

CITY OF LOS ANGELES
INTER-DEPARTMENTAL MEMORANDUM

Date: July 30, 2014

To: Honorable City Council
c/o City Clerk, Room 395, City Hall
Attention: Honorable Paul Krekorian, Chair, Ad Hoc Committee on Film
and TV Production

From: Jon Kirk Mukri, General Manager
Department of Transportation 

Subject: **TEMPORARY SIGN POSTINGS RELATED TO FILMING ACTIVITIES
(CF 14-0471)**

SUMMARY

This report addresses departmental needs for more accurate and timely posting and removal of temporary signs for location film shoots throughout the City.

BACKGROUND

The Los Angeles Municipal Code, Section 80.08.7, authorizes the Los Angeles Department of Transportation (LADOT) to charge and collect the total costs for work, services and material to install, maintain, relocate, and/or remove parking and/or traffic control devices when said work is on a temporary basis. The department must estimate the amount of the deposit in conformity with a schedule adopted by the General Manager on a semi-annual (or less frequent) basis, which sets forth and applies current salary schedules and verifiable time and material costs. The applicant requesting services must deposit the sum estimated by the department to be sufficient to reimburse all costs associated with the work.

Temporary Sign Operations

LADOT posts and removes more than 558,000 temporary parking restriction signs each year. Approximately 52% of all sign postings are for filming projects as requested through FilmLA, Inc. The remaining sign postings are for various activities, including special events, demonstration marches, construction projects, utility work, residential moving services, and miscellaneous requests.

In August 2010, the department implemented a new automated system to enhance operational efficiencies called TEAMS – Traffic Event And Management System. It is a web-based application designed to better coordinate all temporary sign postings. The system includes advanced mapping, scheduling, deployment, and tracking features. It

also includes efficient accounting and billing capabilities. FilmLA has utilized this system since its inception to request and monitor temporary sign postings.

The coordination of temporary signs is the responsibility of a section within LADOT's Paint and Sign Operations. The current staffing level consists of 1 Traffic Marking and Sign Superintendent II, 1 Traffic Paint and Sign Poster II (acting), 8 Maintenance Laborers, 1 Senior Clerk Typist, and 2 Clerk Typists. The employees are assigned to an early morning shift Monday through Friday, but also work overtime as needed to meet workload demands.

Potential Service Enhancements

In response to this Council directive, LADOT has carefully assessed its ability to provide enhanced service and response times for sign postings. In order to improve service delivery, measurable gains can be achieved by adding one crew to work an afternoon shift and weekends. The additional crew would extend coverage to 7 days a week. The staffing required for this additional crew includes 1 Traffic Marking and Sign Superintendent I and 3 Maintenance Laborers. The estimated annual staff labor cost is \$475,000 (includes overhead).

Additionally, the department believes that one-time financial investments in advanced sign printing equipment and upgrades to TEAMS can increase efficiencies. The new printing equipment will enable the department to expand sign production and imprint a unique yet discreet marker on signs produced for filming locations. This will greatly improve processing turnaround times. It will also help to distinguish filming signs in areas where they are co-located with signs for non-filming activities. In regards to TEAMS, the department would like to add software enhancements and equip service vehicles with mobile computer tablets to create greater monitoring and transparency in field performance. The new equipment and TEAMS upgrades are estimated at \$160,000.

Filming Revenues

After implementing TEAMS in August 2010, filming reimbursements have increased significantly and continue to rise each year. However, the department does not retain any monies collected from reimbursements. All reimbursements are recorded and transferred to the City's General Fund. A portion of these reimbursements could be reinvested in the department to support the costs for the above-mentioned service enhancements.

Annual reimbursements from filming permits over the last 7 fiscal years are as follows:

2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
\$697,583	\$688,562	\$805,348	\$1,546,696	\$1,638,921	\$1,666,920	\$1,828,494
---	-1% ↓	17% ↑	92% ↑	60% ↑	17% ↑	10% ↑

127%
cumulative increase

Fee Schedule

The fees charged for temporary signs are summarized below. These fees were last increased on August 1, 2010.

	Material Cost <small>(Sign/Hood, labels and fasteners)</small>	Labor Cost <small>(Salary with overhead)</small>	Total Rate <small>(Material + Labor)</small>
Temporary Sign Installation <small>(Sign fabrication, assembly and posting)</small>	\$ 1.10	\$11.09	\$12.19
Temporary Sign Removal <small>(Sign takedown and disassembly)</small>	\$ 0.00	\$ 4.89	\$ 4.89
Temporary Sign Replacement <small>(Sign fabrication, assembly and posting)</small>	\$ 1.10	\$11.09	\$12.19

The above rates were developed based on Fiscal Year 2010-11 salaries with direct and indirect costs. It is important to note that any cost estimates provided to a customer for temporary signs include both the installation and removal rates. For example, the cost for one temporary sign is \$17.08 (\$12.19 to install + \$4.89 to remove).

The following are itemized costs:

Sign Install or Replacement

Sign Materials - (\$1.10)

2 minutes for labeling - 1 Sr. Traffic Paint & Sign Supervisor (\$3.25)

3 minutes for assembly - 1 Maintenance Laborer (\$2.95)

5 minutes for posting - 1 Maintenance Laborer (\$4.89)

Total \$12.19

Sign Removal

5 minutes for takedown - 1 Maintenance Laborer (\$4.89)

Total \$4.89

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c: Miguel A. Santana, City Administrative Officer