

FACT SHEET

Request for Proposals: NYC WiFi & Communication Hubs



By the Numbers

- Currently, there are over 7,000 public pay telephone installations across the five boroughs. Approximately 4,000 of these include advertising.
- The new RFP provides for the installation, operation, and maintenance of up to 10,000 public communication points to replace and supplement current payphones.
- A minimum of 4,000 advertising installations are guaranteed; roughly 2,600 are located in Manhattan.
- A targeted phase-in schedule provides for an equitable distribution of the new structures across the five boroughs within four years.

Features & Services

- Free 24/7 WiFi service with an 85-foot minimum radius on all structures with advertising.
- Phone service and the ability to make free calls to 911 and 311.
- Proposals are encouraged to outline a variety of service offerings including, but not limited to:
 - Free limited-duration local calls
 - Text messaging capabilities
 - Cell phone charging stations
 - Touch screens that provide information or facilitate business transactions
 - Independent power sources, such as solar energy
 - Environmental sensors

Size & Appearance

- Smaller or equivalent footprint and height to current payphone structures.
- Reduction in total advertising space per installation from three panels down to two panels. Structures in exclusively residential zones will not display any advertising.
- Design that is compatible with existing street furniture.

Revenue & Additional Public Benefits

- The City of New York is guaranteed a minimum of \$17.5 million per year in compensation; the percentage of gross revenues paid to the City must be greater than 50 percent. The total value of this new franchise is estimated at more than \$200 million.
- Five percent of total advertising space is reserved for public service advertisements at no cost to the City.

- Respondents must outline the local economic impact of their proposal, including creation of jobs in manufacturing, development, administrative and operational support, and ongoing maintenance.

Selection

- Respondents will be evaluated based on functional efficiency, aesthetics, security, durability, and adaptability for various built environments around the City, including historic districts and individual landmarks, and accommodation of people with disabilities.
- In addition to proposals from individual operators, the City encourages companies to form partnerships or joint ventures for the purpose of submitting proposals and the subsequent operation of a franchise.
- Proposers that manufacture and assemble their franchise structures in the United States or in New York City will be granted a preference in scoring.
- Responses to the RFP are due by July 21, 2014, at 5:00 PM.

History

- In 1959, the New York City Council adopted Local Law 78 of 1959, making it illegal to install or maintain a payphone on city sidewalks without a City license.
- Advertising was added to curbside payphone installations in the 1980s.
- In 1999, the City entered into franchise contracts for operation of public payphones with more than 90 companies. Ten of those franchises remain in effect today. The current franchise agreements expire in October 2014.
- While public payphone usage has decreased in recent years, the phones served a critical role during power outages following Hurricane Sandy, as public payphones receive electricity via the phone line and not external power sources.

Learn More

- [Register and Download the RFP](#)
- [Responses to the Future Payphone RFI \(2012\)](#)
- [Reinvent Payphones Design Challenge \(2013\)](#)
- The [NYC OpenData](#) portal includes the following public pay telephone datasets:
 - [Payphone locations](#)
 - [311 Service Requests for payphones](#)
 - [Payphone WiFi use](#)