

Communication from Public

Name: Marcie

Date Submitted: 05/24/2025 05:26 PM

Council File No: 22-1154-S1

Comments for Public Posting: I hate the idea of polluting my world with more ads. It is unnecessary. It is ugly and it's not the way I want my city to spend money. Please don't do it.

Communication from Public

Name: Glassell Park Improvement Association
Date Submitted: 05/25/2025 01:10 PM
Council File No: 22-1154-S1
Comments for Public Posting: Please read and consider the Glassell Park Improvement Association's letter in opposition to the Digital Ad Kiosk Program.



WORKING TO BETTER OUR COMMUNITY SINCE 1968

25 May 2025

Mayor Karen Bass
City Councilmembers
200 N. Spring Street
Los Angeles, CA 90012

Re: CF 22-1154-S1 / Reject Digital Ad Kiosk Program

The Glassell Park Improvement Association strongly opposes Councilmember McOsker's motion that would implement a request for proposals (RFP) to install hundreds of giant, two-sided, smartphone-like advertising screens on public sidewalks in Los Angeles neighborhoods.

Not only would these digital advertising kiosks add visual blight to our sidewalks, but they would be an additional assault on pedestrians who already deal with uneven sidewalks, distracted drivers and other hazards when walking in the city.

The City has already approved digital billboards over our freeways and major thoroughfares as well as the Sidewalk Transit Amenities Program (STAP) that includes transit-related digital advertising. Stand-alone digital kiosks would take away finite advertising dollars from STAP thereby reducing its revenue and threatening the funding for this public benefit program. During this time of budget crisis in our City, we cannot dilute the possible revenue of these existing programs with more options for ad spending.

The proposed kiosk program offers no meaningful public benefit while creating confusion, redundancy, blight and financial risk.

The mission of the GPIA is to improve the quality of life for those who live and work in our community. We believe stand-alone digital advertising kiosks would erode the character of Glassell Park by adding visual blight to the very streets we have worked to beautify by planting parkway trees and hosting regular cleanups as well as lobbied for pedestrian, bicycle and driver safety.

We ask you to immediately stop the digital kiosk program.

A handwritten signature in black ink, appearing to read "H. Schpak".

Helene Schpak, President

On behalf of the GPIA Board of Directors

cc: District Director Jose Rodriguez, District Director Alejandra Marroquin, Senior Legislative + Strategic Partnerships Deputy Mayra Jimenez, Legislative Director Kate Pynoos, Field Deputy Wendy Castro, Field Deputy Karla Martinez

Founded in 1968, the Glassell Park Improvement Association's (GPIA) mission is to improve the quality of life for the Glassell Park community.

To that end, GPIA identifies community needs, advocates with political entities, initiates infrastructure improvements, and implements community beautification programs.