

CITY OF LOS ANGELES  
CALIFORNIA

JUNE LAGMAY  
City Clerk

HOLLY L. WOLCOTT  
Executive Officer



ANTONIO R. VILLARAIGOSA  
MAYOR

Office of the  
CITY CLERK

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When making inquiries relative to  
this matter, please refer to the  
Council File No.

[www.cityclerk.lacity.org](http://www.cityclerk.lacity.org)

September 1, 2011

To All Interested Parties:

The City Council adopted the action(s), as attached, under Council File No. 11-1068,  
at its meeting held August 19, 2011.

A handwritten signature in black ink, appearing to read 'June Lagmay', written in a cursive style.

City Clerk  
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**TO THE COUNCIL OF THE  
CITY OF LOS ANGELES**

**Your PUBLIC WORKS COMMITTEE**

**reports as follows:**

PUBLIC WORKS COMMITTEE MAJORITY REPORT relative to the proposed contract with Martin Outdoor Media, LLC for a Citywide bus bench program.

Recommendations for Council action, subject to the approval of the Mayor:

1. APPROVE the proposed contract with Martin Outdoor Media, LLC for a Citywide bus bench program.
2. AMEND the proposed contract with the provision for each Council District to have a minimum of 300 bus benches.
3. AMEND the proposed contract in such a way where the City shall have the right to prioritize the minimum number of benches in each Council District.
4. AMEND the proposed contract with the stipulation where a community organization has sponsored bus benches, that organization shall have veto authority over the contractor's proposal of the installation of additional benches within close proximity to those Community benches.
5. AMEND the proposed contract in such a way where the bus bench installation should place priority on locating benches where ridership is highest.
6. AMEND the proposed contract to include that there shall be no advertising on trash receptacles.

Fiscal Impact Statement: The Board of Public Works reports that there will be no additional impact on the General Fund. In accordance with the Request for Proposal, all costs associated with the installation and maintenance of the benches will be offset by revenues generated from advertising on the benches in the public right-of-way. City administrative and contract enforcement costs may also be offset by program revenues.

Community Impact Statement: None submitted.

SUMMARY

On August 3, 2011, the Public Works Committee considered a report from the Board of Public Works relative to the proposed contract with Martin Outdoor Media, LLC for a Citywide bus bench program. Representatives from the Bureau of Street Services and the Board of Public Works gave a brief background and responded to questions from the members of the Committee.

After further consideration and having provided an opportunity for public comment, the Committee moved to recommend approval of the proposed contract with amendments as detailed in the above recommendations. The Committee requested the City Attorney to provide a legal opinion of the

proposed contract and all the amendments as the matter is taken up in Council. This matter is now submitted to Council for its consideration.

Respectfully submitted,

PUBLIC WORKS COMMITTEE

AUG 16 2011 CONTINUED TO ~~AUG 19~~ 2011

A large, stylized handwritten signature in black ink, appearing to be a combination of letters and a flourish.

**ADOPTED**  
AS Amended  
AUG 19 2011  
See Attached motions 32A,  
LOS ANGELES CITY COUNCIL 32B, and  
32D

<u>MEMBER</u>	<u>VOTE</u>
HUIZAR:	YES
ALARCÓN:	YES

EV  
11-1068majority\_rpt\_pw\_08-03-11.doc

- Not Official Until Council Acts -

MOTION

I MOVE to that the matter of the Public Works Committee Majority Report relative to the proposed contract with Martin Outdoor Media, LLC for a Citywide bus bench program, Item 32 on today's Council special agenda (CF 11-1068), BE AMENDED to include to following recommendation:

- 1. AMEND the proposed contract to require that new bus benches with advertising be installed in a manner that is consistent with all local zoning codes, including restrictions on off-site advertising set forth in the General Plan, Community Plans, Specific Plans, the California Coastal Act, and all other applicable law.

\* as enacted by ordinance

PRESENTED BY:

*Bill Rosendahl*

BILL ROSENDAHL  
Councilmember, 11<sup>th</sup> District

SECONDED BY:

*[Signature]*  
*[Signature]*

ORIGINAL

ADOPTED

AUG 19 2011

LOS ANGELES CITY COUNCIL

FORTHWITH

AUG 19 2011

MOTION

I MOVE that the matter of the Public Works Committee Majority Report relative to the proposed contract with Martin Outdoor Media, LLC for a Citywide bus bench program, Item 32 on today's Council Special agenda (CF 11-1068), BE AMENDED to include to following recommendation:

- 1. AMEND the proposed contract to prohibit the placement of any form of campaign advertising or controlled substance advertising on Citywide Bus Benches installed by Martin Outdoor Media, LLC.

PRESENTED BY: *Bernard Parks*  
 BERNARD PARKS  
 Councilmember, 8<sup>th</sup> District

SECONDED BY: *[Signature]*

ORIGINAL

ADOPTED

AUG 19 2011

LOS ANGELES CITY COUNCIL

FORTHWITH

AUG 19 2011

MOTION

I MOVE that the matter of the Continued Consideration of Public Works Committee Majority and Minority Reports relative to the proposed contract with Martin Outdoor Media, LLC for a Citywide bus bench program, Item No. 32 on today's Council Agenda, (CF 11-1068) be amended to adopt the following amendment to the proposed contract:

Under Section 5.4 (Use of Ad Panels for Public Service Announcements) add the phrase "Neighborhood Council outreach" after the phrase "public service projects."

PRESENTED BY: Paul Krekorian  
PAUL KREKORIAN  
Councilman, 2<sup>nd</sup> District

SECONDED BY: Paul G...

**ORIGINAL**

August 19, 2011  
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**ADOPTED**

AUG 19 2011

LOS ANGELES CITY COUNCIL

**FORTHWITH**

**MOTION**

I HEREBY MOVE that Council APPROVE the following recommendation (Item #42, Council file No. 11-1068) relative to whether the Los Angeles Bus Bench Program is exempt under the provisions of the California Environmental Quality Act (CEQA):

DETERMINE that the City of Los Angeles Bus Bench Program, including execution of the proposed contract with Martin Outdoor Media, LLC, is exempt under CEQA, for the reasons set forth in the draft Notice of Exemption submitted by staff.

PRESENTED BY \_\_\_\_\_

JOSE HUIZAR  
Councilmember, 14th District

SECONDED BY \_\_\_\_\_

PAUL KREKORIAN  
Councilmember, 2nd District

August 19, 2011

CF 11-1068

**ADOPTED**

AUG 19 2011

**LOS ANGELES CITY COUNCIL**

**FORTHWITH**