

Your Community Impact Statement has been successfully submitted to City Council and Committees.

If you have questions and/or concerns, please contact the Department of Neighborhood Empowerment at [NCsupport@lacity.org](mailto:NCsupport@lacity.org).

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The Board approved this CIS by a vote of: Yea(11) Nay(0) Abstain(0) Ineligible(0) Recusal(0)

Date of NC Board Action: 08/10/2021

Type of NC Board Action: Against unless Amended

#### Impact Information

Date: 08/23/2021

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 20-1536

Agenda Date:

Item Number:

Summary:

CITY OF LOS ANGELES  
CALIFORNIA



Sun Valley Area  
Neighborhood Council

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[www.svanc.com](http://www.svanc.com)

**Community Impact Statement**

August 10, 2021

**RE:** Sidewalk and Transit Amenities Program (STAP) Council File 20-1536

**Position:** Against Unless Amended

The Sun Valley Area Neighborhood Council, SVANC, in its regular meeting of August 10, 2021, passed the following Community Impact Statement by a vote of: 11 yes, 0 no, and 0 abstained.

On Nov. 24, 2020, Council Members Bonin and Blumenfield presented a motion concerning the proposed STAP program for new bus shelters in Los Angeles. While we support some of the provisions in this motion, we believe that it does not give neighborhoods enough power to protect aesthetics, traffic safety, and data privacy.

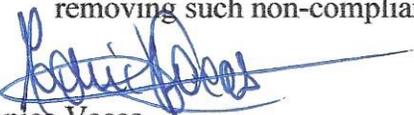
**Aesthetics:** The proposed new bus shelters will contain internally-illuminated digital ad screens that will change every 8 seconds. These signs will resemble nothing else currently on Los Angeles streets, and they will multiply the number of advertisements that Angelenos are exposed to on a daily basis. The new screens will also radically impact the streetscapes wherever they are installed, bringing a new kind of billboard blight. The Request for Proposals (RFP) that the Board of Public Works recently issued envisions 3,000 new bus shelters, an intolerable burden on our visual environment which is already blighted by the presence of some 968 non-compliant traditional billboards.

**Traffic safety:** No study has ever shown that changing digital billboards 72 inches tall this close to a roadway are safe. Indeed, their entire purpose is to draw the eyes of drivers away from the road. These signs are sure to distract drivers and contribute to accidents. Pedestrians are especially in danger, as they naturally tend to congregate near bus shelters.

**Data privacy:** The STAP program includes provisions for devices at each bus stop that will lift demographic and location information from the cell phones of waiting transit passengers and occupants of passing cars. While the RFP states that such data collection will comply with all existing laws, there is no stated framework for who will collect, manage, store, and share that information. The RFP states that it will be used for improving public transit, but it also states that it can be shared with advertising companies. There is no provision for opting out.

Therefore, we urge adding the following items to the motion as presented:

1. An Environmental Impact Report (EIR) must be completed. This EIR must address the impact of the new digital bus shelters on aesthetics, light, noise, land use, and traffic safety. In addition, it should include a study on the impact these bright signs will have on people with mental health conditions.
2. The motion must call for the creation of a local approval process for each neighborhood in which a new bus shelter is proposed.
3. The motion must clearly call for a detailed accounting of who will hold personal data, how it will be used, with whom and for what purposes it is to be shared, and how to easily opt out of collection.
4. The motion must include a provision that no sign company that owns any of the 1508 currently non-compliant billboards that mar the Los Angeles streetscape can bid or participate in the RFP without removing such non-compliant signs.

  
Monica Vacas  
President, Sun Valley Area Neighborhood Council