

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

Your

**PUBLIC WORKS COMMITTEE**

**reports as follows:**

PUBLIC WORKS COMMITTEE MAJORITY REPORT relative to the proposed contract with Martin Outdoor Media, LLC for a Citywide bus bench program.

Recommendations for Council action, subject to the approval of the Mayor:

1. APPROVE the proposed contract with Martin Outdoor Media, LLC for a Citywide bus bench program.
2. AMEND the proposed contract with the provision for each Council District to have a minimum of 300 bus benches.
3. AMEND the proposed contract in such a way where the City shall have the right to prioritize the minimum number of benches in each Council District.
4. AMEND the proposed contract with the stipulation where a community organization has sponsored bus benches, that organization shall have veto authority over the contractor's proposal of the installation of additional benches within close proximity to those Community benches.
5. AMEND the proposed contract in such a way where the bus bench installation should place priority on locating benches where ridership is highest.
6. AMEND the proposed contract to include that there shall be no advertising on trash receptacles.

Fiscal Impact Statement: The Board of Public Works reports that there will be no additional impact on the General Fund. In accordance with the Request for Proposal, all costs associated with the installation and maintenance of the benches will be offset by revenues generated from advertising on the benches in the public right-of-way. City administrative and contract enforcement costs may also be offset by program revenues.

Community Impact Statement: None submitted.

SUMMARY

On August 3, 2011, the Public Works Committee considered a report from the Board of Public Works relative to the proposed contract with Martin Outdoor Media, LLC for a Citywide bus bench program. Representatives from the Bureau of Street Services and the Board of Public Works gave a brief background and responded to questions from the members of the Committee.

After further consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the proposed contract with amendments as detailed in the above recommendations. The Committee requested the City Attorney to provide a legal opinion of the

proposed contract and all the amendments as the matter is taken up in Council. This matter is now submitted to Council for its consideration.

Respectfully submitted,  
PUBLIC WORKS COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
HUIZAR:	YES
ALARCÓN:	YES

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**- Not Official Until Council Acts -**