

Communication from Public

Name:

Date Submitted: 10/12/2023 03:43 PM

Council File No: 22-0392

Comments for Public Posting: Please see attachment. Thank you



**Greater Los Angeles
African American
Chamber of Commerce**

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October 12, 2023

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

RE: Council File: 22-0392

Dear Council President and Councilmembers,

We are writing 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.

The program will also take down over 200 old billboards in underserved and MTA designated equity zone/areas throughout LA city.

Some of the key program elements will be:

1. 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.
2. 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 as well as Amber Alerts.
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.

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 that reads "Gene Hale". The signature is written in a cursive, flowing style.

Gene Hale
GLAAACC Chairman