

RESOLUTION **RULES, ELECTIONS & INTERGOVERNMENTAL RELATIONS**

WHEREAS, any official position of the City of Los Angeles with respect to legislation, rules, regulations or policies proposed to or pending before a local, state or federal governmental body or agency must have first been adopted in the form of a Resolution by the City Council with the concurrence of the Mayor; and

WHEREAS, Changeable Message Signs (CMS) on highways enable the California Department of Transportation (CalTrans) and the Highway Patrol to put out important information for motorists; and

WHEREAS, CMS can be used for Amber Alerts and other emergency messages, as well as to inform motorists of traffic safety issues; and

WHEREAS, SB 1397 (Huff) would allow CalTrans to enter into public-private partnerships, upon federal approval, with advertisers to use these signs when they are not in use for emergency messages; and


WHEREAS, the use of CMS for non-emergency or traffic safety messages would detract from the main purpose of these signs, and risk encouraging motorists to ignore them and thereby miss important information; and

WHEREAS, SB 1397 also ignores local control of these signs as well as content management issues; and

WHEREAS, SB 1397 would damage public safety and subject motorists to even more advertising without any tangible benefit for residents of California;

NOW, THEREFORE, BE IT RESOLVED, with the concurrence of the Mayor, that by the adoption of this Resolution, the City of Los Angeles hereby includes in its 2015 - 2016 State Legislative Program **OPPOSITION** to SB 1397 (Huff), which would allow the California Department of Transportation to enter into public-private partnerships to use Changeable Message Signs (CMS) on highways for commercial advertising purposes.

PRESENTED BY:


BOB BLUMENFIELD
Councilmember, 3rd District

SECONDED BY:




jwd

AUG 05 2016

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