

COMMITTEE MEMBERS:

- George Skarpelos, Voting Stakeholder
- Susan Swan, Voting Stakeholder
- Rosalind Helfand, Voting Stakeholder
- Robert Morrison, Board Member
- Brandi D'Amore, Board Member
- Cesar Cervera, Voting Stakeholder
- Jim Van Dusen, Chair



HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL
 Certified Council #52,
 P.O. Box 3272 Los Angeles, CA 90078
www.MyHUNC.org email us at Info@MyHUNC.org

COMMITTEE MEETING MINUTES
Planning and Land Use Management (PLUM) Committee
Thursday, July 7, 2022, 6:30 PM
Webinar ID: 845 0435 7879
<https://us02web.zoom.us/j/84504357879>

Welcome

6:31 PM start

1. Roll Call

Attending

Jim Van Dusen Brandi D'Amore Robert Morrison Rosalind Helfand Susan Swan George Skarpelos

Absent

Cesar Cervera

2. Approval of Minutes

Motion Made: Approval of June '22 Minutes

Motion: Jim Van Dusen **Second:** George Skarpelos **Vote:** Yes-5, No-0, Abstain-1, Recused-0, Ineligible-0

Yes

Brandi D'Amore George Skarpelos Jim Van Dusen Robert Morrison Rosalind Helfand

Abstain

Susan Swan

3. Public Comment on items not on the Agenda (2 minutes each)

None

4. Review and possible motion re: 2332 N. Allview Terrace East/2371 N. Allview Terrace East: Project: Renovation & addition of a single family dwelling on a substandard street in a hillside/new construction of a detached ADU on a lot-tied adjacent property. Action Requested: Requesting a Zoning Administrator Determination per a Hillside Referral Form.
<https://www.ladbsservices2.lacity.org/OnlineServices/PermitReport/PermitResultsbyPin?pin=151-5A191%20%2067>

Moved to Item #5 first 6:35PM

Applicant's planner explained the two aspects of the project. One aspect was to renovate the 2332 Allview property. Owner now owns the adjacent substandard lot and wishes to build an additional dwelling unit, with possible relief from the requirement to widen the road. Jim Van Dusen asked for clarification on the two projects, and committee members asked questions of concern.

Brandi D'Amore addressed that according to the Planning Administrator for the project, there were key documents that were not yet submitted for the project, and that it may be premature to make a recommendation without them. Committee agreed, and applicant agreed to reschedule to correspond with the documents submission.

Moved to Item #6.

5. Presentation/Question and Answer by Recreation and Parks of the Griffith Park Safety and Active Transportation Project.
 PowerPoint Presentation

Heard at 6:35PM

Tracy James from Recreation and Parks (RAP) gave a presentation of the Safety Survey that outlined the current concerns, immediate, short- and long-term goals of safety in the park. The recent closure of roads from Travel Town to Mt. Hollywood Drive implemented the Griffith Park pilot program outlined as a measure, and will continue while conditions are assessed. Project implemented to stop cut-through traffic.

Committee members asked questions about the plan in terms of the immediate closure and ongoing. Tracy James indicated that concerned stakeholders should plan to attend the Griffith Park Advisory Board (GPAB) meeting on 7/28 and provided information for that meeting. She also indicated that there would be a Town Hall to address. Members suggested a joint event with the appropriate neighborhood councils that had park jurisdiction, and Ms. James was agreeable.

Moved babc to item #4.

6. Report by chair on recommendation to Full Board of George Skarpelos to retain voting stakeholder status on committee for an additional 1 one-year term.

Jim Van Dusen advised that he is submitting to July Full Board his request to renew George Skarpelos for an additional one-year term as he has found George to be an exemplary asset to the committee.

7. Report by chair on recommendation to Full Board of Susan Swan to retain voting stakeholder status on committee for an additional 1 one-year term.

Jim Van Dusen advised that he is submitting to July Full Board his request to renew Susan Swan for an additional one-year term as he has found Susan to be an exemplary asset to the committee.

8. Committee Member announcements on items not on the Agenda

Susan Swan mentions/reminds the committee about the previous determination letter sent to City of Griffith Park Advisory Board (GPAB) when the City tried to indicate the use of Griffith Park for potential velodrome.

9. Old/Ongoing Business

Robert Morrison asked about when the Zoning Administration meeting for The Academy was occurring as he knew that a stakeholder from The Villas, Georgette Darby, was interested in attending. Brandi D'Amore indicated she had already sent both Georgette and Kerry Morrison the hearing information.

Brandi D'Amore reminded the committee that in June it had decided that it wished to hear, with more community support, Council File 22-0158, Los Angeles Municipal Code / 12.03 / 12.80 / 12.81 / Shelters for the Homeless / Interim Housing / Zones

10. New/Future Business

Brandi D'Amore advised that the committee may need to hear and possibly make a recommendation on the Planning Department making Al Fresco contingencies permanent planning protocol.

Adjournment at 8:11 PM

Reconsideration: The Board may reconsider and amend its action on items listed on the agenda if that reconsideration takes place before the end of the meeting at which it was considered or at the next regular meeting. The Board, on either of these two days, shall: (1) Make a Motion for Reconsideration and, if approved, (2) hear the matter and take an action. If the motion to reconsider an action is to be scheduled at the next meeting following the original action, then two items shall be placed on the agenda for that meeting: (1) A Motion for Reconsideration on the described matter and (2) a [Proposed] action should the motion to reconsider be approved. A Motion for Reconsideration can only be made by a Board member who has previously voted on the prevailing side of the original action taken. If a Motion for Reconsideration is not made on the date the action was taken, then a Board member on the prevailing side of the action must submit a memorandum to the Recording Secretary identifying the matter to be reconsidered and a brief description of the reason(s) for requesting reconsideration at the next regular meeting. The aforesaid shall all be in compliance with the Ralph M. Brown Act.

CITY OF LOS ANGELES
INTER-DEPARTMENTAL MEMORANDUM

Date: February 11, 2026

To: The Honorable City Council
c/o City Clerk, Room 395, City Hall
Attention: Honorable Heather Hutt, Chair, Transportation Committee

From: Laura Rubio-Cornejo, General Manager 
Department of Transportation

Subject: **SPEED SAFETY SYSTEM PILOT PROGRAM (AB 645) IMPACT REPORT AND USE POLICY**

SUMMARY

In response to [Council File \(CF\) 23-1168](#), this report provides the draft version of the Speed Safety System Impact Report and Use Policy for City Council (Council) Adoption. This report also provides an update on the procurement of a speed safety system vendor and the program implementation timeline.

RECOMMENDATION

That the City Council, subject to approval by the Mayor:

1. ADOPT the attached Speed Safety System Impact Report (Attachment A), after a period of 30 days of public review, as required by state law.
2. ADOPT the attached Speed Safety System Use Policy (Attachment B), after a period of 30 days of public review, as required by state law.

BACKGROUND

In January 2023, LADOT launched a Safety Study (CF 23-0600-S121) to advance LADOT's efforts to improve traffic safety through street design and engineering. Concurrently, the City Administrative Office (CAO) conducted a third-party audit of the Citywide Vision Zero Program. Both reports identify speed safety systems as a critical tool for advancing the City's Vision Zero goal of reducing traffic fatalities. A joint report (CF 23-0600-S121) to Council, prepared by LADOT and the CAO, recommended funding for LADOT to hire a consultant to assist with the program framework, data collection, and analysis needed to develop a Speed Safety Use Policy and a Speed Safety System Impact Report.

In September 2023, Council adopted a resolution (CF 23-0002-S55) to include in the City's State Legislative Program support for Assembly Bill (AB) 645 (Friedman-Ting) that would authorize the City to implement a speed safety system pilot program.

In October 2023, Governor Newsom signed AB 645, authored by Assemblymember Laura Friedman, which became law on January 1, 2024. The bill authorizes six cities in California - San Jose, Oakland, Los Angeles, Glendale, Long Beach, and the City and County of San Francisco to implement speed safety system pilot programs within their jurisdictions. The authority to operate the pilot program expires after five years from activation or on January 1, 2032, unless extended by legislation. A final evaluation report is required on or before March 1st of the fifth year of the pilot.

In November 2023, Council directed LADOT to report back with a proposed work plan to comply with the provisions of AB 645 and to implement a speed safety system pilot program in the City of Los Angeles. In April 2024, Council adopted LADOT's proposed work plan.

On June 3, 2025, LADOT released a Task Order Solicitation (TOS #CC-102) to the LADOT On-Call Consultant bench to hire a consultant to assist with location selection, stakeholder and community engagement, and to draft the Speed Safety System Use Policy and a Speed Safety System Impact Report. On August 13, 2025, LADOT issued a Notice to Proceed (NTP) to TYLin for consultant services to deliver these program components. On September 19, 2025, City Council adopted LADOT's August 20, 2025, report that included a description of the scope of work for TOS #CC-102.

DISCUSSION

While traffic fatalities did decrease from 2024 to 2025, the number of people killed in car crashes remains persistently high, and each death is a tragic, preventable loss. LADOT remains committed to implementing a comprehensive safe systems approach that uses all available tools to meaningfully reduce fatalities and serious injuries from traffic crashes. As documented in LADOT's 2024 Safety Study, where the LADOT has implemented safety improvements to date, there has been a documented reduction in high-end speeding, average speeds, and crashes that result in injuries and deaths.

Speed safety systems are a proven tool to further this progress. Speed accounts for nearly one-third of traffic fatalities, and these systems have been proven to reduce speeding by 31 percent to 82 percent and reduce fatal crashes by 53 percent to 71 percent.

The passage of AB 645 added Article 3 Section 22425 to the California Vehicle Code (CVC), which officially establishes the Speed Safety System pilot program. This CVC section specifies the conditions under which a city can implement its speed safety system pilot program. The law limits each city to a specified number of systems, which can only be placed in school zones, on designated safety corridors, and at locations with documentation of repeated speed demonstrations. The law sets specific community engagement and public disclosure requirements, including a formally adopted Speed Safety System Use Policy and a Speed Safety System Impact Report prior to program implementation. The law also requires pilot cities to launch public information campaigns at least 30 days before implementing the pilot program.

Using its On-Call Professional Consultant Services Contract, LADOT hired TYLin International to develop a recommended location selection methodology, conduct the required data analysis, coordinate stakeholder engagement, and produce the Speed Safety System Impact Report and a Speed Safety System Use Policy.

Speed Safety System Impact Report and Use Policy

Codified in Article 3 of the California Vehicle Code (commencing with CVC Section 22425), the legislation requires all pilot cities to adopt both a Speed Safety System Impact Report and Use Policy prior to implementing a program. The Speed Safety System Impact Report (Attachment A) is required by CVC to include the following: an assessment of the potential impact of the speed safety system program on civil liberties and civil rights and any plans to safeguard those public rights; a description of the speed safety system program and how it works; fiscal costs for the speed safety system program, including program

establishment costs, ongoing costs, and program funding; locations where the systems will be deployed; the collection and analysis of traffic data, including vehicle count and existing speeds at these locations; and the proposed purpose of the speed safety system program.

The Speed Safety System Use Policy (Attachment B) is required by CVC to include the following: the specific purpose for the system; the uses that are authorized; the rules and processes required to be followed by employees and contractors of the designated jurisdiction administering the system prior to its use; the uses of the equipment and data collected that are prohibited; the data or information that can be collected by the speed safety system program and the individuals; authorizations of who has access to the collected information; and the rules and processes related to the access, transfer, and use or use of the information. The policy shall also include provisions for protecting data from unauthorized access, data retention, public access, third-party data sharing, training, auditing, and oversight to ensure compliance with the Speed Safety System Use Policy.

Stakeholder Engagement

CVC 22425 requires all pilot cities to consult and work collaboratively with relevant local stakeholder organizations that represent racial equity, economic justice, and privacy protection interests. To develop a comprehensive and inclusive range of stakeholder groups, LADOT established a methodology for identifying organizations detailed in the attached Stakeholder Engagement Summary and contacted 21 groups, including community-based organizations, advocacy organizations, and place-based organizations. Of the groups contacted, eight elected to participate in the stakeholder process. LADOT organized a series of five meetings to develop a methodology for identifying priority locations and to inform the required Use Policy and Impact Reports. Stakeholders were also asked to participate in facilitated discussions on privacy, equity, and economic justice implications of the proposed system locations. Stakeholder group representatives provided verbal and written feedback, which was incorporated into the Impact Report and Use Policy as applicable. A Stakeholder Engagement Summary report is attached to this council file (Attachment C).

Following these meetings, LADOT applied the methodology described below to identify 210 proposed locations and engaged individual Council Offices to collect additional feedback, local insights, and qualitative data to prioritize the 125 locations recommended in this report.

Location Selection Process

As outlined and adopted in the August 20, 2025, council report, LADOT elected to look at the 2024 Priority Safety Corridors (PSC), as outlined in CF 23-0600-S121. The report summarized the following criteria used to prioritize segments within the 550 miles of the PSC:

1. Corridors with a high volume of vehicles travelling above the 85th percentile speed, and where high end speeds already exceed the posted speed limit by 11 MPH or more
2. Corridors with multiple lanes and/or wide lanes that are conducive to speeding
3. Corridors with crash patterns that match the collision profiles identified in LADOT's Safety Study for speed safety camera treatments
4. Locations where previous LADOT Interventions have not resulted in significant speeding reductions

Based on the results of the comprehensive data analysis and feedback from the technical advisory committee, the selection criteria were expanded and are summarized in detail in the attached Impact Report. The following summarizes the final recommended location selection criteria:

1. Corridors with high speeds
 - a. High Speeding Locations
 - i. Historical data identifying high speeds
2. Corridors with multiple lanes and/or wide lanes that are conducive to speeding
 - a. Vehicle Enhanced Network (VEN)
 - i. Streets identified in the Mobility Plan 2035 designated to carry high volumes of vehicles with multiple lanes of travel
3. Collision profiles identified in LADOT's Safety Study
 - a. Speed related collisions
 - i. Collisions with speeding as a primary collision factor on all street types
 - b. Neighborhood Enhanced Network (NEN) Hotspot
 - i. Local streets designated as part of the NEN that have a large amount of speed related collisions
 - c. Within 500 Feet of a Senior Center
 - i. Collision profiles show speed safety systems as a countermeasure to improve safety near these facilities
4. Locations where previous LADOT Interventions have not resulted in significant speeding reductions
 - a. Uncontrolled Marked Crosswalks
 - i. Locations with added crossing opportunities for pedestrians that are in the priority safety corridors network
5. Legislation priorities
 - a. Within 500 feet of a School
 - i. The CVC mentions schools as a criterion for camera placement
 - b. LAPD reports of street racing
 - i. The CVC mentions street racing as a criterion for camera placement

Additional background on this data is provided in the Impact Report. Once this criterion was selected and refined with input from stakeholders, weights for each criterion were determined by their relative importance to LADOT's emphasis on addressing speed-related collisions, while considering vulnerable populations and other factors. Those weights are listed below.

- Speed related collisions: **30%**
- Within 500 feet of a School: **15%**
- High Speeding Locations: **15%**
- Within 500 Feet of a Senior Center: **10%**
- Presence of an Uncontrolled Marked Crosswalk: **10%**
- Segment part of the Vehicle Enhanced Network (VEN): **10%**
- Neighborhood Enhanced Network Hotspot: **5%**
- LAPD reports of street racing: **5%**

Using these criteria, LADOT and its consultant analyzed and scored 7,271 street segments within the priority safety corridors. These segments represent streets between signals or major intersections where the propensity to speed is proven to be higher.

Once all segments were scored, LADOT followed City Council direction to identify a candidate list of 200 locations. To achieve the program goals of geographic and socioeconomic diversity, LADOT selected the top 14 scoring locations in each of the 15 council districts, resulting in 210 locations. LADOT then engaged with staff from each Council District office who provided additional locations for review based on street racing concerns and local safety concerns. If these additional locations were validated as meeting the CVC criteria, they were added to the final pool of candidates. Council District staff was then asked to select up to seven locations to be the final locations. This resulted in a list of 105 locations. LADOT staff selected the final 20 locations based on the perceived highest impact using the weighted selection criteria described above.

This final list of 125 locations took into consideration input from both council offices and stakeholders. These locations are represented by roadway segments, each 0.5 to 3 miles long. Within these segments, two cameras will be installed at a single location to capture travel in both directions. The speed safety systems will be installed on existing infrastructure, such as street lighting poles. Segment lengths vary to ensure there is sufficient existing infrastructure for each system. These locations are outlined in the Speed Safety System Impact Report (Attachment A).

Options for Procurement of a Speed Safety System Program Operator

In order to implement the program, LADOT will need to procure a speed system operator. This operator will manage the installation of speed safety systems, maintenance and replacement of systems, and supply a back-office solution to enable LADOT to review and process violations and generate citations. Pursuant to Council's direction to report with options for procurement of a vendor, LADOT undertook a review of other cities' contracts in order to determine if there was a suitable option for a piggyback, which would save time and enable the city to move quickly with a program. Piggyback contracts allow agencies to leverage existing competitively bid contracts from other jurisdictions, resulting in significant time, administrative, and resource savings. Key benefits include accessing pre-negotiated volume pricing, faster procurement, and reduced administrative burden.

Among the six municipalities authorized to implement a program under CVC 22425, the Cities of San Francisco and Oakland have fully negotiated contracts. These municipalities underwent a competitive bidding process, received at least three bids, and selected American Traffic Solutions, Inc., dba Verra Mobility (Verra). In both cities, Verra's proposal received the highest scores for written proposal, oral proposal, and price. LADOT recommends moving forward with a piggyback on the City of Oakland's agreement with Verra. Doing so would allow the city to implement the speed safety system sooner. There is an urgency to act expeditiously to implement this proven safety program.

The City of Oakland's agreement with Verra is most suitable for LADOT to piggyback off of to expedite the launch of our program due to the alignment of its scope with the City's needs for customer support. Alternatively, LADOT could initiate the Request for Proposals (RFP) process but that would likely double the time needed to process a piggyback procurement. Pursuing a piggyback agreement with Oakland will save 12-18 months and will allow this critical safety tool to advance with fewer delays. Additionally, the authorization granted by AB 645 will sunset in 2032; an additional 12-18 month delay would impact Los Angeles's ability to complete a full 5 year pilot before the sunset date.

The annual cost of this contract is \$6,675,000, \$4,450 per system per month (125 systems). CVC 22425 specifies that revenues derived from the program shall first be used to recover program costs. LADOT's Fiscal Year (FY) 2025-26 budget allocation includes front-funding to help launch the pilot program. Staff costs, including 2 full time engineering and planning positions and multiple positions involved in processing and adjudicating citations are also eligible for cost recovery. LADOT anticipates full cost recovery for that front funding, staff costs and for future program year costs.

In advance of an executed contract, LADOT is currently working with the Bureau of Street Lighting (BSL) to prepare for the installation of the speed enforcement systems. This work involves identifying the precise, suitable poles within each of the 125 segments for system installation, and funding permitting fees for BSL staff support during installation and maintenance of equipment. LADOT is installing systems only at mid-block locations to best support the program's safety goals; this precludes the use of traffic signal poles. This collaboration will allow us to identify potential issues before onboarding a contractor. Potential issues may include the need to install new poles, replace substandard poles and restoration of power due to vandalism. Any issues identified may need BSL support to resolve before that particular system is operational.

Public Outreach

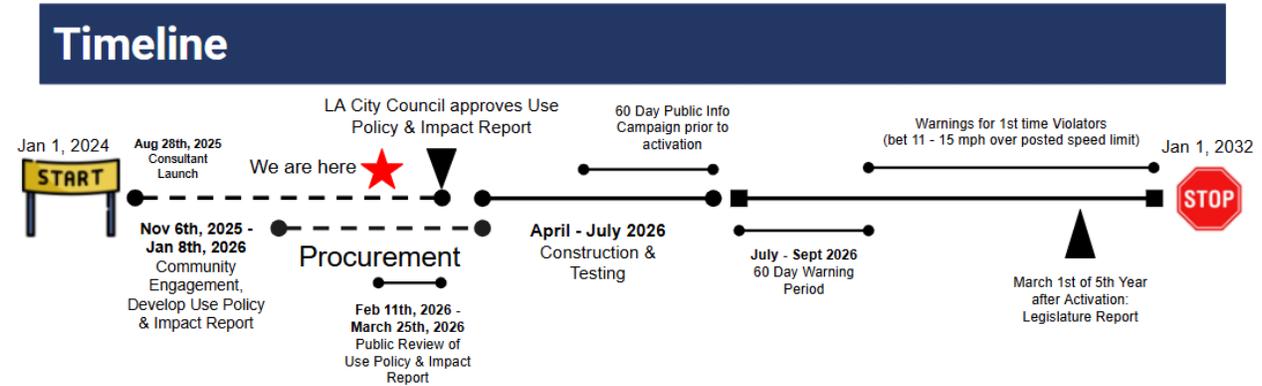
Pursuant to CVC 22425, each city must make the Speed Safety System Impact Report and Use Policy available for public review at least 30 calendar days prior to adoption by City Council. LADOT will work with each Council Office, Community Based Organizations, and other partners to ensure that communities are informed of the Use Policy, Impact Policy, and recommended locations, and can provide comment.

Once Council adopts the Impact Report and Use Policy and a contract with a vendor is established, LADOT and its consultant (TYLin) will launch a broad public information campaign. This public information campaign must be launched at least 30 days before the program begins enforcement; however, LADOT plans to run this public information campaign for 60 days due to the size and scope of the program. This will include a comprehensive media campaign that may include billboards, bus shelters, podcasts and radio announcements.

Updated Implementation Timeline

LADOT has finalized the selection of locations, stakeholder engagement and final drafts of the Use Policy and Impact report, which are all attached to this report. LADOT anticipates Council adoption in March 2026 after a minimum 30 days of public review.

LADOT recommends a piggyback contract mechanism for procurement, subject to approval by the City Attorney, and anticipates that a notice to proceed can be issued as early as April 2026. LADOT anticipates a three month process to install systems, followed by a 60 day warning period once systems are activated. This timeline enables the city of Los Angeles to conduct a full five year pilot program prior to the sunset of the legislation in January 2032. The updated program timeline is illustrated below.



FISCAL IMPACT

There is no anticipated impact to the General Fund from these recommendations. The task order agreement with TYLin to identify the locations and develop the Impact Report and Use Policy is funded by Measure M Local Return Fund for a total cost not to exceed \$500,000. Front funding for the speed enforcement program operator was appropriated in the FY26 budget with \$589,262 from the Measure R Local Return Fund and \$4,185,912 through the Measure M Local Return Fund. Additional front-funding for the speed system operator contract may need to be identified for FY26 or FY27 depending on final annual contract estimates; any funding needs will be included with the forthcoming request for speed safety operator contract approval. The legislation specifies that revenues derived from the program shall first be used to recover program costs, including the aforementioned contract costs, followed by traffic calming measures. LADOT will develop an expenditure plan for program cost recovery and an associated traffic-calming program as part of its annual budget cycle or, as necessary, during the mid-year Financial Status Report. LADOT anticipates full cost recovery in each operating year of the pilot program.

LRC:TC:cr

Attachments

Los Angeles Speed Safety System Program Pilot

Impact Report

LADOT January 2026

Background & Overview

In October 2023, the California State Legislature passed Assembly Bill 645 allowing the Cities of Los Angeles, San Jose, Oakland, Glendale, Long Beach, and the City/County of San Francisco to establish a Speed Safety System Program pilot until January 1, 2032¹. Codified in Article 3 of the California Vehicle Code (commencing with Section 22425), the legislation authorizes the use of speed safety system technology to increase traffic safety across Los Angeles. This impact report, developed prior to implementing the pilot program, details the purpose, specifications, and recommended deployment locations for the speed safety systems. The impact report addresses the following elements:

- Background & Overview
- Purpose of the Speed Safety System Program
- Speed Safety System Program Description
- Assessment of Potential Civil Rights & Civil Liberties Impacts
- Pilot Program Fiscal Costs
- Proposed Deployment Locations & Equity Assessment

Purpose of the Speed Safety System Program

Objective

The Los Angeles Department of Transportation (LADOT) works to create safe streets for all in Los Angeles. The implementation of the Speed Safety System Program pilot supports LADOT's vision for safe streets across the city and the Vision Zero policy goal to reduce traffic fatalities to zero. While transportation and law enforcement agencies utilize education, engineering, and traditional enforcement to curb speeding, speed safety systems can be an effective supplemental strategy to reduce speeds. The National Highway Traffic Safety Administration notes that these systems can reduce fatalities and serious injuries between 20-37%².

¹ https://leginfo.ca.gov/faces/billTextClient.xhtml?bill_id=202320240AB645

²

<https://www.nhtsa.gov/book/countermeasures-that-work/speeding-and-speed-management/countermeasures/enforcement/speed>

ATTACHMENT A

In Los Angeles, 16% of all fatal and severe crashes from 2017-2021 were due to unsafe speeds³. Unsafe speed was the primary violation in 40% of fatal motor vehicle only collisions, and 4% and 21% respectively, in fatal pedestrian and bicycle crashes. Though these figures represent crashes where speed was the primary cause, speed is always a contributing factor to collision severity, particularly for pedestrians and cyclists. The higher the speed the lower the chance of survival: pedestrians hit by a vehicle at 23 mph have a 90% chance of survival, which drops to 75% at 33 mph and 25% at 48 mph⁴. Therefore, advancing this pilot will support LADOT's goal of delivering safe streets across the city.

As noted in AB645, traditional speed enforcement has historically had a disparate impact on communities of color, due to implicit or explicit racial bias. However, the legislation also notes that speed safety camera systems can counter that disparate impact by improving the reliability and fairness of enforcement.

Policy Framework

CVC 22425 describes a speed safety system as "a fixed or mobile radar or laser system or any other electronic device that utilizes automated equipment to detect a violation of speed laws and obtains a clear photograph of a speeding vehicle's license plate."⁵ These systems function by recording this data and capturing a photo which can then be validated prior to issuance of a citation⁶.

The enabling legislation authorizes use of this technology to curb speeding on Los Angeles streets meeting the standards of a safety corridor, on streets where local authorities have observed a high number of speeding contests, and in school zones.

As authorized by CVC 22425, LADOT will use this technology only to:

- Detect violations of speed laws only on certain streets with documented excess speeding, safety concerns, and/or nearby vulnerable populations (e.g., school zones, senior centers, etc.) and in designated areas where there is not a reasonable expectation of privacy
- Capture clear photograph(s) of the speeding vehicle's license plate
- Use the license plate data to identify the registered vehicle owner on file with the Department of Motor Vehicles (DMV)

³ Los Angeles Department of Transportation. Vision Zero Safety Study:

<https://ladot.lacity.gov/sites/default/files/documents/la-vision-zero-safety-study-2024.pdf>. January 2024.

⁴ <https://www.sciencedirect.com/science/article/abs/pii/S000145751200276X>

⁵ https://leginfo.ca.gov/faces/billTextClient.xhtml?bill_id=202320240AB645

⁶

<https://www.nhtsa.gov/book/countermeasures-that-work/speeding-and-speed-management/countermeasures/enforcement/speed>

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- Document the vehicle speed detected by the System
- Document the date and time when the violation occurred
- Issue a notice of a civil, non-moving violation to the registered vehicle owner based on photographic evidence
- Monitor program effectiveness (e.g., speed reduction, safety outcomes) to assess traffic safety, impacts to civil rights and liberties, and additional locations for Systems technology

Speed Safety Program Description

System Technology

The Speed Safety System Program pilot will utilize fixed devices to detect vehicles exceeding speed limits and capture images of license plates. LADOT will install speed safety system devices at up to 125 locations across Los Angeles. These will be installed on city-owned roadways, regularly calibrated, and maintained by LADOT or approved vendors.

Program Operations

Program requirements include: (1) that approved street sections utilizing the speed safety system must be posted on LADOT web page along with hours of enforcement; (2) physical signage stating “Photo Enforced” with the posted speed limit must be placed no more than 500 feet before the speed camera; and (3) the first 60 calendar days of speed safety system operation are to be considered a warning period, issuing warning notices rather than violations. To ensure ongoing functionality, the speed safety system must be inspected and maintained regularly, but no less than once every 60 days. The speed safety system devices must provide real-time notification to drivers when violations occur.

Once implemented, the speed safety system will capture images of the rear license plate of vehicles traveling at least 11 miles per hour over the posted speed limit. Violations will be considered a civil penalty, resulting in a fine dependent on how many miles above the speed limit. The schedule of fines is detailed below. A diversion program is available for low-income recipients of violations to enroll in a payment plan or to perform community service in lieu of paying fines. Notice of the violation will be shared in writing with the registered vehicle owner within 15 calendar days of the date of the violation. A recipient of a violation has 30 calendar days from the date of mailing of a notice of violation to request a review of the violation and will receive the results of said review within 60 days. For additional details on the citation and appeals process as well as a schedule of fines, please refer to the *Speed Safety System Use Policy*.

Per CVC 22425, LADOT shall develop a report to evaluate the program’s traffic safety and economic impact in communities where cameras are located. This will be submitted on or before March 1st of the fifth year of the program’s implementation. This report will include:

ATTACHMENT A

- Data on the number and proportion of vehicles speeding for at least three months prior to and six months after the implementation of the system. Data will be provided in the following increments: 11-15 mph, 16-25 mph, 26 mph, and 100 mph over the speed limit. Average speeds and 85th percentile will also be collected. An effort will be made to collect data on a consistent day of the week and time of day.
- The number of notices of violation by month and year, where these violations occurred, and the number of vehicles with 2+ violations in a monthly or yearly period.
- The number of traffic crashes that occurred before and after the installation of the speed safety system. This data will be compared to citywide data and be broken down by mode, crash severity, and crash type.
- The number of violations paid, delinquent violations, and the number of violations where an initial review was requested. All violations where the initial review was requested will include detail on how far the request got into the process and how many were and were not dismissed.
- Implementation and operations costs and revenues from the program
- A racial and economic equity analysis, including the number of violations issued to indigent individuals, those up to 250% above the poverty line, and number of violations per zip code. This analysis will be completed in collaboration with local racial justice and economic equity stakeholder groups.

Civil Penalty Violation Schedule of Fines

- Fifty dollars (\$50) for driving at a speed of 11 to 15 miles per hour over the posted speed limit.
- One hundred dollars (\$100) for driving at a speed of 16 to 25 miles per hour over the posted speed limit.
- Two hundred dollars (\$200) for driving at a speed of 26 miles per hour or more over the posted speed limit, unless speed is 100 miles per hour or more.
- Five hundred dollars (\$500) for driving at a speed of 100 miles per hour or more.

Civil Liberties and Civil Rights

The objective of the Speed Safety System Program is to increase road safety in the City of Los Angeles. Program design included considerations to ensure that the program can accomplish its stated goal without conflicting with any resident's civil liberties or rights. As such, LADOT has identified and assessed potential impacts on the civil liberties and civil rights of individuals impacted by the Speed Safety System Program. For each identified potential impact, a technical, administrative, or physical mitigation strategy has been developed.

ATTACHMENT A

Safeguarding Public Privacy

Automated safety enforcement systems are programmed to only take photos capturing the rear vehicle license plate, avoiding drivers or vehicle occupants. Any images of nearby pedestrians, cyclists, or other individuals will be destroyed.

Preventing Discrimination

Automated safety enforcement systems enforce speed limits based on speed, not via the detection of factors that may lead to unfair or unethical treatment of civil rights. The location selection process was designed to deploy technology equitably and effectively across Los Angeles, safeguarding equity as part of the development process.

Prohibiting Misidentification

The information available to administer this program is limited to personally identifiable information associated with vehicle registrants. This ensures that the potential for identity theft or misidentification is minimal. Given that the system only has access to personally identifiable information associated with vehicle registrations, violations will be issued to the registered owner of the vehicle.

Protecting Personal Information

The Speed Safety System Program has been designed to use as little personally identifiable information as possible in conducting enforcement. The automated safety enforcement systems have limited access to individual identifying information, minimizing the potential for data to be shared or used for surveillance. When a violation occurs, the system will capture an image of the license plate and only registered owner information will be pulled. The program will be administered by LADOT and information will not be shared with outside local, state, or federal agencies unless as compelled by a court order.

Restricting Data Collection

Only authorized individuals can access the license plate data collected as a part of this program, which will not be shared outside LADOT as stated above (aggregated data that has been scrubbed of any personally identifiable information will be available for public review). Further, license plate data not resulting in a violation must be deleted within 60 days after final disposition of a notice of speeding violation being issued, or five days if no notice of speeding violation is issued. If no violation is issued, this data must be deleted within five days of capture. As such, the potential for breach of privacy is minimal.

Safeguarding Through Quality Assurance

System maintenance, including camera maintenance, calibration and maintenance of all back-office programs will be conducted regularly to ensure that any data captured or utilized by the program is reliable and up-to-date.

ATTACHMENT A

Other Impacts

Members of the public are encouraged to notify LADOT of any additional impacts by sending an email to ladot.speedsafety@lacity.org.

Speed Safety System Fiscal Costs

The fiscal costs of the Speed Safety System Program pilot, such as procurement of equipment, personnel, and other ongoing costs are summarized in **Table 1**.

Table 1: Estimated program costs for the Speed Safety System Program Pilot.

Item	Annual Cost	One Time Cost
Staff Salary & Fringe Benefits	\$1,200,000	
Equipment & Vendor Contracts	\$6,750,000	
Professional Services		\$500,000
TOTAL	\$7,950,000	\$500,000

Note: Annual costs are estimates and may vary depending on the outcome of the procurement process.

The total expected cost will be \$7,950,000 per year for all 125 locations. Costs include camera installation, maintenance, operations, and programmatic oversight and administration.

Program costs for the initial startup period will be covered by the Measure M sales tax. The sales tax fund will be reimbursed once sufficient citation revenue is collected. Citation revenue from the program will first be used to cover program costs. Any revenues exceeding program costs must be used for traffic calming improvements within three years of the end of the fiscal year in which the revenue was received.

Proposed Deployment Locations

Based on a population of over 3,000,000 people, CVC 22425 allows the city to install up to 125 speed safety systems as part of this pilot. In order to best serve the goals of improving safety in the city, LADOT worked with our consultant and our stakeholders to develop a data driven approach to identifying 125 locations that serve the goals of safety, geographic and socioeconomic diversity and equity. Once this data-driven methodology to prioritize locations was finalized, LADOT worked with council offices and city district engineers to select a final set of locations that best represented the needs and issues of their local communities.

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Eligible Roadways

The process began by identifying eligible roadways. CVC 22425 identifies 3 types of roadways eligible for installation of a speed safety system.

1. Streets with proven safety issues.
 - a. These are referred to in the CVC as Safety Corridors. Safety Corridors are streets that meet the standards of CVC 22358.7. These are roadways that are defined based on collisions, with an emphasis on collisions involving vulnerable roadway users (Pedestrians, bicyclists, children under 18 and adults over 65). Per the CVC a municipality cannot designate more than 20 percent of their streets as safety corridors. In 2025 the city of Los Angeles adopted an updated safety study that included designated Safety Corridors comprising 15% (1100 miles) of city streets and Priority Safety Corridors (PSC) comprising 7.5% (550 miles) of city streets.
2. Streets with a history of street racing.
 - a. CVC defines these as Streets with a high number of incidents of motor vehicle speed contests or exhibitions of speed.
3. School Zones
 - a. CVC includes instructions on the enforcement of differing speed limits when children are present

Prioritization

With more than 1100 miles of roadway eligible for a maximum of 125 Speed Safety Systems LADOT sought to identify criteria that would maximize the impact of these systems, while honoring the intent of the bill. To begin, LADOT opted to analyze only the Priority Safety Corridors, as they represented higher safety needs and reduced the amount of streets to analyze to 550 miles depicted in **Figure 1**. Ineligible roadways that are within city limits, but are state routes, including freeways, expressways and public surface streets where the state has enforcement authority were excluded from this analysis.

ATTACHMENT A

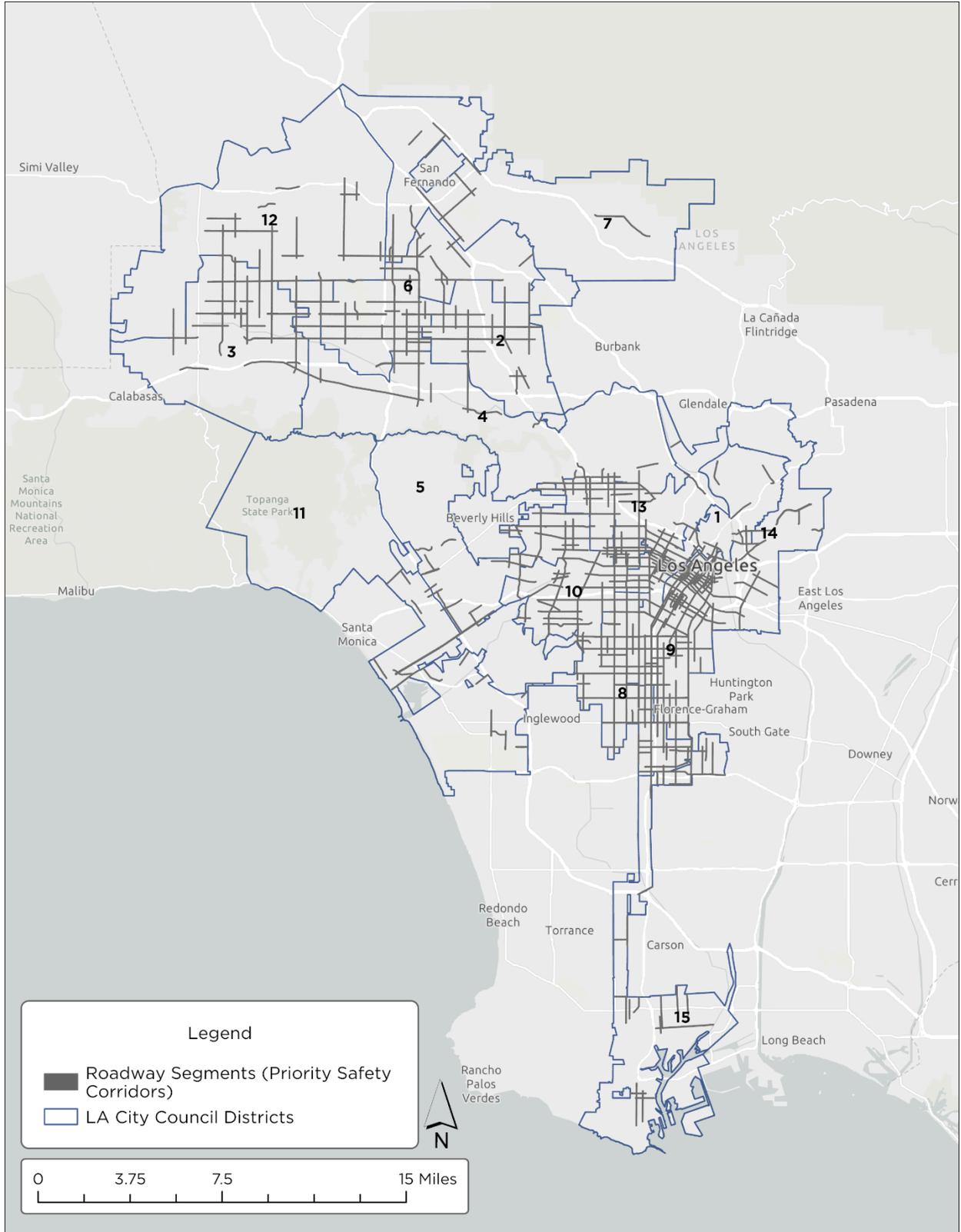


Figure 1: Priority Safety Corridors

ATTACHMENT A

Each segment of the Priority Safety Corridors were scored and ranked using the safety related data described below. Segment lengths varied between 0.5 miles and 3 miles based on the underlying data. Weights were determined by the criterion's relative importance to LADOT's emphasis on addressing speed-related collisions, while considering vulnerable populations and other factors.

Speed Related Collisions: **30%**
Schools Proximity: **15%**
High Speeding Locations: **15%**
Senior Center Proximity: **10%**
Uncontrolled Marked Crosswalks: **10%**
Vehicle Enhanced Network: **10%**
Neighborhood Enhanced Network Hotspots: **5%**
Street Racing (LAPD): **5%**

- **Speed Related Collisions - 30%**
 - o The number of collisions that were reported by LAPD to have speed as a primary collision factor. (Collision dataset comprises crashes between 2017 – 2021, the dataset used for the 2024 safety study).
- **School Proximity - 15%**
 - o Segment is within 500 feet of a school.
- **High Speeding Locations - 15%**
 - o Historical data identifying the percentage of vehicles speeding more than 11 mph over the posted speed limit.
- **Senior Center Proximity - 10%**
 - o Segment within 500 feet of a senior center.
- **Uncontrolled Marked Crosswalks -10%**
 - o Street segments with marked crosswalks that lack signals or other Traffic Controls.
- **Vehicle Enhanced Network -10%**
 - o Segment is on the Vehicle Enhanced Network as defined in the 2025 Mobility Plan. (defined as arterial streets intended to facilitate vehicle access).
- **Neighborhood Enhanced Network Hotspot - 5%**
 - o Segment has been identified in the 2024 Safety Study as being part of a network of local streets intended to serve slow moving traffic and connect neighborhoods through active transportation, while also having a history of collisions involving high speeds.
- **Street Racing Top 50 - 5%**
 - o Segment includes intersections reported by the Los Angeles Police Department as one the 50 most frequent street racing locations in 2023.

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Final Selection

Once all segments were scored, LADOT was directed by City Council to determine a candidate list of 200 locations and work with Council Offices to determine a final list of 125. To achieve the goals of geographic and socioeconomic diversity LADOT selected the top 14 scoring locations in each of the 15 council districts. This resulted in a total of 210 locations. Council offices then provided additional locations for review based on street racing concerns and local safety concerns. If the location could be validated to meet the criteria of the CVC, it was added to the final pool of candidates. The staff for each council office was asked to select 7 locations from their top 14 to be final locations. This resulted in a list of 105 locations. LADOT staff then selected the final 20 locations based on the perceived highest impact to locations not already covered.

The final selections result in at least eight locations per Council District, with up to nine locations in five Districts. If any locations prove to be unsuitable due to technical limitations during system installation, the next highest ranked and suitable location within a Council District will replace it and a public notice amending this impact report will be posted on the city website.

The number of selected segments are summarized in **Table 2** and depicted in **Figure 2**. The Appendix contains a complete listing of the proposed locations for speed safety system installation.

Table 2: Speed Safety System Locations by Council District

Council District	Proposed Locations		Proposed Locations within Equity Areas	
	Total	% of Total	Total	% of Total
1	8	6%	7	5%
2	8	6%	1	1%
3	8	6%	3	2%
4	9	7%	2	1%
5	8	6%	0	0%
6	9	7%	3	2%
7	8	6%	4	3%
8	9	7%	8	6%
9	9	7%	9	9%
10	9	7%	4	3%
11	8	6%	0	0%
12	8	6%	0	0%
13	8	6%	4	3%
14	8	6%	6	5%
15	8	6%	8	7%
Grand Total	125	100%	59	47%

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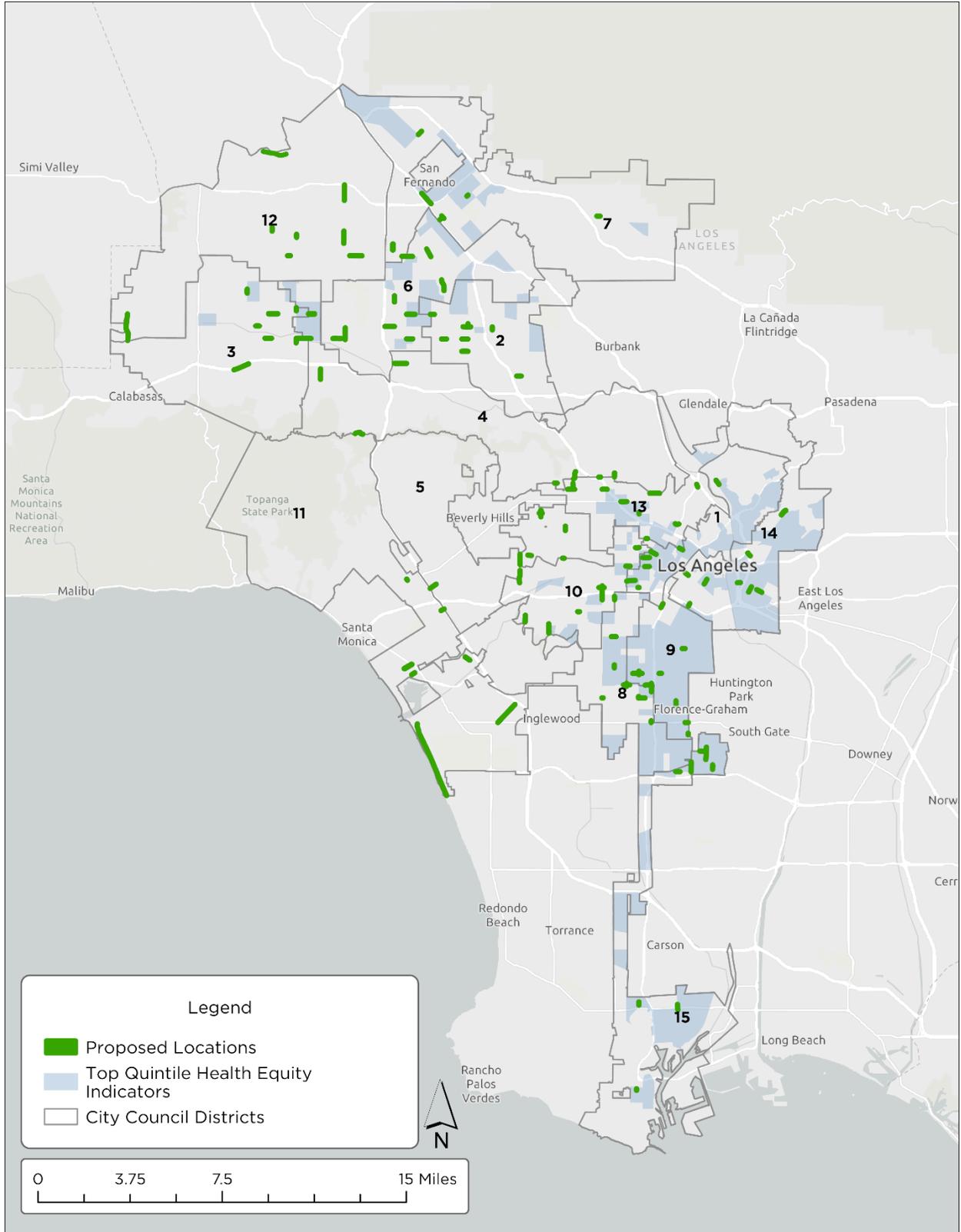


Figure 2 Proposed Speed Safety System Locations

ATTACHMENT A

Equity Analysis

By using a citywide ranking methodology that locates speed safety system locations according to safety needs within each of the 15 City Council Districts, the pilot program ensures broad geographic distribution. Ranking potential locations for installation of speed safety systems within each Council district ensured that low-income or otherwise disadvantaged areas will not be disproportionately burdened by an overconcentration of cameras. To better understand the equity impacts of the program, LADOT analyzed the proposed locations in comparison with the top 20th percentile of the Department of City Planning's Community Health and Equity Index (CHEI), which accounts for demographic, socio-economic, health, land use, transportation, food environment, crime, and pollution burdens.

Fewer than 50% of the recommended segments fall within the Equity Index top quintile census block groups, as seen in **Table 2** above.

Council Districts: The prioritization process ensured that the distribution of deployment locations across all fifteen council districts was roughly proportionate to the number of HIN network segments located in each district.

Department of City Planning's (DCP) Community and Equity Index: The distribution of deployment locations **will not significantly** concentrate in areas covered by this index.

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Appendix:

Proposed Speed Safety System Locations

Council District 1

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
W Washington Blvd	S New Hampshire Ave	S Vermont Ave	35	Yes	Yes	7
W 8th St	S Westmoreland Ave	S Hoover St	35	Yes	Yes	11
Wilshire Blvd	S La Fayette Park Pl	S Park View St	35	Yes	Yes	12
Venice Blvd	S Normandie Ave	S Catalina St	35	Yes	Yes	4
W Olympic Blvd	Elden Ave	S Hoover St	35	Yes	Yes	6
S Figueroa St	W Adams Blvd	W 23rd St	30	No	Yes	12
Beverly Blvd	Belmont Ave	Witmer St	35	Yes	Yes	4
Cypress Ave	Cazador St	Macon St (midblock)	30	Yes	Yes	4

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 2

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
Magnolia Blvd	Tujunga Ave	Klump Ave	35	No	Yes	6
Oxnard St	Ethel Ave	Coldwater Canyon Ave	35	No	Yes	3
Victory Blvd	Mammoth Ave	Ventura Canyon Ave	35	No	Yes	5
Laurel Canyon Blvd	Archwood St	Vanowen St	40	No	Yes	11
Sherman Way	N Cedar Rd	Costello Ave	35	Yes	Yes	7
Vanowen St	Morse Ave	Goodland Ave	35	No	Yes	10
Victory Blvd	Ethel Ave	Coldwater Canyon Ave	35	No	Yes	12
Coldwater Canyon Ave	Vanowen St	Bassett St	35	No	Yes	5

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 3

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
Sherman Way	Calvin Ave	Vanalden Ave	35	No	No	10
Vanowen St	Hatillo Ave	Corbin Ave	35	No	Yes	6
Reseda Blvd	Erwin St	Victory Blvd	35	No	Yes	9
Victory Blvd	Canby Ave	LA River	45	Yes	Yes	5
Reseda Blvd	Wyandotte St	Valerio St	35	Yes	Yes	5
Winnetka Ave	Arminta St	Strathern St	35	Yes	Yes	3
Ventura Blvd	Winnetka Ave	Chalk Hill	40	No	Yes	11
Victory Blvd	Belmar Ave	Tampa Ave	45	No	No	8

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 4

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
White Oak Ave	Margate St	Ventura Blvd	40	No	Yes	2
Fountain Ave	N Hoover St	Hyperion Ave	35	No	Yes	3
Burbank Blvd	Kester Ave	Sepulveda Blvd	35	No	Yes	23
Victory Blvd	Newcastle Ave	LA River	45	Yes	Yes	6
Sherman Way	Lindley Ave	Zelzah Ave	35	Yes	Yes	5
N Western Ave	Franklin Ave	Los Feliz Blvd	35	No	Yes	10
N Highland Ave	Franklin Pl	Camrose Dr	35	No	Yes	17
Franklin Ave	Cheremoya Ave	Tamarind Ave	35	No	Yes	3
Hollywood Blvd	N Vista St	Camino Palmero St	30	No	Yes	5

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 5

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
W Olympic Blvd	Greenfield Ave	405 Fwy	35	No	No	5
N Fairfax Ave	Clinton St	Waring Ave	35	No	Yes	4
S La Cienega Blvd	W Pico Blvd	W Olympic Blvd	35	No	Yes	26
Melrose Ave	N Hayworth Ave	N Orange Grove Ave	35	No	Yes	3
W Olympic Blvd	Alvira St	Stearns Dr	35	No	Yes	3
S La Cienega Blvd	W 18th St	Horner St	35	No	Yes	10
N La Brea Ave	W 1st St	Beverly Blvd	30	No	Yes	12
W Olympic Blvd	S La Brea Ave	S Sycamore Ave	35	No	Yes	4

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Proposed Speed Safety System Locations

Council District 6

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
Woodman Ave	Terra Bella St	Nordhoff St	35	No	Yes	6
Vanowen St	Firmament Ave	Sepulveda Blvd	35	No	No	13
Woodman Ave	Roscoe Blvd	Strathern St	35	No	No	18
Balboa Blvd	Orange Line Busway	Archwood St	35	No	Yes	8
Sepulveda Blvd	Stagg St	Saticoy St	35	No	Yes	9
Nordhoff St	Pacoima Wash	Cedros Ave	35	Yes	Yes	7
Victory Blvd	Louise Ave	High Tech Los Angeles East Driveway	45	No	Yes	6
Sherman Way	Kester Ave	Sherman Cir (midblock)	35	Yes	Yes	9
Victory Blvd	Kester Ave	Cedros Ave	35	Yes	Yes	4

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Proposed Speed Safety System Locations

Council District 7

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
Van Nuys Blvd	Herrick Ave	De Foe Ave	35	Yes	Yes	1
Polk St	Glenoaks Blvd	Fellows Ave (midblock)	35	Yes	Yes	3
Foothill Blvd	Newhome Ave	Sherman Grove Ave	35	No	No	10
Nordhoff St	Noble Ave	Pacoima Wash	35	Yes	Yes	3
Laurel Canyon Blvd	Wolfskill St	Pacoima Wash	40	Yes	Yes	4
Sepulveda Blvd	Tupper St	Plummer St	35	No	Yes	6
Laurel Canyon Blvd	Pinney St	Hoyt St	40	No	Yes	7
Van Nuys Blvd	5 Fwy	Laurel Canyon Blvd	35	No	Yes	8

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Proposed Speed Safety System Locations

Council District 8

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
S Figueroa St	W 68th St	W Gage Ave	35	Yes	Yes	31
S Normandie Ave	W 62nd St	W 64th St	35	Yes	Yes	7
S Western Ave	W 55th St	W 53rd St	35	Yes	Yes	11
W Gage Ave	S Halldale Ave	Raymond Ave	35	Yes	Yes	9
W Martin Luther King Jr. Blvd	S Hobart Blvd	S Saint Andrews Pl	35	Yes	Yes	17
W Florence Ave	S Van Ness Ave	Haas Ave	35	No	Yes	15
S Figueroa St	W Manchester Ave	W 85th St	35	Yes	Yes	18
W Florence Ave	S Vermont Ave	S Hoover St	35	Yes	Yes	23
S Vermont Ave	W Florence Ave	W 71st St	35	Yes	Yes	20

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Proposed Speed Safety System Locations

Council District 9

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
E Vernon Ave	Wadsworth Ave	McKinley Ave	25	Yes	Yes	3
W Gage Ave	S Hoover St	S Figueroa St	35	Yes	Yes	21
S Figueroa St	W Gage Ave	W 62nd St	35	Yes	Yes	15
W Slauson Ave	Brentwood St	Inskeep Ave (midblock)	35	Yes	Yes	3
W Slauson Ave	S Budlong Ave	Menlo Ave	35	Yes	Yes	16
S Central Ave	E 92nd Ave	E 91st St	35	Yes	No	11
S Vermont Ave	W 58th Pl	W 57th St	35	Yes	Yes	21
Avalon Blvd	E 77th St	E 74th St	35	Yes	Yes	6
E Manchester Ave	Wadsworth Ave	S Central Ave	35	Yes	No	24

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 10

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
S Western Ave	W 24th St	W Adams Blvd	35	Yes	Yes	11
W 6th St	S Berendo St	S Vermont Ave	35	No	Yes	15
S La Cienega Blvd	Sawyer St	W 18th St	35	No	No	7
S La Brea Ave	Veronica St	Coliseum St	40	Yes	No	20
S La Cienega Blvd	Coliseum St	Bowesfield St	35	No	Yes	9
W Olympic Blvd	Irolo St	Fedora St	35	Yes	Yes	7
Arlington Ave	W Adams St	W 18th St	35	Yes	Yes	18
W Washington Blvd	3rd Ave	S Van Ness Ave	35	No	Yes	4
W Jefferson Blvd	Crenshaw Blvd	S Bronson Ave	35	No	Yes	13

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 11

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
Washington Blvd	Marr St	Thatcher Ave	35	No	Yes	2
S Barrington Ave	Ohio Ave	Santa Monica Blvd	30	No	Yes	4
Venice Blvd	Pisani Pl	Lincoln Blvd	35	No	Yes	11
National Blvd	Webster Middle School (driveway)	405 Fwy	35	No	Yes	3
Vista Del Mar	Culver Blvd	City Limit	40	No	No	15
S Slauson Ave	Culver Blvd	Braddock Dr	25	No	Yes	2
La Tijera Blvd	W Manchester Ave	W 74th St	40	No	Yes	12
Mulholland Dr	Corde Dr	Calvena Dr	35	No	No	1

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 12

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
Reseda Blvd	Kinzie St	Superior St	35	No	Yes	6
Nordhoff St	Geyser Ave	Yolanda Ave	40	No	Yes	2
Nordhoff St	Petit Ave	Gothic Ave	40	No	Yes	12
Balboa Blvd	Tulsa St	118 Fwy	35	No	Yes	3
Tampa Ave	Merridy St	Lassen St	40	No	Yes	6
Balboa Blvd	Plummer St	Lassen St	35	No	Yes	11
Valley Circle Blvd	Victory Blvd	Highlander Rd	45	No	Yes	5
Sesnon Blvd	Reseda Blvd	High Glen Way	45	No	Yes	1

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 13

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
W Sunset Blvd	N Bronson Ave	101 Fwy	30	Yes	Yes	10
W 3rd St	S Virgil Ave	S Commonwealth Ave	35	No	Yes	4
W Sunset Blvd	N Sycamore Ave	N McCadden Pl	30	No	Yes	10
W Sunset Blvd	Rosemont Ave	N Alvarado St	35	Yes	Yes	8
N Highland Ave	W Sunset Blvd	Hollywood Blvd	35	No	Yes	12
N Vermont Ave	Melrose Ave	Marathon St	30	Yes	Yes	5
Santa Monica Blvd	N Hobart Blvd	N Normandie Ave	35	Yes	Yes	1
Riverside Dr	Riverside Ter	Allesandro St	35	No	Yes	2

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 14

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
W 7th St	S Flower St	S Grand Ave	25	No	Yes	7
S San Pedro St	E 17th St	E 15th St	35	Yes	Yes	5
S Soto St	E 6th St	E 4th St	35	Yes	Yes	5
S San Pedro St	E 6th St	Winston St	25	Yes	No	10
Marengo St	N Mission Rd	Lord St	35	Yes	No	5
E 4th St	S Mott Ave	S Evergreen Ave	35	Yes	Yes	2
E 4th St	S Pecan St	S Boyle Ave	35	Yes	Yes	8
Huntington Dr	Topaz St	Monterey Rd	35	No	Yes	5

ATTACHMENT A

Proposed Speed Safety System Locations

Council District 15

Street Name	To	From	Speed Limit	Equity Area	School Nearby	Speed Related Collisions
S Central Ave	E 114th St	E 109th St	35	Yes	Yes	15
N Avalon Blvd	W Sandison St	E N St	35	Yes	Yes	16
Wilmington Ave	E 113th St	E 110th St	35	Yes	Yes	8
Grandee Ave	E 108th St	E Century Blvd	25	Yes	Yes	5
E Imperial Hwy	Avalon Blvd	Stanford Ave	35	Yes	Yes	8
S Gaffey St	W 2nd St	W 1st St	35	Yes	No	12
E 103rd St	Fifth Blvd (midblock)	Grandee Ave	30	Yes	Yes	9
Vermont Ave	255th St	253rd St	35	Yes	Yes	3

COMMITTEE MEMBERS:

Brandi D'Amore, Chair
Paul Barbosa
Mark Millner
George Skarpelos
Jim Van Dusen



HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL
Certified Council #52,

P.O. Box 3272 Los Angeles, CA 90078

www.MyHUNC.org email us at Info@MyHUNC.org

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COMMITTEE MEETING

Planning and Land Use Management (PLUM) Committee

Thursday, March 5, 2026, 6:30 PM

Fire Station 82 Annex

1800 N. BRONSON AVENUE, L.A., CA 90028

Second Floor Conference Room

Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte (Secretary Contact Phone Number), Secretaria, al (----) o por correo electrónico secretary@myhunc.org para avisar al Concejo Vecinal.

IN CONFORMITY WITH THE JANUARY 1, 2026 ENACTMENT OF CALIFORNIA SENATE BILL 707 (DURAZO) AND LA CITY COUNCIL FILE 23-1114, THE HOLLYWOOD UNITED NEIGHBORHOOD COUNCIL MEETING WILL BE CONDUCTED VIRTUALLY.

Every person wishing to address the Board must dial (-----), and enter (828 3698 1526) and then press # to join the meeting. When prompted by the presiding officer, to provide public input at the Neighborhood Council meeting the public will be requested to dial *9 or use the Raise Hand option, to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered.

Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

In the event of a disruption that prevents the eligible legislative body from broadcasting the meeting to members of the public using the call-in option or internet-based service option, or in the event of a disruption within the eligible legislative body’s control that prevents members of the public from offering public comments using the call-in option or internet-based service option, the eligible legislative body shall take no further action on items appearing on the meeting agenda until public access to the meeting via the call-in option or internet-based service option is restored. Actions taken on agenda items during a disruption that prevents the eligible legislative body from broadcasting the meeting may be challenged pursuant to Section 54960.1.

California Government Code Section 54953.8(b)(3).

The legislative body shall not require public comments to be submitted in advance of the meeting and shall provide an opportunity for the public to address the legislative body and offer comments in real time. California Government Code Section 54953.8(b)(4).

Notwithstanding Section 54953.3, an individual desiring to provide public comment through the use of an internet website, or other online platform, not under the control of the eligible legislative body, that requires registration to log in to a teleconference may be required to register as required by the third-party internet website or online platform to participate. California Government Code Section 54953.8(b)(5),

A legislative body that provides a timed public comment period for each agenda item shall not close the public comment period for the agenda item, or the opportunity to register, pursuant to paragraph (5), to provide public comment until that timed public comment period has elapsed.

California Government Code Section 54953.8(b)(6)(A),

A legislative body that does not provide a timed public comment period, but takes public comment separately on each agenda item, shall allow a reasonable amount of time per agenda item to allow public members the opportunity to provide public comment, including time for members of the public to register pursuant to paragraph (5), or otherwise be recognized for the purpose of providing public comment.

California Government Code Section 54953.8(b)(6)(B).

Welcome

1. Roll Call
2. Approval of February 2026 Minutes
3. Public Comment on items not on the Agenda

4. Presentation by Homeboy Industries of planned use and historic protection considerations of Monastery of the Angels followed by Question & Answer
5. Discussion and possible recommendation to board on Los Angeles Department of Transportation (LADOT) Speed Safety System Camera Program Pilot Report; discussion to include but not limited to 4 areas within HUNC area or potentially affecting HUNC stakeholders:

N Western Ave between Franklin Ave and Los Feliz Blvd ;
N Highland Ave between Franklin Pl and Camrose Dr ;
Franklin Ave between Cheremoya Ave and Tamarind Ave ; and
Hollywood Blvd between N Vista St and Camino Palmero St

A) Information about Program: <https://ladot.lacity.gov/speed-safety-system>

Report Policy Motion: <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ladot.lacity.gov/sites/default/files/2026-02/speed-safety-program-report-and-policy.pdf>

Impact Report: <chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://ladot.lacity.gov/sites/default/files/2026-02/speed-safety-program-attachment-a-impact-report.pdf>

6. Discussion and possible recommendation to board on Griffith Park Gateway Concessions Requested Proposals Process

Online link: chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://recreation.parks.lacity.gov/sites/default/files/pdf/concession/rfp_pdf/griffithPark/2026/Griffith%20Park%20Gateway%20Concessions%20RFP.pdf

7. Committee Member announcements on items not on the Agenda
8. Old/Ongoing Business
9. New/Future Business

Adjournment

THE AMERICAN WITH DISABILITIES ACT As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and upon request will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Sign language interpreters, assisted listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting by contacting the Department of Neighborhood Empowerment by calling (213) 978-1551 or email: NCsupport@lacity.org

PUBLIC ACCESS OF RECORDS – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at Neighborhood Council Office Space Address (if applicable), at our website: www.hollywoodunitednc.org or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Chad McMurray, Secretary, at (----- Secretary Contact Phone Number) or email at: secretary@myhunc.org.

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CITY OF LOS ANGELES

DEPARTMENT OF
RECREATION AND PARKS

REQUEST FOR PROPOSAL

FOR THE OPERATION AND MAINTENANCE OF THE

GRIFFITH PARK GATEWAY CONCESSIONS (CON-M26-001)



Griffith Park Pony Ride Site
4400 Crystal Springs Drive
Los Angeles, CA 90027



Griffith Park Miniature Train
Ride Concession
4400 Crystal Springs Drive
Los Angeles, CA 90027
And
5200 Zoo Drive
Los Angeles, CA 90027



Griffith Park Pony Ride Food
and Beverage Concession
3900 Crystal Springs Drive
Los Angeles, CA 90027

RELEASE DATE:
JANUARY 30, 2026

PRE-PROPOSAL
CONFERENCES:
FEBRUARY 17, 2026
MARCH 24, 2026

DUE DATE AND TIME:
MAY 5, 2026, 1:00PM

SITE WALKTHROUGH:
FEBRUARY 25, 2026



CITY OF LOS ANGELES, DEPARTMENT OF RECREATION AND PARKS
221 N. FIGUEROA ST., SUITE 180
LOS ANGELES, CA 90012

TELEPHONE: 213-202-3280

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WEB: www.laparks.org/proposal.htm
<http://www.rampla.org>

EMAIL: LATRICIA.JONES@LACITY.ORG (CONTRACT COORDINATOR)

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FOR THE OPERATION AND MAINTENANCE OF THE
GRIFFITH PARK GATEWAY CONCESSIONS

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REQUEST FOR PROPOSAL
FOR THE OPERATION AND MAINTENANCE OF THE
GRIFFITH PARK GATEWAY CONCESSIONS

I. INTRODUCTION

The City of Los Angeles (City), through its Department of Recreation and Parks (RAP), seeks well-qualified, experienced, and innovative business entities to redevelop, operate and maintain high quality concessions (Concession) in Griffith Park. These prime locations present an exciting opportunity to create a unique and specialized area of the park that appeals to the diverse population of tourists and Angelenos who visit the park daily. The right proposer will be creative with capitalizing on the synergy of adjacent amenities to support the City's vision of developing a park landmark and destination. RAP encourages proposers to present an aesthetically pleasing redesign that enhances and complements all included concessions. Respondents may opt to subcontract some portions of the operations. A summary description of the opportunity is as follows:

- | | |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Term | The term of this contract(s) will be ten (10) years plus two five (5) year extension options. Any extensions will be at RAP's sole discretion. |
| Facilities | There are four concessions offered in this RFP: the former pony ride site, two miniature train ride locations, and one food and beverage facility. Proposers may propose on one or multiple locations, but only need to submit one set of Compliance Documents (Exhibit C) per proposing entity. RAP reserves the right to select different operators for each location. Therefore, this RFP may result in multiple agreements. |
| Concession Fee | The concession fee for each location will be a percentage of gross receipts (PGR). The minimum acceptable PGR is identified for each location in Section IV. Compensation Plan of this RFP. |

Proposers must demonstrate the ability to operate a high-quality concession, clearly articulate achievable plans for an innovative and profitable operation, and be in full compliance with applicable laws and regulations.

The selected proposer (Concessionaire) will implement a Concession operation that will meet or exceed the objectives of RAP, as well as incorporate creative ideas that are appropriate to maximize the Concession's value for patrons.

RAP's goals for providing concession opportunities are to provide the public with the best and highest quality products and service, ensure that RAP receives an adequate and appropriate revenue share for operations on RAP property, and protect City assets.

II. OBJECTIVE

The objective of this RFP is to award a ten-year agreement, with two five-year extension options exercisable at RAP's sole discretion. As stated above, the concessions may be divided up into multiple agreements. Objectives for each location are listed below:

Former Griffith Park Pony Ride Site

- Create, develop, and operate a vibrant, sustainable, recreational attraction that aligns with RAP's vision for a site that:
 - Offers a design and operational plan tailored to prioritize young people and serves as a premier family destination by featuring intergenerational activities and amenities appealing to visitors of all ages, fostering a sense of community and family engagement.
 - Provides a recreational opportunity for low income and underserved communities ensuring equitable access to green space and quality outdoor experiences.
 - Promotes activities that support intellectual engagement and exploration by encouraging curiosity and a sense of wonder, developing critical thinking skills, and using hands-on activities and thoughtful interpretation to stimulate creativity and dynamic learning.
 - Fosters meaningful and memorable experiences for young Angelenos, ensuring these interactions are positive, educational, and impactful enough to shape their connection to nature, create opportunities for discovery, learning, and physical activity, that will instill a lifelong appreciation for park spaces and environmental stewardship.
 - Complements existing and planned attractions in Griffith Park by harmoniously integrating with the park's natural environment and the established character of its diverse features, such as various trails and historical sites, to ensure a cohesive visitor experience that amplifies the park's appeal as a unified recreational and cultural destination.
 - Prioritizes the needs and accessibility for local residents, particularly those immediately surrounding Griffith Park, as well as the broader regional users to ensure that the proposed improvement is primarily geared toward enhancing the experience and usability for the community that sustains and frequently visits the park.
 - Operates with a high standard level of care for safety, maintenance, and cleanliness, ensuring the preservation of the public infrastructure and natural environment within the park area.
 - Demonstrates swift implementation and operation of the new concession to provide a community benefit and enhance public enjoyment of the space in the near term.
 - Champions environmental stewardship by rigorously incorporating comprehensive sustainable principles and green design practices throughout all phases of planning, construction, and long-term operation.

PlaceWorks, an independent consulting firm hired by RAP, conducted a public engagement process to determine what constituents envisioned for the site and to help with future decision making by the City. Features and attractions that were identified as most important to the community included: a live animal experience that may include educational and animal rescue opportunities; a community garden that includes educational programs on agriculture; an indoor-outdoor museum or nature center; and an indoor and outdoor adventure play area with activities such as outdoor rope courses and rock walls. The PlaceWorks Future Use Opportunities Report can be found as exhibit M to this RFP.

Though not required, the City highly encourages proposers to give consideration to the features and attractions identified in the PlaceWorks report as important to the community as they

develop their proposals. If a live animal experience is proposed, proposers should include information regarding animal health, safety, and well-being protocols.

Griffith Park Miniature Train Rides (Two Locations)

- Operate and maintain safe and efficient miniature train ride services on a year-round basis, seven days a week, in the designated areas of Griffith Park, subject only to approved closures, extreme weather, or pre-approved holidays.
- Provide a welcoming, high-quality, family-friendly, and enjoyable experience for all visitors ensuring the overall atmosphere and operation of the train rides and the surrounding areas are aesthetically pleasing, well-maintained, and conducive to an enjoyable outing, as well as, preserving and enhancing the visual appeal, historical integrity, and charm of the miniature train attractions.
- Offer miniature train ride services at reasonable market prices, taking into consideration the operational costs, the standard pricing for similar recreational park attractions in the Southern California region, and the goal of maximizing accessibility for all park visitors.
- Prioritize safety, cleanliness, and exceptional customer service while delivering an engaging and entertaining experience that encourages repeat visitation.
- Optimize the number of patrons by offering quality service while generating revenue for the Concessionaire and RAP, including adjustments for peak and non-peak periods and special events.
- Establish a proactive maintenance program, conduct daily inspections of the equipment, maintain equipment in good repair and clean, and conduct routine maintenance and repairs as needed.
- Attain necessary certificates and permits that are relevant to the Concession, such as from the Los Angeles Fire Department (LAFD) and the State of California.
- Sell train-related toys and other novelty items of high quality at reasonable prices at the GPS facility to enhance the overall visitor experience and complement the train attraction.

Proposers may suggest alternate uses for these areas; however, RAP's preference is for the sites to remain a miniature train ride concession.

Griffith Park Pony Ride Food and Beverage Concession (adjacent to the former Pony Ride site)

- Upgrade the food service from a snack stand to a themed food experience, elevating the visitor experience with enhanced aesthetic design for the service area and associated seating, and improved operational efficiency and capacity that complements the overall aesthetic and historical context of this prime area.
- Provide food and beverage services at the Concession on a year-round basis, seven days a week, subject only to approved closures, extreme weather, or pre-approved holidays.
- Offer well-designed, durable, and aesthetically pleasing outdoor seating arrangements to accommodate patrons purchasing food and beverages.
- Provide professional food and beverage services at reasonable market prices to consistently meet and exceed the diverse needs and expectations of the needs and expectations of the City, park patrons, and the neighboring community. This includes

offering a variety of healthy and appealing options, operating with efficiency and cleanliness, and maintaining an elevated standard of customer service throughout all hours of operation.

- Maximize patron experience through high-quality and uniquely featured food and beverage offerings, quality of service, and an attractive ambiance.
- Identify and implement (with RAP approval) expanded services appropriate and relating to food and beverage services.
- Offer beer and wine and obtain the necessary licenses and permits to do so.

Objectives for All Concession Locations

- Maintain the cleanliness and appearance of the Concession to the satisfaction of RAP and meet industry standards by providing on-going maintenance of structures, furnishings and equipment.
- Assess, install, and/or renovate any necessary high-quality structures, furnishings and/or equipment to create an attractive, inviting, and profitable Concession.
- Prioritize ADA accessibility.
- Minimize wait times.
- Establish and increase a strong customer base through the use of marketing and advertising tools and outreach to the community.
- Implement, maintain, and enforce all health and safety rules and regulations as required by the city, county, state and federal agencies.
- Generate revenue to the Concessionaire and the City while also balancing affordability to park users.
- Demonstrate awareness of the demographics and special needs of the community.
- Work in partnership with RAP and adjacent concessionaires during the normal course of business and as unforeseeable problems arise.
- Operate the Concession in an environmentally sensitive manner.
- Be compliant with all of the terms of agreement.

The term of the agreement resulting from this RFP will commence on the date of execution of the agreement by both parties, and the initial term will terminate ten years from the date the Concessionaire commences operation of the concession. RAP may exercise the options to extend the term.

This RFP provides interested parties with information to prepare proposals to meet the requirements. **Proposers may provide information in addition to what is requested if deemed relevant or essential and are encouraged to suggest services/activities in addition to those described in this RFP. Proposers may propose on one or all locations. Proposers interested in proposing for more than one concession may submit one proposal for all desired locations. Proposals for more than one location must clearly address the individual needs of each location.**

III. BACKGROUND AND DESCRIPTION OF THE CONCESSIONS

Griffith Park covers 4200 acres and is visited by approximately 10 million people annually. The Park offers numerous family attractions; an assortment of educational and cultural institutions;

miles of hiking and horseback riding trails; picnic areas, and provides visitors an ideal environment for enjoyable recreation activities.

Former Griffith Park Pony Ride Site

The Griffith Park Pony Ride site is located at 4400 Crystal Springs Drive, Los Angeles, California 90027, near the main entrance to Griffith Park. The site is easily accessible from the Golden State Freeway (I-5) and Los Feliz off-ramps. It is adjacent to a miniature train ride and a food and beverage concession.

The 20,000 square foot space leverages historic, local significance and distinctiveness that is already meaningful and iconic to Griffith Park. The Griffith Park Pony Ride site is the former home to the Griffith Park Pony Ride and embodies a unique mid-century western design. The re-imagined space will incorporate the deeply rooted historical perspective of the site positioned to serve the local residents and visiting tourists. Once complete, the re-envisioned site will serve as a gateway for visitors to experience the site as an accessible and cherished natural resource, public recreation place, and destination location.

The site currently comprises a ticket booth, a pergola structure over the waiting area, a multi-lane riding ring, a pony sweep area, a metal barn, pony corral areas, and other improvements affixed to the property. A Historic Structures Report (HSR) was recently conducted by the Architectural Resource Group, for the Pony Rides site as part of the City's Future Use Opportunities Study for this site (Exh. M). The HSR lists the following four contributing resources at the Griffith Park Pony Ride Site along with their character-defining characteristics: Historic Vegetation, Pergola, Ticket Booth, and Riding Ring. Per the HSR, contributing elements of the Pony Ride Site should be retained to the extent feasible and undergo repair and maintenance as needed. Proposers may still recommend other uses for these areas. However, demolition and substantial modification of the contributing resources would require a permit and review by the City of Los Angeles Cultural Heritage Commission.

The Concessionaire is responsible for all utility charges. The electric utility charge is based on a separate meter exclusive to the Pony Ride Concession Site. The Concession operator will remit utility payments directly to the utility companies.

Griffith Park Miniature Train Rides

The Griffith Park miniature train ride concessions are family-friendly environments, integral to the numerous family attractions that Griffith Park offers. There are currently two locations for miniature train ride services: 1) Griffith Park and Southern Railroad (GPS) located at 4400 Crystal Springs Dr., Los Angeles, CA 90027; and 2) Travel Town Museum (TT) in Griffith Park located at 5200 Zoo Dr., Los Angeles, CA 90027.

The GPS facility features an Old Western Town facade, with beautiful locomotives, each having a nostalgic look and appeal fueled by propane. Matching and/or wooden gondola passenger cars, approximately one mile of 18-gauge track, and 7/8 mile of perimeter fence are incorporated. The concession also includes the scale station (ticket office) which was modeled after the train station at Disneyland and built 'in the 1960s; concrete loading platform and wood cover balanced on a center row to protect the double track; decorative scale water tank/tower; engine shed/barn containing three tracks, a maintenance pit, storage and a small machine

shop, concrete floor, 200-amp electrical and water; decorative small building used for storage; employee building which is a break room and rest room; tunnel which is decorative but also serves as an enclosed securable storage area for equipment during non-operating hours; and a wood-on-concrete bridge which is a functional crossing for the track built in the 1960s but retrofitted in 1991 with supplemental steel framework. This location also offers a simulator ride, seasonal festive train rides, and a souvenir stand as part of the concession. Significant investments and capital improvements in the Concession have been made. Special events for the community are highlights which include the Christmas Lights Festival Train Ride event and recent addition of Easter and pumpkin patch events at the GPS facility. These family-friendly events are offered at affordable prices without compromising customer experience.

The Travel Town Museum location includes attractive locomotives and passenger coaches running on 16-gauge track, approximately three eighths of a mile. This location also includes a repairable locomotive area, the ticket booth, shop tools, and equipment.

The current operator has a four-tiered pricing structure in place: adults, children, seniors, and groups. The parking lots are shared with the neighboring concession operators and visitors. In 2025, 230,562 passengers rode the miniature train ride.

The Concession is open 7 days a week, except on Christmas. The hours of operation of the gift stand at GPS are negotiable. The selected proposer may propose to sell seasonal and novelty merchandise on special events, upon approval from the General Manager. It is prohibited to sell any food, candy, or drinks at the GPS gift store. This restriction may be reconsidered by RAP if the adjacent food and beverage concession is awarded to the same operator as the train ride.

The Concessionaire will be responsible for paying all utilities and must install a separate electrical meter if one does not already exist. The addition of any equipment for the Concession will be subject to approval by the General Manager.

Current Operator's Five-Year Sales History

Category	2021	2022	2023	2024	2025
Train Ride GPS	\$624,699.25	\$868,878.25	\$483,595.00	\$444,062.00	\$343,653.00
Train Ride TT	\$313,564.75	\$488,586.00	\$499,516.00	\$506,868.00	\$453,956.00
Simulator	\$59,528.00	\$90,536.00	\$53,101.00	\$43,969.00	\$31,893.00
Merchandise	\$51,271.28	\$59,680.47	\$55,529.38	\$61,174.30	\$61,654.40
Other/Holiday Ride	\$178,565.91	\$324,464.79	\$424,310.52	\$420,631.24	\$339,766.73
Party Rentals	n/a	n/a	\$17,962.50	\$44,640.00	\$37,272.50
Total Gross Sales	\$1,227,629.19	\$1,832,145.51	\$1,534,014.40*	\$1,521,344.54*	\$1,268,205.63*

*Note: The adjacent Pony Ride concession closed in December 2022 which resulted in a decrease in sales for the GPS Miniature Train Ride concession.

Griffith Park Pony Ride Food and Beverage Concession

This location consists of approximately 1200 square feet with additional space available for possible build-out. The building includes a main room, featuring a service counter and windows and a utility room. The operation currently consists of a food stand with take-out window service only. Investment in building improvements will be required to include enhanced service areas,

work stations, appearance of the front public facing area, and expanded outdoor seating areas. There is currently no restaurant seating area and customers use nearby picnic tables and chairs. The City’s vision for the future use of this space includes the redevelopment of the concession into a more robust operation by upgrading the food service from a snack stand to a themed food experience. Proposers may suggest improvements to increase the size of the premises as there is opportunity for increased square footage which could translate to an increase in type of service and make this a destination in its own right. This could include the offering of beer and wine to be consumed on the premises. An enhanced, creative menu featuring farm-to-table foods is encouraged. Offerings may also include children-themed birthday party rentals of selected areas. The Concessionaire will be responsible for all improvements to the facility and obtaining any licenses/permits required for the sale of beer and wine.

The proposer must also provide the equipment, fixtures, materials, and furniture necessary to operate. All aspects of design, including, but not limited to, signage, fixtures, and furnishings are subject to RAP approval. All plans should also include the installation of a Wi-Fi system that is free for patrons of the concession and subject to RAP specifications and approval.

As proposers develop their designs, they should keep in mind that the food and beverage offerings should complement the feel of the surrounding area such as rural, western themed food offerings or other aesthetics that complement the overall theme of Griffith Park. Proposers must submit a description of planned improvements; estimated cost; financial plan; design and construction plans, if required; and indicate the source of funding to be used for improvements and working capital.

A list of existing City-owned equipment can be found in Exhibit L.3

Current Operator’s Five-Year Sales History

	2021	2022	2023	2024	2025
Total Gross Sales	\$247,029.00	\$330,086.09	\$102,949.88*	\$103,093.53*	\$53,509.46*

*Note: The adjacent pony ride closed in December of 2022 which resulted in a decrease in sales for the snack stand.

IV. COMPENSATION PLAN

Proposers may propose one or more locations. However, there is no guarantee that a Proposer will be awarded all locations on which they propose. For example, Company “A” may submit proposals for all locations, but may only be awarded one. RAP expects that a company will accept the location it is awarded regardless of whether that company is awarded all locations on which they propose. The concession fee for each location is the minimum acceptable PGR or the PGR as proposed by the Concessionaire, whichever is greater. Proposers are to complete the Financial Offer Form (Exhibit E) and specify their proposed PGR offered for ticket sales, special events, merchandise, and other proposed sales. Proposals for the Pony Ride Food and Beverage concession should include a Financial Offer Form that includes percentages for food and non-alcoholic beverages, and a separate percentage for alcohol and party packages if proposed. Payment of the concession fee will commence from the date the Concessionaire begins operation of the Concession and is made monthly by Concessionaire to RAP. The minimum acceptable PGR amounts are listed below:

Location	Minimum Acceptable PGR Ticket Sales	Minimum Acceptable PGR Special Event/Party Rentals	Minimum Acceptable PGR Merchandise Sales	Minimum Acceptable PGR Other Sales
Former Griffith Park Pony Ride Site	10%	15%	10%	10%
Griffith Park Miniature Train Rides	10%	15%	10%	10%

Location	Minimum Acceptable PGR Food and Non-Alcoholic Beverages	Minimum Acceptable PGR Beer and Wine	Minimum Acceptable PGR Birthday Party or Special Events Food and Beverage Packages	Minimum Acceptable PGR Other Sales
Griffith Park Pony Ride Food and Beverage	10%	12%	15%	15%

The biddable component of the proposal must include a PGR that meets or exceeds the minimum levels stated above. PGR must be stated as a percentage of gross receipts. Proposers may, but are not required to propose a PGR that includes an escalation plan per category based on the amount of gross revenue received from the previous year's performance. For example, if the gross revenue was \$100,000 or less, the PGR will be 10%. If the gross revenue was \$100,000 - \$500,000, the PGR will be 15%. If the gross revenue was \$500,000 or more, the PGR will be 20%.

Proposer must provide justification, based on their financial projections, planning, and relevant market research, that the PGR is competitive as well as sustainable and realistic.

Refer to Sample Agreement Exhibit I, Section 8.B, for the definition of gross receipts.

NOTE: ONLY ONE PGR PLAN PER SUBMITTAL. PROPOSALS WHICH INCLUDE MULTIPLE COMPENSATION PLANS WILL BE FOUND NON-RESPONSIVE TO THIS RFP.

V. MINIMUM CAPITAL INVESTMENT REQUIREMENTS

Minimum capital improvements required for each location are detailed in Section VI.D, Concession Improvements. Proposers must submit a description of planned improvements; estimated cost; financial plan; and indicate the source of funding to be used for improvements and working capital. If feasible, proposals should include a phasing plan and a detailed operating plan to provide service while improvements are underway (e.g. temporary units, mobile units, etc.).

Proposers should also provide a mid-term refurbishment plan, including a guaranteed minimum refurbishment amount, to be completed during the term of the Agreement. The actual mid-term refurbishments may take place during years two through ten of the Agreement and RAP may count any capital expenditures that were made during years two through ten by Concessionaire as part of the mid-term refurbishment.

The proposed capital investment and mid-term refurbishment dollar amounts must be spent on capital improvements or the Concessionaire will pay the unspent difference to RAP at the end of the Agreement term. Proposers must complete and submit a Capital Investment Offer Form which specifies the dollar amounts for each. The Form may be found as Exhibit F.

The Griffith Park Pony Ride Food and Beverage concession must offer a full-service kitchen serving freshly prepared food, and bar serving alcohol and non-alcoholic beverages, and snacks. Additionally, the Concessionaire must provide Wi-Fi access at the premises which is accessible to patrons. The Wi-Fi network must support 80% or more of the concession facility's maximum customer capacity as concurrent Wi-Fi users, simultaneously providing a minimum of 10 Mbps download speed and 3 Mbps upload speed for each concurrent user. For example, if the concessionaire's venue has a maximum capacity of 100 customers, the Wi-Fi network must support 80 or more concurrent Wi-Fi users while simultaneously providing each of these concurrent users the download speed of 10 Mbps and upload speed of 3 Mbps.

Locations may have some equipment which is owned by RAP and will remain with the facility in "as is" condition. Concessionaires may use the equipment or request that it be removed by RAP. A list of this equipment is detailed in Exhibit L.3. Any additional equipment required for the operation will be provided by Concessionaire at Concessionaire's expense and will become property of RAP upon termination of the Agreement.

VI. PROPOSAL ITEMS

Proposals should include detailed responses for each Proposal Item. The highest ranked Proposer will be awarded a Concession Agreement (Agreement) and will be expected to deliver all Proposal Items as described in their proposal and in the Agreement. If selected for award, Proposers must be willing and able to commit to its Proposal Items and all provisions contained in the Sample Agreement (Exhibit I), including the Standard Provisions for City Contracts (Rev. 01/25) [v.2] attached as Exhibit A to the Sample Agreement. The contents of the winning Proposal will be deemed a binding commitment and included as an attachment to the Agreement.

Proposers must respond to each of the following items in their written proposal. Each response must be numbered to correspond with each of the numbered items herein. Be sure to include a response to all items listed in Section II, "Objective".

- A. Background and Experience
- B. Business Plan
- C. Management and Operational Plan
- D. Concession Improvements

NOTE: ONLY ONE PLAN FOR EACH PROPOSAL ITEM WILL BE ACCEPTED. PROPOSALS WHICH INCLUDE MULTIPLE PLAN OPTIONS WILL BE FOUND TO BE NON-RESPONSIVE TO THIS RFP.

A. Background and Experience – Refer to Exhibit B

Proposers must provide a written explanation of their background and experience in providing services similar to those described in their response to this RFP. A minimum of three years of experience in operating a similar business within the last five years is required. Refer to Exhibit A, Instructions to Proposers, for detailed instructions regarding this requirement.

This item will be evaluated in both the Level I and Level II reviews. The Level I review will evaluate compliance with the minimum experience requirement. For the Level II review, Proposers will be awarded points based on the experience that exceeds the minimum experience requirements.

B. Business Plan - Refer to Section II Objectives

The Business Plan must describe how the Proposer will meet the Objectives stated in Section II of this RFP. The proposer's plan should include operating hours that align with park open hours and include a year-round plan for the operation of the Concession, weather permitting, seven (7) days a week and a minimum of six (6) hours per day from 10:00 a.m. until 4:00 p.m.

Proposers must list all equipment that they will provide, including but not limited to point of sale systems, credit/debit card machines, indoor and outdoor furniture, if applicable. The Concessionaire will maintain all equipment in good working condition throughout the term of the Agreement.

Proposals for the Griffith Park Pony Ride Food and Beverage concession must include menus and pricing. Menus must include quality food and beverage items with reasonable pricing, appropriate for the Concession. Proposers are encouraged but not required to explore menu options that complement the theme of the nearby pony and train ride attractions. Menu may include a breakfast menu with coffee and tea options and Grab and Go boxed lunches. All menus must comply with the Los Angeles Food Policy Council's Good Food Purchasing Guidelines (Exhibit K). Menu must also include for sale a variety of healthy choice options for food and beverages. This includes the availability of fresh fruits and fresh vegetables, water, 100% juice, beverages that contain at least 50% fruit juice with no added sweeteners, and providing healthy snacks as defined by the California Education Code (Part 27, Chapter 9, Article 2.5, Section 49431(a), Subsections 2 and 3). Proposers expressly agree to comply with all CITY and RAP food programs.

Proposals for the Griffith Park Miniature Train rides and Griffith Park Pony Ride Site attraction must include pricing for ticket sales, merchandise sales, special events, and other offerings that are appropriate for the Concession.

All proposals must include a sales and marketing plan which details methods of increasing and maintaining clientele.

All permits and licenses for operating the concession must be maintained throughout the term of the Agreement.

Additional Services and Special Events

Proposers are encouraged to consider and propose additional creative revenue streams and/or amenities provided they are appropriate for the Concession, compatible with other RAP

activities, and approved by RAP.

Financial Projections and Planning

Proposers are to complete and submit a Pro Forma Financial Statement (Pro-Forma) for each proposed location. A copy of the blank Pro Forma is provided as a reference in Exhibit D.

An electronic version of the Pro Forma is available [here](#). Find “Griffith Park Gateway Concessions RFP” and look for the Pro Forma link. Proposers should open and check the file, and report any problems immediately to the contact person listed on the cover of this RFP.

To complete the Pro Forma, follow the instructions on the first tab of the spreadsheet. Proposers must submit with their proposal a digital version of their Pro Forma.

The Pro Forma covers anticipated operations for the ten-year term of the Agreement. Projections should demonstrate sound financial planning, be realistic and achievable, and support all elements of the proposal.

The Pro Forma requires the proposer to enter the following information:

- **Pro Forma Profit and Loss:** Projections for the ten-year term, including projected revenues for each category of sales; variable costs (e.g. cost of goods sold); fixed costs (e.g. salaries, advertising and marketing, revenue-sharing, depreciation, utilities, insurance, etc.); interest and taxes, debt rate, net profit, etc.; proposers may include any additional information pertinent to their financial planning. Proposers should specify any assumptions made in the development of the Pro Forma such as number of transactions and average transaction amount.
- **Break-Even Analysis:** The expected return on investment is reflected here. Proposers should provide narrative explanations of their projected financial planning. Indicate any assumptions made in the financial planning; for example, expected interest rates, inflation rates, and anticipated increases or decreases in staffing levels. Are there anticipated revenue and/or attendance increases? If so, by how much? What are these figures based on? Indicate any research undertaken to support all assumptions.

C. Management and Operations Plan

Proposers are asked to submit sufficient information to allow RAP to evaluate how their management structure and operations plan will achieve the goal of operating a high-quality concession. Discuss and display the following information:

C.1 Staffing Plan

- An organization chart or list identifying all key personnel and their functions.
- Staff schedules illustrating proposed coverage during all operating hours, including part-time and full-time staff.
- Description of staff uniforms and/or attire standards which will be subject to approval by RAP prior to commencement of operations.

C.2 Customer Service Plan

- Customer service goals and policies.
- How customer complaints are handled and procedures for ensuring that management and personnel provide the highest quality of service.
- Speed of service guidelines.
- Quality assurance program.
- Customer guarantees, exchange or refund policies.
- List credit/debit cards that will be accepted. RAP requires that concessionaires accept Visa, MasterCard, American Express, and Discover without minimum charge requirements. Acceptance of bank debit cards affiliated with the required credit cards is also required.
- Types of customer service research that will be used, such as mystery shoppers or customer comment cards.

C.3 Employee Training

- Describe training or education programs that will be provided to employees.
- Describe any motivational programs and/or employee incentives.
- Describe local recruitment plans and sources of non-management labor.

C.4 Facility Maintenance Plan

- Describe plan for ongoing maintenance and repairs/replacement of equipment, displays, fixtures, flooring, etc.
- Provide a plan to handle deliveries, storage, trash removal and recycling.
- Describe pest and rodent mitigation plans.
- Describe maintenance plan for kitchen, if applicable, and outdoor area.

C.5 Sustainability

RAP is committed to improving environmental sustainability in our parks. We encourage items stocked on RAP property to use sustainable materials and packaging, such as paper and aluminum, instead of plastic. The sale of individual plastic bottled water is prohibited. Proposals which guarantee use of sustainable materials may receive additional points in the Operational category.

D. Concession Improvements

The facilities require some improvements as listed below:

D.1 Required Improvements:

Respondents must include an estimated timeline as part of their proposed capital improvement plan. RAP expects that the proposed improvements will be completed within that estimated timeline.

Required Improvements for the Former Griffith Park Pony Ride Site

Interested proposers must submit a comprehensive proposal outlining their development plans and capabilities to include:

Proposed Development

- Detailed description of the types of attraction(s) to be developed
- Location of the attractions at the site incorporating historical buildings and footprints
- Size of proposed attraction(s) in square feet
- Estimated capital investment
- Proposed materials to be used
- Design approach and discussion of its compatibility with surrounding activities, uses, architecture, and aesthetics
- Strategy for soliciting and incorporating neighborhood/stakeholder input
- Inclusion of conceptual drawings or renderings are encouraged and will be evaluated as part of the proposer's overall proposal

Proposed Process Timeline

Please provide dates for commencement and completion of key project activities including, but not limited to:

- Financing commitments
- Design development, pre-construction planning, etc.
- Permitting and approvals (the City intends to assist, as much as possible, to facilitate approvals)
- Construction
- Project completion

Required Improvements for the Griffith Park Miniature Train Rides

- Repair and repaint ticket booth.
- Repair/replace stamped-concrete area in front of the concession near the ticket booth. (GPS)

- Repair/replace rod-iron fencing around seating and landscaping areas in the front of the concession. (GPS)
- Landscape south-end of the concession area. (GPS)

Required Improvements for the Griffith Park Pony Ride Food and Beverage Concession

- Repaint exterior and interior of building.
- Repair/replace flooring.
- Design and furnish a new outdoor seating area.
- Installation of a Wi-Fi system that is free for park patrons and subject to RAP specifications and approval.
- Install signage subject to RAP approval.
- Construct aesthetic improvements to conceal roof-top building systems.
- Obtain all necessary permits

Proposals must detail improvements, including suggested construction and décor concepts and illustrations which will create an attractive environment as well as plans to maintain the facility in an attractive condition throughout the term of the Agreement.

Should the City exercise an option to renew the Concession agreement, it is expected that maintenance of the improvements will be ongoing.

D.2 Optional Improvements:

Interested parties may propose additional improvements as part of their response. Improvements are to be completed at the Concessionaire’s expense including, but not limited to, all permits and licenses. Proposers are to list the improvement projects that will be provided, updated, or enhanced; describe the reasons for these improvements; and state the dollar value of each project. All improvements shall become the property of the City and must be completed within the timeframe as proposed in the proposal which begins upon the execution of the Agreement.

Suggested ideas for Optional Improvements for locations:

- Landscaping of perimeter outdoor seating area.
- Shade solutions for seating areas.
- Outdoor grill for the Griffith Park Pony Ride food and beverage concession.

VII. EVALUATION AND AWARD

A. Evaluation Process and Criteria

Evaluation of proposals will consist of two levels. **Each proposer must pass Level I in order to advance to Level II.**

Level I – Compliance with RFP Submission Requirements:

RAP will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with minimum requirements and mandatory document submissions.

- Cover Letter (Exhibit A)
- Proposal Deposit (Exhibit A - \$2,000 per proposal)
- Compliance Documents (Exhibit C)
- Experience and References (Exhibit A)
- Financial Capacity (Exhibit A)
- Financial Offer Form (Exhibit E)
- Capital Investment Offer Form (Required and Optional) (Exhibit F)
- Terms and Conditions Acceptance Form (Exhibit G)

Level II – Evaluation and Scoring Criteria:

For the purposes of the Level II evaluation, responsive proposals will be evaluated, ranked, and scored based on the criteria below:

GATEWAY CONCESSIONS EVALUATION CRITERIA	
DESCRIPTION	WEIGHT
BACKGROUND AND EXPERIENCE	20%
BUSINESS PLAN	20%
MANAGEMENT AND OPERATIONS PLAN	25%
CONCESSION IMPROVEMENT PLAN	25%
COMPENSATION PLAN	10%
TOTAL EVALUATION WEIGHT	100%

Proposers must provide documentation/narrative demonstrating compliance with the listed requirements and will be evaluated on their ability to satisfactorily meet or exceed the requirements stated in this RFP.

A panel of City and/or non-City staff will conduct a comprehensive evaluation, which may include in-person interviews, of the proposals that pass Level I. Proposers for the Griffith Park

Pony Ride Food and Beverage concession may offer food visuals and samplings of the proposed menu items as part of their interview presentation. Upon completion of interviews, the panel will score proposers in each criterion and rank the proposals accordingly.

City reserves the right to conduct such investigations as the City considers appropriate with respect to the qualifications of each Proposer and any information contained in its proposal.

All proposals will be evaluated solely on the basis of the stated requirements in this RFP and the ranking by an evaluation panel whose determination will serve as a basis to formulate the General Manager's recommendation, setting forth the reasons for recommendation in a Board Report. The Board of Recreation and Park Commissioners (Board) will consider the General Manager's recommendation during a public Board meeting and may accept or reject the recommendation in making its decision as to the selection, if any, stating publicly the reasons for their action.

B. Award

RAP shall notify all proposers in writing of the General Manager's recommendation. Agreements are deemed to be effective upon the date of signature, or as otherwise stipulated under the Terms section of the Agreement.

The awarded Concessionaire must submit all additional documents required by this RFP, the City Attorney, City Ordinance, and State and/or Federal laws within thirty (30) calendar days of the City Council's contract award approval.

Furthermore, a Performance Deposit is required:

- Ten Thousand Dollars (\$10,000.00) for the former Griffith Park Pony Ride Site location.
- Ten Thousand Dollars (\$10,000.00) for each of the Griffith Park Miniature Train Ride locations.
- Five Thousand Dollars (\$5,000.00) for the Griffith Park Pony Ride Food and Beverage location.

C. Protest

Should a proposer object on any ground to any provision or legal requirement set forth in the RFP, or any addendum to the RFP, the proposer must, not more than ten calendar days after the RFP or addendum is issued, provide written notice to RAP setting forth with specificity the grounds for the objection. The failure of a proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

D. City's Right to Reject Proposals and to Waive Informalities

Notwithstanding any other provisions of this RFP, the City reserves the right to withdraw this RFP at any time without prior notice. The City also reserves the right to reject any and all proposals submitted or to waive any minor administrative irregularities contained in any proposal, when to do so would be in the best interest of the City and pursuant to Los Angeles City Charter Section 371 (c): "The City shall reserve the right to reject any and all proposals and to waive any formality in the proposal when to do so would be to the advantage of the City."

Charter Section 371(e)(10)

In approving this RFP, the Board, in its capacity as the contract awarding authority for RAP, finds, pursuant to Charter Section 371(e)(10), that the use of competitive bidding would be undesirable, impractical or otherwise excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criterion, such as price comparison, that will determine which proposer can best provide the services required by RAP for the management and operation of the concessions. To select the best proposer for this opportunity, the Board finds it is necessary to utilize a standard RFP process and to evaluate proposals received based upon the criteria included in this RFP. The Board specifically finds that the narrower and more specialized competitive sealed proposal process authorized but not required by Charter Section 371, subsection (b), would not meet RAP's needs and therefore opts to utilize the standard RFP process.

EXHIBITS

- A. Instructions to Proposers
- B. Administrative Requirements
- C. Compliance Documents and Forms
- D. Pro-Forma Template
 - D.1 Former Pony Ride Site Pro-Forma Template
 - D.2 Miniature Train Ride Pro-Forma Template
 - D.3 Pony Ride Food and Beverage Pro-Forma Template
- E. Financial Offer Form
 - F.1 Former Pony Ride Site Offer Form
 - F.2 Miniature Train Ride Financial Offer Form
 - F.3 Pony Ride Food and Beverage Financial Offer Form
- F. Capital Investment Offer Form
- G. Terms and Conditions Acceptance Form
- H. Premise Maps
 - H.1 Former Pony Ride Site Premise Maps
 - H.2 Miniature Train Ride Premise Maps
 - H.3 Pony Ride Food and Beverage Premise Map
- I. Sample Agreement with Standard Provisions for City Contracts (Rev.01/25) [v.2]
 - I.1 Former Pony Ride Site Sample Agreement
 - I.2 Miniature Train Ride Sample Agreement
 - I.3 Pony Ride Food and Beverage Sample Agreement
- J. Insurance Requirements
- K. Good Food Purchasing Guidelines
- L. List of City-owned Equipment
 - L.1 Former Pony Ride Site City-owned Equipment List - n/a
 - L.2 Miniature Train Ride City-owned Equipment List
 - L.3 Pony Ride Food and Beverage City-owned Equipment List
- M. PlaceWork Future Use Opportunities Study

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INSTRUCTIONS TO PROPOSERS

A. Submitting a Written Proposal

To be considered for award of this Agreement, proposing entities must submit a written proposal in response to the Proposal Items indicated herein. Proposals provide information about background, current business practices, applicable experience, and plans for servicing this Contract. Proposals are evaluated based on several evaluation criteria as indicated in this RFP.

Proposers may wish to consider the following guidelines in preparing their proposals:

- Ensure proposal is easy to read and well-organized in its response to RAP objective.
- Verify that proposal is complete and thoroughly responds to all Proposal Items and Compliance Documents described in the RFP.
- Formulate responses precisely and with detail; avoid vague, meaningless, or open-ended responses. Explain how your response furthers the stated objective.
- Make sure proposal demonstrates that your financial projections and cost estimates are realistic and sustainable.
- If there are significant risks in your business strategy, include plans to mitigate those risks, addressing any contingencies that may arise.

Your written submittal in this RFP process will be the primary basis on which the City will consider its award for the Agreement; therefore, proposers should be as thorough and as detailed as possible when responding to each Proposal Item and assembling a proposal. Proposers will not be able to add to or modify their proposals after the proposal due date. RAP may deem a proposer non-responsive if the proposer fails to provide all required documentation and copies.

B. Submitted Proposals

Proposals accepted by RAP electronically constitute a legally binding contract offer. **Proposals must contain ALL of the following:**

1. Cover Letter

Proposers are to include a cover letter indicating the contact information for the entity proposing. Include at a minimum:

- Proposing company's legal name (to be used on all documentation associated with this RFP and the resultant Agreement).
- Type of business (corporation, partnership, or sole proprietorship).
- Key names, including title and position.

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- Name of main point of contact; said point of contact will be the only recipient of all information related to this RFP and will function as the equivalent to the Department's Contract Coordinator.
- Complete mailing addresses.
- Telephone and fax numbers (including office and cell numbers as appropriate).
- E-mail addresses, and any other information needed by City staff to contact proposers.
- A statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth herein, without exceptions.

Proposals submitted in response to this RFP are subject to the California Public Records Act, California Government Code Section 6250 et seq.

If the Proposer claims that a portion of its submission contains information that it would like to protect from disclosure, it must include that notification in its proposal cover letter along with the following statement:

"This proposer will indemnify the City and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for it's or the City's refusal to disclose any information this proposer claims as copyrighted material, trade secrets or other proprietary information that is protected from disclosure to any person making a request therefore."

Failure to include such a statement shall constitute a waiver of a Proposer's right to exemption from this disclosure.

2. Minimum Qualifications

All proposals must include information to demonstrate that all minimum qualifications are met. This section pertains to your business entity's PAST experience and CURRENT operations, not your PROPOSED operation for this Concession.

If this is a new company, partnership, or joint venture formed for the operation of this concession, describe the background and qualifications of each of the partners or principals.

Proposals must contain ALL of the following:

2.1 Ownership Description

Proposers must include a response to each proposal item listed below:

- 2.1.1** Address
- 2.1.2** Length in business (in years and months)

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Proposers must have at least **three years** of experience in the last five years actively operating and managing a similar business.

- 2.1.3** Type: Sole Proprietorship, Partnership, Joint Venture, Corporation or a Limited Liability Company (LLC), etc.
- 2.1.4** Size of company (includes total number of employees and annual gross revenue)
- 2.1.5** Names of persons responsible for operations
- 2.1.6** Any pending mergers (if none, so state in response to this section)
- 2.1.7** Ownership information for all proposed subcontractors

2.2 Description of proposing entity's experience in and knowledge of operating and managing a similar business.

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- 2.2.1** Description of similar current and past experience actively operating and managing a similar business.
- 2.2.2** Proposer's years of above experience
- 2.2.3** Extent of any related experience
- 2.2.4** Additional information that demonstrates your qualifications

2.3 Contracts History (include contact information for all contracts listed):

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- 2.3.1** List of all contracts commenced and terminated, for whatever reasons, during most recent twelve (12) months, along with an explanation of the reasons for the termination.
- 2.3.2** List of all contracts which terminated during 2024 and 2025, along with an explanation of the reasons for the termination.

2.4 Current Operations

Proposers must include a response to each proposal item listed below (if none, so state in response to each item below):

- 2.4.1** Employee hiring, training and promotion policies.
- 2.4.2** Methods and controls for accounting.

2.5 References

Proposers must include a response to each proposal item listed below:

- 2.5.1** Business References: Provide a minimum of three (3) references with whom you have conducted business to verify relevant past performance. Include names, addresses, email addresses, telephone numbers, and the scope of the business relationship.
- 2.5.2** Financial References: Provide a minimum of three (3) references from banks or other financial institutions; include names, addresses, email addresses, telephone

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numbers, and the type of relationship (for example, checking/savings accounts, commercial loans, landlord, lessor, etc.)

2.6 Financial Capacity

Each proposer must demonstrate the financial means and resources to finance, operate, and sustain the operation as proposed, including start-up and pre-opening costs, inventory and sufficient working capital, and access to additional capital, if needed. To this end, each proposer must provide, with the submitted proposal, the following items. All items submitted are subject to verification by RAP.

2.6.1 Amount of Investment Required

State the amount of investment you will require to provide services as proposed. This amount must include Start-Up Costs (Proposers must include a response to each proposal item listed below):

2.6.2 Amount of Investment to begin operations as proposed (to include):

- Performance Deposit
- Inventory
- Equipment
- Operating Supplies
- Training
- Others (list)

2.6.3 Source(s) of Funding

Proposers must include a response to each proposal item listed below:

- Indicate whether the proposed source of funding the above amount is cash reserves, financing from a commercial lender, other sources, or a combination thereof.
- Of the total amount required, indicate the amount that is to be funded through each source.

2.7 Financial Documentation

Each proposer must provide, with the proposal, the following written verification of its ability and commitment to provide adequate funding in the amount indicated above.

(If a partnership or joint venture, the following must be provided for each of the entities comprising the partnership or joint venture.)

Proposers must include a response to each proposal item listed below:

- 2.7.1** If cash reserves are to be used to fund the operation, provide the following (If no cash is to be used, so state in your response to this section):
- Bank statements for the proposing entity for the twelve (12) months preceding the release date of this RFP.

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___ If proposing entity is a public corporation, include a letter signed by an officer of the company that represents that company's finance committee or other entity (executive committee, board of directors, etc.) that has the authority to approve the expenditures.

NOTE: Such letter must be an original and must be notarized.

___ Copies of current credit reports/ratings of the proposing entity. If private capital is to be used, provide copies of current credit reports/ratings of the person(s) whose funds are to be used ("Current" shall mean current as of November 2025 or later).

2.7.2 If loans are to be used to fund the operation, provide the following (if no loans are to be used, so state in your response to this section):

___ A copy of an unconditional, formal letter of commitment from the lender(s);

2.7.3 Provide detailed documentation for any additional sources of funding. If no other sources of funding are to be used other than those already indicated, so state in your response to this section.

3. Administrative Requirements – Please see RFP Exhibit B for Administrative Requirements. Documents in Part I and Part II are to be submitted by ALL proposers. Documents listed in Part III are to be submitted only by the proposer selected for the award of the agreement.

4. Proposal and Performance Deposits

All proposals must include a Two Thousand Dollar (\$2,000.00) Proposal Deposit, per proposal, in the form of a cashier's check only, payable to the **City of Los Angeles**. This amount shall be payable as a guarantee that the selected proposer will enter into an Agreement with RAP. The selected proposer will have thirty (30) calendar days from the date the Agreement award is approved by City Council, to review, sign and return it to RAP. In the event the selected proposer fails to return the signed Agreement and all other required documents within the allotted time frame, a penalty of One Hundred Dollars (\$100.00) per calendar day shall be applied and deducted from the Proposal Deposit. If, after forty-five (45) calendar days from the date the Agreement award is approved by City Council, the Agreement is not signed and returned, the City maintains the right to move on to the proposer with the next highest selection ranking.

A Performance Deposit of Ten Thousand Dollars (\$10,000.00) will be required from the successful proposer of the former Griffith Park Pony Ride Site area and the Griffith Park Miniature Train Ride location, and Five Thousand Dollars (\$5,000.00) from the successful proposer of the Griffith Park Pony Ride Food and Beverage concession. The Proposal Deposit of the successful proposers will be released upon receipt of the required Performance Deposit, evidence of insurance and execution of the Agreement. In the event that an award is made and the successful proposer fails to execute the Agreement and to provide the required Performance Deposit and insurance policies, the Proposal Deposit of that proposer will be forfeited and retained by the Department.

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The Proposal Deposits of unsuccessful proposers will be returned upon execution of an Agreement with the proposer awarded the Agreement. Proposal Deposits are maintained for all proposers in the event the successful proposer fails to execute the Agreement and another proposer is considered for award.

C. Proposal Submittal Information

Deadline for Submission

To be considered, proposals must be received on or before **May 5, 2026** at 1:00 p.m.

Where to Submit your Proposal

The complete proposal package shall be submitted electronically no later than **1:00pm on May 5, 2026**. Proposals will only be accepted electronically - no hard copy or hand delivery of proposals. Proposals must be received by the deadline stated above delivered via email to: rap.commissioners@lacity.org or via Dropbox. Please see the "Proposal Submission and Meeting Attendance Instructions" page on the last page of this exhibit for important dates and specific instructions on how to submit the proposal.

Important Notices

Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely submitted proposals will be opened and the name of the proposer(s) announced. No other information about the proposals will be made public until such time as a recommendation concerning proposals is made to the Board of Recreation and Park Commissioners (Board).

RAP reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, proposers will have the right to revise their proposal. Proposals may be withdrawn, by written request to rap.commissioners@lacity.org, prior to the scheduled closing time for receipt of proposals.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. All or portions of this RFP and the contents of the proposal submitted by the successful proposer may become contractual obligations if an Agreement is awarded. Failure of the successful proposer to accept these obligations may result in cancellation of the award and forfeiture of the Proposal Deposit. The City reserves the right to withdraw this RFP at any time without prior notice and return deposits. All proposals submitted in response to this RFP become the property of the City of Los Angeles, Department of Recreation and Parks.

Mandatory Pre-Proposal Conference (Conference)

Date: February 17, 2026 or March 24, 2026 (Proposers only need to attend one meeting.)

Time: 11:00 a.m.

Location: Via zoom at the following link:

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<https://us02web.zoom.us/j/83579225160> Or telephonically at (669) 444 - 9171,
Meeting ID 835 7922 5160.

Optional Site Walkthrough:

Date: February 25, 2026

Time: 10:30am

Location: Meet in front of Griffith Park Pony Ride Food and Beverage Concession

The purpose of the Conference is to clarify the contents of this RFP and to discuss the needs and requirements of the proposal. Proposers are required to attend the Conference as an overview of the proposal requirements and the importance of adherence to compliance documents will be presented. **It is highly recommended that prospective proposers read the complete RFP prior to the Conference and begin preparation of their proposal in order to maximize the benefits of the Conference.**

Contact with City Personnel

Please direct all comments and questions to the Contract Coordinator. All contact regarding this RFP or any matter relating thereto must be in writing and may be e-mailed as follows:

Email: Latricia.Jones@lacity.org

To maximize the effectiveness of the Conference, to the extent possible, proposers should provide questions in writing prior to the Conference. This will enable the Contract Coordinator to prepare responses in advance.

Additional questions may be accepted in writing. However, responses may be deferred and provided as addenda to the RFP at a later date. **All questions must be in writing. Responses to questions will be posted to RAP's website and to www.rampla.org. It is recommended that questions be submitted as soon as possible in order to provide sufficient time to post written responses prior to the deadline to submit a proposal. Questions will be deemed late and may not be answered after April 7, 2026 at 5:00 PM.**

All questions, without identifying the submitting company, will be compiled with the appropriate answers and issued as an addendum to the RFP.

When submitting questions, please specify the RFP section number, paragraph number, and page number, and quote the passage that prompted the question. This will ensure that the passage can be quickly found in the RFP. RAP reserves the right to group similar questions when providing answers.

If City requirements or the specifications prevent proposers from submitting a proposal that would be beneficial to the City, please address the concern to the Contract Coordinator.

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Questions may address concerns that the application of minimum requirements, evaluation criteria and/or business requirements would unfairly disadvantage proposers or, due to unclear instructions, may result in RAP not receiving the best possible responses from proposers.

D. Document Check

Please check the contents of the RFP package carefully to ensure that you have all the necessary documents as referenced within the RFP, including any addenda. If you are missing any items, you should make a written request to the Contract Coordinator identified above.

The complete RFP package and all forms and information are available on the Department of Recreation and Parks Concession Opportunity page found [here](#). Should you find a discrepancy in or omissions from said documents, or have questions as to their meaning, notify the Contract Coordinator at the above address in writing no later than the deadline date for receiving proposals. The City of Los Angeles will not be bound by any oral statements or representations.

E. Contractual Arrangements

The proposer selected to perform the services outlined in this RFP will enter into an Agreement, approved as to form by the City Attorney, directly with the City of Los Angeles.

F. Verification of Information

RAP reserves the right to verify the information received in the proposal. If a proposer knowingly and willfully submits false information or data, RAP reserves the right to reject that proposal. If it is determined that an Agreement was awarded as a result of false statements or other data submitted in response to this RFP, RAP reserves the right to terminate the Agreement.

G. Cost of Preparation

All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable for any expenses incurred by the proposer in the preparation and/or submission of the proposal. All proposers who respond to solicitations do so solely at their own expense.

PROPOSAL SUBMISSION AND MEETING ATTENDANCE INSTRUCTIONS

IMPORTANT DATES

<p style="text-align: center;">February 17, 2026 March 24, 2026</p>	<p style="text-align: center;"><u>MANDATORY</u> PRE-PROPOSAL MEETING</p> <p>A Mandatory pre-proposal meeting will be conducted at 11:00 A.M., on February 17, 2026 and March 24, 2026 (Proposers only need to attend one meeting) via zoom at the following link: https://us02web.zoom.us/j/83579225160 Or telephonically at (669) 444 - 9171, Meeting ID 835 7922 5160.</p>
<p style="text-align: center;">February 25, 2026</p>	<p style="text-align: center;">OPTIONAL CONCESSION WALK-THROUGH</p> <p>Walk through viewing of all of Griffith Park Gateway Project concession locations. Meet at the Griffith Park Pony Ride Food and Beverage Concession at 10:30am. Send Email to latricia.jones@lacity.org to RSVP.</p>
<p style="text-align: center;">May 5, 2026</p>	<p style="text-align: center;">DEADLINE AND SUBMISSION INFORMATION</p> <p>Proposals must be received no later than 1:00 P.M. on May 5, 2026. Responses will only be accepted electronically. No hard copy or hand delivery of responses will be accepted. One complete proposal should be submitted via email to: rap.commissioners@lacity.org If the proposal contains confidential information, an additional redacted, electronic copy of the proposal must be submitted with all required materials. Responses must be received by the deadline.</p> <p>Each submission file must be 20 megabytes (MB) or smaller or broken up into multiple files not to exceed 20MB each. The response must have <u>CON-M26-001 Griffith Park Gateway Concessions RFP</u> in the subject line of the submission. If more than one file is sent in response, each email must be noted as part number of a series of how many in number total included in the subject line with the response title part one of X number total (for example <u>CON-M26-001 Griffith Park Gateway Concessions RFP – Part 1 of 3</u>). Each original response must include the proposal documents, all pages, with any Addenda, and all required information, forms and documentation with original initials and signatures.</p> <p>Proposals may also be submitted via Dropbox. For submissions using only Dropbox, the maximum file size is 2 GB. Dropbox submissions must be received by the deadline stated above and uploaded onto the following link: https://www.dropbox.com/request/Lce3S7p1MDURflqBBIHG Please have <u>CON-M26-001 Griffith Park Gateway Concessions RFP</u> and the company name in the subject line of the submission.</p> <p>Documents that must be completed and included in addition to the proposal are listed on the “Proposal Checklist” page found as an attachment to the RFP. All submitted proposals must show the RFP title, “Griffith Park Gateway Concessions RFP”, and the Proposer’s name and address.</p> <p>Proposers are invited, but not required, to be present at the time of RFP opening at 1:00 P.M. on May 5, 2026. Proposers may join at: https://us02web.zoom.us/j/82747810816 or via phone at: 669-444-9171 Webinar ID: 827 4781 0816. ONLY THE NAME OF THE PROPOSERS WILL BE READ AND RECORDED. City staff will then review the proposal and MAY make recommendations to the Board (at a date to be determined) on the successful proposal (if any) and award for the Commission’s consideration. NO Facsimile proposals or facsimile modifications</p>

of proposals will be accepted. Supplemental material may be requested by the City and shall be submitted by the proposer in original form at the address stated above. Failure to submit a complete original proposal as required may result in your proposal being deemed non-responsive.

PROPOSAL DEPOSIT

As part of the required proposal submission items, proposal deposits must also be received no later than **1:00 P.M. on May 5, 2026**. Proposers must make arrangements with the RAP Board Office to drop off proposal deposit Monday – Friday, 8:00 AM – 5:00 PM at 221 N. Figueroa St, Suite 300, Los Angeles 90012. Please send an email to: rap.commissioners@lacity.org. to arrange and confirm a day and time to drop off deposit.

Proposers may also have proposal deposits delivered by UPS/FedEx to the address above. Please do not use USPS, it will not be delivered directly to the Board Office and will be re-routed through City Hall first, which may cause a delay. All proposal deposits must be received by the RAP Board Office before the deadline date and time. Please notify the RAP Board Office of your planned courier delivery via email at: rap.commissioners@lacity.org.

Submission of the proposal deposit may also be sent electronically via Automated Clearing House (ACH). For more information on ACH delivery contact the RFP Contract Coordinator at LaTricia.Jones@lacity.org. Place “ACH Gateway Concession RFP” in the subject line.

PROPOSAL CHECKLIST**PART I – Additional Items to be submitted with PROPOSAL by ALL proposers**

- 1. Cover Letter (Exh. A)
- 2. Proposer's Signature Declaration and Affidavit (Exh. C)
- 3. Disposition of Proposals (Exh. C)
- 4. Pro-Forma Template (Exh. D)
- 5. Financial Offer Form (Exh. E)
- 6. Capital Investment Offer Form (Exh. F)
- 7. Terms and Conditions Acceptance Form (Exh. G)
- 8. Proposal Deposit (Exh. A)

PART II – Additional Items to be completed on RAMP by ALL proposers

- 9. Business Inclusion Program Requirements (BIP) (Exh. C)
- 10. Municipal Lobbying Ordinance/Bidder's Certification – CEC Form 50 (Exh. C)
- 11. Prohibited Contributors – CEC Form 55 (Exh. C)
- 12. Contractor's Responsibility Ordinance Statement (Exh. C)
- 13. Los Angeles Residence Information (Exh. C)
- 14. Certification of Compliance with Child Support Obligations (Exh. C)
- 15. Iran Contracting Act of 2010 Compliance Affidavit (Exh. C)
- 16. Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (WRO) (Exh. C Exemption Only)
- 17. Equal Benefits Ordinance Statement (EBO)/First Source Hiring Ordinance (FSHO) (Exh. C)
- 18. Disclosure Ordinance Affidavit (Exh.C)
- 19. Contractor's Responsibility Ordinance Pledge of Compliance (Exh. C)
- 20. Americans with Disabilities Act Certification (Exh. C)

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PART III - (Additional Items to be submitted ONLY by selected Proposer Prior to Award of Contract.)

- 21. City-Approved Proof of Insurance (Exh. J)
- 22. Financial Guarantee: Performance Deposit (Exh. C)
- 23. Business Tax Registration Certificate (Exh. C)
- 24. Federal Tax ID Number and Form W-9 (Exh. C)

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ADMINISTRATIVE REQUIREMENTS

As part of the RFP process, all proposers are to review, complete, and submit both administrative and compliance documents.

Information, related forms, and instructions are located in Exhibit C of the RFP (“Compliance Documents”). Previous compliance document submittals and/or waivers do not apply. New forms must be completed and processed.

Additional information regarding some compliance documents may be available at the Pre-Proposal Conference, on a City website, and/or by phone with the administering City Department of a given ordinance or compliance document. Exemptions from certain ordinances may also apply. RAP reserves the right to request additional information and/or clarification regarding submitted compliance documents during the evaluation process.

PART I (These items are to be submitted with the Response by all Proposers)

The following items MUST be included with your proposal:

1. Cover Letter (Exhibit A)
2. Proposer’s Signature Declaration and Affidavit (Section A of Exhibit C)
The document must be signed and notarized. Legal name(s) on all proposal documents and the resultant Contract must be consistent. Only the original notarized form is acceptable.
3. Disposition of Proposals (Section B of Exhibit C)
The document must be signed by an individual authorized to bind the proposer.
4. Pro-Forma Template (Exhibit D)
5. Financial Offer Form (Exhibit E)
6. Capital Investment Offer Form (Exhibit F)
7. Terms and Conditions Acceptance Form (Exhibit G)
8. Proposal Deposit (Exhibit A)

PART II (These items are to be completed and submitted in RAMP by all Proposer)

8. Business Inclusion Program (BIP) Requirements (Section C of Exhibit C)
It is the policy of the City to provide Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Emerging Business Enterprise (EBE), Disabled Veteran Business Enterprise (DVBE), and all Other Business Enterprise (OBE) concerns an equal opportunity to participate in the performance of all City contracts. Proposers will assist the City in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBEs, WBEs, SBEs, EBEs, DVBEs,

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and OBEs, have an equal opportunity to compete for, and participate in, City contracts. Equal opportunity will be determined by the proposer's BIP outreach documentation, as described in Business Inclusion Program (BIP) Requirements (Section C of Exhibit C), of this RFP. Participation by MBEs, WBEs, SBEs, EBEs, DVBEs, and OBEs may be in the form of subcontracting. Proposers must refer to Business Inclusion Program (BIP) Requirements (Section C of Exhibit C) of this RFP for additional information and instructions. BIP outreach must be performed using the Business Assistance Virtual Network (www.RAMPLA.org). A proposer's failure to utilize and complete their BIP Outreach as described in Business Inclusion Program (BIP) Requirements (Section C of Exhibit C) may result in their proposal being deemed non-responsive.

The anticipated participation levels are as follows:

MBE Participation:	<u>18%</u>
WBE Participation:	<u>4%</u>
SBE Participation:	<u>25%</u>
EBE Participation:	<u>8%</u>
DVBE Participation:	<u>3%</u>

9. Municipal Lobbying Ordinance / Bidder Certification – City Ethics Commission (CEC) Form 50 (Section D of Exhibit C)
Please read the instructions in Exhibit C.
10. Prohibited Contributors – Compliance with Los Angeles City Charter Section 470(c)(12) - CEC Form 55 - (Measure H) (Section E of Exhibit C)
Please read the instructions in Exhibit C.
11. Contractor Responsibility Ordinance Statement (Section F of Exhibit C)
Pages 1 through 6 of the document must be completed and submitted on RAMP.
12. Los Angeles Residence Information – Percentage of Workforce Residing in Los Angeles (Section G of Exhibit C)
Please complete and submit on RAMP.
13. Certification of Compliance with Child Support Obligations (Section H of Exhibit C)
Please complete and submit on RAMP.
14. Iran Contracting Act of 2010 Compliance Affidavit (Section I of Exhibit C)
Please complete and submit on RAMP.
15. Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (SCWRO) – *only if applying for an exemption* (Section J of Exhibit C). Documents only required to completed and submitted on RAMP if the proposer is applying for an exemption to the ordinance requirements.

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16. Equal Benefits Ordinance Affidavit/First Source Hiring Ordinance (FSHO) (Section K of Exhibit C). Please read the instructions in Exhibit C. Please complete and submit on RAMP.
17. Disclosure Ordinance Affidavit (Section L of Exhibit C)
Please read the instructions in Exhibit C. Please complete and submit on RAMP.
18. Contractor Responsibility Ordinance – Pledge of Compliance (Section M of Exhibit C)
Please complete and submit on RAMP.
19. Americans with Disabilities Act Certification (Section N of Exhibit C)
Please complete and submit on RAMP.

PART III (These items are to only be submitted by the selected Proposer prior to Award of the Contract)

Only the proposer selected for award of this agreement shall submit the following additional required items prior to execution of the Agreement within thirty [30] calendar days from the date the agreement award is approved by City Council.

20. City-approved Proof of Insurance. (Section O of Exhibit C and Exhibit E)
Please submit a copy of documentation showing proof of insurance. Also, upload insurance to Track4LA™ (now known as KwikComply™) which is the City's online insurance compliance system that uses the standard insurance industry ACORD Form 25 Certificate of Liability Insurance, in electronic format. KwikComply ca be found at <https://kwikcomply.org>.
21. Financial Guarantee: Performance Deposit (Section P of Exhibit C). Please submit when requested.
22. Business Tax Registration Certificate (Section Q of Exhibit C).
Please complete and submit when requested.
23. Federal Tax ID Number and Form W-9 (Section R of Exhibit C)
Complete and submit an original Form W-9. The name on the W-9 must match the proposer's legal business name, as listed on the Proposer's Signature Declaration and Affidavit.

Failure of the selected proposer to submit all the required documents (specified as items numbered 20 – 23 above) and submit a signed Agreement within thirty (30) calendar days from the date the contract award is approved by City Council shall cause the proposal to be deemed non-responsive, and a penalty of One Hundred Dollars (\$100.00) per calendar day shall be applied and deducted from the Proposal Deposit. If, after forty-five (45) calendar days from the date the contract is approved by City Council, the contract is not signed and compliance documents not submitted and received by the Board Office, the City maintains the right to move on to the proposer with the next highest selection ranking.

PART IV (These items are provisions that will be part of the contract. No forms or documents are required to be submitted)

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24. Nondiscrimination, Equal Employment Practices and Affirmative Action Program (Section S of Exhibit C). Please read Section S in Exhibit C.
25. Contractor's Performance Evaluation Ordinance (Section T of Exhibit C). Please read Section T in Exhibit C.
26. Contractor's Use of Criminal History for Consideration of Employment Applications Ordinance (Fair Chance Initiative for Hiring) (Section U of Exhibit C). Please read Section U in Exhibit C.
27. Standard Provision for City Contracts (Section V of Exhibit C). Please read Section V in Exhibit C.