

## Communication from Public

**Name:**

**Date Submitted:** 06/12/2025 10:35 AM

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

**Comments for Public Posting:** Dear Councilmembers, I hope this message finds you well. On behalf of It's Bigger Than Us (IBTU), I'm writing to express our strong support for the April 11, 2025 motion in favor of the digital tourism and wayfinding kiosk program (CF 22-1154-S1). While the City Council approved a Request for Proposals (RFP) for this initiative back in April 2023 (CF 22-1154), the RFP has yet to be released. As a Los Angeles-based nonprofit, It's Bigger Than Us is committed to uplifting the city's most impacted communities through equitable access to resources, civic engagement, and healing-centered community programs. This kiosk initiative would significantly enhance the visitor and resident experience in LA by providing centralized, easy-to-navigate information about local attractions, events, services, and small businesses—making the cultural and civic life of our city more accessible to all. Over the past year, IBTU has partnered with Orange Barrel Media/IKE Smart City to highlight our events and outreach efforts across Los Angeles. We've seen firsthand how impactful this kind of visibility can be in amplifying community-centered work. Expanding this opportunity through the IKE kiosks would allow us and other local organizations to reach broader, more diverse audiences in need of support and engagement. Beyond the community benefits, this program presents a vital opportunity for economic impact. It could generate substantial revenue for the City—estimated at over \$700 million during the contract term—without requiring upfront investment. It also promises to create quality jobs through both infrastructure development and ongoing operations. We respectfully urge you to support this motion so the City can move forward with releasing the RFP and ensure Los Angeles keeps pace with other world-class cities that have already implemented this technology. Sincerely, Tyrone Nance



**It's Bigger Than Us**  
3650 W Martin Luther King Jr Blvd, Suite 224, Los Angeles, CA 90008

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June 2, 2025

**Dear Councilmembers,**

I hope this message finds you well. On behalf of *It's Bigger Than Us* (IBTU), I'm writing to express our strong support for the April 11, 2025 motion in favor of the digital tourism and wayfinding kiosk program (CF 22-1154-S1). While the City Council approved a Request for Proposals (RFP) for this initiative back in April 2023 (CF 22-1154), the RFP has yet to be released.

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We respectfully urge you to support this motion so the City can move forward with releasing the RFP and ensure Los Angeles keeps pace with other world-class cities that have already implemented this technology.

Sincerely,

*Tyrone Nance*

Tyrone Nance | He/His/Him |  
Founder and Chief Executive Officer  
*It's Bigger Than Us*, Los Angeles, CA