

In accordance with policies adopted by Council (C.F. 14-1174) related to the CRA/LA Bond Expenditure Agreement and Bond Spending Plan, any proposal to expend CRA/LA Excess Bond Proceeds shall be initiated by Council Motion. Proposals will be reviewed by the CRA/LA Bond Oversight Committee, Economic Development Committee, and any other applicable committee with final recommendations presented to the Council and Mayor for final consideration and approval.

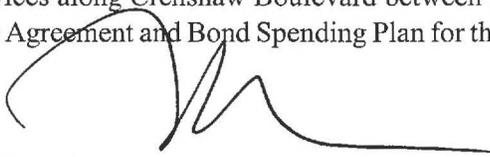
Crenshaw Boulevard is a major commercial corridor along the western end of South Los Angeles. It is home to many small businesses and experiences high volumes of vehicular, pedestrian, and bicycle traffic. With the opening of the Crenshaw/LAX Transit Project, the communities along the Crenshaw corridor are poised for an unprecedented level of economic development. It is important for the City to invest in both the short and long term needs of the corridor to ensure that the boulevard continues to thrive. Council District 8 has introduced two motions focused on conducting an economic analysis of the Crenshaw corridor and implementation of an art component with community gathering space.

In order to further the vision for the Crenshaw corridor, City staff would like hire The Ross Group on a sole source basis to carry out community and business outreach along Crenshaw Boulevard between 52nd and 60th Streets to organize business interests for a street art project in conjunction with a planned streetscape project centered along the Crenshaw/LAX Transit Project. The Ross Group specializes in serving the real estate industry with various consulting services including coordination of every aspect of development management, guiding every project to the proper agency, managing all essential applications, designing and packaging presentation materials for public hearings, tracking and coordinating appeals, and consulting with involved community groups. The Ross Group's depth of knowledge of the South Los Angeles community provides them with a strategic advantage that allows them to effectively carry out their work.

I THEREFORE MOVE that Excess Bond Proceeds available to Council District 8 in an amount not to exceed \$6,000 from the Crenshaw Slauson Redevelopment Project Area be utilized to contract The Ross Group to carry out community and business outreach along Crenshaw Boulevard between 52th and 60th Streets aimed at organizing business interests for a street art project to be implemented in conjunction with a planned streetscape project centered around the Crenshaw/LAX Transit Project.

I FURTHER MOVE that the Council find that the services to be performed by The Ross Group are for the performance of professional, scientific, expert, technical, and/or other special services of a temporary and occasional character for which competitive bidding is not practical or advantageous and that the work can be performed more economically or feasibly by independent contractors than by City employees.

I FURTHER MOVE that the Economic and Workforce Development Department, with the assistance of the City Administrative Officer, Chief Legislative Analyst, Council District 8, and any other applicable City department, provide a report with recommendations to the CRA/LA Bond Oversight Committee to allocate Excess Bond Proceeds in an amount not to exceed \$6,000 for economic development related services along Crenshaw Boulevard between 52nd and 60th Streets along the same corridor as identified in the Bond Expenditure Agreement and Bond Spending Plan for the Crenshaw Slauson Redevelopment Project Area.



PRESENTED BY: _____
Marqueece Harris-Dawson
Councilmember, 8th District

SECONDED BY:  _____

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AUG 19 2016

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