

Communication from Public

Name:

Date Submitted: 06/16/2025 01:47 PM

Council File No: 20-1536

Comments for Public Posting: Please support the Sidewalk and Transit Amenities Program (STAP) to address community concerns. The benefits of the settlement include the following: Ensuring 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; Closing a loophole that would open the public right-of-way to unlimited advertising blighting our streets and competing for STAP advertising revenue; Generating an unprecedented advertising revenue allocation of 60.5% to the City, including discretionary funds to each Council District to provide community benefits; Reducing driver distraction by going above and beyond ad industry standards for a longer refresh rate and a smooth transition between changing ads; Resolving concerns related to privacy and personal data capture. It is critical to support the settlement so that STAP can move forward with providing much-needed shade and shelter for the City's transit riders. In addition to providing that shade and shelter, STAP's ad revenues also generate discretionary community benefit funds for each Council District office as well as support for R.A.I.S.E., a dedicated fund focused on improving transportation amenities and street and pedestrian infrastructure.

Communication from Public

Name: Laurie Rittenberg
Date Submitted: 06/16/2025 01:51 PM
Council File No: 20-1536
Comments for Public Posting: Please support the STAP Settlement Agreement. Yes to STAP, no to Ad kiosks. Thank you.

Communication from Public

Name: Nancy Freedman

Date Submitted: 06/16/2025 01:56 PM

Council File No: 20-1536

Comments for Public Posting: I write to ask that City Council SUPPORTS the STAP Program settlement reached between Coalition for a Beautiful Los Angeles and Tranzito Vector. I write to also ask to REJECT a new digital interactive ad kiosk program that undermines the viability of the STAP PROGRAM and threatens SHADE and shelter for transit rider (Item #33 (Council File 22-1154-S1))

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: Ken Lewis

Date Submitted: 06/16/2025 09:16 AM

Council File No: 20-1536

Comments for Public Posting: This is urgently needed to avoid visual clutter and driver distraction and improvements for transit riders. Don't give into advertising lobbyists. Ken Lewis

Communication from Public

Name: Ann Dorsey

Date Submitted: 06/16/2025 08:19 PM

Council File No: 20-1536

Comments for Public Posting: I urge you to support Council File #20-1536, the STAP program settlement reached between Coalition for a Beautiful Los Angeles and Tranzito Vector. The benefits of this agreement are: 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; Closes a loophole that would open the public right-of-way to unlimited advertising blighting our streets and competing for STAP advertising revenue; Generates an unprecedented advertising revenue allocation of 60.5% to the City, including discretionary funds to each Council District to provide community benefits; Supports the R.A.I.S.E. program, a dedicated fund focused on improving transportation amenities and street and pedestrian infrastructure; Reduces driver distraction by going above and beyond ad industry standards for a longer refresh rate and a smooth transition between changing ads; Resolves concerns related to privacy and personal data capture; Digital kiosks are already approved and can be provided, if necessary. This is a huge win for the City and our communities. Please approve the agreement.