

CATEGORICAL EXEMPTION and TRADE, TRAVEL, AND TOURISM COMMITTEE REPORT relative to the Second Amendment to the Los Angeles World Airports (LAWA) Terminal Media Operator Concession Agreement with JCDecaux Airport, Inc.

Recommendations for Council action:

1. **ADOPT** the determination by the Board of Airport Commissioners that the proposed action is categorically exempt under the California Environmental Quality Act (CEQA) in accordance with Article III, Class 1(18)(c) of the Los Angeles City CEQA Guidelines.
2. **APPROVE** the Second Amendment to the LAWA 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 (LAX).
3. **CONCUR** with the action taken by the Board of Airport Commissioners on May 16, 2019, by Resolution No. 26774, authorizing the Chief Executive Officer, LAWA, to execute the Second Amendment to Terminal Media Operator Concession Agreement LAA-8796 with JCDecaux Airport, Inc.

Fiscal Impact Statement: The City Administrative Officer (CAO) reports that this action will not impact the General Fund or LAWA's Operating or Capital budgets. Approval of the Second Amendment to this agreement will have no effect on LAWA revenues or expenditures. There may be, however, a future increase in revenue resulting from expanding the emerging media options. This action complies with LAWA's adopted financial policies.

Community Impact Statement: None submitted.

TIME LIMIT FILE – JULY 5, 2019

(LAST DAY FOR COUNCIL ACTION – JULY 3, 2019)

SUMMARY

In a report to the Mayor dated May 29, 2019, the CAO states LAWA requests approval of the proposed Second Amendment to the Department's Terminal Media Operator Concession Agreement with JCDecaux Airport, Inc. The amendment modifies the contract language to eliminate JCDecaux's sole right to select, implement, and maintain emerging media (i.e., digital technology-based communications, often including an interactive element) for LAX in that LAWA's own Information Technology Management Group (ITMG) can better expedite the selection and implementation of such dynamic media, and emerging media. JCDecaux will continue to be responsible for maintaining emerging media that has already been installed at LAX and retain the option to develop other emerging media.

The CAO goes on to report that the amendment allows LAWA's ITMG to select and expedite the implementation of various forms of emerging media, increase revenue by expanding the media options, and improve passenger experience. The proposed change does not preclude

JCDcaux from pursuing emerging media options for LAX on its own.

On May 16, 2019, the Board of Airport Commissioners approved the proposed Second Amendment to the LAWA agreement with JCDcaux. The CAO concurs with this action.

At its meeting held June 18, 2019, the Trade, Travel, and Tourism Committee recommended that Council approve the proposed contract amendment, as recommended by the Board of Airport Commissioners and the CAO.

Respectfully Submitted,

TRADE, TRAVEL, AND TOURISM COMMITTEE



<u>MEMBER</u>	<u>VOTE</u>
BUSCAINO:	YES
BONIN:	YES
KREKORIAN:	ABSENT

jaw

-NOT OFFICIAL UNTIL COUNCIL ACTS-