

Communication from Public

Name: Greater San Fernando Valley Chamber of Commerce
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Council File No: 22-0392
Comments for Public Posting: Letter attached from the Greater San Fernando Valley Chamber of Commerce



August 29, 2023

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

RE: Council File: 22-0392 - **SUPPORT**

Dear Council President and Councilmembers:

The Greater San Fernando Valley Chamber of Commerce SUPPORTS 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 generate revenue for transportation programs.

Some of the critical 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 ensure public safety, maximize throughput of our congested road network, and promote public awareness of travel alternatives based on geography and time periods.
3. Public Safety and Emergency Messaging. The program will be incorporated into the multilingual alert information for the freeway messaging system and major arterial network for the region, including Earthquake Early Warning System information and Amber Alerts.
4. Revenue Generation for Transportation Projects. The digital displays in the TCN will allow off-site advertising. LACMTA and the City can utilize revenue generated by this program to fund transportation programs.

In addition, as part of the TCN program, a take-down component would be implemented, including removing 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.

Very truly yours,

Nancy Hoffman Vanyek, ACE
Chief Executive Officer