

Communication from Public

Name: Westside Regional Alliance of Councils
Date Submitted: 09/09/2025 08:02 AM
Council File No: 22-1154-S1
Comments for Public Posting: Please see the attached letter from the Westside Regional Alliance of Councils (WRAC), expressing our strong opposition to the above referenced Council File and issuance of an RFP for the IKE sidewalk kiosk program. Thank you. Christina Spitz, Vice-Chair, WRAC



Westside
Regional
Alliance of
Councils

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

September 10, 2025

Hon. Karen Bass, Mayor, City of Los Angeles; Hon. Marqueece Harris Dawson, President, Los Angeles City Council; Hon. Traci Park, Councilwoman, CD 11; Kathy Yaroslavsky, Councilwoman, CD 5; Hon. Heather Hutt, Councilwoman, CD 10; Hon. Nithya Raman, Councilmember, CD 4; Hon. Tim McOsker, Councilmember, CD 15

Via email to all addressees and submission to the City Clerk's comment filing portal

Re: OPPOSE CF 22-1154-S1 (oppose RFP for IKE Sidewalk Kiosk Program)

Dear Mayor Bass and City Councilmembers:

As you know, the Westside Regional Alliance of Councils (WRAC) is a cooperative coalition, founded in 2009, of all fourteen neighborhood and community councils in CDs 5 and 11 and parts of CDs 10 and 4 in Los Angeles. WRAC collectively represents over 500,000 Angelenos.

Our Member Councils have long expressed concern about preservation of community character, protection of Specific Plans, scenic corridors and residential neighborhoods, environmental impacts and public safety related to proposals for digital signage in bus shelters, on billboards outside of sign districts and proposed digital advertising in hundreds of kiosks on sidewalks throughout the City (the IKE sidewalk kiosk program). In 2023, **WRAC's Member Councils voted to oppose the IKE program** (see WRAC's 2023 position letter linked below).

As a result, a majority (8) of WRAC Member Councils have now passed the following motion specifically opposed to issuance of an RFP for the IKE sidewalk kiosk program:

"The Westside Regional Alliance of Councils (WRAC), opposes Council File 22-1154-S1 and the issuance of a Request for Proposals (RFP) for the interactive digital kiosk program, because it would:

"1) allow installation of hundreds of 8 to 9 foot tall two-sided digital advertising kiosks on sidewalks through the City, which WRAC previously opposed in January 2023

(<https://westsidecouncils.com/wp-content/uploads/2022/11/WRAC-Letter-re-IKE-program.pdf>), and

*"2) directly compete with, and undermine, the success of the City's Sidewalk and Transit Amenities Program (STAP) and other community benefit programs that the City and its transit riders rely upon to provide much-needed shade, shelter, transit information and public service announcements."*¹

¹ The City Council has since passed a related Council File, CF 22-1154-S2 (Public Works Committee recommendation for report-back by the City Tourism Dept., with BSS and the CAO, and for provision of a draft RFP for the IKE program, as amended in Council to include, among other things, a report on *profit-sharing arrangements* between vendor and the City, and for *community engagement* with the RFP process; passed 8/29/25). WRAC is concerned with the *apparent monetization motive behind this proposal*. While we generally support community engagement requirements, we continue to oppose the proposed IKE program, for all the reasons stated in our motions and letters; thus, the WRAC motion re CF 22-1154-S1 should also be considered as opposition to CF 22-1154-S2. However, we stress that any community engagement process initiated for a draft RFP must be **transparent, robust and thorough**, with constituent input, including that of NCs, CCs and WRAC, seriously considered by all relevant authorities **before any RFP is finalized and issued** for this program.

The following WRAC Member Councils have passed the above motion: Brentwood CC, NC Westchester-Playa; Pacific Palisades CC,* (**modified version*), Venice NC, West LA-Sawtelle NC, Westside NC, Westwood CC, Westwood NC.

No Member Councils have advised that they are opposed to this motion, which is now an adopted WRAC position.

Per our adopted positions as expressed above, WRAC continues to oppose the IKE sidewalk kiosk program and the issuance of an RFP for the program. However, recognizing that the City Council has now requested a report-back and review by the City Tourism Dept., BSS and the CAO, we respectfully urge, and request that Councilmembers representing WRAC Member Councils (Park, Yaroslavsky, Hutt, Raman) also urge, the Tourism Dept., BSS, the CAO and all relevant authorities, as part of the report-back and review process, to engage in: 1) a review of the impact of the IKE sidewalk kiosks on the City's STAP program (a concern expressed in our motion above); and 2) a transparent, robust and thorough community engagement process, which will seriously consider the input and concerns of Los Angeles constituents, including NCs, CCs and WRAC (again, collectively representing half a million Angelenos), **before any RFP is finalized and issued for the IKE sidewalk kiosk program.**

Thank you for your consideration.

Sincerely,

Robin Greenberg and Christina Spitz

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

cc (via email):

Doane Liu, Executive Director, Los Angeles City Dept. of Tourism; Keith Mozee, Executive Director, Los Angeles Bureau of Street Services (BSS / StreetsLA); Matt Szabo, City Administrative Officer (CAO)