

## Communication from Public

**Name:** Barbara Broude

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**Council File No:** 22-1154-S1

**Comments for Public Posting:** This motion should NOT go forward. Advertisements sought for these structures will directly compete with outdoor advertising revenues needed by and for the City's own transit shelter program, STAP, which consists of transit shelters, urban panels and other amenities. The City opted to invest heavily in STAP in order to obtain 65% of ad revenues and to be able to provide much-needed shade and shelter for transit riders. Other cities that have approved similar kiosks do not have advertising programs for their transit shelters. They provide transit shelters without ads. Los Angeles is different. The City now relies on STAP revenue to grow transit amenities. STAP revenues finance the RAISE initiative and also provide discretionary funds to each council district office. What would possess the Council to undermine STAP? I note that when originally presented to Council the program was mis-represented by the speaker from the Tourism Department who stated that a very few of the kiosks would be placed in each council district which was not the plan promoted by the Tourism and Convention Board at all. Their plan and maps showed a total of 300-500 of these structures to be placed across the City in areas they had defined without one word of public outreach or communication with the public or neighborhood councils. Their target areas stretched FAR beyond so-called tourism zones. The program was developed without public knowledge, approved by Council without public discussion and now is suddenly poised to reappear after the City approved and began implementation of STAP. Orange Barrell Media, the vendor that the Tourism Board selected and had attempted to award the contract to based on a Houston program's RFP has quietly done outreach to BIDs failing to discuss the impacts this program would have on STAP and all that it funds. Of course the Tourism and Convention folks are behind the program; they stand to share in the revenues generated! The Council should consult with outdoor advertising professionals who will tell you that there are a defined number of dollars that advertisers invest in "out-of-home" (outdoor) advertising. What revenues might be raised by kiosk ads will be revenues stolen from STAP. Robbing Peter to pay Paul is a very unsound strategy. The only winner will be the vendor who walks away with the contract. This is not a win-win situation for the City. It should be halted now.