



*Los Angeles  
World Airports*

RESOLUTION NO. 26774

WHEREAS, on recommendation of Management, there was presented for approval, Second Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. to revise the language regarding emerging media in the agreement covering advertising, sponsorship, and emerging media opportunities at Los Angeles International Airport; and

LAX

Van Nuys

City of Los Angeles

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Commissioners

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Dr. Cynthia A. Telles

Deborah Flint  
Chief Executive Officer

WHEREAS, the Terminal Media Operator (TMO) Agreement is a seven (7)-year concession agreement with one performance-based three (3)-year option that allows JCDecaux Airport Inc. (JCDecaux) to develop and provide advertising and sponsorship locations throughout Los Angeles International Airport (LAX), maintain and create content for the Tom Bradley International Terminal Integrated Emerging Media System and enhance the Guest Experience through passenger amenities associated with sponsorships. The TMO Agreement will generate over \$180 million dollars over the seven (7)-year term; and

WHEREAS, emerging media opportunities have become increasingly more available to the Los Angeles World Airports (LAWA) Information Technology Management Group (ITMG) since inception of the TMO Agreement. In order for ITMG to avail itself to the ever changing emerging media opportunities, JCDecaux has agreed to remove the right of first refusal from the TMO Agreement. Also, with the Second Amendment, Exhibit U will be replaced with Exhibit U1; and

WHEREAS, the TMO will retain the responsibility of maintaining any emerging media that has been installed at the airport and will continue to have the opportunity to develop additional emerging media. All other elements of the TMO Agreement remain the unchanged; and

WHEREAS, issuance of permits, leases, agreements, gate and space assignments, and renewals, amendments or extensions thereof, or other entitlements granting use of existing airport facilities or its operations is categorically exempt from the requirements of the California Environmental Quality Act pursuant to Article III, Class 1(18)(c) of the Los Angeles City CEQA Guidelines; and

WHEREAS, JCDecaux is required by contract to comply with the provisions of the Service Contractor Worker Retention and/or Living Wage Ordinances; and

WHEREAS, Procurement Services Division reviewed this action (File 6042) and established a goal of 10% Airport Concessions Disadvantaged Business Enterprise (ACDBE) Program participation. JCDecaux proposed 10% ACDBE participation and has achieved 7.2% to date; and

WHEREAS, JCDecaux is required by contract to comply with the provisions of the Affirmative Action Program; and

WHEREAS, JCDecaux has been assigned Business Tax Registration Certificate 0002183121-0001-6; and

WHEREAS, JCDecaux is required by contract to comply with the provisions of the Child Support Obligations Ordinance; and



WHEREAS, JCDecaux has approved insurance documents, in the terms and amounts required, on file with LAWA; and

WHEREAS, pursuant to Charter Section 104 (g), staff determined that airport concession agreements are exempt from the provisions of Charter Section 1022 (Use of Independent Contractor); and

WHEREAS, JCDecaux has submitted the Contractor Responsibility Program Questionnaire and Pledge of Compliance, and will comply with the provisions of said program; and

WHEREAS, JCDecaux has been determined by Public Works, Office of Contract Compliance, to be in compliance with the provisions of the Equal Benefits Ordinance; and

WHEREAS, JCDecaux will be required to comply with the provisions of the First Source Hiring Program for all non-trade LAX jobs; and

WHEREAS, JCDecaux has submitted the Bidder Contributions CEC Form 55, and will comply with its provisions; and

WHEREAS, actions taken on this item by the Board of Airport Commissioners will become final pursuant to the provisions of the Los Angeles City Charter Section 606;

NOW, THEREFORE, BE IT RESOLVED that the Board of Airport Commissioners adopted the Staff Report; determined that this action is categorically exempt from CEQA pursuant to Article III, Class 1 (18)(c) of the Los Angeles City CEQA Guidelines; approved the Second Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. to revise the language regarding emerging media in the agreement covering advertising, sponsorship, and emerging media opportunities at Los Angeles International Airport; and authorized the Second Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport Inc. after approval as to form by the City Attorney and approval by the Los Angeles City Council.

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I hereby certify that this Resolution No. 26774 is true and correct, as adopted by the Board of Airport Commissioners at its Regular Meeting held on Thursday, May 16, 2019.



Grace Miguel – Secretary  
BOARD OF AIRPORT COMMISSIONERS