

TRANSPORTATION COMMITTEE REPORT relative to proposed Fourth Amendment to Contract No. C-128772) with Ilium Associates, Inc. (Ilium) for transit marketing, customer outreach, and support services.

Recommendations for Council action:

APPROVE the Fourth Amendment to Contract No. C-128772 with Ilium Associates for marketing and community outreach and posting of public right of way signs in support of the City Transit Program and Los Angeles Municipal Code Section 41.18 through August 31, 2025 with a \$2,319,709 increase in the cost ceiling for a total contract ceiling of \$25,732,789.

Fiscal Impact Statement: The City Administrative Officer (CAO) reports that there is no General Fund impact. Sufficient funds exist within the City Proposition A Local Transit Assistance Fund to support this contract amendment. Funds supporting this contract can be reduced as necessary to accommodate potential future reductions in transit expenditures, if required.

Financial Policies Statement: The CAO reports that the recommendation contained in the June 11, 2024 CAO report complies with City Financial Policies as sufficient appropriated funds exist to support the proposed expenditures.

Community Impact Statement: None submitted.

TIME LIMIT FILE – AUGUST 19, 2024

(LAST DAY FOR COUNCIL ACTION – AUGUST 16, 2024)

Summary:

On July 31, 2024, your Committee considered a June 11, 2024 CAO report relative to proposed Fourth Amendment to Contract No. C-128772) with Ilium for transit marketing, customer outreach, and support services. According to the CAO, the Los Angeles Department of Transportation (LADOT) is requesting approval of a Fourth Amendment, reflecting an eighth year and an increase in maximum compensation of \$2,319,730 to a total maximum compensation of \$25,732,789 for Contract No. C-128772 with Ilium. This will provide the LADOT sufficient time to fully implement replacement contracts.

The Third Amendment was approved in 2023 to provide the LADOT time to complete a new Request for Proposals (RFP). Since then, the LADOT has decided to break the scope of work under the Ilium contact up into four separate scopes, four separate RFPs and four separate contracts. Progress is as follows:

- Transit Marketing and Outreach – Released in August 2023. Award in Progress.
- Transit Technology – Released February 2024
- Customer Service and Cityride Administration - Released March 2024.
- Transit Facilities Maintenance and Management – Projected Release June 2024.

After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the Fourth Amendment to Contract No. C-128772. This matter is now submitted to Council for its consideration.

Respectfully Submitted,
Transportation Committee

COUNCILMEMBER	VOTE
HUTT:	YES
PARK:	YES
HERNANDEZ:	YES
DE LEON:	YES
RAMAN:	ABSENT

ARL
7/31/24

-NOT OFFICIAL UNTIL COUNCIL ACTS-