WHEREAS the City of Los Angeles is beginning to consider the continuation of the Coordinated Street Furniture Program (the “Program”); and

WHEREAS Program, as estimated by LA City Watch, brings in less than $4MM a year in revenues putting it on track to under-perform on Program’s original goal of generating a least $100MM over 20 years; and

WHEREAS the advertising being placed on street furniture promotes such things as fast food, sugary drinks, alcohol and violence in film and TV, which we consider to be detrimental to the health and well being of LA City citizenry, and LA City official have the fiduciary duty to protect the health and well being of stakeholders; and

WHEREAS the City of Los Angeles has banned advertisements for alcoholic beverages on city-owned property in an attempt to address evidence pointing to a correlation between alcohol advertising and an increase in underage drinking and other forms of alcohol abuse; and there is strong evidence suggesting advertising of fast food and soft drinks contributes to the epidemic of childhood obesity; and

WHEREAS Program’s contractor has an incentive to place street furniture in locations as are advantageous not to commuters, but in locations it feels are the most advantageous to reach the most desirable audience as evidenced by example of the affluent intersection of Pico Blvd and Motor Ave. where bus shelters are on three of the four corners of the intersection despite light foot traffic.

THEREFORE, the Rampart Village Neighborhood Council (RVNC) opposes the continuation of Program in its current form. Unless substantial changes are made to address these and other publicly known community concerns before awarding further contracts to contractor(s), we would strongly urge the Mayor and the City Council to discontinue Program in its entirety.

PRESENTED BY: Rachael Rose Luckey
SECONDED BY: Ziah Grace
RVNC (MOTION 18) FY- 2017-2018, Agenda Item #9

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PRESENTED BY: Rachael Rose Luckey

SECONDED BY: Ziah Grace

YES: 6 NO: 0 ABSTAIN: 4 ABSENT: 1 INELIGIBLE: 0

ON THIS DATE: January 20, 2018