

Communication from Public

Name:

Date Submitted: 06/15/2025 04:50 PM

Council File No: 20-1536

Comments for Public Posting: Upgrading transit shelters through the Sidewalk and Transit Amenities Program (STAP) integrates a revenue stream from advertisement with benefits to those using public transit. The City of LA can greatly benefit from this program while taking a big step to improving public transit. I support the STAP settlement.

Communication from Public

Name: John F Martinez
Date Submitted: 06/15/2025 05:28 PM
Council File No: 20-1536
Comments for Public Posting: NO DIGITAL LIGHTING ADS - ANYWHERE!

Communication from Public

Name:

Date Submitted: 06/15/2025 06:18 PM

Council File No: 20-1536

Comments for Public Posting: Please approve the settlement regarding the Sidewalk and Transit Amenities Program (STAP). This thoughtful agreement is the fruit of a long series of negotiations to address many community concerns over use the public rights-of-way for digital advertising. The settlement ensures that STAP is consistent with the General Plan w.r.t. environmental impacts, prevents unlimited advertising in public rights-of-way, allocates 60.5% of advertising revenue allocation to the City, exceeds ad industry standards for reducing driver distraction, addresses privacy issues regarding the collection of personal data.

Communication from Public

Name: Dan Silver, MD

Date Submitted: 06/15/2025 06:47 PM

Council File No: 20-1536

Comments for Public Posting: As a City resident, I strongly SUPPORT the STAP Program settlement reached between Coalition for a Beautiful Los Angeles and Transit Vector. This agreement will move shade and shelter forward. Specifically, it: 1) Ensures the program's consistency with the General Plan by reducing its impacts on Open Space, Parks, Sensitive Biological areas, and Historic, Scenic and Coastal Resources; 2) Closes a loophole that would open the public right-of-way to unlimited advertising and competing for STAP advertising revenue; 3) Generates an unprecedented advertising revenue allocation of 60.5% to the City, including discretionary funds to each Council District to provide community benefits; 4) Reduces driver distraction by going above and beyond ad industry standards for a longer refresh rate and a smooth transition between changing ads; and 5) Resolves concerns related to privacy and personal data capture. Please approve this well-crafted and beneficial settlement.