

PUBLIC WORKS COMMITTEE REPORT relative to the Sidewalk and Transit Amenities Program (STAP).

Recommendations for Council action, as initiated by Motion (Blumenfield, Bonin - Harris-Dawson):

1. INSTRUCT the Bureau of Street Services (BSS) to continue the public engagement process while the STAP Request for Proposals (RFP) process is underway, provide a public report on the proposals received in response to the RFP, and, with assistance from other departments as necessary, report to the Council within 60 days of receiving proposals regarding any outstanding issues that will shape the final operational details of a contract for the STAP, including:
 - a. Parameters of digital advertising and/or digital displays to ensure compatibility with their surrounding environments, traffic safety, and land use zones such as specific plans and scenic highways.
 - b. A policy governing data collection, ownership, privacy and use from devices placed within public rights-of-way or on City facilities.
 - c. How advertising proposed within public rights-of-way can be governed and coordinated to ensure maximum benefits to the City and its residents and strict compliance enforcement.
 - d. Controls over the content of advertising within public rights-of-way or on public property and the operational means to enforce them.
 - e. Strategies for capital investment necessary to maximize STAP benefits and the re-investment of program revenue into street and sidewalk improvements that facilitate safety, transit use, and mobility.
2. REQUEST the City Attorney to prepare and present ordinance changes to effectuate the elimination of exclusivity upon expiration of the existing contract, including in Los Angeles Municipal Code 67.02, so that potential advertising programs in the right-of-way must be approved by the Board of Public Works and thereby ensures coordination through the BSS, the agency responsible for street furniture contracts.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: Yes

For:
Bel Air-Beverly Crest Neighborhood Council
Mar Vista Community Council
Westwood Neighborhood Council

For if Amended:
Westside Neighborhood Council
Del Rey Neighborhood Council
West Los Angeles Neighborhood Council

SUMMARY

At the meeting held on February 10, 2021, your Public Works Committee considered a Motion (Blumenfield, Bonin - Harris-Dawson) relative to the Sidewalk and Transit Amenities Program. After an opportunity for public comment was held, the Committee moved to approve the recommendations contained in the Motion as amended, as detailed above. This matter is now forwarded to the Council for its consideration.

Respectfully Submitted,

PUBLIC WORKS COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
BLUMENFIELD:	YES
LEE:	YES
DE LEON:	YES
O'FARRELL	YES
KORETZ:	YES

ME 2/10/21

-NOT OFFICIAL UNTIL COUNCIL ACTS-