


BOARD REPORT  
CITY OF LOS ANGELES  
DEPARTMENT OF TRANSPORTATION

Date: August 8, 2024 P7X

To: Board of Transportation Commissioners

From: Laura Rubio-Cornejo, General Manager 

Subject: **RECOMMEND APPROVAL OF THE APPLICATION OF R2 MARKETING & CONSULTING, LLC DBA R2 TRANSPORTATION SERVICES FOR TWO UNRESTRICTED NON-AMBULATORY PASSENGER VEHICLE PERMITS AND ONE PUBLIC TRANSPORTATION VEHICLE**

**RECOMMENDATIONS**

That the Board:

- a. **Find** that R2 Marketing & Consulting, LLC dba R2 Transportation Services based upon evidence of patients in need of transportation; public convenience and necessity, requires the operation of two unrestricted non-ambulatory passenger vehicles and one public transportation vehicle (PTV).
- b. **Grant** two unrestricted non-ambulatory passenger vehicle permits and one PTV permit to R2 Marketing & Consulting, LLC dba R2 Transportation Services contingent upon:
  1. The applicant filing with the Department in such form as the Department requires and thereafter, keeping in full force and effect a policy of automobile liability insurance acceptable to the City Attorney and the City Risk Manager;
  2. The drivers and attendants obtaining the required permits;
  3. The applicant obtaining commercial or exempt registration for the vehicles;
  4. The vehicles passing Department inspection;
  5. The applicant complying with all Board rules and regulations and City ordinances pertaining to the operation of non-ambulatory passenger vehicles and PTVs;
  6. The applicant charging only those rates for non-ambulatory passenger vehicle and PTV service as set forth in Board Order No. 608 (Ordinance No. 187587) and successor regulations; and
  7. The vehicles must be placed into service within 120 days after the Board of Transportation Commissioners' (Board) approval, or such authority shall become invalid. Upon written request and for good cause, the Department in its discretion, may grant

an extension of time beyond the initial 120-day period after Board approval. Any request for an extension beyond the initial deadline date must be received prior to the 120-day deadline. Furthermore, if an extension is granted, only one extension may be allowed per application.

#### **INITIATED BY**

On January 11, 2024, the Department received an application from Ryan Morris, Owner and Manager of R2 Marketing & Consulting, LLC dba R2 Transportation Services, 19800 MacArthur Boulevard, Suite 360, Irvine, California 92612, requesting two non-ambulatory passenger vehicle permits for gurney service and one PTV permit (Attachment 1). On July 24, 2024, the background check documents were cleared to proceed with the application process. On July 25, 2024, the Department received the last document needed to complete the application.

#### **DISCUSSION**

R2 Marketing & Consulting, LLC dba R2 Transportation Services is not currently authorized by the Board to operate any vehicles for hire in the City of Los Angeles.

The history of R2 Marketing & Consulting, LLC dba R2 Transportation Service's business is as follows: On January 22, 2016, the Articles of Organization of a Limited Liability Company (LLC) were filed with the California Secretary of State establishing R2 MARKETING & CONSULTING, LLC and amended on May 13, 2016 to be R2 Marketing & Consulting, LLC (Attachment 2). On July 12, 2024, the Statement of Information was filed with the California Secretary of State naming Michael Anderson and Ryan Morris as Members. On July 23, 2024, an updated Statement of Information was filed naming Ryan Morris and Rosa Gaitan as Members. On July 25, 2024, an updated Statement of Information was filed naming Ryan Morris as the sole Member of the company (Attachment 3). On July 23, 2024, R2 Marketing & Consulting, LLC filed a Fictitious Business Name Statement with the Los Angeles County Clerk to do business as R2 Transportation Services (Attachment 4).

#### Public Convenience and Necessity


The application of R2 Marketing & Consulting, LLC dba R2 Transportation Services was evaluated against Section 2 of the Guidelines for Establishing Public Convenience and Necessity as established by the Board on August 11, 2005, for applicants with no unrestricted non-ambulatory passenger vehicle permits (Attachment 5).

- a. Experience – The applicant submitted the resume of Ryan Morris as the Director and Manager of R2 Marketing & Consulting, LLC dba R2 Transportation Services since January 2016. His resume states that he was responsible for operations including driver and fleet management, technology integration, customer service, compliance, and strategic planning.
- b. Background Check – The background check was conducted on the owner and operation manager of R2 Marketing & Consulting, LLC dba R2 Transportation Services and no disqualifying criminal history was found as listed in Board Order No. 600.
- c. Financial Capability – The applicant submitted financial documentation showing that the company demonstrates sufficient liquid assets to support the request for two non-ambulatory passenger vehicle permits.

- d. Hours of Operation – The regular hours of operation for transportation service are 24 hours a day, seven days a week.

There is no documented evidence of illegal operation by R2 Marketing & Consulting, LLC dba R2 Transportation Services in the City of Los Angeles in the past 12 months.

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Attachments

Approved: 8/8/2024  
Board of Transportation Commissioners  
  
Commission Executive Assistant

