

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.

This is an automated response, please do not reply to this email.

Contact Information

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The Board approved this CIS by a vote of: Yea(11) Nay(0) Abstain(1) Ineligible(0) Recusal(0)

Date of NC Board Action: 10/26/2021

Type of NC Board Action: Neutral Position

Impact Information

Date: 10/27/2021

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 20-1536

Agenda Date: 10/26/2021

Item Number: IX.A.1.

Summary: Please see attached statement regarding our positions on the STAP program.



Reseda Neighborhood Council

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RE: [Council File 20-1536](#) Sidewalk and Transit Amenities Program (STAP)

Dear Board of Public Works/City Council,

Questions about the Funding Model

We are writing to express our concern regarding the importance of transparency in relation to bus shelter financing. With the STAP program deciding on who to enter into a contract with, there are still many questions to be answered regarding how funding will significantly affect improving the bus rider experience in Los Angeles. We request that the funding estimates for the bus shelter program be made available before the contract is presented at the Board of Public Works and Los Angeles City Council. We are fully supportive of StreetsLA's staff recommendation of covering 100% costs of the programs foreseen capital expenditures (CAPEX). However, we do not know where this money will be coming from, the cost of the program, whether Metro is contributing to the effort, and how many shelters will be installed in Year 1. In addition, would there be funding made available for making bus stops around the shelters ADA accessible, and how would the program work with streetscape improvements such as broken sidewalks, widening sidewalks, and tree planting. Additionally, how are bus stop investments tied into bus lanes and other transit operational improvements? Will bus stop improvements include better wayfinding and other customer



experience improvements that support first-last mile connectivity? Investments should support ridership growth and broader infrastructure improvements that enhance service, such as Metro's NextGen Bus Plan.

Transparency

The public deserves to know the thoughts and plans of the City, and how this program will connect with a holistic and healthy urban design vision for our public realm, before the contract is proposed for a vote of approval from City Council. We believe the lack of an integrated approach is a systemic issue that goes beyond this project, but as the largest city in the US without a capital infrastructure plan, we do not have a clear picture of where public works and transportation funds have gone over the years and are not able to see a publicly accessible future funding plan or implementation goals and timelines. However, in the short-term, we request that the funding estimates for the bus shelter program be made available prior to the contract being introduced to the Board of Public Works and Los Angeles City Council.

Bus Rider Equity

We would also like to see bus shelters prioritized along routes that lack shade equity. Reseda gets particularly hot in the summer and access to shade at stops is crucial for encouraging ridership. For the past 20 years, Los Angeles bus riders have not been provided a shelter and seat in the shade, unless there can be advertising money recouped from it. This means that shelters have been prioritized according to the advertising revenue rather than the needs of the community. In a region where voters have taxed themselves 4 times to improve transportation options, why is it that policymakers have decided that it doesn't include transit and bus access? Or sidewalk and crosswalk access?

Security of Data

In addition, 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/>.

Safety of Digital Advertising



Lastly, the Reseda Neighborhood Council is concerned about the safety liability impacts of digital advertising screens in bus shelters. Studies have shown that changing or flashing digital ad screens are possibly dangerous as they are designed to attract drivers' sustained attention and may result in harm to traffic safety. They will thus exacerbate the problem of driver distraction. Pedestrian fatalities are already a serious problem in Reseda and Los Angeles. Among the leading causes of motor vehicle accidents, driver distraction accounts for 80 percent of crashes and 65 percent of near-crashes, according to a study released by the National Highway Traffic Safety Administration (NHTSA) and the Virginia Tech Transportation Institute (VTTI). In 2010 alone, distracted driving claimed the lives of 5,474 people and injured another 448,000. A [study](#) by the Swedish Transport Authority found that digital billboards cause longer glance and dwell time, but it was inconclusive on the effects of driver safety.

Sincerely,

Reseda Neighborhood Council