

MOTION

TRADE, TRAVEL AND TOURISM

The City of Los Angeles must implement creative and innovative solutions to issues related to wayfinding, promoting small businesses, highlighting community organizations, providing wifi access on public rights of way and other quality of life issues. Tourists and pedestrians in Los Angeles need improved mechanisms to receive information on where to go, what to do and to have reliable access to information that will guide them to local businesses that are in desperate need of assistance coming out of the pandemic.

The City of Los Angeles has contracted with the Los Angeles Tourism and Convention Board (LATCB) to promote and sell Los Angeles as a destination for conventions, meetings and leisure travel since 1976. The City Council gave LATCB direction to enhance the visitor experience through an integrated network of visitor centers, digital channels, interactive digital wayfinding and visitor service kiosks, visitor information publications (digital or print) and in-market servicing of group clients providing convenient and relevant destination information and resources.

In November 2019, City Council instructed CTD to work with the Bureau of Street Services on expanding public information associated with conventions and tourism (CF 00-1073-S1). CTD and LATCB have been working on identifying opportunities that can fulfill these recommendations and bring an innovative program for approval.

In 2020, the City of Los Angeles adopted the Tourism Master Plan, which is a destination management plan that analyzes our city's tourism assets and looks at what infrastructure is required in order to handle the large increase in visitation expected in the upcoming years. As one of the fastest growing industries, tourism has been a stabilizing force for the City's economy and is an integral part of the foundation of our City. Section 6.3 of the Tourism Master Plan specifically calls for "a universal, integrated, real-time, digital system of wayfinding to be implemented throughout the Greater Los Angeles metro area."

On March 9<sup>th</sup>, 2022, the Mayor 2020, the mayor issued Executive Directive #33, creating the City of Los Angeles Tourism Cabinet, with the aim of supporting the Tourism Master Plan.

The Board of City Tourism Department Commissioners, at their September 21<sup>st</sup> meeting, unanimously approved and recommended to the City Tourism Department Executive Director that CTD staff proceed with exploring the proposed piggyback agreement with IKE Smart City, LLC and the City of Houston, Texas for the installation and maintenance of interactive kiosks in the City of Los Angeles.

Section 371 (e) (8) of the City Charter and 10.15 (a) (8) of the Los Angeles Administrative Code allows Los Angeles City Departments to "piggyback" on agreements or contracts established by other government entities or cooperative purchasing agencies. The piggybacking process is well-established government contracting tool and has been used by the City in the past. The City of Houston underwent a thorough and competitive RFP process and chose IKE Smart City as their winning BID. The City of Houston is a comparable government entity to the City of Los Angeles.

I THEREFORE MOVE that the City Attorney, with the assistance of the City Tourism Department, Bureau of Street Services and all other relevant departments, prepare and present an agreement within 30 days with IKE Smart City, LLC, utilizing the competitive RFP process conducted by the City of Houston, Texas, for the installation and maintenance of interactive kiosks in the City of Los Angeles.

PRESENTED BY:   
JOE BUSCAINO  
Councilmember, 15th District



SECONDED BY: 

ORIGINAL

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