

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.

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

Contact Information

Neighborhood Council: West Los Angeles Neighborhood Council

Name: Jay Ross

Phone Number:

Email: jayr@amcalhousing.com

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

Date of NC Board Action: 11/30/2022

Type of NC Board Action: Against

Impact Information

Date: 12/10/2022

Update to a Previous Input: No

Directed To: City Council and Committees

Council File Number: 22-1154

Agenda Date:

Item Number:

Summary: West Los Angeles Sawtelle NC voted to oppose the IKE proposal install 300-500 video kiosks that are 8 ft. tall with images on both sides on city sidewalks and right-of-way. The program has not been adequately vetted prior to City Council consideration, and community outreach has been minimal and inadequate. The following shall be completed prior to any City consideration or votes: 1. A formal environmental review (CEQA) process. 2. A competitive procurement (RFP) process. 3. Financial analysis that clearly demonstrates that the city will make a profit. Neither the City Administrative Officer (CAO) nor the Chief Legislative Analyst (CLA) has conducted a financial analysis. 4. Adoption by motion of Councilmember Bonin's Minority Report, which was presented at the Travel, Tourism and Trade Committee. (Pursuant to Council Rule 69, the Minority Report was submitted for informational purposes only unless by adoption of a motion.) The Minority Report specifies the reports needed prior to consideration of the program. 5. An assessment on roadway safety and driver distraction associated with changing digital signage. 6. Comprehensive outreach to NC/CCs and the community. Findings : 1. The IKE program will place more distracting digital ads in the public right-of-way. This is the third proposal recently to monetize our sidewalks. 2. The cumulative impact of 96 MTA digital billboards along freeways and streets (TCN program), 1,000 bus shelters with digital signs (STAP program), and 300-500 video kiosks on sidewalks will create extensive visual blight and increase vehicle crashes from distracted driving. 3. Outreach has been minimal, and the City may be rushing approval prior to the Mayor and other Councilmembers leave office, per the November election. 4. Many sidewalks are already narrow, and few are as wide as the sidewalks shown in the promotional photos. Sidewalk signs will displace trees,