



File #: 2025-0966, **File Type:** Contract

Agenda Number: 25.

EXECUTIVE MANAGEMENT COMMITTEE JANUARY 15, 2026

SUBJECT: CARTOGRAPHY SERVICES

ACTION: APPROVE RECOMMENDATION

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to execute Modification No. 2 to Contract No. PS82879000 with DCR Design, LLC for map design services in the amount of \$600,000, increasing the not-to-exceed contract amount from \$550,000 to \$1,150,000, and extending the period of performance from April 1, 2026, to March 31, 2029.

ISSUE

The current Contract No. PS82879000 expires on March 31, 2026. Funding is projected to be exhausted by February 2026 due to higher-than-anticipated map design projects to support key Operations and Customer Experience initiatives. Critical projects have included the development of map products to support various bus and rail service changes, rail station openings, as well as special map products to support mega events like the 2024 and 2025 World Series parades, the 2026 FIFA World Cup, and the 2028 Olympic and Paralympic Games.

BACKGROUND

Metro has contracted with DCR Design, LLC (DCR Design) since 2018 to develop new and update existing map products to support bus and rail service changes, station openings and various special projects.

In 2022, Metro awarded a three-year base contract with DCR Design in the amount of \$450,000 to provide map information and cartographic services. Recently, the need for map design services has increased to include:

- Updating of existing customer information maps to support various bus and rail service changes and station openings;
- Creating custom basemaps for various customer information projects, working to maintain consistency in all Metro map products, including customizing designs and code, and using Metro standard typefaces, colors, etc.;
- Conceptualizing and suggesting innovative ways to evolve maps and other cartographic

- products to enhance Metro's customer experience; and
- Advising on and implementing updates to new and existing map products in preparation for major special events in Los Angeles County, including the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games.

Extending the current contract ensures continued map design support for upcoming bus and rail service changes, station openings and mega events like the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games.

DISCUSSION

DCR Design creates, maintains and updates various core and specialty map products that help enhance the customer experience. Map products include, but are not limited to, the following:

Core Maps:

- Bus and Rail System Map - features the entire Metro bus and rail system and is updated at least twice a year during bus service changes
- Rail and Busway Map - features the rail and busway system and is updated whenever there's a rail service change or new station opening
- Connections Maps (various) - feature bus connections near rail stations and transit hubs
- Local Area Maps (various) - five-minute walking maps, displayed on our digital customer information panels (CIPs)

Metro's core maps provide essential customer information to riders and are made available on metro.net and on the bus and rail system in the following forms:

- Rail station platforms (map cases)
- Bus bays/transit hubs (map cases)
- Rail cars (rail posters)
- Digital customer information panels (CIPs)
- Printed brochures

Specialty Maps:

- November 2023 Emergency Closure Map (I-10 FWY)
- 2024 and 2025 Dodgers Victory Parade Map
- Metro System Growth Map (1984 - 2028) - Developed to support the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games
- Cultural Hub Map - Currently in development to support the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games
- Ad Hoc Mapping Tool - To meet Metro's growing need for timely and customized map products, DCR is developing an Ad Hoc Mapping Tool that allows internal users to create maps for short-term projects or communication needs. The tool will ensure all maps follow Metro's established design and mapping standards using approved data layers, such as routes, stations and service areas.

Historically, Metro has utilized the services of DCR Design for planned bus and rail service changes

and station openings. However, a few unanticipated specialty map projects, including the 2024 and 2025 Dodgers victory parade maps, the Metro System Growth Map, and the Cultural Hub Map, exhausted available funds faster than anticipated.

The execution of this contract modification will ensure continued design support across the following areas:

- Rider Information and System Maps: Essential updates to core rider map products and customer information systems will continue, ensuring that information across the system is always up-to-date.
- Major Event Support: Future necessary updates to critical specialty products, specifically the Metro System Growth Map and the Cultural Hub Map - which are vital to the 2026 FIFA World Cup, 2027 SuperBowl, and the 2028 Olympic and Paralympic Games - will be completed.
- Design integrity and quality control: Design continuity, standards and cohesive visual systems established over the years of collaboration with DCR will continue, ensuring quality, accuracy, and uniformity across Metro's map products.

This modification ensures continued map design support for upcoming bus and rail service changes, station openings and mega events like the 2026 FIFA World Cup and the 2028 Olympic and Paralympic Games. DCR Design has nearly eight years of institutional knowledge and data as Metro's cartography design vendor. It also has experience providing map design services for mega events, including the 2012 London Olympics. This experience will be essential as Metro continues planning for the 2026 FIFA World Cup and 2028 Olympic and Paralympic Games.

DETERMINATION OF SAFETY IMPACT

Without continued map design support, Metro will not be able to update core maps during bus and rail system changes and station openings. This would compromise Metro's ability to deliver accurate and reliable information to riders, stakeholders and the public.

FINANCIAL IMPACT

The FY26 Budget includes \$120,000 for this contract modification in Cost Center 7140, Marketing, under Project # 306005, Public Affairs.

Since this is a multi-year contract, the Executive Officer, Marketing, the Deputy Chief, Customer Experience and the Chief Customer Experience Officer will be accountable for budgeting the cost in future years.

Impact to Budget

The sources of funding are operating eligible federal, state and local funding resources, which could be used for eligible bus and rail operating and capital expenses.

EQUITY PLATFORM

Extending the current map design contract will allow Metro to keep maps updated systemwide, ensuring equitable access to transit information and resources. These maps are especially vital for low-income, minority and non-English-speaking populations, serving as key rider tools and travel information at bus and rail station platforms.

VEHICLE MILES TRAVELED OUTCOME

VMT and VMT per capita in Los Angeles County are lower than national averages, the lowest in the SCAG region, and on the lower end of VMT per capita statewide, with these declining VMT trends due in part to Metro's significant investment in rail and bus transit.* Metro's Board-adopted VMT reduction targets align with California's statewide climate goals, including achieving carbon neutrality by 2045. To ensure continued progress, all board items are assessed for their potential impact on VMT.

As part of these ongoing efforts, this item is expected to contribute to further reductions in VMT. This item supports Metro's systemwide strategy to reduce VMT through customer experience activities that will improve and further encourage transit ridership, ridesharing and active transportation. Updated and accurate maps are critical public resources, providing riders with tools to navigate to their destination. Metro's Board-adopted VMT reduction targets were designed to build on the success of existing investments, and this item aligns with those objectives.

*Based on population estimates from the United States Census and VMT estimates from Caltrans' Highway Performance Monitoring System (HPMS) data between 2001-2019.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

Approving this contract modification aligns with Metro's strategic goals by ensuring that riders have access to updated and accurate maps on *metro.net* and on the bus and rail system.

1. Provide high-quality mobility options that enable people to spend less time traveling.
Maps are essential tool for riders to efficiently plan their journeys. DCR Design's continued support guarantees that our map products are always reliable and current, helping riders successfully navigate our system and spend less time traveling.
2. Deliver outstanding trip experiences for all users of the transportation system.
Accurate and reliable maps enhance the overall rider experience by offering a seamless trip planning experience. DCR Design's continued support guarantees that our riders can access the information they need for a smooth and informed journey.
3. Enhance communities and lives through mobility and access to opportunity.
Accurate and reliable maps are a gateway to mobility and opportunity for communities throughout Los Angeles. DCR Design's efforts ensure that maps remain accessible to all riders, including low-income and minority communities.

ALTERNATIVES CONSIDERED

The Board may elect not to approve the recommendation. This option is not recommended as Metro faces potential disruptions with the ability to update core map products and a decline in the customer experience. Metro does not have the internal resources and expertise required to work with Geographic Information System (GIS) data to update core map products. As a result, map products would be inaccurate and unreliable during bus and rail service changes and station openings, which would jeopardize the rider experience and Metro's public-facing presence.

NEXT STEPS

Upon Board approval, staff will execute Modification No. 2 to Contract No. PS82879000 with DCR Design, LLC, to continue to provide map design services through March 31, 2029.

ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - Contract Modification/Change Order Log

Attachment C - DEOD Summary

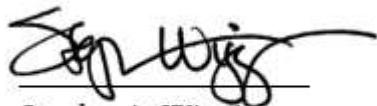
Prepared by: Jesse Almeda, Senior Manager, Marketing (213) 922-5664

Bernadette Mindiola, Deputy Executive Officer, Marketing (213) 922-5646

Monica Bouldin, Deputy Chief, Customer Experience, (213) 922-4081

Carolina Coppolo, Deputy Chief Vendor/Contract Management Officer, (213) 922-4471

Reviewed by: Jennifer Vides, Chief Customer Experience Officer, (213) 922-0460



Stephanie Wiggins
Chief Executive Officer

PROCUREMENT SUMMARY
CARTOGRAPHY SERVICES / PS82879000

1.	Contract Number: PS82879000		
2.	Contractor: DCR Design, LLC		
3.	Mod. Work Description: Continue map design services and extend the period of performance through March 31, 2029.		
4.	Contract Work Description : Provide as-needed map information and cartography services.		
5.	The Following Data is current as of: 12/9/25		
6.	Contract Completion Status	Financial Status	
	Contract Awarded:	4/1/22	Contract Award Amount:
	Notice to Proceed (NTP):	N/A	Total of Modifications Approved:
	Original Complete Date:	3/31/26	Pending Modifications (including this action):
	Current Est. Complete Date:	3/31/29	Current Contract Value (with this action):
			\$600,000
7.	Contract Administrator: Antwaun Boykin	Telephone Number: (213) 922-1056	
8.	Project Manager: Chad Kaaukai	Telephone Number: (213) 418-3249	

A. Procurement Background

This Board Action is to approve Modification No. 2 to Contract No. PS82879000 to continue to provide map design services through March 31, 2029. This contract modification will be processed in accordance with Metro's Acquisition Policy and the contract type is firm fixed unit rate.

In April 2022, Metro awarded a three-year contract to DCR Design, LLC to provide map information and cartography services.

One modification has been issued to date.

Refer to Attachment B – Contract Modification/Change Order Log.

B. Price Analysis

The recommended amount has been determined to be fair and reasonable based upon firm fixed unit rates established and evaluated as part of the competitive award in 2022. The Independent Cost Estimate (ICE) is based on the original negotiated contract rates. The rates are in line with current market rates for similar services and include a 3% increase, which is lower than the current Employment Cost Index of 3.5%.

Proposed Amount	Metro ICE	Recommended Amount
\$600,000	\$600,000	\$600,000

CONTRACT MODIFICATION/CHANGE ORDER LOG
CARTOGRAPHY SERVICES / PS82879000

Mod. No.	Description	Status (Approved or Pending)	Date	Amount
1	Increase the Not-To-Exceed (NTE) contract amount and continue existing services through March 31, 2026	Approved	12/26/2024	\$100,000
2	Increase the NTE contract amount and continue existing services through March 31, 2029	Pending	Pending	\$600,000
	Modification Total:			\$700,000
	Original Contract:		04/01/22	\$450,000
	Total:			\$1,150,000

DEOD SUMMARY

CARTOGRAPHY SERVICES/PS82879000

A. Small Business Participation

DCR Design, LLC (DCR), an SB Prime, made an 80% SBE commitment on this contract. Based on payments the contract is 99% complete and the current level of SBE participation is 100%, exceeding the commitment by 20%. DCR, with concurrence from Metro's Project Team, notes that Interline Technologies LLC (Interline) was added to support potential needs for custom computer programming services, data processing, hosting, and related technical services. While the specific scopes of work have not yet been requested, DCR contends that Interline will be engaged when such needs arise.

Small Business Commitment	80.00% SBE	Small Business Participation	100.00% SBE

	SBE Subcontractors	% Committed	Current Participation¹
1.	DCR Design, LLC (Prime)	80%	100.00%
2.	Interline Technologies LLC	ADDED	TBD
	Total	80.00%	100.00%

¹Current Participation = Total Actual amount Paid-to-Date to SBE firms / Total Actual Amount Paid-to-date to Prime.

B. Living Wage and Service Contract Worker Retention Policy Applicability

The Living Wage and Service Contract Worker Retention Policy is not applicable to this modification.

C. Prevailing Wage Applicability

Prevailing wage is not applicable to this modification.

D. Project Labor Agreement/Construction Careers Policy

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. PLA/CCP is applicable only to construction contracts that have a construction related value in excess of \$2.5 million.

E. Manufacturing Careers Policy

The Manufacturing Careers Policy (MCP) does not apply to this contract. The MCP is required on Metro's Rolling Stock RFPs, with an Independent Cost Estimate of at least \$50 million.

Mariachi Plaza



Mariachi Plaza



Mariachi Plaza



CARTOGRAPHY SERVICES
Executive Management Committee
January 15, 2026



Metro®

Background

DCR Design, LLC designs, maintains and updates various core and specialty Metro map products that help enhance the customer experience. These maps provide essential customer information to riders and are made available on *metro.net* and on the bus and rail system.

Core Map Products:

- Bus & Rail System Map
- Rail and Busway Map
- Connections Maps
- Local Area Maps

Locations:

- *Metro.net*
- Rail station platforms (map cases)
- Bus bays/transit hubs (map cases)
- Rail cars (rail posters)
- Digital customer information panels (CIPs)
- Printed brochures



Specialty Map Examples:

- Emergency Closures
- Dodgers Victory Parade
- Metro System Growth (1984-2028)
- Cultural Hubs
- Ad Hoc Mapping Tool

Discussion

Metro's cartography services contract with DCR Design, LLC ends on March 31, 2026. Funding is projected to be exhausted by February 2026 due to higher-than-anticipated map design projects to support key Operations and Customer Experience initiatives. Critical projects have included the development of map products to support various bus and rail service changes, rail station openings and special map products to support mega events like the 2024 and 2025 World Series parades, the 2026 World Cup and the 2028 Olympic and Paralympic Games.

Extending the current map design contract will allow Metro to keep maps updated systemwide, ensuring equitable access to transit information and resources. These maps are especially vital for low-income, minority and non-English speaking populations, serving as key rider tools and travel information at bus and rail station platforms.

Extending the current contract also ensures continued map design support for upcoming bus and rail service changes, station openings and mega events.

Recommendation

Authorize the Chief Executive Officer to execute Modification No. 2 to Contract No. PS8287900 with DCR Design, LLC in the amount of \$600,000 increasing the Not-to-Exceed (NTE) contract value from \$550,000 to \$1,150,000, and extend the period of performance from April 1, 2026, to March 31, 2029.