

****CF-20-1536**

DEPARTMENT OF PUBLIC WORKS

**BUREAU OF STREET SERVICES
REPORT NO.1**

Date: May 11, 2022
CDs All

ADOPTED BY THE BOARD
PUBLIC WORKS OF THE CITY
of Los Angeles, California
AND REFERRED TO THE MAYOR
MAY 11 2022

AND REFERRED TO THE CITY COUNCIL

Executive Officer
Board of Public Works

CONSIDERATION OF INITIAL STUDY/MITIGATED NEGATIVE DECLARATION (IS/MND) AND APPROVAL OF CONTRACT WITH TRANZITO-VECTOR, LLC FOR THE SIDEWALK AND TRANSIT AMENITIES PROGRAM (STAP) AND ADVERTISING CONTENT POLICY AND RECOMMENDATIONS TO THE LOS ANGELES CITY COUNCIL FOR CALIFORNIA ENVIRONMENTAL QUALITY ACT COMPLIANCE AND PROJECT APPROVAL

RECOMMENDATIONS:

In accordance with the California Environmental Quality Act (CEQA), REVIEW and CONSIDER the Final Sidewalk and Transit Amenities Program (STAP) Initial Study/Mitigated Negative Declaration (IS/MND) and related documents for the STAP, ADOPT as Department of Public Works Advertising Content Policy (Transmittal 1), APPROVE the proposed Contract with Tranzito-Vector, LLC for the STAP (Transmittal 11), subject to the approval of the Mayor and the City Council, and ADOPT and FORWARD this report and transmittals to the City Council with the recommendations that the City Council:

1. ADOPT the attached FINDINGS, including under CEQA (Transmittal 2).
2. ADOPT the IS/MND (Transmittal 3).
3. ADOPT the Mitigation Monitoring Program prepared for the IS/MND (Transmittal 4).
4. APPROVE the STAP as described in the IS/MND, including the STAP contract as provided below and the proposed ordinance amending Sections 67.01(a) and 67.02(b) of the Los Angeles Municipal Code (LAMC), as provided below.
5. ADOPT the ordinance transmitted to the City Council by the City Attorney on November 16, 2021 (Council File 20-1536) to amend Sections 67.01(a) and 67.02(b) of the LAMC to clarify the definition of outdoor advertising structure, and to exempt certain approved structures from the prohibition of outdoor advertising structures in the public right-of-way (Transmittal 5).
6. APPROVE the Award of the proposed Contract for the STAP to Tranzito-Vector, LLC pursuant to Los Angeles Administrative Code Section 10.5 (Transmittal 11)
7. AUTHORIZE the President or two members of the Board of Public Works to execute the proposed Contract with Tranzito-Vector, LLC upon approval by the Los Angeles City Council and Mayor's Office.

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8. AUTHORIZE the following positions in the Bureaus of Street Services and Street Lighting for the administration and implementation of STAP for the period July 1, 2022, through June 30, 2023:

No.	Code	Title/Classification	Annual Average Salary	Estimated Salary FY 2022-23
1	1358-0	Administrative Clerk	\$ 49,903	\$ 24,952
1	7237-0	Civil Engineer	\$ 142,531	\$ 71,266
2	7246-3	Civil Engineering Associate III	\$ 240,270	\$ 120,135
1	7232-0	Civil Engineering Drafting Tech*	\$ 68,946	\$ 34,473
1	3685-0	Electrician Supervisor	\$ 113,399	\$ 56,700
2	7228-0	Field Engineering Aide	\$ 184,896	\$ 92,448
1	7213-0	Geographic Information Systems Specialist	\$ 104,735	\$ 52,368
1	7929-1	Landscape Architect	\$ 138,580	\$ 69,290
2	7933-3	Landscape Arch. Associate III	\$ 205,210	\$ 102,605
2	4283-0	Street Services Investigator	\$ 199,828	\$ 99,914
1	4152-2	Street Services Supervisor II	\$ 112,732	\$ 56,366
2	7527-3	Street Lighting Eng. Associate II*	\$ 200,760	\$ 100,380
1	1455-1	Systems Programmer I	\$ 108,346	\$ 54,173
18	All Positions Total		\$ 1,870,136	\$ 935,068
3	BSL Positions Total ONLY*		\$ 269,706	\$ 134,853
15	BSS Positions Total		\$ 1,600,430	\$ 800,215

9. AUTHORIZE the creation of two (2) new position classifications entitled Principal Landscape Architect and Senior Landscape Architect to provide Landscape Architectural professionals within the City of Los Angeles promotional opportunities equal to other licensed/registered engineering and architectural professionals, and provide for the consistent, equal alignment of position classifications and salaries for all engineering and architectural professionals within the City.

10. AUTHORIZE the upgrade of one existing Contract Administrator (9168) position authority and one existing Landscape Architect II (7929-2) position authority within the Bureau of Street Services dedicated to the management of STAP to position classifications entitled Principal Landscape Architect and Senior Landscape Architect respectively upon creation of those new position classifications.

11. AUTHORIZE the transfer of \$1,057,362 from the Reserve Fund to the Unappropriated Balance, and APPROPRIATE therefrom to the following accounts within Fund No. 100 (Dept 62) and (Dept 84) as noted in the table below; such funds are to be reimbursed to the Reserved Fund from the Minimum Annual Guarantee Payment from Tranzito-Vector, LLC:

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Account	Name	Amount
Dept 62 1010	Salaries General	\$ 800,215
Dept 62 1010*	Salary Differentials for New Position Classifications	\$ 41,844
Dept 62 2120	Printing and Binding	\$ 4,500
Dept 62 3310	Transportation	\$ 6,000
Dept 62 4430	Uniforms	\$ 13,950
Dept 62 6010	Office and Admin	\$ 36,000
Dept 84 1010	Salaries General	\$ 134,853
Dept 84 1090	Salaries Overtime	\$ 20,000
	TOTAL	\$ 1,057,362
1010*	<i>Total Sum of Salary Differentials between Contract Administrator and Principal Civil Engineer and between Landscape Architect II and Senior Civil Engineer</i>	

TRANSMITTALS:

1. Proposed Advertising Content Policy to ensure the content of advertising placed on City administered Public Rights of Way, City owned structures, facilities, and rolling stock to aligns with City and community standards.
2. Findings, including under CEQA, dated February 2022.
3. Final Initial Study/Mitigated Negative Declaration, Sidewalk and Transit Amenities Program, dated February 2022.
<https://drive.google.com/file/d/17M5wJI1S3TCehggSrO7Wyg-y6UVi99L3/view>
4. Mitigation Monitoring Program, dated February 2022.
5. Rule 38 Letter, proposed ordinance to amend LAMC 67.01(a) and 67.02(b) regarding outdoor advertising structures (Council File No. 20-1536).
6. Public Works and Gang Reduction Committee Report adopted by the City Council on November 26, 2019 – Council File 00-1073 S1.
7. Bureau of Street Services Report No.1 adopted by your Board on November 24, 2020, authorizing the Bureau of Street Services (StreetsLA) to (a) issue and advertise a Request for Proposals (RFP) for a new STAP that will succeed the current Coordinated Street Furniture Program, (b) evaluate the respondents and proposals received as a result of the advertised RFP.
8. STAP Technical Proposal Scoring Instructions, scoring system, and Key RFP References upon which scores are based.

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9. Bureau of Street Services Report No. 1 adopted by the Board of Public Works on May 5, 2021, authorizing the Bureau of Street Services to negotiate a new contract for the STAP.
10. Bureau of Contract Administration memo of May 25, 2021, indicating the compliance of all four (4) respondents to the STAP RFP with the City's Business Inclusion Program Outreach requirements
11. Proposed Contract between the City of Los Angeles and Tranzito-Vector, LLC, for the STAP.

DISCUSSION – STAP CEQA IS/MND:

Project Description

The City is proposing the replacement of the current Coordinated Street Furniture Program (CSFP) with the Sidewalk and Transit Amenities Program (STAP). The STAP would be implemented by StreetsLA and would install and upgrade transit shelters and associated amenities to provide shelter, shade, safety, and comfort to the City's transit riders, active and shared-ride transportation users, and pedestrians. The program would enhance the transit rider experience and coordinate the shared use of the sidewalk; improve access and mobility; improve transit information and public service delivery; be a self-sustaining program through reinvestment of advertising revenues; and create a dynamic program that incorporates flexibility and collaboration with other City goals and programs. These goals would be achieved through efficient delivery of enhanced program elements and active management by the City. Construction of the transit shelters under STAP would occur over a 3-year time span, from 2023-2025 under the most aggressive schedule, but may occur over a longer period of time, upwards of 6 years (2023 to 2028). The City plans to contract with a commercial partner to provide operations and maintenance of the transit shelters for 10 years with two potential 5-year extensions, in accordance with the agreements with the City. In addition, the City is proposing changes to the LAMC Sections 67.01 and 67.02, which would modify the type of advertising structures allowed in the public right-of-way, in order to effectuate portions of the STAP and which would potentially authorize the consideration of other activities in the future.

Public Participation and Public Review

The proposed draft IS/MND was circulated for public review and comment from October 14, 2021, to November 12, 2021. A Notice of Intent/Notice of Availability (NOI/NOA) was published in the *Los Angeles Times* on October 14, 2021. The NOI/NOA was filed with the Los Angeles County Clerk and was mailed to interested parties and community groups. In response to the COVID-19 pandemic and applicable guidelines, the draft IS/MND was

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available for review upon request at the BOE Environmental Management Group's office; and online at the BOE's website.

The Draft IS/MND concluded that environmental impacts from the STAP, including the STAP contract and the LAMC changes, were less than significant, with the incorporation of mitigation measures related to construction noise and cumulative construction noise impacts.

The correspondences commenting on the IS/MND that were received during the public review period, along with the City's responses to those comments, can be found in the "RESPONSE TO COMMENTS ON THE DRAFT IS/MND" section of the Final IS/MND (Transmittal No. 3). None of the comments received necessitated changes in the STAP or the conclusions, findings, and mitigation measures of the IS/MND.

DISCUSSION – STAP CONTRACT WITH TRANZITO-VECTOR, LLC

RFI/RFP, Proposer Evaluation & Selection, and Contract Negotiation Processes

On November 26, 2019, the Los Angeles City Council adopted a report from its Public Works and Gang Reduction Committee that authorized StreetsLA to proceed with a Request for Proposals (RFP) to secure a successor program to the Coordinated Street Furniture Program (CSFP) through the Board of Public Works (Transmittal No. 6). The same adopted report directed StreetsLA to utilize a Request for Information (RFI) process to inform the RFP, explore various program options including but not limited to a turn-key program or a program that shared in either a portion up to 100% of capital expenditures (CAPEX) to maximize revenues to the City, ensure the program is able to provide an adequate number of transit shelters to ensure 75% of all bus riders have access to a transit shelter within each Council District with a priority given the Council Districts with the highest needs, eliminate advertising exclusivity within Public rights-of-way, and provide expanded advertising opportunities.

On November 24, 2020, the Board of Public works authorized StreetsLA to release and advertise its RFP for a new Sidewalk and Transit Amenities Program (STAP – Transmittal No. 7), and on February 19, 2021, StreetsLA received four (4) proposals in response to its RFP for STAP. The four respondents to the STAP RFP were (in alphabetical order): InSite Street Media, LLC (InSite), Intersection, OUTFRONT JC Decaux (OFMJCD), and BikeHub dba Tranzito (Tranzito). To assist StreetsLA's evaluation of the proposals, a STAP Proposal Evaluation Committee (Evaluation Committee) with expertise from multiple City agencies and Metro was formed. In addition to StreetsLA and Metro, the following City agencies participated in the Evaluation Committee: Mayor's Office, Chief Legislative Analyst (CLA), City Administrative Officer (CAO), Department of City Planning (DCP), Department of Transportation (LADOT), Information Technology Agency (ITA), Bureau of Engineering (BOE), Bureau of Street Lighting (BSL), and for the review of Business

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Inclusion Program requirements, the Bureau of Contract Administration (BCA).

The Evaluation Committee's initial meeting took place on March 3, 2021; additional Evaluation Committee meetings were conducted weekly including a subcommittee to review RFP Price Proposals and a subcommittee to review proposed furniture designs. Presentations were made by each of the proposers including a question-and-answer period on March 15 & 18, 2021, to further the Evaluation Committee's understanding of each proposal. The technical portions of all four proposals were scored by the Evaluation Committee based upon how the proposals responded to the requirements of the RFP (Transmittal No. 8); price proposals were reviewed and scored separately by a subcommittee that consisted of StreetsLA, CLA, CAO, and Mayor's office. Technical Proposal scores were combined with Price Proposal scores to develop an initial ranking between the four proposals with the top two proposing teams, OFMJCD and Tranzito being short-listed to proceed with a Demonstration of Technologies effort and submittal of best and final offers.

On May 5, 2021, the Board of Public Works Authorized StreetsLA to negotiate a new Contract for STAP with the top two ranked proposers (Transmittal No. 9). To further determine the most suitable proposer to initiate contract negotiations with, both OFMJCD and Tranzito were required to participate in a Demonstration of Technologies to showcase their proposed furniture designs (if possible) and the technological features that might be furnished by each proposer. Because of the time required to develop and fabricate the furniture prototypes, the Demonstration of Technologies event took place during the latter half of July (July 19-30) 2021, instead of the latter half of June as previously expected. Demonstration of Technologies displays were set up for two days and evenings at the following six locations: North Hollywood B Line Station, City Hall, West Valley Municipal Building, West Los Angeles Municipal Building, Council District 8 Constituent Service Center, San Pedro Municipal Building. StreetsLA received more than 300 responses to surveys as a result of the Demonstration of Technologies event, which was a finale of sorts for StreetsLA's community engagement process; prior to that, StreetsLA conducted more than 50 community outreach events in an effort to inform constituents about STAP and obtain input as the RFP process was underway.

On July 1, 2021, concurrent with the Demonstration of Technologies effort, StreetsLA requested both OFMJCD and Tranzito to prepare and submit Best and Final Offers (BAFOs) to further assist the City determine the top proposing team to initiate contract negotiations with. BAFOs were due on August 6, 2021, and both proposing teams responded to additional clarifying questions from the City as a part of their BAFO submittals. Technical aspects of the BAFOs from both proposers were very similar in responding to STAP's needs; Tranzito's superior Price Proposal made their overall proposal the most responsive to STAP's RFP, resulting in the Evaluation Committee's selection of Tranzito as the highest ranked proposer overall on August 18, 2021.

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StreetsLA initiated its negotiations with Tranzito for a new STAP contract on August 23, 2021, and the parties determined it best to minimally meet twice weekly to accelerate the negotiation process. StreetsLA retained the ability to negotiate a contract with OFMJCD if negotiations with Tranzito were unsuccessful. Tranzito and StreetsLA were able to successfully negotiate a mutually acceptable contract in large-part due to the negotiated contract's alignment with the STAP RFP issued in November 2020. As a result of the successful contract negotiation process, StreetsLA will no longer need to retain OFMJCD and its proposal as a back-up contingency to move forward with STAP. As contract negotiations took place, Tranzito formalized its business partnership with Vector Media, who was initially introduced as a subcontractor to Tranzito, to form Tranzito-Vector, LLC. Highlights of the negotiated contract with Tranzito-Vector, LLC, include:

- 3,000 new transit shelters with real-time transit information (less than 700 with digital panels)
- 400-500 refreshed shelters (used on interim basis to expedite provision of shade)
- 450 shade structures (without advertising panels)
- Emergency call features & Content Management System
- Public WiFi & phone charging stations,
- Scooter docks & E-lockers
- Kiosks & Urban Panels
- Solar energy options & Cooling device options,
- Hydration stations & hand sanitation stations
- Alternatives to work with 3rd Party (Metro/City agencies) for special projects
- City participation in CAPEX costs
- City to receive 60.5% share of Program revenues with \$90 million guaranteed
- 10-year contract term; options for two additional 5-year terms based on performance

The negotiated contract is hereby forwarded under cover of this report for acceptance by the Board of Public Works and City Council, and execution by the President of the Board of Public Works or two Commissioners (Transmittal No. 11).

In addition to the accepting and executing the negotiated STAP contract with Tranzito-Vector, LLC, StreetsLA is requesting the Board of Public Works to adopt the attached Advertising Content Policy (Transmittal No. 1) as a Department of Public Works Policy. Previous and current transit furniture programs rely upon the contractor's respective advertising policies to regulate the types of advertising allowed on program furniture. While somewhat similar, both existing contractors' advertising policies also contain substantial differences which creates inconsistencies and increases the difficulties of the City to regulate, enforce, and defend the types of acceptable advertising and advertising content displayed within Public Rights-of-Way, Public Works Facilities, and Public Works rolling

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stock. By adopting the attached Advertising Content Policy, the Board of Public Works will establish consistent policies that STAP and all other future advertising based programs operating within Public Rights of Way, Public Works Facilities, and Public Works rolling stock will be required to adhere to, with the most important provision being the adherence to community standards.

Company Headquarters Address and Workforce Information

While Tranzito is currently headquartered in Alameda, California, and Vector Media is presently headquartered in New York City, New York, Vector currently has a local office in Santa Monica, and plans to open a new office within Los Angeles, that will become its regional headquarters once the new STAP contract is executed and becomes effective. In addition to establishing its regional headquarters here in Los Angeles, several of Tranzito-Vector's subcontractors are also local to Los Angeles including AP Construction, which is also a registered MBE, and Shelter Clean who is located in Sun Valley.

Tranzito-Vector plans to initially hire 20 new positions specifically to facilitate the new STAP contract. Ten (10) of those positions will be for sales and another 10 positions will be for program operations; these positions are in addition to those persons currently employed by Vector Media at its Santa Monica location. All new positions will be recruited and hired directly from the local, Los Angeles area to fulfill these immediate staffing needs.

Related to both the creation of a Los Angeles headquarters and the City's Service Contractor Worker Retention Ordinance, Tranzito-Vector has been contacted by employees of OUTFRONT JC Decaux regarding continuing their employment as a part of STAP. Tranzito-Vector plans to interview these existing employees and will likely hire them as a part of its local recruitment and hiring efforts, based upon the existing employees' experience with the current Program.

Compliance with City Contracting Policies and Programs

Tranzito-Vector has successfully completed and/or acknowledged all of the City required Contract Standard Provisions, forms, and policies through their documentation and commitments submitted with its RFP submittal including but not limited to:

- Local Business Preference Program
- Non-Discrimination in Employment Provisions
- Business Inclusion Program (MBE/WBE/SBE/EBE/DVBE/OBE utilization)
- Child Support Assignment Orders
- Living Wage Ordinance
- Service Contractor Worker Retention Ordinance
- Contractor Responsibility Ordinance
- Slavery Disclosure Ordinance
- First Source Hiring Ordinance

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- Iran Contracting Act
- Disclosure of Border Wall Contracting Ordinance
- Disclosure of Contracts and Sponsorship of the National Rifle Association Ordinance.

All City Contract Standard Provisions have been incorporated into the attached negotiated contract and compliance of said provisions is a requirement of the negotiated contract. The Business Inclusion Program goals have been set at the following levels through the RFP document: 18% MBE, 4% WBE, 25% SBE, 8% EBE, and 3% DVBE. The Bureau of Contract Administration – Office of Contract Compliance found that Tranzito (-Vector, LLC) passed their Business Inclusion Program Outreach requirements. Additional, specific details of Tranzito-Vector LLC's Business Inclusion Plan commitments (and similar commitments made by other RFP respondents) are provided in the Bureau of Contract Administration-Office of Contract Compliance's correspondence of May 25, 2021 (Transmittal No. 10)

CONTRACTOR PERFORMANCE EVALUATION

Tranzito-Vector, LLC, is subject to compliance with the requirements specified in the City's Contractor Performance Evaluation Ordinance No, 173018 [Division 10, Chapter 1, Article 13 of the Los Angeles Administrative Code] and the Rules for the Evaluation of Service Contractors, which require departments to prepare performance evaluations upon completion of all service contracts over \$25,000, and at least 3-months in duration. The appropriate City personnel responsible for the quality control of these personal services contracts shall submit Contractor Performance Evaluation Reports to the Department of Public Works, Bureau of Contract Administration (BCA) upon completion of the contracts.

CONTRACT ADMINISTRATION

The responsibility for the administration and implementation of this contract will be the Bureau of Street Services, Transit Furniture Programs Section. To ensure STAP is implemented in a timely manner necessary to successfully meet its service and revenue goals, it is imperative that the Bureau of Street Services and sister Bureaus within the Department of Public Works be authorized to hire additional staff positions as soon as possible.

The (18) new positions detailed below are needed primarily to ensure the STAP will be able to install 600 new transit shelters annually for a five-year period starting in January 2023, plus perform all of the related management and oversight of daily program operations, contract management, and monitoring of contractor performance. To put things into perspective, installing 600 transit shelters a year means STAP will need to install 12 to 13 transit shelters a week or 2 transit shelters daily. This does not include the installation of the additional 300 to 400 shade structures contemplated by the STAP contract, nor any of the other stand alone structures such as interactive information kiosks. Each location will

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require site plan preparation, review, and approval, demolition, placement of foundations and electrical conduits, replacement of new sidewalks, electrical connections, review and acceptance of as-builts, and archival of all site records for future monitoring and tracking of operational performance. These activities will need to occur on top of ensuring the City's existing 1870 transit shelters and litter receptacles are serviced and fully operational, the refurbishment and relocation of some 500 existing transit shelters, and the program management necessary to ensure the City's 6,000 bus benches, 2,000+ litter receptacles and 14 public toilets continues without any disruption or diminishment of services. STAP Program management includes the need to implement, monitor, and work with STAP's proposed Content Management System and integrate all STAP elements and their maintenance operations smoothly into StreetsLA's new Geographic Information System (GIS) based asset management system and related programming. This additional work in particular, requires the expertise of systems programmers and GIS specialists throughout the contract term, hence the request for positions capable of fulfilling those program needs.

The successful implementation of STAP and of its operational goals in parallel with continuing other program services can only be achieved through a dedicated team of technical and engineering City professionals directly reporting to a single Program manager, performing the tasks and responsibilities of the City through expedited design-build methodologies. The traditional approach of preparing, reviewing, obtaining permits, performing construction, site inspections, archiving site records through multiple agencies does not lend itself to the flexibility and expediency required to implement STAP with the due caution and diligence necessary to ensure work is performed safely to the highest standards. In order to initiate the hiring process necessary to assemble and retain all necessary City positions for STAP prior to January 2023, StreetsLA requires the City Council's authorization of the listed positions concurrent with the approval of the STAP contract itself.

Based upon these needs, the Bureau of Street Services with the support and concurrence of the Board of Public Works, respectfully requests the City Council to authorize the following positions in the Bureaus of Street Services and Street Lighting for the administration and implementation of the Sidewalk and Transit Amenities Program for the period following the adoption of this report to June 30, 2023:

No	Code	Title/Classification	Annual Average Salary	Estimated Salary FY 2022-23
1	1358-0	Administrative Clerk	\$ 49,903	\$ 24,952
1	7237-0	Civil Engineer	\$ 142,531	\$ 71,266
2	7246-3	Civil Engineering Associate III	\$ 240,270	\$ 120,135
1	7232-0	Civil Engineering Drafting Tech*	\$ 68,946	\$ 34,473
1	3685-0	Electrician Supervisor	\$ 113,399	\$ 56,700
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1	7213-0	Geographic Information Systems Specialist	\$ 104,735	\$ 52,368
1	7929-1	Landscape Architect	\$ 138,580	\$ 69,290
2	7933-3	Landscape Arch. Associate III	\$ 205,210	\$ 102,605
2	4283-0	Street Services Investigator	\$ 199,828	\$ 99,914
1	4152-2	Street Services Supervisor II	\$ 112,732	\$ 56,366
2	7527-3	Street Lighting Eng. Associate II*	\$ 200,760	\$ 100,380
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3	<i>BSL Positions Total ONLY*</i>		\$ 269,706	\$ 134,853
15	BSS Positions Total		\$ 1,600,430	\$ 800,215

A request to continue the position authorities and salaries for the 2023-24 fiscal year will be included in StreetsLA’s and the Bureau of Street Lighting’s annual budget request and will enable StreetsLA to continue its efforts to implement STAP with the expediency required to achieve STAP’s first year roll-out goals.

In addition to the above requested position authorities, StreetsLA requests that two (2) existing position authorities dedicated to the management of STAP be upgraded to two newly created position classifications entitled Principal Landscape Architect and Senior Landscape Architect. The City presently employs 33 landscape architectural professionals across all landscape architectural job classifications plus the Contract Administrator position, 17 of which are employed by the Bureau of Street Services alone.

In addition to the known filled landscape architectural positions within the City and Street Services, there are at least six vacant positions within the landscape architectural professional series in StreetsLA and additional vacant landscape architectural positions authorized in other City departments.

Of the licensed/registered engineering and architectural professions within the City, the landscape architectural profession is the only licensed profession that does not have a “Senior” or “Principal” job classification. The lack of these two management level job classifications represents a professional inequity for landscape architects, who are presently only able to promote to the position of Landscape Architect II (7920-2) and/or Contract Administrator (9168). The Contract Administrator position title itself does not indicate the professional background and experience of a landscape architectural professional, thereby diminishing the opportunity for landscape architectural professionals to promote to a similar title as other licensed engineering and architectural professionals.

A Contract Administrator and a Landscape Architect II presently manage and oversee the City’s Transit Furniture section within StreetsLA. Inasmuch as these two landscape architectural professional positions will be overseeing the new STAP, new public toilet program, and bus bench programs along with 18 position authorities being requested

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above and contractors/contractor staff, StreetsLA proposes eliminating both the Contract Administrator and Landscape Architect II positions and upgrading them to Principal Landscape Architect and Senior Landscape Architect respectively with salaries, responsibilities, and privileges equivalent to engineering and architectural professionals with similar "Principal" and "Senior" position titles. Upgrading these positions to positions with Principal and Senior titles will eliminate the inconsistencies amongst the engineering and architectural professional position titles and salaries, eliminate the professional inequity that prohibits landscape architectural professionals from enjoying the same promotional opportunities as their engineering and architectural counterparts, and provide the appropriate level of management and oversight of the new STAP program, the new public toilet program, and existing bus bench program.

CITY ATTORNEY REVIEW

The City Attorney has reviewed and approved the new contract to form.

STATUS OF FINANCING:

STAP is conservatively projected to generate upwards of \$638.8 million in gross revenues over its 10-year term. The City is provided with a 60.5% share of the gross revenues in accordance with Tranzito's proposal and the negotiated contract; 60.5% of \$638.8 million amounts to \$386.5 million in total revenues to the City, with \$90 million of that amount being guaranteed. The City will participate in STAP by paying all capital expenditure (CAPEX) costs, anticipated to be \$ 236.7 million over the 10-year Program term; the City may pay for CAPEX costs through its share of program revenues. StreetsLA is seeking a loan from the Public Works Trust Fund as the initial source of funding for the City's CAPEX cost. Additional City CAPEX costs will be pursued through Federal, State, and Local loan and grant programs established to assist cities with transit capital costs, through partnering efforts with Metro, LADOT, and other transit operators seeking to improve their systems, and yet to be determined funding options identified with the assistance of the City Administrative Officer (CAO). Throughout the Program term, the City and contractor may seek out additional revenue sources through corporate sponsorships of STAP furniture elements such as shade structures absent advertising panels, and optional STAP features such as public art and free 5G WiFi.

StreetsLA will be seeking to amend Article 8.1 Section 5.121.7 of the Administrative Code in advance of the STAP's first Program Year (2023) to ensure loans procured to fund the City's CAPEX costs will be repaid from Program revenues. In addition to repaying loans obtained to fund the City's CAPEX costs, Streets LA will be seeking additional contingencies that may allow the continued provision of Program revenues to the General Fund, Fund 43D, and a reinvestment fund established to set aside monies for future Program CAPEX costs and transit stop related street improvements. After repayment of all CAPEX costs, the City is anticipated to receive upwards of \$150 million in net revenues over the initial ten-year Program term, and upwards of \$500 million

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if both five-year term options are executed and the Program performs as expected.

(AB, SL)

Respectfully submitted,

 for _____
KEITH MOZEE
Executive Director and General Manager
Bureau of Street Services (StreetsLA)

Prepared by:
Lance Oishi
Engineering Division
(213) 847-0903