



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

## CF-22-1154- Installation and Maintenance Contract of Interactive Kiosks in The City of Los Angeles

1 message

Joel Rochlin &lt;jmrochlin@lfia.org&gt;

Wed, Nov 30, 2022 at 4:23 PM

Reply-To: Joel Rochlin &lt;jmrochlin@lfia.org&gt;

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

To whom it may concern:

I oppose the back-room dealing and fast-tracking of the IKE SMART CITY contract to install and maintain 300-500 Interactive Digital Ad Kiosks on our public streets throughout the City of Los Angeles.

I oppose the IKE Program for the following reasons:

- There has been NO opportunity for public comment or meaningful public input from Neighborhood Councils or the community at large.
- The Mayor and City Council propose a "piggyback" contract (which may not meet requirements of the LA Municipal Code) "as the most efficient and preferred " method of implementing the IKE program when it should be fully vetted instead.
- The IKE Program has not had ANY environmental review, including an analysis of cumulative impacts that takes into account the recently approved Street Transit Amenities Program (street furniture) or Metro's pending Transit Communications Network Program (digital billboards along freeways and major corridors).
- There has been NO financial analysis of projected revenues for this Program.
- The Houston Program of approximately 125 Ad Kiosks is not comparable to LA's proposed program of 300 to 500 of these structures.
- The IKE Program has not been reviewed by the City Council's Transportation Committee or LA's Department of City Planning (that may constitute a violation of the City Charter).
- The IKE Program will permit hundreds of Digital Ad Kiosks not in compliance with the City's 2002 Sign Ordinance jeopardizing the ability of the City to defend its ban on billboards. This in an environment of very litigious outdoor advertising companies that have already demonstrated their desire to challenge the City's legal authority to regulate billboards.
- By failing to engage in an open competitive bidding process, and by choosing an Ohio-based digital media company, the City has denied local vendors a fair opportunity to participate in this process.
- No analysis has been conducted as to the dangers associated with driver distraction based on roadside digital-changing messaging or how the mass and size create barriers to unobstructed visibility.
- The IKE Program may violate privacy rights by collecting information on each user's interaction with the Kiosks and may share the information without permission.
- Adoption of this Program would allow the commercialization of our shared public spaces.

For all of the reasons stated above and pursuant to Council Rule 69, I join Scenic America and Scenic Los Angeles in asking that you adopt Councilmember Bonin's Minority Report presented to the Council Committee on Trade, Travel and Tourism, and engage in a full and transparent outreach and public review process.

Thank you for your consideration,

Sincerely,  
Joel Rochlin  
4012 Holly Knoll Dr.  
Los Angeles, CA 90027