

## Communication from Public

**Name:**

**Date Submitted:** 05/10/2022 06:00 AM

**Council File No:** 22-0392

**Comments for Public Posting:** No. No. No. to electronic signage. It's an eye sore, it's distracting, and it's no good!!!

## Communication from Public

**Name:** Ron Bitzer

**Date Submitted:** 05/09/2022 11:25 AM

**Council File No:** 22-0392

**Comments for Public Posting:** RE: CF 22-0392 The issue of adding hundreds off-site digital signs on the City of Los Angeles' public right of way — regardless of any proposed partnership with the LA County Metropolitan Transit Authority and the proposed revenue sharing arrangement — must not be addressed by a premature presentation of City ordinances without public scrutiny and engagement (Contract No. C-139852 executed with LAMETRO regarding a Transportation Communication Network). ESPECIALLY when the Councilmember presenting the April 5, 2022, motion (CF 22-0392) recently facilitated off-site digital billboard signs in his CD#2 district. In addition, this premature motion addresses the cost of preparation of an environmental study of off-site digital signs, their impact on the public right of way and mitigation measures, if any (CEQA). The City apparently shares in the cost of this study for which “scoping” meetings have been set for May 2022 (see below). The authorization of City funds at this point in the CEQA process — coupled with the public record of contractual Agreement terms a through i — raises the appearance of an attempt to facilitate a biased study. WHY? “The California Environmental Quality Act requires the release of vast amounts of information about proposed development projects, and establishes intricate procedures that local officials must follow to ensure that the public is not shut out,” Fulton & Shigley, Guide to California Planning, th edition, pp. 12-13.



RE: CF 22-0392

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ESPECIALLY when the Councilmember presenting the April 5, 2022, motion (CF 22-0392) recently facilitated off-site digital billboard signs in his CD#2 district.

In addition, this premature motion addresses the cost of preparation of an environmental study of off-site digital signs, their impact on the public right of way and mitigation measures, if any (CEQA). The City apparently shares in the cost of this study for which "scoping" meetings have been set for May 2022 (see below).

The authorization of City funds at this point in the CEQA process — coupled with the public record of contractual Agreement terms a through i — raises the appearance of an attempt to facilitate a biased study.

WHY?

"The California Environmental Quality Act requires the release of vast amounts of information about proposed development projects, and establishes intricate procedures that local officials must follow to ensure that the public is not shut out," Fulton & Shigley, Guide to California Planning, th edition, pp. 12-13.


*Rm Bitzer*



The Transportation Communication Network (TCN) digital displays can promote efficient roadways, contribute to public safety and generate revenue for Metro's transportation programs.

## Status


Metro is acting as lead agency on the Transportation Communication Network plan and has distributed the Notice of Preparation (NOP) to begin the Environmental Review Process.

May 19

### Transportation Communication Network: Scoping Meeting

(<https://www.metro.net/calendar/transportation-communications-network-scoping-meeting/>)

Metro has a plan to improve the transportation communication network, which would provide a network of structures with digital displays (TCN Structures) that would incorporate intelligent technology components to promote roadway efficiency, improve p...

May 21

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(<https://www.metro.net/calendar/transportation-communication-network/>)

Metro has a plan to improve the transportation communication network, which would provide a network of structures with digital displays (TCN Structures) that would incorporate intelligent technology components to promote roadway efficiency, improve p...

ALL METRO MEETINGS (/EVENTS/)



## Communication from Public

**Name:** Barbara Broide  
**Date Submitted:** 05/10/2022 06:21 AM  
**Council File No:** 22-0392

**Comments for Public Posting:** It is extremely troubling to find that the proposed City-Metro TCN program has been winding its way through City Hall without any public outreach. When the Metro Board approved the program in 2021, subject to LA City consideration, we citizens were told not to be concerned and that there would be ample time to weigh in when the project was considered by Council. (Metro took no public comment at the Board meeting when the program was adopted.) Now to find that the MOU was approved in December is quite appalling. This program requires careful analysis and refinement if and when it is to move forward to implementation. There are many who would tell the City that the pursuit of this program is a bad idea from both a policy and practical viewpoint. The potential of shared revenues generated should not provide distraction from the very real negative impacts that this program will bring. And, before the program is reviewed by Council, Council should first seek review of environmental impacts and an EIR to assess alternatives, mitigations and review any analysis of those impacts that cannot be mitigated. The PLUM Committee in the past has completely ignored any concerns raised pertaining to the public safety dangers associated with off-site changing digital messaging signs. It is almost as if the lure of revenues has blinded those considering these programs. Research exists from studies worldwide and in the U.S. as to the distracting nature of changing digital signs--distractions that result in accidents. (See: <https://www.scenic.org/sign-control/digital-billboards/safety-studies/>) Yet, the Council has failed to request an independent review of current studies to provide decisionmakers with the data to consider when weighing these digital advertising programs. Just last month (4/25/22), an article in the LA Times reported on a study in Texas that showed that roadside message boards increased the likelihood of drivers crashing or dying. (See: <https://www.latimes.com/science/story/2022-04-21/reminders-to-drive-safely-led-to-more-car-crashes-in-texas-study-finds>). In addition to public safety impacts, there are also impacts on public health--particularly on those with seizure disorders, those with various eye conditions, and the signs are considered to be "urban stressors" on already stressed-out urban dwellers. Additionally, even minimal night light pollution is documented to affect sleeping patterns resulting in negative impacts on overall physical health and well-being (see: [https://www.npr.org/sections/health-shots/2022/04/01/1089997121/light-disrupts-sleep?utm\\_source=pocket-newtab](https://www.npr.org/sections/health-shots/2022/04/01/1089997121/light-disrupts-sleep?utm_source=pocket-newtab)). Not only are humans negatively impacted by added night sky pollution and artificial night lighting--so are the animals, bugs and birds we live with. The cumulative impacts of the various digital off-site advertising programs being pursued in LA is of great concern. Our City should be focusing on efforts to expand our urban canopy instead of populating our streets, highways & sidewalks with digital advertising structures--some of which may actually take the place of street trees! The adoption of any new LA Municipal Code section that allows for new advertising structures in the PUBLIC ROW is BAD policy. These signage programs, including the TCN, STAP and IKE, degrade our urban environment. Aesthetics matters. Their adoption undermines current sign policy and may threaten the City's ability to regulate off-site signs. In fact, this committee should ask the City Attorney to analyze how this program and new LAMC threaten the City's sign policies and ability to enforce. Also requested should be an assessment as to LA's legal liability to be held responsible for injuries or deaths that occur from accidents in proximity to these signs. And, what is the cumulative impact of all these programs? Compliance with the General Plan/Mobility Element has not been adequately addressed. In addition to the issues identified above, this program cannot be considered now because relevant details about its proposed operation have not been disclosed. Items such as sign locations, protections for sensitive uses & residential neighborhoods (200 ft distance from these signs is inadequate), hours of operation, brightness standards, content guidelines, mechanisms for community input including opt out options, rotation rates, hours of operation, privacy rights and data gathering, the ability to track accident data in proximity to signs (and the ability to remove signs where accidents are documented) are all factors to be discussed and analyzed. The reported take-down ratio is completely inadequate; the CPC has recommended a 10:1 removal of static to new digital signs to reflect the differences in value between digital and static signs. There are other issues related to removals that must be addressed. The Council should seek an analysis that yields the highest financial return with the LEAST number of advertising panels. The City can do better.

## Evidence Mounts of Distraction Risks from Digital Billboards Along Roadways

By **Paul Feldman** on March 30, 2016

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Digital billboards clearly catch the eye of passing motorists. But what is also increasingly clear is that such distractions can heighten safety risks in heavy traffic and other complex driving conditions, a long-time roadway researcher says.

That conclusion by Jerry Wachtel, a traffic safety consultant and one-time Federal Highway Administration staffer, came from his [recent review of billboard distraction studies](#) conducted everywhere from Denmark to South Dakota.



A billboard in Sarasota, Fla. (Scenic America)

The latest research, Wachtel says, provides persuasive evidence that billboards – particularly digital billboards – take drivers' eyes off the road for dangerously long gazes. That's a problem especially when the bright electronic displays change messages, which typically happens every six to eight seconds.

As Wachtel put it, "The more that commercial digital signs succeed in attracting the attention of motorists that render them a worthwhile investment for owners and advertisers, the more they represent a threat to safety along our busiest streets and highways."

For his new assessment of the safety hazards raised by billboards, the Berkeley, Calif.-based consultant evaluated nine academic, industry and government studies published in five countries since 2013. Among them was [a Massachusetts study](#) published this year that found that motorists, particularly older ones, seemed prone to glancing at digital billboards as they changed messages. All told, the study said, when people drive by digital displays, they spend "an increased percentage of time glancing off road."

Separate, [government-funded research](#) last year on the impact of 18 digital billboards along high-speed roadways in Alabama and Florida found crash rates 25 percent to 29 percent higher near the signs than at control sites down the road.

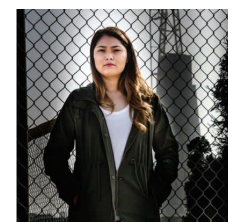
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### Oldies but Goodies



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By **Alexandra Tempus**

Public Health  
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Many of the crashes near digital displays involved rear-end collisions or sideswipes that, according to Wachtel, are “typical of driver distraction.”

### Spread of Digital Billboards

Some recent studies have focused on distractions caused by the brightness or the swift, relentless cycling of the digital ads — and on how such factors may have a stronger impact on new drivers and older drivers.

The Outdoor Advertising Association of America estimates that there are 6,400 digital billboards nationwide, up from 6,100 last summer. Steady growth has occurred despite opposition from some community activists and legal efforts by cities such as Los Angeles to limit or ban them.



Jerry Wachtel

For the advertising industry, digital billboards are a compelling option. A study commissioned by the OAAA last year showed that more than half the travelers surveyed who noticed a digital sign were “highly engaged, recalling the message on the screen every time or most of the time.”

This year’s Massachusetts study, which included participation by MIT, made a similar point. “It is likely that drivers find it nearly impossible to avoid a glance to digital billboards during switches between advertisements,” the report stated. “Perhaps the fact that humans are neurophysiologically predisposed to orient to motion or sudden change in the periphery is a marketing advantage of digital billboards.”

While that might be good news for advertisers, it also suggests that motorists were focused on something other than driving safely. Asked for comment on Wachtel’s findings, the OAAA cited a federal study released in 2013 that concluded that digital billboards were not distracting. “As FHWA prepared for in-the-field research,” the OAAA stated via email, “it indicated that more research would follow if the initial research identified problems. The agency says it does not plan further research.”

The FHWA did not respond to repeated requests for a comment for this story.

But as FairWarning has reported ([here](#) and [here](#)), the federal study was controversial. It was hung up for several years due to flaws in measuring drivers’ glances at billboards. Even after the study was released, it puzzled Wachtel and other reviewers; somehow billboards that were on one side of the highway in a draft version of the report were depicted as being on the other side of the road in the final version.

### Higher Crash Risks

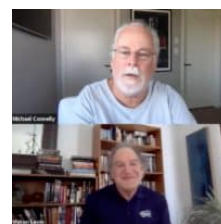
Among other things, the federal assessment said the longest recorded glance at an electronic billboard was 1.34 seconds. That contrasted with [a 2013 Danish report](#) included in Wachtel’s recent review.

The Danish study — which employed high-tech equipment, including a laser scanner and an eye-tracking system — reported glance durations of two seconds or longer in nearly 25 percent of cases. “Advertising signs do capture drivers’ attention to the extent that it impacts road safety,” the study’s authors concluded. According to Wachtel and other experts, glances of two seconds or longer make a crucial difference in safety in bad weather, heavy traffic and other circumstances.

What’s more, the Danish study included only conventional signs, and Wachtel says digital signs probably would draw even more long glances.

## Controversial E-Cigarette Company—Sort of

By [Eli Wolfe](#)



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June 22, 2020



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Leaves

### Some Customers Seething

By [Eli Wolfe](#)



### Environment Fields of Waste: Artificial Turf, Touted as Recycling Fix for Millions of Scrap

In the last three years, according to Wachtel's new review, only the federal report and a Texas study prepared for the billboard industry failed to demonstrate links between digital signs and potential safety risks.

Wachtel's concerns about digital billboards drew support from Mary Tracy, president of Scenic America, a non-profit organization that has long been critical of highway billboards on aesthetic grounds. She said the recent studies reviewed by Wachtel "prove pretty conclusively" that digital billboards distract drivers and that the federal government should take action to improve safety.

For Wachtel, president of The Veridian Group consulting firm, the new review is the third in a series of assessments he has produced since 2009. The reviews have been based on, overall, more than 60 research reports around the world on conventional and electronic billboards. Even after all of those studies, Wachtel said, "we can't say statistically that the billboards cause accidents" unless further complicated and expensive research is carried out.

Still, he said, evidence is mounting that the risk of accidents increases in stressful driving conditions in places where digital signs "competed for the driver's visual attention." Factors that can have an impact, Wachtel said, include "demanding road, traffic and weather conditions, when travel speeds were higher, or when an unanticipated event or action occurred to which the driver had to respond quickly and correctly."



Categories: [Public Health](#), [Transportation Safety](#) / Tags: [Auto and Highway Safety](#), [Cell Phones](#), [Gadgets and Distracted Driving](#) / [3 Comments](#)

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### 3 Comments

**Bob** September 6, 2016 at 6:24 pm

GMan

We can say statistically that billboards cause accidents. Studies done in Isreal , Alabama, Mass. by MIT , Florida as just a few all show serous 30 to 50% increases in billboard areas over control sites.

Bob

**Matthew Mabey** April 6, 2016 at 5:21 pm

Given that they are an egregious abuse of "the commons," their safety implications are merely a secondary argument for banning them. The same "freedom of expression" arguments for allowing them should also allow others to target them with paintball guns. Until then, their bright light should be banished from the commons.

**GMan** April 5, 2016 at 9:34 am

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Labor  
With  
Rise in

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By [Stuart Silverstein](#)



“we can’t say statistically that the billboards cause accidents” – Time to give it up Jerry!?!  

---

Labor

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By Myron Levin

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By Stuart Silverstein and Anna Boiko-Weyrauch

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Recycling is a Feel Good Activity, But Not for Workers Hurt or Killed on the Job

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[Labor \(77\)](#)

[Notes \(11\)](#)

[Oldies but Goodies \(19\)](#)

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## Communication from Public

**Name:** Barbara Broide

**Date Submitted:** 05/10/2022 06:56 AM

**Council File No:** 22-0392

**Comments for Public Posting:** The advancement of this program without adequate public engagement is wrong. There are no CIS statements submitted because no one was informed that this item was to come before PLUM now. Neighborhood councils could not agendaize and consider the item having been given such short notice of the May 10th "special" meeting. The potential impacts of this Metro program are great and when faced with a devil's choice of weighing injuries and deaths on our streets and highways against the financial benefits of a share of advertising revenues, there should be more discussion and efforts to minimize sign exposure. Instead, the City and METRO are on a collision course of polluting our public right-of-way with an ever-increasing barrage of changing commercial digital advertisements without regard to many important factors. No one has noted that the addition of more and more signage does not equate to more and more dollars. There is a very obvious reduction in the yield or value of EACH sign the more signs that populate our streets! With the introduction of a new LAMC to allow for unlimited advertising structures on the public right-of-way, the City has created a problem for itself and has diminished the future value of its signage programs. Instead, by severely limiting the numbers of sign, the City could derive high value from each and every one permitted. Chicago implemented such a plan. Instead, we will see our roadways commercialized and polluted, aesthetics and quality of life sacrificed. The cumulative impact of all the current proposed sign programs and any future programs must be weighed and cannot be ignored. Finally: The Council owes it to your constituents to request current information on studies documenting the driver distraction dangers of these signs so that your decisions are made being fully informed of the tradeoffs you are making. If you are going to be making deals with the devil, you should know the costs involved.



## Communication from Public

**Name:** Dan Silver

**Date Submitted:** 05/09/2022 12:18 PM

**Council File No:** 22-0392

**Comments for Public Posting:** RE: Digital Off-Site Signs / Outdoor Advertising / Transportation Communication Network Program Structures / Los Angeles County Metropolitan Transportation Authority (MTA) Chair and PLUM Committee Members: Endangered Habitats League (EHL) is dedicated to the quality of both human and natural communities. We register the strongest possible opposition to this ill-conceived MOU. This matter has transpired in backrooms and deserves transparency and far greater public participation. Digital signs on public lands desecrate the public's precious open space. These rights-of-way are not trashcans for the benefit of sign companies. They can and must contribute to the transit experience in a positive way, through design and beauty, not with ugly, glaring, obnoxious advertising. Furthermore, the proposed action is reprehensible from a safety standpoint. If the City wants to lower pedestrian fatalities, why are you further distracting drivers with commandeering digital signs? This action would set a disastrous precedent for the shattering of the Planning Commissions B+ compromise on signage. We ask the following: That the City halt further consideration of the joint LA City-Metro Transportation Communication Network until responsive to public comment, concerns and questions and until questions related to environmental impacts and environmental clearance have been addressed. The City forward the TCN to the Council's Transportation Committee and LADOT to address issues and concerns related to driver distraction and the dangers of changing electronic/digital messaging in view of drivers to all street and highway users and particularly to pedestrians and bicycle riders. The Council seek legal opinion and analysis of the City's potential liability from any accidents in proximity to said digital signs to determine legal exposure resulting in injuries or death. The Council seek legal opinion as to the impact of TCN implementation on the ability of the City to enforce off-site sign regulation. Assessment of the vulnerability as it related to past court rulings should also be sought. The Council seek assessment of environmental impacts of the TCN program as they relate to night pollution, energy consumption, impacts on wildlife (insects, birds, nocturnal animals). The Council address the issue of cumulative impacts of all the proposed off-site advertising programs that seek to place digital signage on the public

right-of-way. The TCN program be assessed for impacts on public health. Impacts on those with seizure disorders, contributions to sleep disruption and associated health impairments from light pollution at night, impact of changing messaging as an urban stressor, etc. The best course of action is to abandon this terrible project. Sincerely, Dan Silver Executive Director Endangered Habitats League 8424 Santa Monica Blvd. Suite A 592 Los Angeles CA 90069



## Communication from Public

**Name:** Jane Usher

**Date Submitted:** 05/09/2022 12:36 PM

**Council File No:** 22-0392

**Comments for Public Posting:** Those who ignore history are bound to repeat it. The billboard industry exists nationwide by force of litigation. The City of LA has litigated for decades against this lobby. Currently, the City limits digital signs to specifically-created sign districts. This proposed contract with Metro puts that limited authority for digital signs at risk by authorizing digital signs in the public rights-of-way everywhere, citywide. If the City proliferates digital signs beyond those specially designed districts, is the reason for the City's limitation to those districts no longer rational? Does the lack of a rational distinction violate the First Amendment rights of the billboard industry? Does this contract expose us to digital signs at the will and whim of the billboard industry? Please direct the public to the legal opinion that you have obtained to give City Hall's decision makers confidence and assurance that this proliferation of digital signs will not swallow up and undo the City's control over the location of digital signs. Do not repeat history by approving this contract until you fully understand, and support, its broader implications.

## Communication from Public

**Name:** Caroline Moser

**Date Submitted:** 05/09/2022 12:56 PM

**Council File No:** 22-0392

**Comments for Public Posting:** Uncontrolled billboards are not a public service and Los Angeles has opposed the billboard lobby's desire for unfettered display frequently. Los Angeles properly limits digital signs to specifically-created sign districts. This proposed Metro contract authorizes digital signs in the public right-of-way across Los Angeles without regard to our designated districts. Please do not confuse control with prohibition - the City should properly control the location of digital signs. Please take the time to investigate, if needs be, rather than move too quickly to remove appropriate civic oversight.

## Communication from Public

**Name:** Fred Golan

**Date Submitted:** 05/09/2022 01:31 PM

**Council File No:** 22-0392

**Comments for Public Posting:** I urge the City Council PLUM Committee to reject the joint LA City-Metro Transportation Communication Network. We've experienced the nightmare of electronic digital advertising before - and we organized to get rid of it. Digital advertising on Public thoroughfares (including city streets and highway/freeway arterials) is dangerous, distracting, assaultive, and ugly. It degrades the quality of our lives, and because of the enormous electrical consumption, it also contributes to global warming, which threatens our survival as a species.



## Communication from Public

**Name:** RAYMOND H. GOLDSTONE

**Date Submitted:** 05/09/2022 01:59 PM

**Council File No:** 22-0392

**Comments for Public Posting:** I strongly oppose the adoption of a new LAMC to allow the off-site digital signs as part of the Metro Transit Communication Network (TCN) program. To date, there has been inadequate transparency and no meaningful community discussion to address important issues and concerns. I believe that any further Council Committee or Council action is wrong and should be halted at this time. It is my understanding that The City Council authorized the CAO to execute a Memorandum of Agreement (MOA) for the development of a TCN Program between Metro and the City (Council File 21-0600-SI 10 on Dec. 9, 2021). The MOA has been executed (Contract No. C-139852), which establishes a revenue sharing framework that brings the City 50% of net revenue from outdoor advertising on TCN structures within the City's boundaries in a 20-YEAR agreement. THE IMPLEMENTATION, HOWEVER, IS CONDITIONED UPON THE CITY ENACTING AN ORDINANCE THAT ALLOWS OFF-SITE ADVERTISING TO BE DISPLAYED ON THE TCN STRUCTURES THROUGH THE DURATION OF THE MOA WITHOUT ADEQUATE, IF ANY, MITIGATION; and take-down of static billboards. Per the MOA, Metro is the lead agency for CEQA compliance. The Council File requests the Planning Dept. with assistance of the City Attorney, to present an ordinance to allow digital off-site signs to be displayed on structures that are part of the TCN program between the City and Metro (Council File 21-0600-SI 10). COMMENTS AND CONCERNS: \*I RECOMMEND THAT THE CITY HALT FURTHER CONSIDERATION OF THE JOINT CITY-METRO TNC UNTIL RESPONSIVE TO PUBLIC COMMENT AND CONCERNS; AND UNTIL QUESTIONS RELATED TO ENVIRONMENTAL IMPACTS AND ENVIRONMENTAL CLEARANCE HAVE BEEN THOROUGHLY ADDRESSED. \*I URGE THAT THE CITY FORWARD THE TCN TO THE COUNCIL'S TRANSPORTATION COMMITTEE AND LADOT TO ADDRESS ISSUES AND CONCERNS RELATED TO DRIVER DISTRACTION AND TO THE DANGERS OF CHANGING ELECTRONIC/DIGITAL MESSAGING IN VIEW OF ALL STREET AND HIGHWAY USERS, INCLUDING PEDESTRIANS AND BICYCLE RIDERS. \*I URGE THAT THE COUNCIL SEEK ASSESSMENT OF ENVIRONMENTAL

IMPACTS OF THE TCN PROGRAM RELATING TO NIGHT POLLUTION, ENERGY CONSUMPTION, AND IMPACTS ON WILDLIFE (e.g., birds, insects, nocturnal animals) AND LANDSCAPE. \*I RECOMMEND THAT COUNCIL ADDRESS THE ISSUES OF THE CUMULATIVE IMPACTS OF ALL THE PROPOSED OFF-SITE ADVERTISING PROGRAMS THAT SEEK TO PLACE DIGITAL SIGNAGE ON THE PUBLIC RIGHT-OF-WAY. \*I RECOMMEND THAT THE TCN PROGRAM BE CAREFULLY ASSESSED FOR IMPACTS UPON PUBLIC HEALTH -- IMPACTS SUCH AS, BUT NOT LIMITED TO, THOSE WITH SEIZURE DISORDERS; THE PROGRAM'S CONTRIBUTIONS TO SLEEP DISRUPTION AND ASSOCIATED HEALTH IMPAIRMENTS FROM LIGHT POLLUTION AT NIGHT, AND THE IMPACTS OF CHANGING ELECTRONIC/DIGITAL MESSAGING SIGNS AS A CONTRIBUTOR TO URBAN STRESS. \*I URGE THAT THE COUNCIL SEEK LEGAL OPINION AND ANALYSIS OF THE CITY'S POTENTIAL LIABILITY FROM ANY ACCIDENTS IN PROXIMITY TO CHANGING ELECTRONIC/DIGITAL MESSAGING SIGNS TO DETERMINE LEGAL EXPOSURE RESULTING IN INJURIES OR DEATH. \*I URGE THAT THE COUNCIL SEEK LEGAL OPINION AS TO THE IMPACT OF TCN IMPLEMENTATION ON THE ABILITY OF THE CITY TO ENFORCE OFF-SITE SIGN REGULATION. IN THIS CONNECTION AN ASSESSMENT OF THE VULNERABILITY AS IT RELATES TO PAST COURT RULINGS SHOULD ALSO BE SOUGHT. Thank you for your consideration of these matters. Respectfully, Raymond H. Goldstone Los Angeles City Resident since 1942

## Communication from Public

**Name:** Shelley Wagers

**Date Submitted:** 05/09/2022 02:00 PM

**Council File No:** 22-0392

**Comments for Public Posting:** The proposed agreement between LA City and Metro will allow 300 digital billboards on the public right-of-way. The meager “takedown” is just a fig leaf. Digital billboards increase accidents. LA streets are already a tangle of distracted drivers, confused bicyclists, and pedestrians glued to their portable screens. The last thing we need is more flashing images expertly designed to draw the eye. More commercialization of our public spaces degrades quality of life, and the legal liability would outweigh any revenue gain. NO to yet another short-sighted, unenforceable agreement.



## Communication from Public

**Name:** G. Saffren

**Date Submitted:** 05/09/2022 03:10 PM

**Council File No:** 22-0392

**Comments for Public Posting:** I am submitting this comment regarding the proposed change in policy that would allow off-site electronic & or digital advertising. I am vehemently against this « proposed » policy. I also resent the fact that this seems to have been a secretive move, deliberately kept out of the public eye. Our city does not need more billboards, electrified transit stops touting products, movies, services etc. Manage city, state, fed tax revenues etc. more honestly and efficiently rather than prostitute the city for advertisers' royalties! In addition to obvious DISTRACTION (that's what the ads are for aren't they?) to drivers, bicyclists, pedestrians 24/7, during the night, the constant lighting up disturbs the normal life cycles of plants and animals who are already struggling to survive in our city. Plant more trees, place more trash receptacles AND maintain those trees and empty those bins. I want to live in a city not in a never-ending commercial. No more advertising!

## Communication from Public

**Name:**

**Date Submitted:** 05/09/2022 06:41 PM

**Council File No:** 22-0392

**Comments for Public Posting:** PLEASE no advertising signs on bus stops in residential neighborhoods - only on business streets!

## **Communication from Public**

**Name:** Marian Dodge  
**Date Submitted:** 05/09/2022 09:50 PM  
**Council File No:** 22-0392  
**Comments for Public Posting:** Transportation Communications Network - OPPOSED.

CF 22-0392    Transportation Communication Network

The Mayor has implemented a Vision Zero plan to reduce traffic deaths to zero. Yet the city continues to propose projects that are guaranteed to increase the number of traffic accidents. Metro's Transit Communication Network (TCN) program is another such ill conceived program. It proposes to place 300 digital billboards on Metro/LA City public right-of-way. Study after study has shown that intersections with digital billboards have many more accidents than those without billboards. Are you willing to accept the responsibility for the increased number of deaths?

The city looks at TCN as a source of revenue. Yes, it's true; digital billboards make a lot of money – for the companies that own the billboards. Past contracts have shown that while the sign industry makes millions, the City makes pennies. Will those pennies be enough to pay for the law suits against the City that will inevitably follow with the increased accidents and fatalities?

What outreach has been done regarding these 300 digital billboards under TCN? Have presentations been made to neighborhood councils in a timely manner so they can respond? Do your own constituents want these digital billboards in the front yards? Are they even aware they are coming?

The TCN program should be rejected right here right now.