

Communication from Public

Name: Barbara Broide

Date Submitted: 10/14/2022 04:10 AM

Council File No: 22-1154

Comments for Public Posting: This program has seen no daylight and has had no public outreach component. It did not originate as stated in the Council Motion in Nov. 2019. It has been brewing in the Tourism and Convention Board since 2015. The original Letter of Intent from 2017 expired 12/31/21 because the City had not yet adopted a new LA Municipal Code to allow for advertising structures in the public right-of-way beyond those permitted by code for transit shelters. The City introduced the new LAMC in the STAP program's Mitigated Negative Declaration document. It was never presented as an element of STAP in any of the public outreach meetings held by StreetsLA/Public Works as they promoted STAP. It was inserted (improperly) in an environmental clearance document and never saw the light of day in any public discourse. The Council ignored public comments submitted that noted that STAP and the new street furniture contract did not require any new LAMC. It is clear that the LAMC was introduced to move this IKE program forward and likely other ad programs forward in the City's efforts to monetize the public right-of-way. This is an unwise strategy. First: It assumes that there are unlimited advertising dollars available to populate more and more advertising structures. Advertisers have a set budget for promotion and the numbers of ad faces will not increase the dollars spent. In fact, many would say that the more ad faces available, the less value each has. Why hasn't the City pursued a strategy to minimize the numbers of ad faces while maximizing ad revenues from the more limited number of ad faces? When that idea has been mentioned, it has been ignored. Likewise, there has been no recognition as to the dangers of distracting, changing digital messaging placed at eye level on our streets. Do our drivers need any new distractions as they travel on our already congested streets? The City should not be intentionally introducing new distractions adjacent to our streets--particularly as Vision Zero flounders. It is very troubling that documents and maps that had been posted on the internet related to IKE have intentionally been removed from public view--yet another sign that the City and the powers that be are attempting to pull a fast one and keep those most affected by these installations in the dark. This is wrong. While Public Works may have jurisdiction over the public right-of-way and its inner workings, it does not

and should not have authority to populate our communities with commercial signage. This is in direct opposition to our City's Sign Ordinance, proposed updating of the Sign Ordinance and the will of the people. Over 20 hearings have been held by the City on the Sign Ordinance and these structures are not only contrary to the measure, but they risk undermining the City's authority to regulate ALL off-site signage. The Council should request a legal opinion from the City Attorney as to the dangers of using the public right-of-way for off-site signage and how that might undermine the City's ability to regulate all off-site signage. It is not enough to have the City Attorney review these measures for form. The City Attorney should review the proposed program for its legal ramifications. The City invested significant human and financial resources in defending its legal authority to regulate signage. The income and the benefits of this proposed program are far less valuable than the rights to regulate signage that the City has worked hard to obtain and defend. Is anyone listening? Why is the City suddenly rushing to approve a number of advertising ventures to populate our public right-of-way? STAP, IKE, Metro's Transit Communications Network (TCN - a digital billboard installation plan)? What's the hurry about? In addition to the individual impacts of these programs, the cumulative impacts of these programs has not been evaluated. IKE is meant to provide information for tourists. Most tourists carry cell phones and can access all the information they need. If the City is installing new transit shelters, any tourist needs can be displayed at the transit shelters. The plans to roll out these IKE structures all across the City as mapped is not to serve tourists; it is to generate ad revenues. It is time for the City and its Tourism Commission and Tourism Department to do real community outreach and to communicate their plans for IKE openly and to respond to public comment. Finally, if the program is to proceed in whatever eventual form it takes, it is inappropriate to fail to issue an RFP and to open up the opportunity to competing bidders. Relying on a Houston, TX RFP is not appropriate. Houston is a very different city, and their needs and program are very different. The program should reflect community input and an RFP issued from that effort. Issuing a long-term contract to a vendor without an RFP process smacks of backroom dealing. It should not be allowed.

Communication from Public

Name: Hollywood Chamber of Commerce

Date Submitted: 10/13/2022 03:46 PM

Council File No: 22-1154

Comments for Public Posting: Dear Councilmember Buscaino, On behalf of the Hollywood Chamber of Commerce and the 900 businesses we represent, I am writing to express our organization's strong support for IKE Smart City's bid to partner with LA Tourism in bringing tourism-oriented digital kiosks to the City of Los Angeles. The City of Los Angeles welcomes millions of tourists across our region annually and we must adopt innovative and strong initiatives that bolster the tourism industry. At the Hollywood Chamber, we strive to support our region's vital tourism ecosystem. A unique and dynamic tourism kiosk program, as proposed by IKE and LA Tourism, will play a vital role in supporting our region's goals. The City's recently adopted Tourism Master Plan (Section 6.3) calls for the implementation of a digital kiosk program to modernize and improve wayfinding throughout the City. IKE and LA Tourism, with its multilingual, transit-oriented, and fully customizable hardware and software will enable the City to meet this important goal, especially as the City prepares for the Olympics in 2028. The components within this program not only promote local businesses, they will also provide information on social services, available job opportunities in the community, and many other personalized benefits to each area the kiosks are located in. The program will partner with local community organizations to highlight their work and support local nonprofits. Through a proposed revenue sharing structure, which is projected to generate hundreds of millions of dollars for the City through the life of the contract, the program will ensure that the revenue generated from the programs will be re-invested into the communities in which the kiosks are located, in addition to supporting the City's tourism industry. The City will have opportunities to invest in stronger tourism marketing campaigns, enhanced quality of life for residents, and many other programs all will benefit all who work, live and play in our region. As a modern City, we need a new way of engaging with visitors, and the static signposts of the 20th Century no longer suffice. To compete with other world class cities, we need the IKE/LA Tourism kiosk program.