

Communication from Public

Name: Nella McOsker
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Comments for Public Posting: Please see attached letter.



March 31, 2023

Los Angeles City Council
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

RE: Digital Wayfinding Signage and Interactive Kiosks

Dear Councilmembers,

CCA represents over 300 members who share a mission to enhance Downtown Los Angeles' vibrancy and increase opportunity in the region. We are longstanding advocates of efforts to improve the city's public realm and enhance the experience of people visiting Los Angeles. We are writing in support of the City Tourism Department and Los Angeles Tourism & Convention Board, partners who have expressed a need in the City of Los Angeles for implementation of the latest technology in digital wayfinding, including multi-lingual signage, interactive displays, and a customized experience for residents and visitors.

CCA understands the need to enhance wayfinding and access to tourism information in our city. A comprehensive wayfinding system and digital interactive kiosk program can be important assets for achieving this goal, as noted in the City's own Tourism Master Plan. Such systems are used successfully in cities around the world, and we're eager to see Los Angeles take this step in building out its smart city infrastructure.

Digital wayfinding kiosks offer a crucial upgrade to the City's existing static signage and help visitors from all over the world explore our city and discover its offerings. In particular, the IKE Smart City platform helps residents and tourists find local dining and retail establishments, public restrooms, events, museums, and cultural institutions, which is of particular importance given the 2026 FIFA World Cup, 2028 Olympics, and other global tourism events coming to Los Angeles over the next decade.

For the reasons listed above, we support the LA Tourism visitor kiosk program and urge the City to move forward with a competitive Request for Proposals process.

Sincerely,

A handwritten signature in black ink, appearing to read "Nella McOsker".

Nella McOsker
President & CEO
Central City Association