

Contact Information

Neighborhood Council: Rampart Village

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The Board approved this CIS by a vote of: Yea(6) Nay(0) Abstain(4) Ineligible(0) Recusal(0)

Date of NC Board Action: 02/20/2018

Type of NC Board Action: Against

Impact Information

Date: 02/21/2018

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 00-1073-S1

Agenda Date: 02/20/2018

Item Number: 9

Summary: RVNC (MOTION 18) FY- 2017-2018, Agenda Item #9

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

CITY OF LOS ANGELES  
CALIFORNIA



**RAMPART VILLAGE  
Governing Board Members:**

David Rockello, President  
Velinda Rockello, Vice President  
Jeff Jamison, Treasurer  
Rachael Rose Luckey, Secretary  
Uver Santa Cruz, Board's Exec Rep  
Joselyn Geaga Rosenthal, CBO Rep  
Jose Sanchez, Student Youth Rep  
David Kahn, At-Large Rep\*  
Ziah Grace, Resident Tenant Rep  
Andrienne D. Zurenko, Home Owner Rep  
TBD, At-Large Rep

**RAMPART VILLAGE  
NEIGHBORHOOD COUNCIL**

RVNC Office at St. Anne's  
Suite #236  
155 N. Occidental Blvd., Los Angeles, CA 90026  
(Cross streets: Beverly Blvd. and Temple St.)  
TELEPHONE: (213) 568-3086  
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[www.rvnc.org](http://www.rvnc.org)  
[www.EmpowerLA.org](http://www.EmpowerLA.org)



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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