

CD No(s). All

REQUEST TO NEGOTIATE A CONTRACT ON BEHALF OF THE CITY OF LOS ANGELES FOR A NEW SIDEWALK AND TRANSIT AMENITIES PROGRAM (STAP) AND REQUEST TO EXECUTE A 2ND REVISION TO TASK ORDER SOLICITATION (TOS) No. 29 WITH PARSONS ENVIRONMENT & INFRASTRUCTURE GROUP, INC. (PARSONS), FOR THE STAP REQUEST FOR PROPOSALS PROCESS (WORK ORDER No. M0015553, CONTRACT No. C-129661)

RECOMMENDING THE BOARD OF PUBLIC WORKS (BOARD):

AUTHORIZE The Bureau of Street Services (StreetsLA) to negotiate contract terms for STAP with the top two (2) proposers based on Request for Proposals reviews and selection recommended by the STAP Proposal Evaluation Committee, toward developing a recommended award and negotiated contract and Program for the Council's consideration.

AUTHORIZE the City Engineer to issue second revision for Task Order Solicitation (TOS) No. 29 to Parsons increasing the budget authority from \$423,690 to \$473,690 for development of detailed project description of the Sidewalk and Transit Amenities Program (STAP) and initiation of Visual and Land Use Consistency Analysis to support the California Environmental Quality Act (CEQA) documentation preparation.

TRANSMITTALS

1. Public Works and Gang Reduction Committee Report adopted by the Los Angeles City Council on November 26, 2019 - Council File 00-1073 S1.
2. STAP RFP authorized for release by the Board of Public Works on November 24, 2020.
3. Public Works Committee Report relative to the Sidewalk and Transit Amenities Program (STAP) adopted by the Los Angeles City Council on February 24, 2021 - Council File 20-1536.
4. Copy of Bureau of Street Services (StreetsLA) Board Report, adopted on February 19, 2021, authorizing the City Engineer to increase the budget authority for continued support services with a Request for Proposals and contract negotiation process for the STAP.
5. Copy of the initial Notice to Proceed (NTP) No. 3 letter, dated April 14, 2021.

6. Copy of the additional professional services fee proposal submitted by Parsons, dated April 26, 2021.

DISCUSSION

Background

In November 2019, anticipating the expiration of the Coordinated Street Furniture Program, the City Council instructed the Bureau of Street Services (StreetsLA) to pursue a Request for Proposals (RFP) process to secure a successor program that would furnish the City with expanded services and revenues (Transmittal No.1). On November 24, 2020, StreetsLA released its RFP for a new Sidewalk and Transit Amenities Program (STAP – Transmittal No. 2).

On November 24, 2020, concurrent with the release of StreetsLA's STAP RFP, Councilmembers Blumenfield and Bonin introduced a motion instructing StreetsLA to continue public engagement during the RFP process, provide a public report on the proposals received, present specific policy issues important to the ultimate design of the Program, and report back to Council any outstanding issues that will shape the operational details of a contract for STAP. On February 24, 2021, the City Council adopted the Blumenfield and Bonin motion forthwith (Transmittal No. 3); StreetsLA initiated its public engagement process in December 2020 and presently continues with that effort and other tasks mentioned in the adopted motion.

On February 19, 2021, StreetsLA received four (4) proposals in response to its RFP for STAP. To assist StreetsLA's evaluation of the proposals and the significant opportunities and benefits an updated and flexible program might afford the City, a proposal evaluation committee with expertise from multiple City agencies was formed including several City departments, the Chief Legislative Analyst, and the City Administrative Officer. The proposal evaluation committee has met several times since mid-March to discuss the proposals from multiple perspectives. StreetsLA expects to provide a public demonstration of technology to commence in May 2021, as part of this evaluation process.

StreetsLA is requesting the Board's authority to negotiate with the top two (2) rated proposers in advance of their selection to further its efforts to have a negotiated contract and Program ready for the Council's consideration and execution through the Board of Public Works by early fall of this year. StreetsLA anticipates it will be able to determine and select the top two most responsive proposers to negotiate a contract with by early June 2021 and pursue contract negotiations immediately thereafter. StreetsLA is asking for authority to enter into contract negotiations with the top ranked proposer and the second ranked proposer as a back-up contingency should negotiations with the top ranked proposer fail to achieve a negotiated contract for any reason. It is critical for StreetsLA to have a negotiated contract and Program ready for the Council's

consideration and execution through the Board of Public Works by the early fall of 2021 to ensure the City has a successor ready to assume Program operations upon the expiration of our current Coordinated Street Furniture Program with OUTFRONT JC Decaux at the conclusion of the 2021 calendar year. Having a negotiated contract and Program executed by the early fall of this year or immediately thereafter is necessary to provide an adequate amount of time to smoothly transition from one service provider to the other in a manner that alleviates any disruption of services to the City and transit patrons in particular.

As StreetsLA continues public engagement in the development of STAP, consistent with the Blumenfield/Bonin motion (CF 20-1536) adopted by Council this past February, StreetsLA seeks to develop a detailed project description and timely initiation of studies required to support the California Environmental Quality Act (CEQA) analysis for STAP. The identified studies include an analysis of the potential visual effects proposed digital display options might have upon the safety of motorists, cyclist, and pedestrians including but not limited to the level and amount of distraction caused by such displays. A second study deemed necessary is an analysis of the consistency between proposed STAP elements including digital displays, land uses, and street classifications designated through the City's General Plan and related planning documents.

StreetsLA is working through a separate but parallel effort with the Bureau of Engineering's Environmental Management Group (BOE-EMG) to procure the services necessary to complete a CEQA analysis for STAP. BOE-EMG anticipates it will take several more weeks to initiate the CEQA analysis through that separate effort, and six (6) months or more to complete the CEQA analysis from the date the CEQA study is formally started; a completed CEQA study will be required to receive the Council's approval of any negotiated contract for STAP. In discussions with Parsons, they are able to initiate the project description and aforementioned studies immediately as a part of their efforts to assist StreetsLA with the STAP RFP process under TOS 29. As alluded to in previous paragraphs, the timing of these tasks are critical to transition into a new Program prior to the end of this calendar year. These are the reasons StreetsLA is seeking the authority to issue a second revision to TOS 29 with Parsons.

Below is an outline of all the tasks award to Parsons to date:

- Task 1: Determine the value of the Los Angeles Out of Home Advertising market to establish estimated gross revenues for the City's street furniture program.
- Task 2: Provide the City with a characterization of a Best-in-Class program based upon models of London and other peer cities.
- Task 3: Develop a list of qualified companies that could provide program management services.
- Task 4: Provide on-going support for StreetsLA in how it manages the new program based upon assessment of how the existing program was managed.

Task 5: Develop a Request for Proposals (RFP), assist in the process of contractor selection, contract negotiation, and Implementation support.

StreetsLA is requesting to amend the TOS 29 by including additional task (Task 6), which includes: Preparation of Detailed Project Description for STAP and initiation of the visual analysis and land use consistency evaluations.

The proposed cost for the additional task is \$50,000 (Transmittal No. 6).

Business Inclusion Program (BIP)

It is determined that the described work under Task 6 will be performed by Parson's in-house staff, therefore the amendment is not subject to BIP requirements.

Contractor Performance Evaluation

In accordance with Division 10, Chapter 1, Article 13 of the Los Angeles Administrative Code, the appropriate City personnel responsible for the quality control of this personal services contract shall submit Contractor Performance Evaluation Reports to the Bureau of Contract Administration, Special Research & Investigation Section upon termination of the contract.

Other STAP Related Matters of Note

There will be a separate but related TOS forwarded to the Board for its authorization at a later date to ensure the forthcoming STAP contract and its implementation are in compliance with CEQA. As noted above, BOE-ESG will be assisting StreetsLA in ensuring STAP complies with CEQA and author a separate report to facilitate the retention of an environmental services consultant from its Pre-Qualified On-Call list of contractors.


STATUS OF FUNDING

The funding for this contract amendment in the amount of \$50,000 comes from the StreetsLA Annual Budget Fund No.100, Department No. 86, Appropriation Account Unit No. 003040 entitled Contractual Services, which contains sufficient funds to cover the project amount. The City's liability under this contract shall only be to the extent of the present City appropriation to fund the contract. However, if the City appropriates funds for any succeeding years, the City's liability shall be extended to the extent of such appropriation(s), subject to the terms and conditions of the contract.

(AB FM)

DEPARTMENT OF PUBLIC WORKS
BUREAU OF STREET SERVICES
REPORT NO.1
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DATE: May 5, 2021

Respectfully submitted,



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Statement as to funds approved by:



4/29/2021

Miguel De La Peña, Director
Office of Accounting
Fund 100/86/003040-\$50,000