

Communication from Public

Name: Greg Goldin

Date Submitted: 04/22/2025 10:22 AM

Council File No: 22-1154-S1

Comments for Public Posting: Dear Los Angeles City Council, As a supporter of the Coalition for a Beautiful Los Angeles, I urge you not to schedule Councilmember McOsker's motion (in CF 22-1154-S1) that proposes to implement an RFP to install hundreds of two-sided, giant smartphone-like advertising screens on public sidewalks in neighborhoods across the City. McOsker's proposed kiosk program is bad for the City. Installing hundreds of 8- to 9-foot-tall, double-sided digital ad screens would directly compete with the Sidewalk Transit Amenities Program (STAP) and other transit amenity programs and reduce its revenue, threatening public benefits. The proposed kiosk program is duplicative and would directly compete with the City's already-approved transit-related ad programs, including STAP, which provides vital amenities like shelter and shade for transit riders. STAP already includes public-amenity kiosks and urban panels—plus an unprecedented 60.5% revenue share with the City, funding community-benefits projects in every Council District as well as additional City-wide initiatives to improve pedestrian and mobility infrastructure. The Public Works Committee already called for this analysis back in November 2022, asking the CAO and relevant departments to assess: --General Fund impacts --Effects on the STAP contract --Legality of piggybacking onto the Houston contract (which ultimately was halted) --Required approvals for kiosks in the public right-of-way Those report-backs were never completed. In the midst of a severe City budget crisis, it is fiscally irresponsible to advance an unvetted program. The City cannot afford a bad deal that prioritizes ad clutter over revenue and public benefits. The bottom line is: Our public right-of-way should not be sold off to digital advertisers! Thank You, Greg Goldin Miracle Mile, Los Angeles

Communication from Public

Name:

Date Submitted: 04/22/2025 10:23 AM

Council File No: 22-1154-S1

Comments for Public Posting: PLEASE REFRAIN FROM SCHEDULING the digital kiosk ad program request for proposals (RFP) for hearing/Council consideration. It would be a terrible decision for the City. Please immediately halt the digital kiosk ad program. The proposed kiosk program is bad for the City. Installing hundreds of 8–9-foot-tall, double-sided digital ad screens would directly compete with the Sidewalk Transit Amenities Program (STAP) and other transit amenity programs and reduce its revenue, threatening public benefits. Do not agendize the proposed digital kiosk ad program for City Council consideration. Moving this forward without due diligence risks harming already-adopted, community-serving programs. In the midst of a severe City budget crisis, it is fiscally irresponsible to advance an unvetted program. The City cannot afford a bad deal that prioritizes ad clutter over revenue and public benefits. The proposed kiosk program is duplicative and would directly compete with the City’s already-approved transit-related ad programs, including STAP, which provides vital amenities like shelter and shade for transit riders. STAP already includes public-amenity kiosks and urban panels—plus an unprecedented 60.5% revenue share with the City, funding community-benefits projects in every Council District as well as additional City-wide initiatives to improve pedestrian and mobility infrastructure. If the proposed program moves forward in spite of public objections, it must be referred to both the Budget & Finance and Public Works Committees for a comprehensive financial impact analysis—especially its effect on STAP and other existing advertising programs. The Public Works Committee already called for this analysis back in November 2022, asking the CAO and relevant departments to assess: General Fund impacts Effects on the STAP contract Legality of piggybacking onto the Houston contract (which ultimately was halted) Required approvals for kiosks in the public right-of-way Those report-backs were never completed. Do not allow an RFP to be drafted before robust public outreach is conducted—including meaningful consultation with Neighborhood Councils. STAP already provides advertising options on transit shelters, urban panels, and public-amenity kiosks. Adding a separate digital kiosk ad program offers no meaningful public benefit—only confusion, redundancy, blight, and financial risk. The kiosks serve no real public need.

Tourists and residents already use smartphones for local information—interactive kiosks are redundant. Local merchants can place their ads on STAP structures. Ad dollars are finite. More screens don't equal more revenue. They dilute the value of existing and future advertising opportunities—undercutting the City's overall return. STAP is an ongoing investment by the City that directly improves daily life for transit riders by providing shade, shelter, seating, and safety. The proposed kiosk program offers none of these public benefits. Our public right-of-way should not be sold off to digital advertisers. By diverting advertising dollars to a duplicative outdoor advertising program, the City risks undermining the financial viability of STAP and the City's other transit-related ad programs. This would jeopardize public benefits, reduce critical infrastructure investments, erode the character of our neighborhoods, and add visual blight to our streets—all for less return.

Communication from Public

Name: John Miller

Date Submitted: 04/22/2025 10:30 AM

Council File No: 22-1154-S1

Comments for Public Posting: New Digital Ad Kiosk Program is a big mistake. Please oppose this scheme which would further commercialize public space forcing people to become a captive audience for unwanted commercial messages for which there is no off switch. To put it mildly, anyone elected to public office who supports putting hundreds of advertising signs on public sidewalks, must be out of their mind. Period.

Communication from Public

Name: Lynda Cook

Date Submitted: 04/22/2025 10:36 AM

Council File No: 22-1154-S1

Comments for Public Posting: Please reconsider any plans to add more ad advertising signs in the city. We already have enough eyesores in the city.

Communication from Public

Name: Emily Aldredge
Date Submitted: 04/22/2025 11:02 AM
Council File No: 22-1154-S1

Comments for Public Posting: We urge City Council to immediately halt the digital kiosk ad program. The proposed kiosk program is bad for the City. Installing hundreds of 8–9-foot-tall, double-sided digital ad screens would directly compete with the Sidewalk Transit Amenities Program (STAP) and other transit amenity programs and reduce its revenue, threatening public benefits. Do not agendize the proposed digital kiosk ad program for City Council consideration. Moving this forward without due diligence risks harming already-adopted, community-serving programs. In the midst of a severe City budget crisis, it is fiscally irresponsible to advance an unvetted program. The City cannot afford a bad deal that prioritizes ad clutter over revenue and public benefits. The proposed kiosk program is duplicative and would directly compete with the City's already-approved transit-related ad programs, including STAP, which provides vital amenities like shelter and shade for transit riders. STAP already includes public-amenity kiosks and urban panels—plus an unprecedented 60.5% revenue share with the City, funding community-benefits projects in every Council District as well as additional City-wide initiatives to improve pedestrian and mobility infrastructure. If the proposed program moves forward in spite of public objections, it must be referred to both the Budget & Finance and Public Works Committees for a comprehensive financial impact analysis—especially its effect on STAP and other existing advertising programs. The Public Works Committee already called for this analysis back in November 2022, asking the CAO and relevant departments to assess: General Fund impacts Effects on the STAP contract Legality of piggybacking onto the Houston contract (which ultimately was halted) Required approvals for kiosks in the public right-of-way Those report-backs were never completed. Do not allow an RFP to be drafted before robust public outreach is conducted—including meaningful consultation with Neighborhood Councils. STAP already provides advertising options on transit shelters, urban panels, and public-amenity kiosks. Adding a separate digital kiosk ad program offers no meaningful public benefit—only confusion, redundancy, blight, and financial risk. The kiosks serve no real public need. Tourists and residents already use smartphones for local information—interactive kiosks are redundant. Local merchants

can place their ads on STAP structures. Ad dollars are finite. More screens don't equal more revenue. They dilute the value of existing and future advertising opportunities—undercutting the City's overall return. STAP is an ongoing investment by the City that directly improves daily life for transit riders by providing shade, shelter, seating, and safety. The proposed kiosk program offers none of these public benefits. Our public right-of-way should not be sold off to digital advertisers. By diverting advertising dollars to a duplicative outdoor advertising program, the City risks undermining the financial viability of STAP and the City's other transit-related ad programs. This would jeopardize public benefits, reduce critical infrastructure investments, erode the character of our neighborhoods, and add visual blight to our streets—all for less return.

Communication from Public

Name: Lacey Wozny

Date Submitted: 04/22/2025 11:18 AM

Council File No: 22-1154-S1

Comments for Public Posting: Please REFRAIN FROM SCHEDULING the digital kiosk ad program request for proposals (RFP) for hearing/Council consideration. As a citizen and resident of LA, this would be a terrible decision for the City in terms of public safety and visual aesthetics, an unnecessary distraction in an already saturated media landscape.

Communication from Public

Name: Colleen M Hanlon

Date Submitted: 04/22/2025 11:55 AM

Council File No: 22-1154-S1

Comments for Public Posting: PLEASE REFRAIN FROM SCHEDULING the digital kiosk ad program request for proposals (RFP) for hearing/Council consideration. This would be a terrible decision for the City. The City is already looking very run down, and with staff cuts, it promises to get worse. The last thing we need is any more ugly advertising, digital or otherwise. Please focus on (1) trash and litter pickup; (2) removal of homeless encampments; (3) planting and tending to trees and -- dare I say -- flowers; and (4) fixing horrible sidewalks. Thank you.

Communication from Public

Name: Elaine Waldman

Date Submitted: 04/22/2025 10:05 AM

Council File No: 22-1154-S1

Comments for Public Posting: We do not need more advertising on our city bus shelters. We need humane seating and relief from the elements while waiting for public transit. Stop the proposed project to add more unnecessary and unsustainable advertising!

Communication from Public

Name: Jim Robertson
Date Submitted: 04/22/2025 10:07 AM
Council File No: 22-1154-S1
Comments for Public Posting: Stop this program! Jim

Communication from Public

Name: Marc

Date Submitted: 04/22/2025 10:08 AM

Council File No: 22-1154-S1

Comments for Public Posting: we are barraged with pollution everywhere including our visual environment. We have advertising on vehicles, buildings, signs, bus stops...literally almost everywhere we look. Digital advertising on kiosks will only further this path of visual noise. our brains are overwhelmed and this only causes more disfunction and problems for human life.

Communication from Public

Name:

Date Submitted: 04/22/2025 01:07 PM

Council File No: 22-1154-S1

Comments for Public Posting: Electronic billboards are not only a HUGE blight on the landscape, but also very DANGEROUS and DISTRACTING to ALL drivers. They have no place in our landscape. EVER. Please do the right thing for all involved and vote this disastrous idea down. Thank you.