

Communication from Public

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Comments for Public Posting: Hello, 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. Thank you.