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06-2977

CITY OF LOS ANGELES
CALIFORNIA



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December 20, 2006

Honorable Antonio Villaraigosa, Mayor
City Administrative Officer
Chief Legislative Analyst
Department of Transportation
Board of Transportation Commissioners

RE: A PROPOSED CONTRACT WITH LLIUM ASSOCIATES, INC. FOR THE DEVELOPMENT,
MARKETING AND DISTRIBUTION OF THE LOS ANGELES AND SURROUNDING AREAS
BICYCLE MAP

At the meeting of the Council held DECEMBER 19, 2006, the following action
was taken:

Attached report adopted	_____ X _____
Attached motion (-) adopted.....	_____
Attached resolution adopted.....	_____
FORTHWITH.....	_____ X _____
Mayor concurred	_____
Ordinance adopted.....	_____
Ordinance number.....	_____
Publication date.....	_____
Effective date.....	_____
Mayor approved.....	_____

City Clerk
vdw



61

**TO THE COUNCIL OF THE
CITY OF LOS ANGELES**

Your

TRANSPORTATION COMMITTEE

reports as follows:

	<u>Yes</u>	<u>No</u>
Public Comments	XX	

TRANSPORTATION COMMITTEE REPORT relative to a proposed contract with Ilium Associates, Inc. (Ilium Associates) for the development, marketing and distribution of the Los Angeles and Surrounding Areas Bicycle Map.

Recommendation for Council action:

AUTHORIZE the General Manager of the Department of Transportation (DOT) to negotiate and execute a contract with Ilium Associates to provide services for the development, marketing and distribution of the Los Angeles and Surrounding Communities Bicycle Map for a term of two years, with two one-year options to extend the contract, at a cost not to exceed \$400,000 subject to the approval of the City Attorney as to form.

Fiscal Impact Statement: The City Administrative Officer (CAO) reports that sufficient funding is available for the proposed contract with Ilium Associates for services for the development, marketing and distribution of the Los Angeles and Surrounding Communities Bicycle Map. Funding in the amount of \$400,000 has been provided through the Los Angeles County Metropolitan Transportation Authority's (MTA) 2001 Call for Projects (\$217,000), Proposition C Local Transit Improvement funds (\$43,000) and the Transportation Development Act, Article 4 (\$140,000). This proposed contract is in compliance with the City's Financial Policies.

Summary:

At its regular meeting on December 13, 2006, your Committee considered a December 4, 2006 CAO report relative to a proposed contract with Ilium Associates for the development, marketing and distribution of the Los Angeles and Surrounding Areas Bicycle Map. The proposed contract is for a term of two years, with two one-year options to extend the contract, at a cost not to exceed \$400,000. According to the CAO, one of the main products of the DOT's Bicycle Program, which encourages the use of bicycles for transportation, is the Citywide Bicycle Map. This map is offered to the public and provides routing information and safety tips for bicyclists riding in the City.

The first DOT Bicycle Map was developed in 2000 and subsequently, in 2001, the DOT was awarded \$217,000 through the MTA's 2001 Call for Projects for the development and printing of an updated Bicycle Map. A requirement by the MTA for award of funding is that the City provides 20% in matching funds. These matching funds, in the amount of \$43,000, are available and programmed in the Proposition C Local Transit Improvement Fund. The balance of funds required for the proposed contract with Ilium Associates, totaling approximately \$139,700, has been provided through the Transportation Development Act, Article 3 and is available in the Local Transportation Fund.

In April 2006, the DOT distributed a Request for Proposals (RFP) for an update of the City's Bicycle Map. The DOT distributed a letter regarding the release of the RFP to known bicycle planning

companies and copies of the RFP were mailed to all companies interested in the project. The RFP was also made available on the City's website.

On May 11, 2006, the DOT held a mandatory pre-proposal conference led by representatives from the DOT's Contract Administration Section and Bicycle Program to review the City's contractual compliance requirements, review the scope of work required and answer questions from interested companies. Five firms attended the pre-proposal conference. By June 8, 2006, the DOT has received two responses to the RFP and ultimately, Ilium Associates was selected because of its extensive experience in the production of maps for use by the public.

After further consideration and having provided an opportunity for public comment, the Committee moved to approve the recommendation as contained in the December 4, 2006 CAO report and as detailed in the above Recommendation. This matter is now forwarded to the Council for its consideration.

Respectfully submitted,

TRANSPORTATION COMMITTEE

Greuel
Paul Wong
Samuel Cortez

Report
ADOPTED

DEC 19 2006

LOS ANGELES CITY COUNCIL

FORTHWITH

<u>MEMBER</u>	<u>VOTE</u>
GREUEL:	YES
PARKS:	YES
LABONGE:	YES
WESSON:	ABSENT
ROSENDAHL:	ABSENT

ARL
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12/13/06