sup>th</sup> Street	10/20/16
MN	8	SE	W. 96 <sup>th</sup> Street	Third Avenue	11/10/16
QN	8	NE	Homelawn Street	Hillside Avenue	11/14/16
MN	6	NE	Third Avenue	E. 56 <sup>th</sup> Street	11/15/16
MN	10	NW	Fifth Avenue	W. 125 <sup>th</sup> Street	11/16/16
MN	8	NE	York Avenue	E. 68 <sup>th</sup> Street	12/19/16
QN	7	NW	Main Street	Franklin Avenue	2/6/17
QN	3	SE	37 <sup>th</sup> Avenue	76 <sup>th</sup> Street	2/7/17
MN	5	NW	Park Avenue South	E. 19 <sup>th</sup> Street	2/17/17
MN	12	NW	Broadway	W. 165 <sup>th</sup> Street	3/7/17
MN	8	NW	Second Avenue	E. 75 <sup>th</sup> Street	3/17/17
MN	8	NW	E. 70 <sup>th</sup> Street	York Avenue	3/29/17
BK	13	NE	20 <sup>th</sup> Avenue	86 <sup>th</sup> Street	4/11/17
BX	7	NW	Metropolitan Avenue	Wood Avenue	4/18/17
MN	4	SW	West 34 <sup>th</sup> Street	Tenth Avenue	5/30/17
MN	5	SW	West 34 <sup>th</sup> Street	Sixth Avenue	5/30/17
MN	9	NE	Lenox Avenue	W. 135 <sup>th</sup> Street	5/31/17
MN	2	NE	E. 13 <sup>th</sup> Street	Fifth Avenue	6/7/17
MN	8	NW	E. 79 <sup>th</sup> Street	First Avenue	6/15/17