

TRANSPORTATION COMMITTEE REPORT relative to requesting authorization to release a Request for Proposals (RFP) for the provision of transit marketing services.

Recommendation for Council action:

AUTHORIZE the General Manager, Los Angeles Department of Transportation (LADOT) to release an RFP for the provision of transit marketing services.

Fiscal Impact Statement: The LADOT reports that services provided by the transit marketing contract are funded by Proposition A, Fund No. 385, Account Nos. 240 and 442, which are allocated annually in the City Budget. There is no impact on the General Fund.

Community Impact Statement: Yes

For:  
Elysian Valley Riverside Neighborhood Council

Summary:

On September 6, 2023, your Committee considered a July 11, 2023 LADOT report relative requesting authorization to release an RFP for the provision of transit marketing services. According to the LADOT, it is seeking to enter into a contract to provide transit marketing services needed for operation of LADOT transit's marketing, branding, communications, and website management.

The LADOT is seeking proposals from qualified firms to manage the operation of the LADOT transit's marketing, branding, communications, and website management efforts. The City uses the RFP procurement method to secure a firm's services for a five-year term contract. The LADOT has outsourced marketing and communications of its transit programs through partnering with qualified contractors for its various transit programs since 1986. LADOT Transit is the operating division of the LADOT responsible for providing commuter buses, neighborhood circulator buses, on-demand first-mile/last-mile service, and accessible transportation for seniors and the disabled. After consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the recommendation in the LADOT report. This matter is now submitted to Council for its consideration.

Respectfully Submitted,  
Transportation Committee

COUNCILMEMBER	VOTE
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HUTT:	YES
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PARK:	YES
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HERNANDEZ:	YES
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RAMAN:	ABSENT
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YAROSLAVSKY:	ABSENT
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9/6/23

**-NOT OFFICIAL UNTIL COUNCIL ACTS-**