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August 6, 2007

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0310-00219-0110

To Whom It May Concern:

The City of Los Angeles City Council is seeking an entity to perform the coordination of film permit services. As an initial step, the City has issued a Request for Information ("RFI") to obtain feedback from the community as well as identify potential candidates who may respond to a Request for Proposals (RFP) to provide film permit services.

The RFI for Film Permit Coordination, Notification and Complaint Handling Services is posted on the City's website at www.labavn.org. The deadline for submission is August 24, 2007. If you are unable to access the document on the website or have additional questions or concerns, please email film-rfi@lacity.org or call (213) 473-7500.

We encourage you to respond if you have an interest in performing this work or if you are a stakeholder who would like to share your thoughts and ideas as it relates to filming within the City of Los Angeles. We are looking forward to hearing from you.

Sincerely,


Karen L. Sisson
City Administrative Officer

KLS:mhd:10080029

Attachments

REQUEST FOR INFORMATION

CITY OF LOS ANGELES FILM PERMIT COORDINATION, NOTIFICATION AND COMPLAINT HANDLING SERVICES

The primary purpose of this Request for Information (“RFI”) is to obtain information regarding communities’ thoughts, suggestions and experiences relating to filming within the City of Los Angeles as well as identifying potential candidates who may respond to a Request for Proposals (RFP) to provide film permit services. The City’s intention is to review all responses to this RFI and incorporate much of the feedback into the RFP.

The City does not guarantee any or all responses will be incorporated into the RFP and may be more appropriately addressed using alternative means. All responses will be fully reviewed and considered in a thoughtful manner. However, the City anticipates receiving a large volume of responses which will necessitate the consolidation of similar comments as well as addressing some concerns outside of the RFP. Other ways the City may address concerns about filming include, but are not limited to: modifying existing or future contracts; formally changing policies or procedures; and drafting neighborhood guidelines for a particular area.

Questions regarding this RFI must be submitted in writing. Answers to questions regarding this RFI will be posted on the City’s website, <http://www.labavn.org>. This RFI is issued for information and planning purposes only and does not constitute a solicitation. Responses to this RFI are not offers and cannot be accepted to form a binding contract.

I. Introduction

The Council directed the City Administrative Officer (CAO) and the Chief Legislative Analyst (CLA) to prepare a RFP for a contractor to provide film permit coordination services to the City and report to the Council with the results (CF# 02-2144-S1). The City of Los Angeles seeks an organization or organizations to provide film permit coordination services, public notification of upcoming filming activities and the handling of complaints in response to filming activities within the City of Los Angeles. The contract and services provided will receive oversight by the City Administrative Officer on behalf of the City Council and the people of Los Angeles. The CAO is the primary financial advisor to both the City Council and the Mayor.

We are currently in the process of drafting the RFP. However, in order to produce a

complete RFP and award a contract to the best candidate, we are seeking input from all stakeholders as well as potential bidders. Stakeholders in the film permitting process include all members of the public as well as elected and non-elected neighborhood representatives (e.g. homeowner associations, chambers of commerce, neighborhood councils, business owners, residents).

II. Background

Prior to 1994, the Board of Public Works (Board) issued permits, coordinated permit requests and oversaw the implementation of permit conditions from various sources. However, the Board's Motion Picture Coordination Office was viewed as insufficient to handle the volume and variety of filming in Los Angeles.

In 1994, the City Council approved a City Contract with the newly incorporated Entertainment Industry Development Corporation (EIDC) to provide a one-stop counter for film permits with the City and County. The City outsourced the coordination of permit requests to increase service to the entertainment industry. The film permit issuance authority was transferred from the Board of Public Works to the Police Department. The functions originally performed by EIDC included the following:

- ▶ provide expedited film permit coordination and trouble-shooting services;
- ▶ serve as a resource for and a liaison between local communities and the production industry;
- ▶ inform and advise the City and the public on film production issues and data; and,
- ▶ create opportunities and programs for enhancing, improving, and addressing needs relating to the film and media production industry.

Historically, EIDC was not paid directly by the City for the services provided. Instead, EIDC only received payment for services directly from film permittees through fees. Recently, the City began to pay EIDC directly for the services they provide in addition to the fees they collect from film permittees.

Since 1994, notification to the community of significant filming activities has become a focused effort of the City. It is hoped that this notification will continue to: raise awareness of filming activity; reduce negative, unmitigated impacts on neighborhoods; promote a smoother relationship between the community and the entertainment industry; and reduce the number of citizen complaints. It is further hoped that continually improving the relationship between the community and the industry would assist with efforts to stop production flight to other communities and areas outside Los Angeles.

Since 1994, approximately 98 percent of filming production days received no associated citizen complaints. However, the high volume of filming still results in a significant

amount of complaints. When complaints were received, the issues were heavily focused on:

- ▶ parking and traffic issues;
- ▶ lack of notification of the permit activity;
- ▶ alleged violations of the beginning and end times for permit activity;
- ▶ behavior of film crews; and,
- ▶ noise, lights and trash.

Additional information regarding the current film permit process, City Departments involved, notification guidelines, special filming conditions and statistical data are attached (APPENDIX A).

III. Information Requested

The City requests that you provide answers to the following questions. The City's primary goal is to determine the most effective way to provide film permits in a manner that encourages and supports filming while reducing any negative impact filming may have on local neighborhoods and businesses.

1. Please provide your name, address, telephone number(s), email address and any other pertinent contact information.
2. What are the major areas in need of improvement as it relates to the film permitting process within the City of Los Angeles?
3. What would you suggest as effective measures to coordinate film permitting within the City of Los Angeles?
4. Do you expect the City incur any costs with respect to filming and film permitting? If so, what costs?
5. What costs would you expect the film industry incur?
6. Do you believe one organization should be awarded a single contract for both permit coordination and notification services or would it be more advantageous to offer two separate contracts?
7. What are your expectations for this Request for Information?
8. Please identify and provide comment on any other issues relating to film

permitting within the City of Los Angeles that have not been addressed as part of this Request for Information.

The following is to be completed only if you are a potential bidder. If you are only able to bid on providing the City with notification services, please answer all the questions except those in the permit coordination section. Likewise, if you are only able to bid on providing the City with coordination services, please answer the questions except those in the public notification section. If you are able to bid on both, please answer all of the questions. Feel free to leave any question blank that you are unable to comment on. It is unnecessary to complete the sections in their entirety:

Permit Coordination

Do you have prior experience with coordinating film permits?

What qualities do you or your organization have that would make you a successful agency to coordinate film permits?

If you were coordinating the issuance of film permits, how would you assure that filming was conducted at such times and in such a manner as to cause a minimum of interference with neighborhood and merchant districts?

How would you market and promote Los Angeles City to the entertainment industry?

Do you have experience with collections and accounts receivables?

Public Notification

Do you have prior experience with producing public notifications?

Describe your relevant experience creating notices.

Describe your experience posting/distributing notices.

Complaint Handling

Do you have prior experience with providing customer service?

Do you have prior experience receiving complaints and complaint resolution?

General

Describe your experience maintaining data and records.

Describe your experience dealing with governmental agencies.

Have you previously been awarded a contract with the City of Los Angeles?

Describe your experience working with the film industry.

Do you have prior experience developing and implementing community outreach programs for residential and commercial districts?

How would you contribute to enhancing and retaining jobs within the City in all segments of the entertainment industry including multimedia and other new emerging technologies?

How would you improve motion picture, television and photography activities within the Los Angeles City area?

If the City issues a RFP for permit coordination, public notification or both, would you be interested in submitting a proposal?

IV. Administration of this RFI

Please email your response to this RFI, titled "Request for Information: Film Permit Services Proposal" to cao.film-rfi@lacity.org.

Though email responses are preferred, we understand email may not be available to all respondents. Those who wish to respond by U.S. mail should send their response to:

Office of the City Administrative Officer
Attn: Michelle Davis
200 N. Main St., Room 1500
Los Angeles, California, 90012

The deadline for submission is August 24, 2007.

Responders are solely responsible for all expenses associated with responding to this RFI.

Responses to this RFI will not be returned. All responses submitted will become the property of the City of Los Angeles and will become public record.

Proprietary/confidential information shall be clearly marked and separated from the remaining elements of the response and the respondent shall indemnify the City from liability for withholding the information from public inspection.

The City reserves the right to cancel or reissue this RFI, or to change the time for response or any other term of the RFI without obligation or liability.

This RFI will be posted at the City's website, <http://www.labavn.org> and mailed upon request.

APPENDIX A
SUPPLEMENTAL DATA REGARDING THE CURRENT PROCESS, CITY
DEPARTMENTS INVOLVED, NEIGHBORHOOD FILMING GUIDELINES,
STATISTICAL DATA AND NOTIFICATION GUIDELINES

Current Process

The current steps of obtaining filming conditions and approval and collecting film permitting related funds are as follows:

1. A production company describes their location filming needs to the Film Permit Coordination Services contractor.
2. The Film Permit Coordination Services contractor conveys the request to each affected City department.
3. Each affected City department reviews the request and communicates permitting conditions, fees and *estimated* costs for service to the Film Permit Coordination Services contractor.
4. Appropriate notification of the community affected by upcoming filming is made.
5. Once all City department responses are received by the Film Permit Coordination Services contractor, the Film Permit Coordination Services contractor requests approval of a film permit from the Los Angeles Police Department.
6. If the Police Department approves, the Film Permit Coordination Services contractor ensures that the film permittee understands the permit conditions and collects a deposit in a sum sufficient to cover the *estimated* costs.
7. If changes are needed to the permit after its approval, a permit amendment (called a "rider") is processed with additional conditions and *estimated* charges.
8. The filming takes place. During filming, spot checks and other monitoring of the filming takes place.
9. Throughout and following filming, complaints may occur which are then resolved.
10. After the filming is complete, the Film Permit Coordination Services contractor seeks *final or actual* costs from affected City departments.
11. City departments provide the *final* costs.
12. The Film Permit Coordination Services contractor remits the *final* costs to the City in the next monthly payment and provides film permittees with refunds or collects extra costs from them, as appropriate.
13. The monthly remittance is provided directly to the City Controller's Office (with a copy to the City Contract Administrator). The remittance is accompanied by a comprehensive report which provides the detail of charges being addressed by the payment and any outstanding charges not included in the payment. Information

included is as follows:

- all permit charges paid, broken down by month of the permit activity
- the date and amount of the permit charges
- whether it is a reimbursement for services or fee for use of City property
- the approving authority in each City department

Note: Permit charges which are not included in the payment are usually the result of the recent date of the activity or the lack of an invoice or other notification of final costs from each department.

14. The City Controller's Office deposits the funds to the City Treasury and sends copies of appropriate deposit documents and relevant portions of the reconciliation report to each affected City department.
15. The City department reconciles the receipt of funds against the final costs for each permit.
16. The City departments notify the City Contract Administrator if they are having any problems collecting or accounting for funds (including charges which are delinquent). The City Contract Administrator assists the City departments with problem resolution.

City Departments Involved

- Office of the City Administrative Officer
Acts as Contract Administrator and verifies proof of insurance.
- City Controller
Processes deposit of funds.
- Treasurer
Receives deposit of funds.
- Los Angeles Police Department
Authority to grant permit approval. Supervisory police personnel conduct spot checks of the permit compliance and respond to particular complaints. Film permittees requesting extensive use of the public right-of-way or whose films present significant public safety issues often contract with retired or off-duty LAPD police officers who perform traffic control and security duties at filming locations.
- Los Angeles Fire Department
Reviews all film permit requests containing explosives, fire, public assemblage issues and/or the use of schools and churches. If a Fire Safety Officer (FSO) is required, the FSO staffs the film location to ensure public safety from fire, explosive and public assemblage hazards. For productions where a FSO is not required, Fire Inspectors conduct spot checks during filming activity.
- Department of Animal Services
Reviews permit requests containing the use of animals within the City limits. Staff the production location to ensure the safety of the animals and the public.
- Department of Transportation
Review permit requests for lane and street closures; modifications to parking rules; and post and remove special parking signs for permitted areas.
- Board of Public Works
Review and approve lane and street closures.

Permit requests for the use of City facilities are reviewed by the appropriate City agency. A representative list of such agencies is provided below. City staff in these agencies are often assigned to monitor filming activities at City facilities and may have film permit enforcement duties.

- Los Angeles World Airports (Los Angeles, Ontario, Van Nuys and Palmdale)
- Community Redevelopment Agency
- Convention Center
- Cultural Affairs (Warner Grand Theatre, Watts Tower, etc.)
- El Pueblo
- General Services (City Hall, Braude Constituent Service Center, Piper Tech etc.)
- Harbor Department (Port and Port-Owned property)
- Library Department (Central Library, Regional/Branch Libraries)
- Police (Parker Center, LAPD Intellectual Property)
- Public Works (Hyperion, Tillman/Japanese Gardens)
- Recreation and Parks (Griffith Park, City owned golf courses, recreation centers, parks, pools, etc.)
- Department of Transportation (Parking lots, etc.)
- Department of Water and Power (Water and Power facilities)
- Los Angeles Zoo

Additional information about each Department can be accessed via the internet at www.lacity.org.

Neighborhood Filming Guidelines

The following language is representative of a typical Neighborhood Filming Guideline document:

- **Affected residents within 500 feet of all filming activity and/or within 200 feet of equipment parking must be notified at least 2 days in advance of the first filming date or the first day of any substantial set preparation.** *Notification must be done using approved notification forms. Permit requests must be submitted at least three (3) days in advance. Notification may be done with less than 2 days notice if approved.*
- Equipment vehicles may park on the west side of the street only. Other areas may be used if pre-approved.
- **Personal cast/crew vehicles are not permitted to park on area streets.** *Off-site parking must be arranged by the production company and cast/crew must be shuttled to and from the location.*
- **Catering must be contained on private property.** *Sidewalks, parkways, and grass areas may not be used.*
- **Production companies may not arrive in area prior to 7:00 a.m. and must depart no later than 10:00 p.m. unless approval is obtained and the approved times are indicated on the permit.**
- **To ensure compliance with the permit conditions, a monitor will be assigned.** *The monitor will arrive at the designated location 1 hour prior to the permit start time to ensure proper arrival time, remain with the production company during all filming related activities, and ensure proper departure times.*
- **Late night, weekend and holiday filming is generally prohibited, unless approved after a careful review of community concerns identified through the survey process.**

Statistical Data

January 1, 2006-December 31, 2006

	Production Days	Number of Permits	Number of Locations
Athletic Event	2	2	2
Commercial	5,788	1,621	4,704
Documentary	879	93	240
Feature	6,964	801	3,325
Miscellaneous	3,326	594	1,353
Music Video	1,050	375	914
Premiere	25	18	25
Special Event	235	72	126
Still Photo	8,048	1,748	3,148
Student Films	2,088	601	1,379
Television	18,392	2,085	6,751
Total	46,797	8,010	21,967

Notification Guidelines

Notification of the community must occur for all location filming done within the City limits prior to the filming activity. The purpose of the notification requirement is to assist in establishing and maintaining a smooth relationship between the entertainment industry and the community. Notification Guidelines have not been reviewed, approved, adopted nor are endorsed by the Los Angeles City Council. These guidelines were developed in cooperation by the City Contract Administrator and the existing Permit Coordinator Contractor.

All Filming Notices shall comply with the following:

1. Be brightly colored and printed using a plain font and minimum font size of 12 on recyclable material.
2. For single family residential buildings - Be placed at each logical entrance to a building (i.e. front door, garage door)
3. For commercial, industrial and multi-family residential buildings - Be delivered to the management.
4. For multi-family residential buildings – Upon approval of the management be placed on the entry/exit points of all floors or in a visible location within the lobby and/or parking area.
5. Be provided to all properties within a one-block radius of the outer edge of the filming location.
6. Be done a minimum of 48 hours in advance of the earliest requested timeframe for permit activity on the film permit. For permit activity that will require a full street closure, the notification must be done a minimum of 72 hours in advance.
7. Have the name of the production company and a contact name and phone number of an individual that can answer questions regarding the proposed activity and mitigate issues related to the filming. This contact information shall be valid until 24 hours after the permit activity.
8. Contain the phone number of the City Authority that approves film permits, the City permit number, dates and times of activity and a mechanism for a stakeholder to provide written feedback.
9. Accurately and completely describe the activity that will occur, including the use of support activities such as catering and mobile star trailers and any high-impact activity such as gunfire, explosions, car chases, use of sirens and helicopters.

10. Notices issued will be fully documented and available for review by the City. Documentation shall contain a sample notice, a list of locations (not just addresses) the notice was distributed to, a list of property managers who were provided notice, and any issues encountered in conducting the notice and the resolution of those issues.

These General Notification Guidelines are to apply to all filming notices within the City limits. Additional (or modified) notification requirements may exist if the location being impacted is covered by "Neighborhood Filming Guidelines". Neighborhood Filming Guidelines represent negotiated agreements between the stakeholders in a community and the City. If these General Notification Guidelines and the Neighborhood Filming Guidelines are in conflict, then the Neighborhood Filming Guidelines shall take precedence for the specific location. Currently, over 120 different Neighborhood Filming Guidelines are in existence.

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