



June 30, 2021

The Honorable Corey Johnson
Speaker
City Council
New York, New York 10007

Re: Coordinated Street Furniture Franchise annual report

Dear Honorable Speaker Johnson:

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, 2021.

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,

Michelle Craven
Assistant Commissioner
Cityscape & Franchises

Enc.

cc: Susan Rogerson Pondish, NYCDOT; Joseph Fuccillo, NYCDOT



Coordinated Street Furniture Franchise Year 15 Update

July 1, 2021



Commissioner Henry B. Gutman





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 26, 2006.
- Contract Year 15 (revenue calendar): June 25, 2020, through June 24, 2021.
- Build Year 15 (construction calendar): September 25, 2020, through September 24, 2021.
- JCD provided a Letter of Credit in lieu of escrow funding for Year 15 on September 14, 2020



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 Cemusa NY, LLC, 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 15

Bus Stop Shelters (as of June 24, 2021)

- 3,335 shelters in active service.
- 3,558 shelters installed with the new design, with no installation activity in Year 15.
- Between June 25, 2020, and June 24, 2021
 - 20 shelters were temporarily removed for construction and will be reinstalled as construction is completed (see Table 1).
 - 1 shelter was permanently removed (see Table 2).
- DOT receives requests for new shelter locations from all stakeholders.
 - 2,575 locations have been suggested by stakeholders and evaluated by DOT since the start of the Franchise, including 61 suggested sites in Year 15.
 - DOT is approaching the Franchise limit of 3,575 shelter installations.





Franchise Structure Status Report: Year 15

Newsstands (as of June 24, 2021)

- 380 newsstands have been installed to date.
- 4 of these newsstands were installed during Year 15 (see Table 4).
- 0 franchise newsstands were permanently removed during Year 15.

Automatic Public Toilets (as of June 24, 2021)

- Five APTs have been installed to date:
 - Madison Square Park, MN
 - Corona Plaza, QN
 - Grand Army Plaza, BR
 - Plaza de las Americas, MN
 - Fordham Plaza, BX
- DOT continues to evaluate site recommendations.

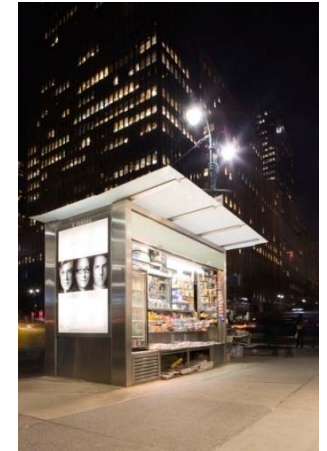


Photo Credit: Matt Greenslade





Franchise Structure Status Report: Year 15

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 and maintain 20 additional bus shelters in lieu of installing the remaining 17 bicycle shelters.
- 1 shelter was temporarily removed for construction and will be reinstalled as construction is completed (see Table 3).





Franchise Financial Status Report: Year 15

Franchise Fee Payments

- Total Franchise Fees paid to the City to date: \$ 649,077,514

- Year 15 Payments

Quarter 1	\$ 14,738,500
Quarter 2	\$ 0
Quarter 3	\$ 9,232,750
Quarter 4	\$ 9,171,495***
Total	\$ 33,142,745***

***The City anticipates receiving its Q4 disbursement from the Escrow Account on July 26, 2021.

- In Year 14, JCDecaux made four payments totaling \$57,295,000 for the year.



Franchise Revenue Status Report: Year 15

JCDecaux Revenue

- JCDecaux Year 15 Gross Sales Revenue:

Quarter 1	\$ 8,216,841
Quarter 2	\$ 14,893,349
Quarter 3	\$ 8,988,631
Quarter 4	\$ 9,349,966
Total	\$ 41,448,7876***

***JCDecaux's revenue total for June 2021 has not been finalized, so the Q4 and Year 15 total revenues are not complete.

- In March 2021, in response to the COVID-19 pandemic and related effects on the Out-Of-Home Advertising Industry, DOT, as administrator of the franchise agreement, allowed JCDecaux to satisfy the Cash Component of the Franchise Agreement for Contract Year 15 by (i) paying to the City the sum of \$33,204,000.00 in cash, and (ii) paying the balance due in the sum of \$25,750,000 to the City in the form of advertising on Coordinated Street Furniture for City campaigns related to COVID and as otherwise directed by the City. These advertisements are in addition to the Public Service Advertising already required by Section 4.4.4 of the Franchise Agreement.



Franchise Revenue Status Report: Year 15

JCDecaux Year 15 In-Kind
Campaign Values (outside NYC):

\$20,785,274***

*** This number does not include the
advertisements referenced on the
previous slide.



Tourism campaign in Madrid



Table 1: Temporary Shelter Removals for Construction, 6/25/20 – 6/24/21

BORO	CORNER	STREET ON	INTERSECTION OF	REMOVAL DATE	COMMENTS
BX	NW	Pelham Pkwy	WHITE PLAINS RD	6/26/2020	CONSTRUCTION
BX	NW	Pelham Pkwy	WHITE PLAINS RD	6/26/2020	CONSTRUCTION
BX	NE	GRAND CONCOURSE	TREMONT AVE	7/21/2020	CONSTRUCTION
BR	NE	E 98 STREET	HEGEMAN AVE	7/22/2020	CONSTRUCTION
MN	NE	10 AVE	21 ST	7/23/2020	CONSTRUCTION
BX	SW	BRONX PARK EAST	UNIONPORT RD	7/27/2020	CONSTRUCTION
SI	NW	HYLAN BLVD	SEAVER AVE	7/28/2020	CONSTRUCTION
BX	SE	MORRISON AVE	WESTCHESTER AVE	8/20/2020	CONSTRUCTION
BX	SW	MORRISON AVE	WESTCHESTER AVE	8/20/2020	CONSTRUCTION
BX	NE	GRAND CONCOURSE	182 STREET	9/15/2020	CONSTRUCTION
BX	NE	GRAND CONCOURSE	180 STREET	9/23/2020	CONSTRUCTION
BX	SE	UNIVERSITY AVE	FEATHERBED LA	12/1/2020	CONSTRUCTION
BX	SE	UNIVERSITY AVE	TREMONT AVE	12/1/2020	CONSTRUCTION
QN	SW	63 RD	98 PLACE	12/2/2020	CONSTRUCTION
QN	SE	63 RD	98 STREET	12/2/2020	CONSTRUCTION
QN	NE	HILLSIDE AVE	188 STREET	12/2/2020	CONSTRUCTION
BR	NW	49 STREET	10 AVE	12/29/2021	CONSTRUCTION
MN	SE	23 STREET	3 AVE	2/10/2021	CONSTRUCTION
BX	NE	UNIVERSITY AVE	W 175 STREET	4/20/2021	CONSTRUCTION
BR	NE	METROPOLITAN AVE	LORIMER STREET	5/17/2021	CONSTRUCTION



Table 2: Permanently Removed Bus Stop Shelters, 6/25/20 – 6/24/21

BORO	CORNER	STREET ON	INTERSECTION OF	REMOVAL DATE	COMMENTS
BX	NW	E 149 STREET	PROSPECT AVE	8/21/2020	Bus Stop Revoked

Table 3: Bicycle Parking Shelter Removals, 6/25/20 – 6/24/21

BORO	CORNER	STREET ON	INTERSECTION OF	REMOVAL DATE	COMMENTS
MN	SE	W. 33 STREET	8 AVE	1/11/2021	CONSTRUCTION

Table 4: Franchise Newsstand Installations, 6/25/20 – 6/24/21

BOR O	CB	CORNER	STREET ON	INTERSECTION OF	INSTALLATION DATE
BX	2	NW	SOUTHERN BLVD.	163 rd STREET	7/14/20
MN	2	NW	EAST 4 th STREET	COOPER SQUARE	8/10/20
MN	8	NE	2 nd AVENUE	East 70 th STREET	10/19/20
MN	6	SE	EAST 25 th STREET	3 rd AVENUE	3/25/21