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MOTION

As the City faces significant fiscal challenges, with shortfalls that are projected to continue through 2028, it is crucial to explore any and all solutions that can alleviate some of the budgetary pressures, including reassessing existing revenue generating programs.

Since 2006, the Department of Transportation (LADOT) has contracted for transit vehicle advertising services to provide additional revenue for the Department's operations. In March 2017, Council approved a five-year contract, and in April 2022, an amendment was approved to extend the term. In December 2023, LADOT released a new Request for Proposals (RFP) to procure advertising services; the deadline to receive responses was February 2024. In August 2024, the current contract was extended for a period not to exceed March 2025 (CF 11-2007-S1).

Given that Los Angeles is the second largest media market in the nation, the City should review its existing transit vehicle advertising services to ensure that all opportunities to generate and increase revenue are considered, as well as explore new and innovative advertising options.

I THEREFORE MOVE that the City Council instruct the Department of Transportation to report on the current transit vehicle advertising contract, including:

- The status of the current contract and the Request for Proposals that was issued in 2023;
- The current number of transit vehicles with advertising, the types of advertising on these vehicles (interior/exterior), and the amount of revenue generated over the past the last five years;
- A comparison of the Los Angeles County Metropolitan Transportation Authority's bus advertising program and potential partnership opportunities; and
- An evaluation of transit vehicle advertising programs in other comparable jurisdictions that could be applied to the City.

PRESENTED BY: Heather Hutt
 HEATHER HUTT
 Councilmember, 10th District

SECONDED BY: [Signature]

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