



RON GALPERIN  
CONTROLLER

October 3, 2018

Honorable Members, Public Works and Gang Reduction Committee

**Re: Coordinated Street Furniture Program (CF 00-1073-S1)**

In consideration of the pending actions related to the City's Street Furniture Program, I believe it is necessary to underscore several points to achieve the best terms possible for the program. As background, the Controller's Office issued an audit of the City's Street Furniture contract with JC Decaux in 2012. The audit made several recommendations such as the need to adjust the Minimum Annual Fee (MAF) and the importance of streamlining the site approval process to allow for more timely approvals and additional revenue. Additionally, I submitted a letter in November of 2017 which included the following recommendations that could provide additional opportunities for the City:

- BSS and CLA, with the assistance of the City Attorney, could be requested to provide periodic reviews/reports to Council to explore opportunities to capture additional revenue, including incorporation of newly evolving technologies with advertisements;
- BSS and CLA, with the assistance of the City Attorney, could be requested to determine how to provide more flexibility to vendors or advertisers that can assist in incorporating new advances in technology. For instance, providing wifi infrastructure on street furniture or adding mobile charging stations could provide additional public benefits, while bringing more attention to advertisements on street furniture;
- As part of the amended agreement, some non-transit related street furniture items that are outdated, underutilized, or problematic such as newsstands and public toilets, could be reconsidered. In place of those items, more relevant and up-to-date options could be considered in strategic locations to maximize revenue and advertisements; and
- BSS, CLA, and the City Attorney, could be requested to ask JC Decaux to explore the use of digital, in addition to static, advertising on street furniture in high-demand areas of

the City.

I was pleased to see that my recommendations were adopted by the Council in January, to strengthen our Street Furniture Program. We have also reviewed the most recent report from the Chief Legislative Analyst (CLA) relative to the negotiated terms in the best and final offer from JC Decaux. I would like to express my continued support for the inclusion of the aforementioned recommendations in the contract or request for proposals, as they are meant to maximize City revenues and provide a more accessible and technologically advanced program for all Angelenos.

Additionally, given the rapid pace at which technology advances, I would like to suggest consideration of a provision that allows the City to implement new technologies during the contract period.

Finally, I would like to thank the members of the Public Works and Gang Reduction Committee for your leadership and continued work on ensuring the City receives the best terms possible for our City's Coordinated Street Furniture Program. I am confident that by making these important changes we can provide the residents of Los Angeles a street furniture program that compliments their environment, provides greater access to the evolved technologies of our time and maximizes the City's revenues.

Respectfully,

A handwritten signature in black ink, appearing to read "Ron Galperin". The signature is fluid and cursive, with a long horizontal stroke at the end.

RON GALPERIN,  
Los Angeles City Controller

Cc: Honorable Mayor Eric Garcetti  
Honorable Council President Herb Wesson