

Communication from Public

Name: Abby King
Date Submitted: 10/04/2023 01:13 PM
Council File No: 22-0392
Comments for Public Posting: Please see attached letter of support.



September 12, 2023

Los Angeles City Hall
200 N. Spring St.
Los Angeles, CA 90012

SUBJECT: Council File: 22-0392 - SUPPORT

Dear Council President & Councilmembers,

The Valley Industry and Commerce Association (VICA) writes to express our support for The Los Angeles County Metropolitan Transportation Authority's Transportation Communication Network (TCN).

Metro's Transportation Communication Network will promote efficient roadways, increase public transit ridership, improve public safety, and provide revenue generation for transportation programs.

Some of the key program elements will be:

1. Intelligent Transportation System, Travel Demand and Public Event Management. The TCN will be integrated with LACMTA's Regional Intelligent Information Transportation Systems (RIITS) that works in coordination with all the major transportation agencies and bus lines such as Caltrans, the Los Angeles Department of Transportation (LADOT), California Highway Patrol (CHP), Foothill Transit and the Los Angeles County Department of Public Works to maximize the capacity and efficiency of the regional transportation network.

The TCN will improve the bus rider's experience by helping to facilitate transit signal priority, bus Wi-Fi, and bus timing information that can be relayed to riders. The TCN can also support event congestion data for LAX, SoFi Stadium, Dodger Stadium, Hollywood Bowl, and other large venues, including travel demand management services for the 2028 Olympic and Paralympic Games.

2. Public Transit Promotion and LACMTA Communications. The TCN will assist LACMTA's transportation public messaging and ability to broadcast multilingual information in various creative ways to commuters to maximize and ensure public safety throughout our congested road network and promote public awareness of travel alternatives based on geography and time periods.
3. Revenue Generation for Transportation Projects. The digital displays in the TCN will allow off-site advertising. Revenue generated by this program will be utilized by LACMTA and the City to fund transportation programs.



In addition, as part of the TCN program a take-down component would be implemented including the removal of at least 200 off-premise static displays located within the City of Los Angeles.

Due to these clear benefits to our regional transit network, we strongly urge the Council to support Metro's Transportation Communication Network.

Sincerely,

A handwritten signature in black ink, appearing to read 'Victor Berrellez', with a long horizontal flourish extending to the right.

Victor Berrellez
2022/2023 VICA Chair

A handwritten signature in black ink, appearing to read 'Stuart Waldman', with a long horizontal flourish extending to the right.

Stuart Waldman
VICA President