



City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

## Council File 20-1536 Comment and attachment / Hearing 8-24-22 Council Budget and Public Works Committees

1 message

Barbara Broide &lt;bbroide@hotmail.com&gt;

Wed, Aug 24, 2022 at 5:29 AM

To: "clerk.CPS@lacity.org" &lt;clerk.cps@lacity.org&gt;

Cc: Councilmember Paul Krekorian <councilmember.krekorian@lacity.org>, "councilmember.blumenfield@lacity.org" <councilmember.blumenfield@lacity.org>, Councilmember Gil Cedillo <councilmember.cedillo@lacity.org>, "councilmember.martinez@lacity.org" <councilmember.martinez@lacity.org>, "Councilmember John S. Lee" <councilmember.lee@lacity.org>, Councilmember Kevin De Leon <councilmember.kevindeleon@lacity.org>, Councilmember Mitch O'Farrell <councilmember.ofarrell@lacity.org>, Councilmember Monica Rodriguez <councilmember.rodriguez@lacity.org>, "Councilmember Curren D. Price" <councilmember.price@lacity.org>, "councilmember.raman@lacity.org" <councilmember.raman@lacity.org>, Councilmember Nithya Raman <contactcd4@lacity.org>, Paul Koretz - cd 5 <paul.koretz@lacity.org>, Mike Bonin CM <councilmember.bonin@lacity.org>, Councilmember Joe Buscaino <councilmember.buscaino@lacity.org>, "matt.szaboo@lacity.org" <matt.szaboo@lacity.org>, "yolanda.chavez@lacity.org" <yolanda.chavez@lacity.org>, "ted.jordan@lacity.org" <ted.jordan@lacity.org>, Jeff Jacobberger <jeff.jacobberger@lacity.org>, "Michael Espinosa (Council File postings)" <michael.espinosa@lacity.org>, "sharon.tso@lacity.org" <sharon.tso@lacity.org>

Please enter this comment into the Council File for CF 20-1536 that will be the subject of a public hearing on 8/24 before the City Council's Budget and Public Works Committees:

On the posted agenda for the LA City Council joint committee meeting of 8/24/22 there are references made to positions taken by Neighborhood Councils on the proposed STAP motions that are not correct. NCs listed as being in support are, in many cases, opposed to STAP. Further, there appears to have been a change as to how CF 20-1536 is described/characterized. Since the Council File's introduction in Nov. 2020, it has been titled "Sidewalk and Transit Amenities Program (STAP) / Public Engagement / Request for Proposals." The 8/24 agenda lists CF 20-1536 as being for "City Attorney report and Ordinance relative to amending the Los Angeles Municipal Code to clarify the definition of outdoor advertising structure, and to exempt certain approved structure from the prohibition of outdoor advertising structures in the public right-of-way." That has never been the publicly stated purpose of the Bonin/Blumenfield measure and, in fact, the issues outlined in the CF motion have yet to be addressed by Dept. of Public Works/Streets LA.

The posting of the agenda item and CF as done for 8/24's hearing reveals the true intent of the STAP program which has been to serve as a TROJAN HORSE for the City's desire to allow commercial advertising on the City's PUBLIC right-of-way - stripping away protections that have long been in place. While Public Works staff promote STAP as a "transportation program" it is now abundantly clear that the Mayor's office and those behind the proposed advertising programs look at STAP as the tool to enable the opening up of the PUBLIC's right-of-way to invasive, distracting (and dangerous) commercial advertising. There are no guarantees that any of the transit amenities presented to the public will actually become a reality as the source(s) for the purchase of program elements has not been identified. Items presented as part of the amenities to be offered to the public are no longer required elements of the program and are now referred to as "secondary." Elements that caught the public's eye such as hydration stations, solar installations, wi-fi, scooter docks are optional elements with no defined pathway to implementation.

This has been done in a deceitful underhanded manner while promoting insufficient and UNFUNDED shade and shelter structures for transit riders. Change without gain is a terrible waste.

Supporters of the program who have not read the CAO's report and who are unaware of the nature of the proposed change to the LA Municipal Code are being misled and would be sorely disappointed to learn the truth. We should all be advocating for a more fiscally sound and productive program--without the negative attributes of the current program.

The removal of existing advertising prohibitions and protections will serve to invite legal challenges to the City's right to regulate off-site signage. The City Attorney's office should be charged with assessing the legal vulnerabilities introduced by this measure. The City Attorney's office may have approved the proposed measure according to form, but it has not addressed or been requested to address the issue of content or impact on policy / enforcement. The City's right to regulate off-site signage was the result of hard-won legal battles over many years and many challenges by outdoor advertisers who sought a way to break through the City's Sign Ordinance and its ban on new billboards adopted in 2002. The permitting of new billboards in Sign Districts has been the City's tool to allow for exceptions to the off-site sign ban, but the use of the public right-of-way by the City to allow for growing numbers of advertising structures such as those proposed by the Tourism and Convention Bureau ("IKE") and the Metro digital billboard program (masquerading under a misleading title of Metro Transit Communication Program) will surely invite legal challenges to the City's right to maintain its regulatory authority. Ignoring this is done at great peril and is irresponsible.

Because the vendors involved have never had the responsibility to manage a program of this size in a city the size of Los Angeles, what mechanisms will be established to assure that the program assets are well maintained? Will the City need to provide additional remuneration to the contractor should optional or secondary program elements be provided as part of the program? And, what has been decided as to the distribution of any revenues generated? Will this program provide

discretionary funds for council district offices as in the current program, or will they be used for transit-related purposes and, if so, for what initiatives?

The Dept. of Transportation or outside traffic engineering consultants should be charged with reviewing the current literature and studies related to changing digital advertising messaging to assess potential risks and dangers associated with the placement of digital changing messages at a driver's eye level. This presents not only a public safety risk, but there may also be a legal liability risk to the City should resulting accidents in the vicinity of the signs be sited as a contributing factor. I submit to the record a report done for Seattle WA when it was considering a street furniture program: <https://www.scenic.org/wp-content/uploads/2021/12/SEATTLE-STREET-FURNITURE-FINAL-REPORT.pdf>. Their approach to assessing the dangers associated with a proposed program show an effort at due diligence that the City of Los Angeles has failed to demonstrate.

As the City Council may only approve or reject the proposed contract and cannot make changes to improve it at this stage of its consideration, it is best that the program be returned to Public Works/Street Services for another pass. The program is too important to be approved as is. It fails to meet its stated mission and will be a much stronger program when time is taken to incorporate the wisdom of community and neighborhood council members, and transit advocates. Every effort should be made to maximize the numbers of shelters planned.

I attach a letter prepared by Attorney J. Murdock for our Westwood South of Santa Monica Blvd. HOA. It raises our additional concerns; I will not repeat them here. We also wish to incorporate any additional comments of concern made.

STAP fatigue should not result in adoption of a program that simply does not pencil out financially and fails to provide needed amenities. LA can and must do better for transit riders and for all Angelenos to create a truly livable city.

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 **murdock to BPW re STAP approval meeting.pdf**  
4151K



City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

**08/24/2022**

1 message

**City Clerk Council and Public Services** <clerk.cps@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Wed, Aug 24, 2022 at 7:35 AM

----- Forwarded message -----

From: Jeff Stuart &lt;jeffstuart@earthlink.net&gt;

To: City Clerk &lt;clerk.cps@lacity.org&gt;

Cc:

Bcc:

Date: Wed, 24 Aug 2022 10:20:08 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Jeff Stuart  
4106 Alcove Avenue  
Studio City, CA 91604

----- Forwarded message -----

From: Sylvia Stachura &lt;sstach236@charter.net&gt;

To: City Clerk &lt;clerk.cps@lacity.org&gt;

Cc:

Bcc:

Date: Wed, 24 Aug 2022 10:25:26 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Sylvia Stachura  
236 De Anza St  
San Gabriel, CA 91776

----- Forwarded message -----

From: Susan Porter <susansporter@hotmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 08:25:24 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

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Thank you for your attention and consideration.

Sincerely,  
Susan Porter  
1870 Newport Ave  
Pasadena, CA 91103

----- Forwarded message -----

From: Mary Koetting <mmkoetting@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 06:35:28 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Mary Koetting  
8910 David Ave  
Los Angeles, CA 90034

----- Forwarded message -----

From: Allison Rensch <alli.rensch@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 04:54:56 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Allison Rensch  
Rodeo Drive  
Los Angeles, CA 90210

----- Forwarded message -----

From: Sarah Silvestri <sr.silvestri@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 03:38:14 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Sarah Silvestri  
3513 Platt Ave  
lynwood, CA 90262

----- Forwarded message -----

From: Dorothy Wilkinson <dgwcitrine@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 03:13:27 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

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Thank you for your attention and consideration.

Sincerely,  
Dorothy Wilkinson  
5118 De Longpre Ave  
Los Angeles, CA 90027

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#### 7 attachments

 **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K

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7K

**Public Comments on CF 20-1536 and CF 20-1536-S2.eml**



City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

**08/24/2022**

1 message

**City Clerk Council and Public Services** <clerk.cps@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Wed, Aug 24, 2022 at 9:58 AM

----- Forwarded message -----

From: Stephanie Dahlberg <stephaniedahlberg@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 12:51:08 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Stephanie Dahlberg  
911 ILIFF ST  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Manny and Harriet Glaser <happyglase@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 12:48:37 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Manny and Harriet Glaser  
15871 Asilomar Blvd.  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 09:30:17 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Judith Freed** <judifreed@hotmail.com>  
Date: Wed, Aug 24, 2022 at 9:29 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I really do not want to have our streets cluttered with digital advertising. We are assaulted by ads everywhere. Please enough.  
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Sincerely,  
Judith Freed  
844 Las Lomas Ave  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: "R. Ian" <rudjnk@sbcglobal.net>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 12:40:46 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:



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Sincerely,  
R. Ian  
17017 Faysmith Ave  
Torrance, CA 90504

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To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 09:29:56 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Jessica Rojas** <rojasambinder@gmail.com>  
Date: Wed, Aug 24, 2022 at 9:26 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Jessica Rojas  
12045 viewcrest road  
Studio City, CA 91604

----- Forwarded message -----

From: Judith Freed <judifreed@hotmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 12:29:26 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I really do not want to have our streets cluttered with digital advertising. We are assaulted by ads everywhere. Please enough.  
I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

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Thank you for your attention and consideration.

Sincerely,  
Judith Freed  
844 Las Lomas Ave  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 09:14:48 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Darren Frale** <darrenfrale@hotmail.com>  
Date: Wed, Aug 24, 2022 at 9:10 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Darren Frale  
875 Rome Dr  
Los Angeles, CA 90065

----- Forwarded message -----

From: Jessica Rojas <rojasambinder@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 12:26:38 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Jessica Rojas  
12045 viewcrest road  
Studio City, CA 91604

----- Forwarded message -----

From: Darren Frale <darrenfrale@hotmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 12:10:24 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Darren Frale  
875 Rome Dr  
Los Angeles, CA 90065

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 09:01:38 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **David Kale** <davidkale@ca.rr.com>  
Date: Wed, Aug 24, 2022 at 8:57 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2  
WE DO NOT NEED MORE VISUAL POLLUTION FOR PRIVATE PROFIT...

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Thank you for your attention and consideration.

Sincerely,  
David Kale  
623 N Harper Ave  
Los Angeles, CA 90048

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>

To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 09:01:10 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Julie Martin** <julienadiamartin@gmail.com>  
Date: Wed, Aug 24, 2022 at 8:56 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Julie Martin  
4140 Farmdale ave  
Studio City, CA 91604

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 08:59:47 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Diane Loughbom** <jacklyn721@roadrunner.com>  
Date: Wed, Aug 24, 2022 at 8:55 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Diane Loughbom  
721 N Valley Dr  
Manhattan Beach, CA 90266

----- Forwarded message -----

From: David Kale <davidkale@ca.rr.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 11:57:52 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2  
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Thank you for your attention and consideration.

Sincerely,  
David Kale  
623 N Harper Ave  
Los Angeles, CA 90048

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To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 08:56:35 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Judith Antin** <judith@cabodevelopmentgroup.com>  
Date: Wed, Aug 24, 2022 at 8:41 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Judith Antin  
2934 1/2 N Beverly Glen Cir # 328  
Los Angeles, CA 90077

----- Forwarded message -----

From: Julie Martin <julienadiamartin@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 11:56:05 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Julie Martin  
4140 Farmdale ave  
Studio City, CA 91604

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From: Diane Loughbom <jacklyn721@roadrunner.com>

To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 11:55:04 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Diane Loughbom  
721 N Valley Dr  
Manhattan Beach, CA 90266

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From: Judith Antin <judith@cabodevelopmentgroup.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 11:41:49 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Judith Antin  
2934 1/2 N Beverly Glen Cir # 328



Los Angeles, CA 90077

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 08:38:14 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Steve Geddis** <stvgeddis@gmail.com>  
Date: Wed, Aug 24, 2022 at 8:37 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Steve Geddis  
14 Main Street  
Malibu, CA 90210

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 08:37:49 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Carolyn Watson** <Carolynewatson@att.net>  
Date: Wed, Aug 24, 2022 at 8:19 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

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The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Carolyn Watson  
4314 7th Ave  
Los Angeles, CA 90008

----- Forwarded message -----

From: Steve Geddis <stvgeddis@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 11:37:56 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Steve Geddis  
14 Main Street  
Malibu, CA 90210

----- Forwarded message -----

From: Carolyn Watson <Carolynewatson@att.net>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 11:19:18 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Carolyn Watson  
4314 7th Ave  
Los Angeles, CA 90008

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 08:15:24 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **richard saltsman** <r.richardsaltsman@ca.rr.com>  
Date: Wed, Aug 24, 2022 at 8:11 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
richard saltsman  
3569 Veteran Ave  
Los Angeles, CA 90034

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 08:14:54 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Karen Ridgley** <karenridgley4ppcc@gmail.com>  
Date: Wed, Aug 24, 2022 at 8:10 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Karen Ridgley  
16128 Northfield St  
Pacific Palisades, CA 90272

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From: richard saltsman <r.richardsaltsman@ca.rr.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 11:11:38 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

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Sincerely,  
richard saltsman  
3569 Veteran Ave  
Los Angeles, CA 90034

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From: Karen Ridgley <karenridgley4ppcc@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 11:10:54 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Karen Ridgley  
16128 Northfield St  
Pacific Palisades, CA 90272

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 07:59:23 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Russell Curl** <cobaltbays@gmail.com>  
Date: Wed, Aug 24, 2022 at 7:40 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Russell Curl  
4530 Ridgewood Ct  
Palmdale, CA 93552

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 07:58:54 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Rob Gallinger** <robgallinger@gmail.com>  
Date: Wed, Aug 24, 2022 at 7:37 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

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Thank you for your attention and consideration.

Sincerely,  
Rob Gallinger  
29590 Pebble Beach Dr  
Menifee, CA 92586

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 07:58:38 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Sylvia Stachura** <sstach236@charter.net>  
Date: Wed, Aug 24, 2022 at 7:25 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Sylvia Stachura  
236 De Anza St  
San Gabriel, CA 91776

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To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 07:58:20 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Jeff Stuart** <jeffstuart@earthlink.net>  
Date: Wed, Aug 24, 2022 at 7:20 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Jeff Stuart  
4106 Alcove Avenue  
Studio City, CA 91604

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 07:57:58 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Susan Porter** <susansporter@hotmail.com>  
Date: Wed, Aug 24, 2022 at 5:25 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

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Sincerely,  
Susan Porter  
1870 Newport Ave  
Pasadena, CA 91103

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To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:



Bcc:  
Date: Wed, 24 Aug 2022 07:57:45 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Mary Koetting** <[mmkoetting@gmail.com](mailto:mmkoetting@gmail.com)>  
Date: Wed, Aug 24, 2022 at 3:35 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <[CityClerk@lacity.org](mailto:CityClerk@lacity.org)>

To whom it may concern:

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Sincerely,  
Mary Koetting  
8910 David Ave  
Los Angeles, CA 90034

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From: Office of the City Clerk <[cityclerk@lacity.org](mailto:cityclerk@lacity.org)>  
To: City Clerk Council and Public Services <[clerk.cps@lacity.org](mailto:clerk.cps@lacity.org)>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 07:57:20 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Allison Rensch** <[alli.rensch@gmail.com](mailto:alli.rensch@gmail.com)>  
Date: Wed, Aug 24, 2022 at 1:54 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <[CityClerk@lacity.org](mailto:CityClerk@lacity.org)>

To whom it may concern:

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Sincerely,  
Allison Rensch  
Rodeo Drive  
Los Angeles, CA 90210

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 07:57:05 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Sarah Silvestri** <sr.silvestri@gmail.com>  
Date: Wed, Aug 24, 2022 at 12:38 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Sarah Silvestri  
3513 Platt Ave  
lynwood, CA 90262

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 07:56:53 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Dorothy Wilkinson** <dgwcitrine@gmail.com>

Date: Wed, Aug 24, 2022 at 12:13 AM

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Dorothy Wilkinson  
5118 De Longpre Ave  
Los Angeles, CA 90027

----- Forwarded message -----

From: Russell Curl <cobaltbays@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 10:40:10 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

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Thank you for your attention and consideration.

Sincerely,

Russell Curl  
4530 Ridgewood Ct  
Palmdale, CA 93552

----- Forwarded message -----

From: Rob Gallinger <rob.gallinger@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:37:12 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

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Thank you for your attention and consideration.

Sincerely,  
Rob Gallinger  
29590 Pebble Beach Dr  
Menifee, CA 92586

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#### 36 attachments

-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K
-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
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7K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K



City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

## Council File 20-1536 Comment and attachment / Hearing 8-24-22 Council Budget and Public Works Committees

**Dan Silver** <dsilveria@me.com>

Wed, Aug 24, 2022 at 11:18 AM

To: "clerk.CPS@lacity.org" <clerk.cps@lacity.org>

Cc: Councilmember Paul Krekorian <councilmember.krekorian@lacity.org>, "councilmember.blumenfield@lacity.org" <councilmember.blumenfield@lacity.org>, Councilmember Gil Cedillo <councilmember.cedillo@lacity.org>, "councilmember.martinez@lacity.org" <councilmember.martinez@lacity.org>, "Councilmember John S. Lee" <councilmember.lee@lacity.org>, Councilmember Kevin De Leon <councilmember.kevindoleon@lacity.org>, Councilmember Mitch O'Farrell <councilmember.ofarrell@lacity.org>, Councilmember Monica Rodriguez <councilmember.rodriguez@lacity.org>, "Councilmember Curren D. Price" <councilmember.price@lacity.org>, "councilmember.raman@lacity.org" <councilmember.raman@lacity.org>, Councilmember Nithya Raman <contactcd4@lacity.org>, Paul Koretz <paul.koretz@lacity.org>, Mike Bonin CM <councilmember.bonin@lacity.org>, Councilmember Joe Buscaino <councilmember.buscaino@lacity.org>, "matt.szaboo@lacity.org" <matt.szaboo@lacity.org>, "yolanda.chavez@lacity.org" <yolanda.chavez@lacity.org>, "ted.jordan@lacity.org" <ted.jordan@lacity.org>, Jeff Jacobberger <jeff.jacobberger@lacity.org>, "Michael Espinosa (Council File postings)" <michael.espinosa@lacity.org>, "sharon.tso@lacity.org" <sharon.tso@lacity.org>

Honorable Councilmembers:

I ask you to halt the "Sidewalk and Transit Amenities Program (STAP)." A hard look shows that it is nothing less than a give-away of the public space to commercial interests *without* commensurate public benefit in so-called "amenities." In other words, it is a scam. Furthermore, digital signage has been shown to distract drivers and cause accidents. Dangers to pedestrians must be reduced, not increased.

If this moves forward, sign companies will challenge the City's right to regulate off-site signage, unleashing a flood of blight, energy consumption, and traffic dangers.

Please stop this ill-conceived program.

Sincerely,

Dan Silver, MD  
222 S Figueroa St #1611  
Los Angeles CA 90012



City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

**08-24-2022**

1 message

**City Clerk Council and Public Services** <clerk.cps@lacity.org>  
 To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Wed, Aug 24, 2022 at 12:18 PM

----- Forwarded message -----

From: Jodi Rosenbloom <jrosenbloom@pacbell.net>  
 To: City Clerk <clerk.cps@lacity.org>  
 Cc:  
 Bcc:  
 Date: Wed, 24 Aug 2022 15:11:48 -0400  
 Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
 To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
 Jodi Rosenbloom  
 4515 Camellia Ave.  
 Studio City, CA 91602

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
 To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
 Cc:  
 Bcc:  
 Date: Wed, 24 Aug 2022 12:13:43 -0700  
 Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Jodi Rosenbloom** <jrosenbloom@pacbell.net>  
 Date: Wed, Aug 24, 2022 at 12:11 PM  
 Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
 To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Jodi Rosenbloom  
4515 Camellia Ave.  
Studio City, CA 91602

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 12:01:26 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Robert Chirpin** <gldlight@hotmail.com>  
Date: Wed, Aug 24, 2022 at 11:58 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Robert Chirpin  
18520 Vincennes St  
Northridge, CA 91324

----- Forwarded message -----

From: Robert Chirpin <gldlight@hotmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 14:58:15 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Robert Chirpin  
18520 Vincennes St  
Northridge, CA 91324

----- Forwarded message -----

From: Kristine Kimmel <KIMMEL.KRIS@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 14:42:17 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

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Thank you for your attention and consideration.

Sincerely,



Kristine Kimmel  
3161 Glencrest Drive  
Glendale, CA 91208

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 11:44:36 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Kristine Kimmel** <KIMMEL.KRIS@gmail.com>  
Date: Wed, Aug 24, 2022 at 11:42 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Kristine Kimmel  
3161 Glencrest Drive  
Glendale, CA 91208

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 11:34:38 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Sherri Elkaim** <sherri.elkaim@gmail.com>  
Date: Wed, Aug 24, 2022 at 11:31 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Sherri Elkaim  
4329 Gentry Avenue  
studio city, CA 91604

----- Forwarded message -----

From: Sherri Elkaim <sherri.elkaim@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 14:31:44 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Sherri Elkaim  
4329 Gentry Avenue  
studio city, CA 91604

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>

To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 11:28:17 -0700

Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Navid Khodayari** <[navidkhodayari@gmail.com](mailto:navidkhodayari@gmail.com)>  
Date: Wed, Aug 24, 2022 at 11:27 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <[CityClerk@lacity.org](mailto:CityClerk@lacity.org)>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Navid Khodayari  
15851 Asilomar Blvd  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Office of the City Clerk <[cityclerk@lacity.org](mailto:cityclerk@lacity.org)>  
To: City Clerk Council and Public Services <[clerk.cps@lacity.org](mailto:clerk.cps@lacity.org)>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 11:27:54 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Frances Tibbits** <[ftibbits1@gmail.com](mailto:ftibbits1@gmail.com)>  
Date: Wed, Aug 24, 2022 at 11:25 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <[CityClerk@lacity.org](mailto:CityClerk@lacity.org)>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Frances Tibbits  
PO Box 205  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Navid Khodayari <navidkhodayari@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 14:27:33 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Navid Khodayari  
15851 Asilomar Blvd  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Frances Tibbits <ftibbits1@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 14:25:57 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Frances Tibbits  
PO Box 205  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:52:41 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Chris Maslyk** <cmaslyk@gmail.com>  
Date: Wed, Aug 24, 2022 at 10:51 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Chris Maslyk  
12120 Cantura Street  
Studio City, CA 91604

----- Forwarded message -----

From: Chris Maslyk <cmaslyk@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 13:51:16 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Chris Maslyk  
12120 Cantura Street  
Studio City, CA 91604

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:40:36 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Brittan Dunham** <brittanclaire@gmail.com>  
Date: Wed, Aug 24, 2022 at 10:35 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Brittan Dunham

3552 Dover St.  
Los Angeles, CA 90039

----- Forwarded message -----

From: Brittan Dunham <brittanclaire@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 13:35:11 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Brittan Dunham  
3552 Dover St.  
Los Angeles, CA 90039

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:18:46 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Aileen Haugh** <aahaughnewcomb@gmail.com>  
Date: Wed, Aug 24, 2022 at 10:17 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Aileen Haugh  
1537 Michael Ln  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Aileen Haugh <ahaughnewcomb@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 13:17:31 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Aileen Haugh  
1537 Michael Ln  
Pacific Palisades, CA 90272

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:09:21 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Lisa Beebe** <lisabeebe@gmail.com>  
Date: Wed, Aug 24, 2022 at 10:06 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2



As a transit rider and voter, I write to encourage you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Lisa Beebe  
1983 N Vermont Ave  
Los Angeles, CA 90027

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:09:09 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Lisa Beebe** <lisabeebe@gmail.com>  
Date: Wed, Aug 24, 2022 at 10:04 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

As a transit rider with a deep appreciation for the importance of shade structures, I'm writing to encourage you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

Please vote against adopting the CEQA findings as conveyed by the Board of Public Works.

Please vote against the IS/MND as presented.

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Thank you for your attention and consideration.

Sincerely,  
Lisa Beebe

1983 N Vermont Ave, #6  
Los Angeles, CA 90027

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:08:52 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Kate Grodd** <kate.grodd@gmail.com>  
Date: Wed, Aug 24, 2022 at 10:01 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Kate Grodd  
90027

Sincerely,  
Kate Grodd  
4301 Avocado Street  
Los Angeles, CA 90027

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:08:32 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **J. Scott Carter** <wcarchs@gmail.com>  
Date: Wed, Aug 24, 2022 at 9:58 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
J. Scott Carter  
16116 Northfield St.  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:08:09 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Jessica Craven** <jescny@gmail.com>  
Date: Wed, Aug 24, 2022 at 9:57 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I'm writing as a CD1 resident to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Jessica Craven

4673 Cleland Ave  
Los Angeles, CA 90065

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:07:48 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Stephanie Dahlberg** <stephaniedahlberg@gmail.com>  
Date: Wed, Aug 24, 2022 at 9:51 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Stephanie Dahlberg  
911 ILIFF ST  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:07:17 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **R. Ian** <rudjnk@sbcglobal.net>  
Date: Wed, Aug 24, 2022 at 9:40 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

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I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
R. Ian  
17017 Faysmith Ave  
Torrance, CA 90504

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 10:07:33 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Manny and Harriet Glaser** <happyglase@gmail.com>  
Date: Wed, Aug 24, 2022 at 9:48 AM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Manny and Harriet Glaser  
15871 Asilomar Blvd.  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Lisa Beebe <lisabeebe@gmail.com>

To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 13:06:02 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

As a transit rider and voter, I write to encourage you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Lisa Beebe  
1983 N Vermont Ave  
Los Angeles, CA 90027

----- Forwarded message -----

From: Kate Grodd <kate.grodd@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 13:01:50 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Kate Grodd

90027

Sincerely,  
Kate Grodd  
4301 Avocado Street  
Los Angeles, CA 90027

----- Forwarded message -----

From: "J. Scott Carter" <wcarchs@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 12:58:35 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
J. Scott Carter  
16116 Northfield St.  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Jessica Craven <jescny@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 12:57:07 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I'm writing as a CD1 resident to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Jessica Craven  
4673 Cleland Ave  
Los Angeles, CA 90065

---

**30 attachments**

-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K
-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
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7K
-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
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-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
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-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
10K





City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

**08/24/2022**

1 message

**City Clerk Council and Public Services** <clerk.cps@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Wed, Aug 24, 2022 at 3:12 PM

----- Forwarded message -----

From: Scott Kriloff <skriloff@greatervalleyglencouncil.org>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 17:17:17 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

On a personal note, I have found that the people making the decisions and approving these initiatives have had little to no experience with relying on the transit in LA for their survival/commute/etc. The quality of life that has been surrounding and stigmatized with using transit in LA over the last 30 years has been a similar little to no priority by the city's planners and decision-makers, and this action further evidences this mentality. Even as a sprawling metropolis, LA can be enjoyed in relative ease and peace when supported by apropos and kind-intentioned infrastructure.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Scott Kriloff  
13907 Oxnard St  
Van Nuys, CA 91401

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 14:21:30 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Scott Kriloff** <skriloff@greatervalleyglencouncil.org>  
Date: Wed, Aug 24, 2022 at 2:17 PM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

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Thank you for your attention and consideration.

Sincerely,  
Scott Kriloff  
13907 Oxnard St  
Van Nuys, CA 91401

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 14:12:24 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Molly Zalman** <zalmanmolly@gmail.com>  
Date: Wed, Aug 24, 2022 at 2:10 PM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

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I urge you to release a red-line version of the contract showing changes made by the CAO's office.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a

council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Molly Zalman  
8 Vanderbilt Avenue, Brooklyn, NY, USA  
Brooklyn, NY 11205

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 14:12:06 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S1

----- Forwarded message -----

From: **Aida Ashouri** <aashouri@msn.com>  
Date: Wed, Aug 24, 2022 at 1:59 PM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S1  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

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I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

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A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Light pollution is a serious issue and these billboards will be distracting to drivers, interrupt natural sleep patterns, as well as interfere with the life cycle of wildlife including insects.

Thank you for your attention and consideration.

Sincerely,  
Aida Ashouri  
221 38th Pl  
Manhattan Beach, CA 90266

----- Forwarded message -----

From: Molly Zalman <zalmanmolly@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 17:10:49 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

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Thank you for your attention and consideration.

Sincerely,  
Molly Zalman  
8 Vanderbilt Avenue, Brooklyn, NY, USA  
Brooklyn, NY 11205

----- Forwarded message -----

From: Aida Ashouri <aashouri@msn.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 16:59:55 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S1

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

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Sincerely,  
Aida Ashouri  
221 38th Pl  
Manhattan Beach, CA 90266

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>

To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 13:29:30 -0700

Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Brett Bell** <bigdogsdancing@gmail.com>

Date: Wed, Aug 24, 2022 at 1:28 PM

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Brett Bell  
10177 Silverton Ave.  
Tujunga, CA 91042

----- Forwarded message -----

From: Brett Bell <bigdogsdancing@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 16:28:57 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Tujunga, CA 91042

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 13:21:56 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Charles B.** <cb3jd2@sbcglobal.net>  
Date: Wed, Aug 24, 2022 at 1:19 PM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Charles B.  
18550 Hatteras St Unit 106  
Tarzana, CA 91356

----- Forwarded message -----

From: "Charles B." <cb3jd2@sbcglobal.net>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 16:19:56 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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18550 Hatteras St Unit 106  
Tarzana, CA 91356

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 13:16:34 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Henry Sanderson** <hensoccer9@gmail.com>  
Date: Wed, Aug 24, 2022 at 1:12 PM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Thank you for your attention and consideration.

Sincerely,  
Henry Sanderson  
15859 Asilomar Blvd  
Pacific Palisades, CA 90272

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From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 13:16:10 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Emma Sanderson** <iheart82@gmail.com>

Date: Wed, Aug 24, 2022 at 1:10 PM

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,

Emma Sanderson

15859 Asilomar Blvd

Pacific Palisades, CA 90272

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From: Henry Sanderson <hensoccer9@gmail.com>

To: City Clerk <clerk.cps@lacity.org>

Cc:

Bcc:

Date: Wed, 24 Aug 2022 16:12:15 -0400

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,



Henry Sanderson  
15859 Asilomar Blvd  
Pacific Palisades, CA 90272

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From: Emma Sanderson <iheart82@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 16:10:16 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
Emma Sanderson  
15859 Asilomar Blvd  
Pacific Palisades, CA 90272

----- Forwarded message -----

From: Richard Devletian <mysoulyousee@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 15:33:50 -0400  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,  
Richard Devletian  
1646 McCollum St  
Los Angeles, CA 90026

----- Forwarded message -----

From: Office of the City Clerk <cityclerk@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>  
Cc:  
Bcc:  
Date: Wed, 24 Aug 2022 12:36:49 -0700  
Subject: Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2

----- Forwarded message -----

From: **Richard Devletian** <mysoulyousee@gmail.com>  
Date: Wed, Aug 24, 2022 at 12:33 PM  
Subject: Public Comments on CF 20-1536 and CF 20-1536-S2  
To: City Clerk <CityClerk@lacity.org>

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Sincerely,  
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1646 McCollum St  
Los Angeles, CA 90026

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#### 16 attachments

-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
12K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
11K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S1.eml**  
11K
-  **Public Comments on CF 20-1536 and CF 20-1536-S2.eml**  
7K
-  **Public Comments on CF 20-1536 and CF 20-1536-S1.eml**  
7K
-  **Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2.eml**



City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

---

**Public Comments on CF 20-1536 and CF 20-1536-S2**

2 messages

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**Arthur Delgadillo** <gloriaferro414@gmail.com>  
Reply-To: Arthur Delgadillo <gloriaferro414@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>

Wed, Aug 24, 2022 at 8:48 PM

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

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Thank you for your attention and consideration.

Sincerely,  
Arthur Delgadillo  
[713 N Loma Vista Dr](#)  
[Long Beach, CA 90813](#)

---

**Arthur Delgadillo** <gloriaferro414@gmail.com>  
Reply-To: Arthur Delgadillo <gloriaferro414@gmail.com>  
To: City Clerk <clerk.cps@lacity.org>

Wed, Aug 24, 2022 at 9:03 PM

[Quoted text hidden]



City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

**Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2**

1 message

**Office of the City Clerk** <cityclerk@lacity.org>

Thu, Aug 25, 2022 at 7:35 AM

To: City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

----- Forwarded message -----

From: **Arthur Delgadillo** <gloriaferro414@gmail.com>

Date: Wed, Aug 24, 2022 at 8:48 PM

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To: City Clerk &lt;CityClerk@lacity.org&gt;

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

I write to urge you to vote against the proposed STAP contract with Tranzito-Vector, LLC currently under consideration.

I urge you to vote against adopting the CEQA findings as conveyed by the Board of Public Works.

I urge you to vote against the IS/MND as presented.

I urge you to vote against the Mitigation Monitoring Program prepared for the IS/MND as attached to the BPW report of May 11, 2022.

I urge you to seek additional financial analysis of the Program's projected costs and revenues, the comparison of final bidders and the programs offered.

I urge you to request the City Attorney to comment on impacts that the proposed program may have on the City's ability to regulate off-site signage (including billboards) within the framework of past court rulings.

I urge you to request the Dept. of Transportation to review current studies related to driver distraction and changing digital billboards.

I urge you to release a red-line version of the contract showing changes made by the CAO's office.

The STAP Program will introduce more unwanted and unsafe digital signage to LA neighborhoods and public rights of way while failing to provide transit riders with adequate shade and shelter across our vast metropolitan area. The total number of proposed shelters will cover LESS THAN HALF of today's transit stops. Providing 75% of riders in each council district with a proposed shelter does not mean that the riders most in need will be provided shelter.

A final note: Under the current contract Councilmember offices all get an equal share of 50% of the revenues from the Street Furniture contract for a council district discretionary fund account. Where will any revenues go from the new program?

Thank you for your attention and consideration.

Sincerely,

Arthur Delgadillo

713 N Loma Vista Dr

Long Beach, CA 90813



City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

**Fwd: Public Comments on CF 20-1536 and CF 20-1536-S2**

1 message

**Office of the City Clerk** <cityclerk@lacity.org>

Thu, Aug 25, 2022 at 7:36 AM

To: City Clerk Council and Public Services &lt;clerk.cps@lacity.org&gt;

----- Forwarded message -----

From: **Arthur Delgadillo** <gloriaferro414@gmail.com>

Date: Wed, Aug 24, 2022 at 9:03 PM

Subject: Public Comments on CF 20-1536 and CF 20-1536-S2

To: City Clerk &lt;CityClerk@lacity.org&gt;

To whom it may concern:

RE: CF 20-1536 and 20-1536-S2

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Arthur Delgadillo

713 N Loma Vista Dr

Long Beach, CA 90813

**JOHN B. MURDOCK  
ATTORNEY AT LAW  
1209 PINE STREET  
SANTA MONICA, CA 90405  
TEL: (310) 450-1859  
jbmlaw@hotmail.com**

May 10, 2022

Board of Public Works  
c/o Online Public Comment E-Portal  
Room 350 City Hall  
200 North Spring Street  
Los Angeles, CA 90012

Re: Public Hearing: May 11, 2022  
BPW-2022-0308, Agenda Item No.3  
CONSIDERATION of STAP MND and Contract

Dear Members of the Board:

The undersigned presents these comments on behalf of WESTWOOD SOUTH OF SANTA MONICA BOULEVARD HOMEOWNERS ASSOCIATION (WSSM), representing thousands of homeowners in West L.A. between the 405 Freeway and Century City, bounded by Santa Monica Blvd on the north and Pico Blvd on the south. WSSM's President, Barbara Broide, submitted written comments dated Nov. 12, 2021, Nov. 27, 2021, and Dec. 08, 2021 pointing out the deficiencies of the IS/MND, the full contents of which are incorporated by reference.

In addition, I incorporate by this reference all but 2 of the 126 comment letters on the MND. As you are required by law to read the comments and responses to the MND, you know that almost every commenter pointed out that the MND was insufficient to deal with and mitigate the multitude of issues raised, calling for preparation of an EIR. Aside from approximately 111 individual letters, there were numerous letters from geographically diverse community groups demanding an EIR, including Coalition for a Scenic Los Angeles, Coastal San Pedro Neighborhood Council, Endangered Habitats League, Hollywood United Neighborhood Council, Lincoln Heights Neighborhood Council, Northwest San Pedro Neighborhood Council, Pacific Palisades Community Council, Palms Neighborhood Council, Westside Neighborhood Council,

and others. Each of these organizations speak for thousands of their members calling out the failure to properly analyze the visual and aesthetic impacts, the traffic dangers, the consumption of energy, and the artful vagueness of the undefined “other projects” purportedly allowed by the proposed LAMC amendments under cover of this MND. We incorporate by this reference the comments and objections set forth in all of those letters, as well as the letter from the law firm Greenberg Traurig, LLP, on behalf of its client. I will be succinct in emphasizing select points that surface time and again in these comments requiring preparation an EIR.

**1. THE RUSH TO PUBLISH THE MND WHILE STAFF NEGOTIATED THE STAP CONTRACT PUT THE CART BEFORE THE HORSE.** The chronology of this project shows that the BPW staff saw the current contract with Outfront Decaux was set to expire on 12/31/21, and they felt something had to be in place for a “smooth transition”. While the purpose of the original program was to provide automated toilet Unfortunately, despite knowing for years the contract would end, they did not do the necessary environmental analysis in time to decide what that transition to a new program would look like. They put out an “RFI” to discuss the contract parameters with industry hopefuls (with no “public” input), then they published the RFP in November 2020, with responses due in February 2021. The RFP responses arrived in February 2021. Staff decided they needed to have Parsons beef up their in-progress but unreleased IS/MND by adding 3 areas of major concern: analysis of visual impacts, land use impacts, and project description. In May 2021 Staff asked for and received authorization to add \$50,000 to the budget to pay Parsons to do this work—starting in June 2021, to be accomplished by early fall 2021, so they could put out an MND for 30-day public comment and then approve a contract by year’s end. Staff had put out the RFP long before this environmental analysis was done, and staff began negotiating with the two top responders in May, 2021, the same month they asked for \$50,000 to add to the Parsons budget, and before the environmental work was accomplished. In other words, they negotiated the terms of a 20-year, 237-page contract without the benefit of a completed environmental analysis. There was no doubt the Department was going to negotiate the contract and have it ready for execution irrespective of the MND’s information or

conclusions, and undoubtedly Parsons was made aware of the deadline. The public played no part in this charade and was presented with a take-it-or-leave-it MND on October 14, 2021, with

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30 days to comment. Organizations and individuals who asked for more time were not accommodated. (See RTC-312, nos. 7.4, 7.5). Predictably, the MND brushed aside all comments, in favor of a “no significant impact” conclusion, on all but construction-noise impacts, which are ostensibly mitigated by adherence to noise codes. However, this rush to “publish and execute” will not withstand legal scrutiny, as the courts have consistently held that an MND cannot be upheld where commenters have made a fair argument that adverse impacts have not been properly analyzed or mitigated.

## **2. THE FAIR ARGUMENT REGARDING VISUAL & AESTHETIC IMPACTS**

**REQUIRES PREPARATION OF AN EIR AS A MATTER OF LAW.** The MND responds to all commenters who complain that the visual and aesthetic impacts of digital billboards (“panels”) on bus shelters and Kiosks have not be properly analyzed or mitigated by concluding there will be a “less than significant” impact. What is the objective evidence to reach this conclusion? There is none. The MND uses made-up up numbers trying to quantify “levels of sensitivity” to visual impacts, but these numbers are wholly arbitrary, unfounded in any objective data. The response to comments admits that the level of sensitivity to community residents would be “moderately high”, whatever that means, but does not say how this would be quantified or mitigated. The comments from the public uniformly state that the MND “vastly underestimates the impact on the visual environment”, and that public opinion on digital screens is “far more negative than the report states”. This statement of unmitigated impact appears in all of the 101 individual letters and, in some form or another, in all the group letters.

The effect of these first-hand observations by literally thousands of residents must be taken as substantial evidence of an adverse visual aesthetic impact and a “fair argument” at the very least, that an **EIR is required** to fully analyze this one particular overriding impact, if nothing else. Expert testimony is not needed to meet the test of whether a “fair argument” has been made concerning adverse impacts. In the case of *Mejia v. City of Los Angeles* (2005) 130 Cal. App. 4<sup>th</sup> 322, 342, the court held that the direct observations of residents constituted sufficient evidence to



support requiring an EIR even though the city's experts (traffic engineers) had concluded the added traffic did not pass the city's "threshold of significance". Putting it more bluntly, the court

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ruled that the city could not use metrics to override the comments of persons who live in the area, and those comments presented a "**fair argument**" there would be an adverse impact, which in turn **REQUIRES AN EIR** irrespective of the city's contrary conclusion. In that case, the city had a published traffic data "threshold" based on numbers in the real world, whereas in the present case, there are NO objective determinations by the preparers of the MND concerning the visual and aesthetic blight created by digital advertising, there are merely made-up "levels of sensitivity". One does not need an expert to present evidence on this issue.

In *Mejia*, the court also upheld as substantial evidence the residents' personal observations of wildlife in the project area, stating "Project opponents who challenge a negative declaration often have no expert studies to rely on. **Recognizing this, courts have held that the absence of expert studies is not an obstacle because personal observations concerning nontechnical matters may constitute substantial evidence under CEQA [citations].**" (*Id* at p.339; *emph. added*). The wildlife assessment in *Mejia* also included some studies, just as the assessment here includes some studies of traffic hazards, but the court's conclusion was based on the combination of residents' observations combined with available literature, providing a fair argument that an EIR was required. Under the holding against the city in *Mejia*, a full EIR is thus **required by law** to properly disclose the impacts and analyze what mitigations and alternatives might be available to eliminate the objectionable blight that so many residents have testified will be forthcoming. The impact of a project on aesthetics has been specifically held to be one of the areas where expertise is not required, and the testimony of residents will suffice in presenting a fair argument requiring an EIR. (*The Pocket Protectors v City of Sacramento* (2004) 124 Cal. App. 4<sup>th</sup> 903, 932.

**3. SIMILARLY, A FAIR ARGUMENT HAS BEEN MADE THAT THERE MAY BE TRAFFIC HAZARDS PRESENTED BY THE DIGITAL SIGNAGE PROGRAM.** Many commenters focused on the fact that digital signs pose a traffic hazard to drivers and pedestrians and bikers alike. AT least two studies were presented in full concerning driver distraction, one in Israel (RTC 245-267) and the other in Alabama-Florida (RTC 268-300).. The Israeli study was

perhaps the only one in the literature that actually had a “control” set of data to compare and contrast the incidents of traffic accidents. They had billboards on a certain highway for a period

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of years, then they had a ban on billboards for 2 years, then they allowed billboards again for a period. The data was conclusive that fewer accidents and injuries occurred during the billboard ban, and more occurred during the post-ban period when billboards were restored.. (see, IS/MND Attachment A, p.46, and see RTC-263). The Alabama-Florida study also found more accidents in both states in the areas of Digital Billboards (“DBB”) (See RTC 272, 278, 298 “While variations were observed from site to site, the overall results were consistent between the two states **and showed higher crash rates at DBB influence study sites.**” (emph. added).)

In addition, the studies by Veridian Group (Wachtel) concluded, based on review of more than 60 academic studies in recent years, that digital billboards distract drivers:

While employing a broad array of approaches and methodologies, the common theme clearly indicates that the more that commercial digital signs succeed in attracting the attention of motorists that render them a worthwhile investment for owners and advertisers, **the more they represent a threat to safety along our busiest streets and highways**, where these signs tend to be located.  
(Wachtel report, RTC-18; emph. added.)

Just last month (4/25/22), an article in the LA Times reported on a study in Texas that showed that roadside message boards increased the likelihood of drivers crashing or dying. (See: <https://www.latimes.com/science/story/2022-04-21/reminders-to-drive-safely-led-to-more-car-crashes-in-texas-study-finds>).

The MND essentially ignores these concrete pieces of evidence and relies instead on a Federal Highway Study done more than 40 years ago that did not have any comparable control data. Even though this study is virtually useless in the digital advancements since 1981 and has been critiqued as such by Wachtel (RTC-18) and nonprofit groups like FairWarning (see RTC-222), the MND relies upon it to conclude there will be no significant impact. The MND inexplicably asserts: “There remains no single, generally accepted conclusion on the degree of impacts of electronic billboard signs on driver distraction”, thus discarding Wachtel and both the

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1 “[F]or the proposed transit shelters, shade structures, sidewalk amenities and future advertising displays that may be placed on public rights-of-way...”

displays that may be placed on public rights-of-way as part of this project, the visual impact assessment generally follows the guidance outlined in the publication Visual Impact Assessment for Highway Projects, as published by the Federal Highway Administration (FHWA) in March 1981.” (Attachment A to MND, page 21.)

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Israeli and Alabama-Florida studies as being apparently not “generally accepted” -- without giving any reason for that dismissal. The response to comments, while relying on the 1981 billboard federal study, ironically claims that experience from billboards cannot be “extrapolated” to bus shelter signage and concludes by quoting CEQA Guideline Section 15204(a) that a lead agency is not required to “conduct every test or perform all research, study and experimentation recommended or demanded by commentors.” (RTC-305). But what this response fails to point out is that this quoted Guideline (§15204(a)) refers to *comments on a draft EIR* that has already been prepared, *not comments on a Negative Declaration*. The Response thus clearly mis-uses and misquotes the Guideline in a slight-of-hand to avoid the issue and does not meet the “good faith” requirement for responses to CEQA comments. When dealing with comments on a Negative Declaration (as opposed to an EIR), CEQA may not require every study or experiment suggested, but it does require that the lead agency go to the next step and prepare an EIR where a fair argument has been presented on a crucial issue. Here the fair argument is met where evidence shows that digital signs may be a distraction to drivers and cause accidents, especially when that fair argument is based on up-to-date data and studies. The MND merely chooses to ignore or argue away recent research in favor of a flawed, out-of-date study. It remains for the City of L.A., automobile capital of the world, to fully present the issues in a comprehensive, formal EIR before the public and its decision makers can evaluate the impacts and decide whether alternative means of project implementation (e.g., bus shelters without digital ads) might well reduce or eliminate the impact.

#### **4. THE MND AND NEW PROPOSED LAMC CODE AMENDMENTS OPEN A PANDORA’S BOX OF CUMULATIVE IMPACTS THAT ARE PURPORTEDLY INCLUDED BUT HAVE NOT BEEN ADDRESSED.**

Many if not all commenters noted a cryptic reference in the Project Description to “other elements” of the project that have not been identified and may surface in the future, combined with late-hitting proposed amendments to the Municipal Code that would give the DPW the power to make advertising additions in the public right of way rather than the City Council. The Memorandum from Parsons in “Attachment F” to

the MND states:

“In addition to the transit shelter improvements under STAP, the City intends to amend LAMC Sections 67.01 and 67.02, which would modify the type of advertising structures allowed in the

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public right-of-way, in order to effectuate portions of the STAP program and potentially authorize the consideration of other projects in the future.”

This language was included in the “Project Description” in the final released MND on May 4, 2022. As the comment letters from WSSM, Greenberg Taurig, and many others point out, this is a failure to meet CEQA’s requirement for an accurate stable project description. Recognizing this is a troublesome CEQA concern, the MND tries to summarize the foreseeable “other projects” by saying “it is estimated that future advertising displays would be installed at approximately 500 sidewalk locations between 2022 and 2024, or as many as 167 sites per year (concurrent with the STAP rollout period).” These are summarized in the Initial Study/MND (IS/MND) Table 2-4, “Potentially Foreseeable Projects” (IS/MND, page 31), but this table also includes something new, the *addition* of potential BPW installations on *street lamp poles* throughout the city, which is an enormous number of potential advertising pillars. Then the MND announces that all these items are now authorized by this environmental clearance-- as if they had been fully vetted: “The STAP program elements **discussed above** and that would be constructed and operated under the program have been subject to environmental analysis in this Initial Study and **would utilize this environmental document as part of its environmental clearance**, in accordance with CEQA and the CEQA Guidelines.” (Id., page 33, *emph. added*). The phrase “discussed above” includes the Metro kiosks and an unknown number of advertising (digital or otherwise) screens that could be added to street poles throughout the city, supposedly with no further review or public input.

This clever strategy prevents anyone from assessing the cumulative impacts of all these “foreseeable” project implementations authorized by the code amendments and cryptic reference in the IS/MND, providing yet another reason why an EIR is required to ferret out the potential project impacts for public consumption, comment, and review. For example, the city has authorized a program for “information kiosks” to be developed by the L.A. Department of Convention and Tourism Development (CTD) and the L.A. Tourism and Convention Board (LATCB) to develop a program of digital kiosks within public right of ways. Apparently that

program has been assigned to IKE Smart City, LLC (“IKE”). The authorization for that effort stated that it must comply with CEQA requirements. Are we to now understand that by merely

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by being referenced in Table 2-4 as a potentially foreseeable project, this CEQA compliance is now completed as part of this MND? In other words, 400-500 more digital signage installations as well as an unknown number of street pole ads are now enveloped in this MND? There are maps that show where the hundreds of advertising kiosks would be placed in parkways/sidewalks as part of the IKE program. The placement of these kiosks conflicts with the Mobility/General Plan as they ignore the protections meant for scenic roadways, and also have included in their maps streets whose Specific Plans prohibit the placement of changing messages. Table 2-4 also references/authorizes METRO digital advertising on Mobility Hubs, EV Charging Stations, and Bikeshare Stations. A Memorandum of Understanding (MOU) adopted in 2021 between the City and Metro has kept the Metro kiosk-ads under a “confidential” status until just now (May 2022), when it is first being exposed to the public. This is unacceptable obfuscation of the impacts resulting from these additional digital signage authorizations.

As has been noted in the MND, the street area impacted by all this new digital usage covers **21% of the total square mileage of the entire city** - an *enormous* amount of land being subjected to digital blight within the discretion of the DPW under STAP. The comprehensive aesthetic and traffic/safety impacts of all these digital screens has not been properly addressed, nor have the public’s comments been given good faith responses. There is no earthly reason the roll-out of the new program cannot be delayed until an EIR is processed, as the magnitude of the program demands full compliance with CEQA.

**5. ENERGY CONSUMPTION BY THOUSANDS OF DIGITAL SIGNS HAS NOT BEEN PROPERLY ASSESSED.** As noted above, the EIR reveals that the public street grid in Los Angeles covers approximately 21% of the city’s 468.7 square miles of earth. The STAP plan envisions at least 3,583 transit shelters along with 500 Kiosks under the IKE contract and more under the Metro Bikeshare and charging stations<sup>2</sup>. The MND does not account for the ongoing consumption of energy needed to keep these digital signs illuminated 24 hours per day. IN

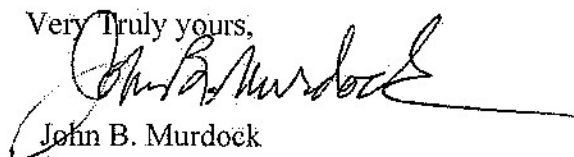
2 “The project would introduce or add new sources of lighting at approximately 3,583 transit shelter and shade structure locations and 500 advertising display locations through shelter lighting, urban panels, and digital displays.” MND, p.54.

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responses to comments, the MND corrects the original estimate to 24 hour operation rather than 12 hours per day, but still concludes that this represents “only 0.054 percent of the LADWP 2015 consumption”, thus is insignificant related to total energy consumption in Los Angeles. But using a percentage figure taken from an enormous total usage for the City misses the entire point of conservation of energy and reduction in Greenhouse gases. It’s similar to past practices of using tiny percentages of huge traffic volumes as an excuse to say the incremental addition is insignificant because the percent is so low. The proper question is not the percentage but the effect of continually adding to overconsumption, but by bit. The comments demonstrate that the populace is legitimately concerned about the incremental nature of consumption, to the point where it should be intelligently addressed in an EIR that considers and quantifies less energy-intensive elements of a project, *e.g.*, signage without digital components being illuminated every hour of every day into the indefinite future. The use of solar panels is hypothesized and the contractor is required to “consider” them, but they are not actually required, and no explanation is given as to why not. Merely saying the system would not “overburden” the existing LADWP capacity is not an answer to the question whether or not waste could be reduced. An EIR would detail the alternatives (such as no digitals, and/or or required solar panel) that could reduce energy waste and GHG emissions.

WSSM represents thousands of homeowners, and on their behalf respectfully requests that you reject the staff recommendations to forward the MND and Contract for City Council execution, and instead require the preparation of a full EIR before presenting the matter to the City Council.

Very Truly yours,



John B. Murdock

cc: Barbara Broide, WSSM.

Paul Koretz, City Council  
BPW copy c/o Norman Mundy