## **Communication from Public**

Name: Barbara Broide

**Date Submitted:** 08/24/2025 01:11 PM

Council File No: 22-1154-S2

Comments for Public Posting: Many Community Impact statements have been filed by certified

neighborhood councils in opposition to an advertising kiosk program on the streets of Los Angeles. Those CIS statements are filed under the two earlier introduced council files: 22-1154 and 22-1154-S1. The attached document copies the relevant CIS statements to include them in the current council file under

consideration.



1 message

LA City SNow <cityoflaprod@service-now.com>
Reply-To: LA City SNow <cityoflaprod@service-now.com>
To: Clerk.CIS@lacity.org, wildrudi@mac.com

Wed, Apr 23, 2025 at 6:55 PM

A Neighborhood Council Community Impact Statement (CIS) has been successfully submitted to your Commission or City Council. We provided information below about CISs and attached a copy of the CIS.

We encourage you to reach out to the Community Impact Statement Filer to acknowledge receipt and if this Community Impact Statement will be scheduled at a future meeting. Neighborhood Council board members are volunteers and it would be helpful if they received confirmation that you received their CIS.

The CIS process was enable by the to Los Angeles Administrative Code §Section 22.819. It provides that, "a Neighborhood Council may take a formal position on a matter by way of a Community Impact Statement (CIS) or written resolution." NCs representatives also testify before City Boards and Commissions on the item related to their CIS. If the Neighborhood Council chooses to do so, the Neighborhood Council representative must provide the Commission with a copy of the CIS or rResolution sufficiently in advance for review, possible inclusion on the agenda, and posting on the Commission's website. Any information you can provide related to your agenda setting schedule is helpful to share with the NC.

If the CIS or resolution pertains to a matter *listed on the Commission's agenda*, during the time the matter is heard, the designated Neighborhood Council representative should be given an opportunity to present the Neighborhood Council's formal position. We encourage becoming familiar with the City Councils rules on the subject. At the Chair's discretion, the Neighborhood Council representative may be asked to have a seat at the table (or equivalent for a virtual meeting) typically reserved for City staff and may provide the Neighborhood Council representative more time than allotted to members of the general public. They are also permitted up to five (5) minutes of time to address the legislative body. If the CIS or resolution pertains to a matter *not listed on the agenda*, the designated Neighborhood Council representative may speak during General Public Comments.

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\*\*\*\*\*\*\* This is an automated response, please DO NOT reply to this email. \*\*\*\*\*\*\*

Contact Information

Neighborhood Council: Coastal San Pedro

Name: Robin Rudisill Email: wildrudi@mac.com

The Board approved this CIS by a vote of: Yea(12) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 04/21/2025 Type of NC Board Action: Against

Impact Information Date: 04/24/2025

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-1154-S1

City Planning Number:

Agenda Date: Item Number:

Summary: Resolved, the Coastal San Pedro Neighborhood Council requests that the City not move forward with the Request For Proposal for IKE.

Ref:MSG12284849



**Doug Epperhart**President

Dean Pentcheff Vice President

Sheryl Akerblom Treasurer

1840 S Gaffey St., Box 34 • San Pedro, CA 90731 • cspnclive@gmail.com

April 22, 2025

Honorable Tim McOsker Los Angeles City Councilmember, CD15 City Hall, 200 N. Spring Street Los Angeles, CA 90012

Via email: Councilmember.McOsker@lacity.org

Re: Motion opposing the Interactive Kiosk Experience (IKE) program

The following motion was approved by the Coastal San Pedro Neighborhood Council Board at the April 21, 2025 Board meeting:

Whereas, on April 21, 2023 the City Council approved the release of a Request for Proposal (RFP) to install and maintain Interactive Kiosk Experience (IKE) program interactive kiosks in the City's public right-of-way and that RFP has yet to be issued;

Whereas, on April 11, 2025 a Motion was submitted to City Council from the Trade, Travel and Tourism committee that instructs the City Tourism Department to release the RFP for the installation and maintenance of interactive kiosks in the City of Los Angeles public right-of-way within 30 days;

Whereas, such a program will cause significant visual pollution and blight, as well as significant driver distraction;

Whereas, since the time that the Tourism and Convention Board first proposed this kiosk program in 2023, the City approved and embarked upon the Sidewalk Transit Amenities Program (STAP), which relies upon advertising revenues to support the construction, installation and maintenance of transit shelters, shade structures, and additional program elements that include digital advertising "urban panels" that are very similar to IKE kiosk ad panels;

Whereas, STAP relies upon ad revenues to support growth of the program, to provide discretionary funds for each Council District office, and to support the RAISE program\* initiatives;

Whereas, the City has and will continue to invest heavily in STAP in exchange for a 65% share of ad revenues, which is a much larger share of ad revenues than other advertising program opportunities. In fact, to get STAP started, a significant loan was advanced to STAP from the Public Works Trust Fund. Revenues from IKE do not support the Council District offices, the construction of new transit shelters or the RAISE program but rather they diminish those future funds;

Whereas, according to outdoor advertising professionals, advertisers budget a set amount of money for their outdoor ("out-of-home") annual advertising programs, and having a second sidewalk-based ad program will provide competition for those dollars needed to ensure STAP's success;

Whereas, the IKE program is neither needed nor a wise offering for Los Angeles. Other cities that have adopted similar kiosk programs do NOT have ad programs on their transit shelters (Santa Monica and Culver City are the local examples). Their sole advertising program is via a sidewalk kiosk program. L.A. is different in that it has already made a commitment to transit riders to provide much-needed shade and shelter via STAP. Support of IKE undermines STAP and the pledge made to transit riders and the public; and

Whereas, there will be many attempts to increase advertising on the City's public right-of-way as world-class events come to L.A. as outdoor advertising companies will seek to cash in on the eyeballs of visitors attending the World Cup, Super Bowl and Olympics games. The City should be wise and should channel those advertising dollars into the STAP program which already is facing stiff competition from Metro's TCN Program with its planned digital billboards that will be installed both on L.A.'s freeways and city streets.

Resolved, the Coastal San Pedro Neighborhood Council requests that the City not move forward with the RFP for IKE.

\*The RAISE LA program—short for Reinvestment in Accessibility, Infrastructure, and Streetscape Enhancements for Los Angeles—is a city initiative to improve public infrastructure and street-level amenities. RAISE LA is designed to fund and implement enhancements that make Los Angeles neighborhoods safer, more accessible, and more comfortable for residents and visitors. The program focuses on: Repairing and resurfacing sidewalks, Installing and upgrading bus shelters and shade structures, Improving pedestrian and mobility infrastructure, including crosswalks and curb ramps, and Enhancing streetscapes to promote walkability and community engagement.

Council File 22-1154-S1

Please contact Robin Rudisill, Chair of the CSPNC Planning Committee, at 310-721-2343 should you have any questions related to this letter and motion.

Sincerely,

Doug Epperhart, President

Douglas Epperhart

On behalf of the Coastal San Pedro Neighborhood Council Board

CC:

Traci Park, Los Angeles City Councilmember, CD11

councilmember.park@lacity.org

Katy Yaroslavsky, Los Angeles City Councilmember, CD5

councilmember.yaroslavsky@lacity.org

Marqueece Harris Dawson, Los Angeles City Councilmember, CD8

councilmember.harris-dawson@lacity.org

Curren Price, Los Angeles City Councilmember, CD9

councilmember.price@lacity.org

Anissa Raja, Legislative Director, Office of Councilmember Tim McOsker CD15

Anissa.Raja@lacity.org

Drew Leach, San Pedro Field Deputy, Office of Councilmember Tim McOsker, CD15

Drew.leach@lacity.org



1 message

LA City SNow <cityoflaprod@service-now.com>
Reply-To: LA City SNow <cityoflaprod@service-now.com>
To: Clerk.CIS@lacity.org, wildrudi@mac.com

Fri, May 2, 2025 at 8:47 AM

A Neighborhood Council Community Impact Statement (CIS) has been successfully submitted to your Commission or City Council. We provided information below about CISs and attached a copy of the CIS.

We encourage you to reach out to the Community Impact Statement Filer to acknowledge receipt and if this Community Impact Statement will be scheduled at a future meeting. Neighborhood Council board members are volunteers and it would be helpful if they received confirmation that you received their CIS.

The CIS process was enable by the to Los Angeles Administrative Code §Section 22.819. It provides that, "a Neighborhood Council may take a formal position on a matter by way of a Community Impact Statement (CIS) or written resolution." NCs representatives also testify before City Boards and Commissions on the item related to their CIS. If the Neighborhood Council chooses to do so, the Neighborhood Council representative must provide the Commission with a copy of the CIS or rResolution sufficiently in advance for review, possible inclusion on the agenda, and posting on the Commission's website. Any information you can provide related to your agenda setting schedule is helpful to share with the NC.

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\*\*\*\*\*\*\* This is an automated response, please DO NOT reply to this email. \*\*\*\*\*\*\*

Contact Information

Neighborhood Council: Coastal San Pedro

Name: Robin Rudisill Email: wildrudi@mac.com

The Board approved this CIS by a vote of: Yea(12) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 04/21/2025 Type of NC Board Action: Against

Impact Information Date: 05/02/2025

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-1154-S1

City Planning Number:

Agenda Date: Item Number:

Summary: Resolved, the Coastal San Pedro Neighborhood Council requests that the City not move forward with the RFP

for IKE.

Opposition of Interactive Kiosk Expreience (IKE) program.pdf 203K



**Doug Epperhart**President

Dean Pentcheff Vice President

Sheryl Akerblom Treasurer

1840 S Gaffey St., Box 34 • San Pedro, CA 90731 • cspnclive@gmail.com

April 22, 2025

Honorable Tim McOsker Los Angeles City Councilmember, CD15 City Hall, 200 N. Spring Street Los Angeles, CA 90012

Via email: Councilmember.McOsker@lacity.org

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Resolved, the Coastal San Pedro Neighborhood Council requests that the City not move forward with the RFP for IKE.

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Council File 22-1154-S1

Please contact Robin Rudisill, Chair of the CSPNC Planning Committee, at 310-721-2343 should you have any questions related to this letter and motion.

Sincerely.

Doug Epperhart, President

Douglas Epperhart

On behalf of the Coastal San Pedro Neighborhood Council Board

CC:

Traci Park, Los Angeles City Councilmember, CD11

councilmember.park@lacity.org

Katy Yaroslavsky, Los Angeles City Councilmember, CD5

councilmember.yaroslavsky@lacity.org

Marqueece Harris Dawson, Los Angeles City Councilmember, CD8

councilmember.harris-dawson@lacity.org

Curren Price, Los Angeles City Councilmember, CD9

councilmember.price@lacity.org

Anissa Raja, Legislative Director, Office of Councilmember Tim McOsker CD15

Anissa.Raja@lacity.org

Drew Leach, San Pedro Field Deputy, Office of Councilmember Tim McOsker, CD15

Drew.leach@lacity.org



1 message

LA City SNow <cityoflaprod@service-now.com>
Reply-To: LA City SNow <cityoflaprod@service-now.com>
To: Clerk.CIS@lacity.org, wncseat18@gmail.com

Thu, May 8, 2025 at 11:34 PM

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\*\*\*\*\*\*\* This is an automated response, please DO NOT reply to this email. \*\*\*\*\*\*\*

Contact Information

Neighborhood Council: Westside

Name: Joseph Roth

Email: wncseat18@gmail.com

The Board approved this CIS by a vote of: Yea(10) Nay(0) Abstain(1) Ineligible(0) Recusal(0)

Date of NC Board Action: 05/08/2025 Type of NC Board Action: Against

Impact Information Date: 05/09/2025

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-1154-S1

City Planning Number:

Agenda Date: Item Number:

Summary: In a regular monthly meeting of the Westside Neighborhood Council, the board voted to OPPOSE the Council File #22-1154-S1 and the issuance of an RFP for the interactive digital kiosk program that (1) would allow installation of hundreds of 8-9-foot tall two-sided digital advertising kiosks on sidewalks throughout the City, and (2) would directly compete with, and undermine, the success of the City's Sidewalk and Transit Amenities Program (STAP) and other programs that the City and its transit riders rely upon to provide much-needed shade and shelter for transit riders as well as significant additional community benefits.



# Your Community Impact Statement Submittal - Council File Number: 22-1154-S1 - Agenda Item Number: 33

1 message

LA City SNow <cityoflaprod@service-now.com>

Tue, Jun 17, 2025 at 11:05 PM

Reply-To: LA City SNow <cityoflaprod@service-now.com>

To: Clerk.CIS@lacity.org, tj.knight@lacity.org, tourism@lacity.org, tess.taylor@gtlnc.org, elyse.matson@lacity.org

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\*\*\*\*\*\*\* This is an automated response, please DO NOT reply to this email. \*\*\*\*\*\*\*

Contact Information

Neighborhood Council: Greater Toluca Lake

Name: Tess Taylor

Email: tess.taylor@gtlnc.org

The Board approved this CIS by a vote of: Yea(8) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 06/17/2025 Type of NC Board Action: Against

Impact Information Date: 06/18/2025

Update to a Previous Input: Yes

Directed To: City Council and Committees, Board of Public Works Commissioners, Los Angeles City Tourism Commission

Council File Number: 22-1154-S1

City Planning Number: Agenda Date: 06/18/2025

Item Number: 33

Summary: GTLNC strongly opposes the installation of hundreds of two-sided giant smart-phone-like advertising screens on public sidewalks in neighborhoods citywide.



# Your Community Impact Statement Submittal - Council File Number: 22-1154-S1 - Agenda Item Number: 33

1 message

LA City SNow <cityoflaprod@service-now.com>

Tue, Jun 17, 2025 at 11:05 PM

Reply-To: LA City SNow <cityoflaprod@service-now.com>

To: Clerk.CIS@lacity.org, tj.knight@lacity.org, tourism@lacity.org, tess.taylor@gtlnc.org, elyse.matson@lacity.org

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Contact Information

Neighborhood Council: Greater Toluca Lake

Name: Tess Taylor

Email: tess.taylor@gtlnc.org

The Board approved this CIS by a vote of: Yea(8) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 06/17/2025 Type of NC Board Action: Against

Impact Information Date: 06/18/2025

Update to a Previous Input: Yes

Directed To: City Council and Committees, Board of Public Works Commissioners, Los Angeles City Tourism Commission

Council File Number: 22-1154-S1

City Planning Number: Agenda Date: 06/18/2025

Item Number: 33

Summary: GTLNC strongly opposes the installation of hundreds of two-sided giant smart-phone-like advertising screens on public sidewalks in neighborhoods citywide.



1 message

LA City SNow <cityoflaprod@service-now.com>
Reply-To: LA City SNow <cityoflaprod@service-now.com>
To: Clerk.CIS@lacity.org, vic@westlasawtelle.org

Tue, Jun 17, 2025 at 4:43 PM

A Neighborhood Council Community Impact Statement (CIS) has been successfully submitted to your Commission or City Council. We provided information below about CISs and attached a copy of the CIS.

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\*\*\*\*\*\*\* This is an automated response, please DO NOT reply to this email. \*\*\*\*\*\*\*

Contact Information

Neighborhood Council: West Los Angeles Sawtelle

Name: Victor Pacheco

Email: vic@westlasawtelle.org

The Board approved this CIS by a vote of: Yea(14) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 11/20/2022 Type of NC Board Action: Against

Impact Information Date: 06/17/2025

Update to a Previous Input: Yes

Directed To: City Council and Committees

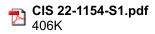
Council File Number: 22-1154-s1

City Planning Number:

Agenda Date: Item Number:

Summary: This CIS opposes the IKE proposal to install 300-500 video kiosks on city sidewalks and rights-of-way, citing inadequate vetting and minimal community outreach. The West Los Angeles Sawtelle Neighborhood Council outlines several requirements before City Council consideration, including environmental review, competitive procurement, financial analysis, roadway safety assessment, and comprehensive community outreach. Key findings include concerns about visual blight, increased vehicle crashes due to driver distraction, rushed approval before political transitions, and

displacement of trees on narrow sidewalks. The CIS was approved unanimously by the NC board on November 30, 2022, and submitted on December 10, 2022.



Your Community Impact Statement has been successfully submitted to City Council and Committees.

If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at <a href="https://NCSupport@lacity.org">NCSupport@lacity.org</a>.

This is an automated response, please do not reply to this email.

Contact Information

Neighborhood Council: West Los Angeles Neighborhood Council

Name: Jay Ross Phone Number:

Email: jayr@amcalhousing.com

The Board approved this CIS by a vote of: Yea(14) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 11/30/2022 Type of NC Board Action: Against

Impact Information Date: 12/10/2022

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-1154

Agenda Date: Item Number:

Summary: West Los Angeles Sawtelle NC voted to oppose the IKE proposal install 300-500 video kiosks that are 8 ft. tall with images on both sides on city sidewalks and right-of-way. The programs has not been adequately vetted prior to City Council consideration, and community outreach has been minimal and inadequate. The following shall be completed prior to any City consideration or votes: 1. A formal environmental review (CEQA) process. 2. A competitive procurement (RFP) process. 3. Financial analysis that clearly demonstrates that the city will make a profit. Neither the City Administrative Officer (CAO) nor the Chief Legislative Analyst (CLA) has conducted a financial analysis. 4. Adoption by motion of Councilmember Bonin's Minority Report, which was presented at the Travel, Tourism and Trade Committee. (Pursuant to Council Rule 69, the Minority Report was submitted for informational purposes only unless by adoption of a motion.) The Minority Report specifies the reports needed prior to consideration of the program. 5. An assessment on roadway safety and driver distraction associated with changing digital signage. 6. Comprehensive outreach to NC/CCs and the community. Findings: 1. The IKE program will place more distracting digital ads in the public right-of-way. This is the third proposal recently to monetize our sidewalks. 2. The cumulative impact of 96 MTA digital billboards along freeways and streets (TCN program), 1,000 bus shelters with digital signs (STAP program), and 300-500 video kiosks on sidewalks will create extensive visual blight and increase vehicle crashes from distracted driving. 3. Outreach has been minimal, and the City may be rushing approval prior to the Mayor and other Councilmembers leave office, per the November election. 4. Many sidewalks are already narrow, and few are as wide as the sidewalks shown in the promotional photos. Sidewalk signs will displace trees,



# Your Community Impact Statement Submittal - Council File Number: 22-1154-S1 - Agenda Item Number: 12C

1 message

LA City SNow <cityoflaprod@service-now.com>
Reply-To: LA City SNow <cityoflaprod@service-now.com>
To: Clerk.CIS@lacity.org, helen.fallon@venicenc.org

Wed, Jun 18, 2025 at 10:44 AM

A Neighborhood Council Community Impact Statement (CIS) has been successfully submitted to your Commission or City Council. We provided information below about CISs and attached a copy of the CIS.

We encourage you to reach out to the Community Impact Statement Filer to acknowledge receipt and if this Community Impact Statement will be scheduled at a future meeting. Neighborhood Council board members are volunteers and it would be helpful if they received confirmation that you received their CIS.

The CIS process was enable by the to Los Angeles Administrative Code §Section 22.819. It provides that, "a Neighborhood Council may take a formal position on a matter by way of a Community Impact Statement (CIS) or written resolution." NCs representatives also testify before City Boards and Commissions on the item related to their CIS. If the Neighborhood Council chooses to do so, the Neighborhood Council representative must provide the Commission with a copy of the CIS or rResolution sufficiently in advance for review, possible inclusion on the agenda, and posting on the Commission's website. Any information you can provide related to your agenda setting schedule is helpful to share with the NC.

If the CIS or resolution pertains to a matter *listed on the Commission's agenda*, during the time the matter is heard, the designated Neighborhood Council representative should be given an opportunity to present the Neighborhood Council's formal position. We encourage becoming familiar with the City Councils rules on the subject. At the Chair's discretion, the Neighborhood Council representative may be asked to have a seat at the table (or equivalent for a virtual meeting) typically reserved for City staff and may provide the Neighborhood Council representative more time than allotted to members of the general public. They are also permitted up to five (5) minutes of time to address the legislative body. If the CIS or resolution pertains to a matter *not listed on the agenda*, the designated Neighborhood Council representative may speak during General Public Comments.

We share this information to assist you with the docketing neighborhood council items before your board/commission. If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at <a href="mailto:empowerla@lacity.org">empowerla@lacity.org</a>.

\*\*\*\*\*\*\* This is an automated response, please DO NOT reply to this email. \*\*\*\*\*\*\*

Contact Information

Neighborhood Council: Venice

Name: Helen Fallon

Email: helen.fallon@venicenc.org

The Board approved this CIS by a vote of: Yea(17) Nay(0) Abstain(1) Ineligible(1) Recusal(0)

Date of NC Board Action: 06/17/2025 Type of NC Board Action: Against

Impact Information Date: 06/18/2025

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-1154-S1

City Planning Number: Agenda Date: 06/18/2025

Item Number: 12C

Summary:



1 message

LA City SNow <cityoflaprod@service-now.com>
Reply-To: LA City SNow <cityoflaprod@service-now.com>
To: Clerk.CIS@lacity.org, jhartwick@studiocitync.org

Sun, Aug 10, 2025 at 5:46 PM

A Neighborhood Council Community Impact Statement (CIS) has been successfully submitted to your Commission or City Council. We provided information below about CISs and attached a copy of the CIS.

We encourage you to reach out to the Community Impact Statement Filer to acknowledge receipt and if this Community Impact Statement will be scheduled at a future meeting. Neighborhood Council board members are volunteers and it would be helpful if they received confirmation that you received their CIS.

The CIS process was enable by the to Los Angeles Administrative Code §Section 22.819. It provides that, "a Neighborhood Council may take a formal position on a matter by way of a Community Impact Statement (CIS) or written resolution." NCs representatives also testify before City Boards and Commissions on the item related to their CIS. If the Neighborhood Council chooses to do so, the Neighborhood Council representative must provide the Commission with a copy of the CIS or rResolution sufficiently in advance for review, possible inclusion on the agenda, and posting on the Commission's website. Any information you can provide related to your agenda setting schedule is helpful to share with the NC.

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\*\*\*\*\*\*\* This is an automated response, please DO NOT reply to this email. \*\*\*\*\*\*\*

Contact Information

Neighborhood Council: Studio City

Name: Jeffrey Hartwick

Email: jhartwick@studiocitync.org

The Board approved this CIS by a vote of: Yea(12) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 06/25/2025 Type of NC Board Action: Against

Impact Information Date: 08/11/2025

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-1154-S1

City Planning Number:

Agenda Date: Item Number:

Summary: The Board of the Studio City Neighborhood Council (SCNC) opposes Council File 22-1154-S1 to instruct the City Tourism Department to release the Request for proposal (RFP) for the installation of interactive kiosks (IKE) in the City of Los Angeles public right-of-way. These signs would cause significant visual pollution and blight, as well as significant driver distraction. Since the time the Tourism and Convention Board first proposed this kiosk program in 2023, the City approved and embarked upon the Sidewalk Transit Amenities Program (STAP), which relies upon advertising revenues to support the construction, installation and maintenance of transit shelters, shade structures, and additional

program elements that include digital advertising "urban panels" that are very similar to IKE kiosk ad panels; STAP relies upon ad revenues to support growth of the program, to provide discretionary funds for each Council District office, and to support the RAISE program initiatives. The City has and will continue to invest heavily in STAP in exchange for a 65% share of ad revenues, which is a much larger share of ad revenues than other advertising program opportunities. In fact, to get STAP started, a significant loan was advanced to STAP from the Public Works Trust Fund. Revenues from IKE do not support the Council District offices, the construction of new transit shelters or the RAISE program but rather they diminish those future funds; the IKE program is neither needed nor a wise offering for Los Angeles. Other cities that have adopted similar kiosk programs do NOT have ad programs on their transit shelters (Santa Monica and Culver City are the local examples). Their sole advertising program is via a sidewalk kiosk program. L.A. is different in that it has already made a commitment to transit riders to provide much-needed shade and shelter via STAP. Support of IKE undermines STAP and the pledge made to transit riders and the public. There will be many attempts to in

SCNC CIS Motion 6c June 25 2025 (Kiosks).pdf  $246\mathrm{K}$ 

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Jeff Hartwick



4024 Radford Ave. Editorial Bldg. 2, Room 6, Studio City, CA 91604 studiocitync.org

#### June 25, 2025

#### Addressed to:

Councilmember Adrin Nazarian
Councilmember Nithya Raman
Councilmember Eunisses Hernandez
Councilmember Bob Blumenfield
Councilmember Katy Yaroslavsky
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Mashael Majid
Jocelyn Cardenas
Walker King
Denise Schall
Sidney Liss

#### Sent by Email:

councilmember.nazarian@lacity.org contactcd4@lacity.org councilmember.hernandez@lacity.org councilmember.blumenfield@lacity.org councilmember.yaroslavsky@lacity.org councilmember.rodriguez@lacity.org councilmember.soto-martinez@lacity.org councilmember.harris-dawson@lacity.org councilmember.price@lacity.org CD10ConstituentServices@lacity.org councilmember.park@lacity.org councilmember.lee@lacity.org councilmember.mcosker@lacity.org councilmember.padilla@lacity.org councilmember.jurado@lacity.org andrea.conant@lacity.org alexis.wesson@lacity.org lilly.sarafian@lacity.org daniel.lopez@lacity.org mashael.majid@lacity.org jocelyn.cardenas@lacity.org walker.king@lacity.org denise.schall@lacity.org sidney.liss@lacity.org

#### **COMMUNITY IMPACT STATEMENT**

The Board of the Studio City Neighborhood Council (SCNC) *opposes* Council File 22-1154-S1 to instruct the City Tourism Department to release the Request for proposal (RFP) for the installation of interactive kiosks (IKE) in the City of Los Angeles public right-of-way. These signs would cause significant visual pollution and blight, as well as significant driver distraction. Since the time the

Tourism and Convention Board first proposed this kiosk program in 2023, the City approved and embarked upon the Sidewalk Transit Amenities Program (STAP), which relies upon advertising revenues to support the construction, installation and maintenance of transit shelters, shade structures, and additional program elements that include digital advertising "urban panels" that are very similar to IKE kiosk ad panels; STAP relies upon ad revenues to support growth of the program, to provide discretionary funds for each Council District office, and to support the RAISE program initiatives. The City has and will continue to invest heavily in STAP in exchange for a 65% share of ad revenues, which is a much larger share of ad revenues than other advertising program opportunities. In fact, to get STAP started, a significant loan was advanced to STAP from the Public Works Trust Fund. Revenues from IKE do not support the Council District offices, the construction of new transit shelters or the RAISE program but rather they diminish those future funds; the IKE program is neither needed nor a wise offering for Los Angeles.

Other cities that have adopted similar kiosk programs do NOT have ad programs on their transit shelters (Santa Monica and Culver City are the local examples). Their sole advertising program is via a sidewalk kiosk program. L.A. is different in that it has already made a commitment to transit riders to provide much-needed shade and shelter via STAP. Support of IKE undermines STAP and the pledge made to transit riders and the public. There will be many attempts to increase advertising on the City's public right-of-way as world class events come to L.A. as outdoor advertising companies will seek to cash in on the eyeballs of visitors attending the World Cup, Super Bowl and Olympics games. The City should be wise and should channel those advertising dollars into the STAP program which already is facing stiff competition from Metro's TCN Program with its planned digital billboards that will be installed both on L.A.'s freeways and city streets.

Chip Meehan President,

Studio City Neighborhood Council

Mulian

#### **Communication from Public**

Name: Dan Silver

**Date Submitted:** 08/24/2025 04:35 PM

Council File No: 22-1154-S2

Comments for Public Posting: A separate ad kiosk program is not needed when the STAP

program and its contract include kiosks as part of that program. STAP provides shade and shelter —needed community benefits. Ad kiosks do not provide shade and shelter yet will compete with STAP for ad dollars thus undermining STAP's financial stability and success. Threatening STAP's financial stability calls into question the City's commitment to providing shade and shelter for

transit riders as the climate grows hotter. I oppose the kiosk

program.