

Communication from Public

Name: Joan Meyerson

Date Submitted: 12/12/2023 02:01 PM

Council File No: 22-0392

Comments for Public Posting: Please, PLEASE do not let digital billboards pollute and make unsafe our city/our community/our neighborhood/....and indeed, our world. It should be a no-brainer -- it makes the roads unsafe because of driver's distraction caused by them; it downgrades our neighborhoods by putting this blight on them. The only "good" thing is that those who are attempting to do this will make money from it at our communities, our city's expense. Think of our future; not of just "going along" with those pushing for it. The extra money would probably not go to where it's supposed to go anyway.....PLEASE PLEASE RECONSIDER AND VOTE NO!

Communication from Public

Name: Westside Regional Alliance of Councils
Date Submitted: 12/13/2023 12:50 PM
Council File No: 22-0392
Comments for Public Posting: The Westside Regional Alliance of Councils (WRAC) -- an coalition of all 14 neighborhood and community councils on the Westside of Los Angeles -- requests that before any final vote in City Council, the Metro TCN matter be referred to the Council Transportation Committee and LADOT to study public safety impacts of the program, as described in the attached WRAC position letter of 12/13/23. Thank you for your consideration.
Sincerely, Christina Spitz, WRAC Vice-Chair



westsidecouncils.com

Bel Air-Beverly Crest Neighborhood Council
Brentwood Community Council
Del Rey Neighborhood Council
Mar Vista Community Council
Neighborhood Council of Westchester-Playa
North Westwood Neighborhood Council
Pacific Palisades Community Council

Palms Neighborhood Council
South Robertson Neighborhoods Council
Venice Neighborhood Council
West LA-Sawtelle Neighborhood Council
Westside Neighborhood Council
Westwood Community Council
Westwood Neighborhood Council

December 13, 2023

Hon. Karen Bass, Mayor, City of Los Angeles and Chair, Metro Board of Directors (Metro Board)
Hon. Paul Krekorian, President, Los Angeles City Council, Councilmember, CD 2 and Member, Metro Board
Hon. Heather Hutt, Councilwoman, CD 10 and Chair, City Council Transportation Committee (CTC)
Hon. Traci Park, Councilwoman, CD 11 and Vice-Chair, CTC
Hon. Katy Yaroslavsky, Councilwoman, CD 5, Member, CTC and Member, Metro Board
Hon. Nithya Raman, Councilmember, CD 4 and Member, CTC
Hon. Eunisses Hernandez, Councilmember, CD 1 and Member, CTC
Hon. Councilmembers: Bob Blumenfield, Kevin De Leon, Marqueece Harris-Dawson, John S. Lee, Tim McCosker, Imelda Padilla, Curren D. Prince, Jr., Monica Rodriguez, Hugo Soto-Martinez

Via email to all addressees and submission to the City Clerk online filing portal in CF 22-0392

Re: **Council File 22-0392; Proposed Metro TCN Program; City Council Hearing 12/15/23; OPPOSED; Request transfer to the CTC and LADOT for study of public safety impacts before any vote in City Council**

Dear Mayor Bass, Council President Krekorian, Councilmembers Hutt, Park, Yaroslavsky, Raman and Hernandez, and all City Councilmembers:

The Westside Regional Alliance of Councils (WRAC) is a cooperative coalition, founded in 2009, of all fourteen neighborhood and community councils on the Westside of Los Angeles located in CDs 5 and 11 and portions of CDs 4 and 10. WRAC Member Councils together represent approximately 500,000 Angelenos.

As explained in our prior position letter opposing the Metro TCN Program, WRAC's Member Councils have long expressed serious concerns about the dangers and adverse impacts on public safety and aesthetics of digital billboards and other signage with moving images in the City's public-right of way. WRAC therefore strongly opposes the City's participation in the Program.¹ **WRAC thanks Councilmembers Park, Yaroslavsky and Raman (Councilmembers representing WRAC's Member Councils) for recognizing the potential adverse impacts on public safety and therefore voting No on this matter in City Council on December 8, 2023.**

In light of these concerns and positions, a majority of WRAC Member Councils have also adopted the following position (or taken modified positions in keeping with its spirit), which is accordingly an adopted WRAC position:

"The Westside Regional Alliance of Councils (WRAC) requests that the Metro TCN program be referred to the LA City Council Transportation Committee and LADOT for their consideration. before a final decision to implement the program is voted on by the City Council. The Transportation Committee and LADOT need to weigh in on the safety of this program through the study and review of current and historical research that has been done on roadway user distraction with digital billboards and changing message signs."

¹ See September 7, 2023, WRAC position letter to City Planning Commission and other officials: <https://westsidecouncils.com/wp-content/uploads/2023/08/WRAC-Letter-CPC-re-Metro-CTN-.pdf>.

Mayor Bass, Councilmembers Hutt, Park, Yaroslavsky, Raman and Hernandez, and all City Councilmembers
December 13, 2023
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The following WRAC Member Councils have advised that they have adopted the above position or taken modified positions in keeping with its spirit: Bel Air-Beverly Crest Neighborhood Council, Brentwood Community Council, Neighborhood Council Westchester/Playa, Pacific Palisades Community Council, South Robertson Neighborhoods Council, Westside Neighborhood Council, Westwood Community Council and Westwood Neighborhood Council.

Allowing new digital billboards – and/or amending current City Code to effect the Metro TCN Program – would constitute major changes in City policy with potentially significant adverse impacts on public safety (resulting from driver distraction) and aesthetics (creating visual pollution), detrimentally affecting all Angelenos. We therefore respectfully urge that ***before any final vote in City Council, this matter be referred to the Council Transportation Committee and LADOT for serious study of the impact on public safety due to roadway user distraction from digital billboards and changing message signs.***

Thank you for your consideration and attention to this critical matter.

Sincerely,

Robin Greenberg and Christina Spitz

Robin Greenberg, Chair
Christina Spitz, Vice-Chair
Westside Regional Alliance of Councils

cc (via email):

Connie Llanos, Interim General Manager, Los Angeles Dept. of Transportation

Communication from Public

Name:

Date Submitted: 12/13/2023 09:14 PM

Council File No: 22-0392

Comments for Public Posting: Billboards are a blight, and digital billboards even more so. The city of Los Angeles does not need them, and the City Council should not approve the plan proposed by Metro. This plan is disastrous esthetically, and even more so environmentally. They will negatively impact residents living in the vicinity, drivers on city freeways and streets, and be energetically wasteful. This plan runs counter to the need of humans, and all living creatures (from domestic and wild animals to insects and plants) for darkness. Many cities have opted to “go dark”, so why would Los Angeles, where we pride ourselves for being forward thinking, want to adopt such a plan? It isn't worth the financial gains (which might evaporate were the city to cancel its contract with the billboard company due to lawsuits or other unexpected developments). Please vote NO on Metro TCN Program!