

## Communication from Public

**Name:** m robinson

**Date Submitted:** 06/21/2022 09:16 AM

**Council File No:** 22-0392

**Comments for Public Posting:** NO!!!!!! NO!!!!!!!! NO!!!!!!!!!! You all know that YOUR voting public are against this!!!!!!.....the only ones that would benefit from this proposed insanity are the corporations that would install these dangerous billboards.....a simple question....are any of you on their payroll...???? REMEMBER YOU WERE VOTED IN AND YOU WILL BE VOTED OUT IF YOU PUSH THIS INSANITY THROUGH AGAINST THE WILL OF YOUR VOTING PUBLIC WHO PUT YOU IN OFFICE.

## Communication from Public

**Name:** Keith Nakata

**Date Submitted:** 06/21/2022 07:00 AM

**Council File No:** 22-0392

**Comments for Public Posting:** I'm writing to OPPOSE the Metro Digital Billboard Program (Transit Communications Network/TCN) plan. The TCN has not been evaluated through an EIR that will identify issues and impacts as well as mitigations which can be commented on by the public. Digital signage in our public right-of-way will pose dangers from distracted drivers to our pedestrians and bicyclists in contradiction of the Vision Zero Plan goals as well. This plan will create a cumulative impact of placing increased number of constantly changing digital signs in the public right-of-way and will negatively impact the policy which attempts to reduce overall signage and advertising. There needs to be more public input as to where the proposed signage will be located and the amounts instead of relying on the lobbyists. We need to contain the digital signs to the specifically designed sign districts to prevent their spread citywide.

## Communication from Public

**Name:** Ray Regalado, Northwest San Pedro Neighborhood Council

**Date Submitted:** 06/21/2022 11:06 AM

**Council File No:** 22-0392

**Comments for Public Posting:** The Northwest San Pedro Neighborhood Council has not had the opportunity to review CF 22-0392 and we respectfully request that the committee delay action on this item. Neighborhood Councils were not given adequate opportunity for input as required by Charter Section 907. Furthermore it seems premature to consider a City ordinance to allow this program to move forward until the EIR has been completed and impacts, possible mitigations and alternatives and can be publicly reviewed. The description of the Project should include the MOA with the City. The MOA itself is a project under CEQA. Our Neighborhood Council did previously file the following comments relative to the City's proposed street furniture program (STAP). These comments are equally applicable for the proposed Metro Program: The Northwest San Pedro Neighborhood Council supports the Motion in CF 20-1536 if amended to require that prior to contract finalization, the City conduct an extensive and open public process, in which detailed information about the proposed contract is made widely available and members of the public and neighborhood councils are invited to provide input. The existing street furniture contract must be extended in order to allow sufficient time for this process. We are very concerned about the safety and aesthetic impacts of digital advertising screens in bus shelters. Studies have shown that changing digital ad screens are particularly dangerous as they are designed to distract drivers and result in reduced traffic safety. Even worse than freeway digital billboards, these displays would cause distraction not only for cars but also pedestrians, inherently increasing the potential for unsafe vehicle-pedestrian interaction. In an environment where mobile phone distracted drivers are causing increased pedestrian injury we find it reckless to add yet another accident vector. We adamantly oppose provisions for cell phone tracking in the shelters. This data can be shared with the contractor for ad targeting, and we have no assurance that the data will be safely kept by the City. This practice also violates Europe's GDPR, which applies to EU citizens when outside the EU: <https://gdpr.eu/companies-outside-of-europe/>. Therefore, before any new bus shelters are installed in our neighborhood, we request a full Environmental Impact Report that considers safety, power usage, and aesthetics. Any contract that is eventually

negotiated by the City needs to respect and abide by any Community Plan, Specific Plan, Scenic Highway and Coastal Zone protections and requirements, and address constituents' concerns about preservation of community character, protection of residential neighborhoods, and local street furniture preferences. Although we are opposed to all digital signs, if they are allowed, the City should restrict digital signs in or near bus shelters to sign districts in the 22 areas already zoned as Regional Commercial for high-intensity commercial use and comply with all future rules regarding digital billboards and they should be placed to face away from the oncoming traffic. A policy governing data collection, ownership, privacy, and use from devices placed within public rights-of-way or on City facilities should be developed and shared for community/neighborhood council input. Audio coming from the billboards should be prohibited. A process for ongoing local community input should be included. There must be triggers that allow the City the ability to break the contract if terms are not met. The City and its communities should not have to live with poorly kept shelters

## Communication from Public

**Name:** Lionel Mares

**Date Submitted:** 06/21/2022 12:46 PM

**Council File No:** 22-0392

**Comments for Public Posting:** Dear PLUM Committee, I am writing to express my opposition to the PLUM Committee's proposal to install new advertising structures on public rights-of-way as part of the Metro Transit Communications Program. I oppose the program for the following reasons: • There has been no publicly-reviewed Environmental Impact Report for the program to identify impacts, available mitigations and alternatives • The program will only exacerbate critical issues related to digital billboards and driver distraction coupled with the city's increasing numbers of accidents, injuries and deaths of pedestrians and bicyclists. • There has been a lack of public discussion and opportunity for neighborhood council and community input • The program fails to address aesthetic issues, property value impacts, and other quality of life issues for residents and businesses located near the signs. This program cannot be allowed to move forward without environmental and safety studies, and without more opportunities for public input.

## Communication from Public

**Name:** Barbara Broide  
**Date Submitted:** 06/21/2022 02:31 PM  
**Council File No:** 22-0392

**Comments for Public Posting:** As the City has failed to acknowledge the driver distraction dangers caused by digital billboards with changing messages and changing digital signage in general, I would like to provide some references to studies that document these dangers:  
<https://www.scenic.org/sign-control/digital-billboards/safety-studies/>  
<https://www.scenic.org/blog/traffic-study-shows-increase-in-fatalities-in-2021-underscores-need-for-safer-roadways/>  
<https://www.scenic.org/blog/research-shows-that-digital-traffic-safety-messages-contribute-to-highway-accidents-and-fatalities/>  
There are additional studies available. The City should show interest and dedicate some effort into addressing the critical issue of driver distraction and the negative impact of introducing new proven distractions on the ability of Vision Zero goals to be met. The addition of new distractions will make Vision Zero's goals harder to attain. Recognizing that there is such documentation, what legal liability will the City have if such signs that are said to be the cause or a contributing cause to accidents that take place within the viewing area of these signs?

## Communication from Public

**Name:** Brentwood Homeowners Association

**Date Submitted:** 06/21/2022 01:21 PM

**Council File No:** 22-0392

**Comments for Public Posting:** The Brentwood Homeowners Association represents 4,500 single-family homes and condominiums in the 90049 zip code area of the City. The Brentwood Homeowners Association opposes the proposed project, including for the following reasons: Premature to consider any City ordinance to allow this program to move forward until the EIR for the program identifies impacts, available mitigations and alternatives and can be publicly reviewed. Failure of the City to address the critical issues related to digital billboards and driver distraction coupled with the city's increasing numbers of accidents, injuries and deaths of pedestrians and bicyclists - our most vulnerable street users. Lack of adequate public discussion and opportunity for neighborhood council and community input (now and at the time of Metro-City Memorandum of Agreement approval in December 2021). Failure to address aesthetic issues and impacts on nearby properties. Failure to address quality of life issues for those in these sign's visual reach. Failure to acknowledge cumulative impacts of placing more and more digital changing messaging structures on our public right-of-way (through this program and others currently under consideration).. Absence of analysis of impacts on the City's legal/ long-range ability to regulate off-site signage/billboards Failure to recognize and address the larger policy issues related to minimizing the numbers of advertising faces on our public right-of-way while maximizing revenues from those LIMITED sign faces allowed. Lack of any mechanism to allow for public input, council district input, neighborhood council input into the actual placement of these proposed billboards. Potential conflicts with existing City programs and ordinances such as specific plans that regulate signage and /or are contained in the City's General Plan and Mobility Element.

## Communication from Public

**Name:**

**Date Submitted:** 06/21/2022 09:41 PM

**Council File No:** 22-0392

**Comments for Public Posting:** Please oppose this moment for digital billboards as it is a safety distraction for drivers. One can already see the rash of brake lights on the freeway as drivers (panic) slow down and read the message on the signs. There are other means to derive the revenue that would come from these billboards. The impacts on nearby properties, property values, quality of life and on the environment have NOT been assessed. Metro is just starting the environmental review process, so how can the City move forward now without that report and an analysis of impacts, alternatives and mitigations needed? Please vote against this motion.