

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

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

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

#### Contact Information

Neighborhood Council: Atwater Village Neighborhood Council

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The Board approved this CIS by a vote of: Yea(14) Nay(0) Abstain(0) Ineligible(1) Recusal(0)

Date of NC Board Action: 12/08/2022

Type of NC Board Action: Against

#### Impact Information

Date: 02/18/2023

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-1154

Agenda Date:

Item Number:

Summary: The AVNC board voted to oppose the IKE "Interactive Kiosk Experience" program and the proposed approval of the program and contract based upon a no-bid "piggyback" contract as noted in CF 22-1154. This program has not been presented to communities and neighborhood councils, has not been analyzed for environmental, public safety, public health impacts, or historical or cultural impacts, or reviewed by the CLA or CAO. Allowing digital billboards will add visual blight in our neighborhoods and will be an added distraction to drivers. We also understand that there are significant privacy concerns regarding the collection and sharing of geolocation data of individuals who pass by and use these kiosks.



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Message Phone: 323 230-3406  
Website: [www.AtwaterVillage.org](http://www.AtwaterVillage.org)



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**AVNC Officers** Co-Chairs: Josh Hertz, Edward Morrissey • Treasurer: Anthony Forester • Secretary: Brett Kushner

December 8, 2022

Dear Mayor Bass, Council Member Soto-Martinez and Council Member Raman,

The Atwater Village Neighborhood Council opposes the IKE Program and CF 22-1154 for the following reasons:

- No environmental review process (CEQA review)
- No financial analysis (CLA or CAO review)
- No competitive procurement process/No RFP issued
- Inappropriate reliance on a Houston, Texas RFP
- No public health review
- No traffic/public safety analysis related to digital signage and driver distraction
- Violates the City Charter by bypassing the City Planning Commission Privacy right violations – data capture from those passing by the signs
- May undermine the City's authority to regulate all billboards/off-site signage

Neighborhood Councils are charged with advising the City under the City Charter; however, we cannot perform that function if the City has left the Neighborhood Councils completely out of the process.

Many streets and areas across the City have already been targeted for IKE structures. (See IKE distribution by CD area, and maps of local targeted streets.) This is not an exhaustive list, more locations will be proposed in the future, which could include areas in Atwater Village.

The City of Los Angeles needs to do its own due diligence and not piggyback on the work done by Huston, TX as it may not apply to the laws of the City of Los Angeles or the State of California. Houston is not Los Angeles and Texas is not California. [https://www.bestplaces.net/compare-cities/houston\\_tx/los\\_angeles\\_ca/people](https://www.bestplaces.net/compare-cities/houston_tx/los_angeles_ca/people)

#### **BACKGROUND INFORMATION:**

The Council File motion was fast tracked and sent to the Council under the radar and over the objections of the City Attorney (recommending seven steps be implemented prior to entering into any contract):

1. An environmental analysis (CEQA) must be conducted by the City.
2. In addition to the CEQA analysis, a determination must be made regarding whether the existing IKE contract with the City of Houston, if used by the City of Los Angeles, is consistent with the LA Municipal Code.

3. The appropriate City department would then need to prepare and present a proposed contract for the City Attorney to approve.
4. The proposed contract and CEQA document would need to be approved by the City department that will award the contracts and manage the interactive kiosk program.
5. In addition to the approval of any contract with IKE, the program also would need to be approved by the Board of Public Works before any outdoor advertising structures can be installed in the public right-of-way.
6. Mayoral approval of the contract would also be required under Executive Directive 3, which requires CAO to review and issue a report for the Mayor. [Note: The City Administrative Officer would conduct a financial analysis as part of this report]
7. Lastly, the City Council would need to approve the contract and the applicable CEQA document, which would likely involve referrals to one or more Council Committees.

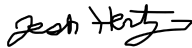
Additionally, Council Member Mike Bonin, submitted a Minority Report requesting a report-back with the following:

- An environmental review process (CEQA review).
- A competitive procurement process (RFP process).
- A financial analysis: Neither the City Administrative Officer (CAO) nor the Chief Legislative Analyst (CLA) has conducted a financial analysis of this report.
- Pursuant to Council Rule 69, the Minority Report was submitted for informational purposes only unless by adoption of a motion

Signed,



Edward Morrissey  
Co-Chair



Josh Hertz  
Co-Chair