

Communication from Public

Name: CARLOS Rich BARRENA

Date Submitted: 07/30/2023 01:29 PM

Council File No: 20-1536

Comments for Public Posting: In reference to the installation of digital billboards along the 2 freeway: The 2 is a major corridor as well as an alternate to the 5 freeway, when the 5 is jammed, as a connector to the 210 freeway. I am sure this is obvious to you. The 2 at times is jammed, in the AM and then again in the PM, as commuters use it. Anything that can cause the slow down, as a digital billboard will do, will create a further slow down. When the slow down occurs, commuters go to their maps or wayz, and where do they go, onto to the city street. More congestion on streets that have been narrowed for bike traffic that is nonexistent. People tend to look, to stare at colorful attractions, the digital billboard is an attractive nuisance. There are better ways to raise money and not by creating an attractive nuisance. Have you thought of the possibility of a lawsuit?? I know I would file one if I were involved in an accident caused by a distracted driver looking at a colorful digital billboard nuisance. Don't drive and text, don't drive and talk on a cell phone, use hands free, but that has been shown that speaking on a cell is a distraction, even hands free.