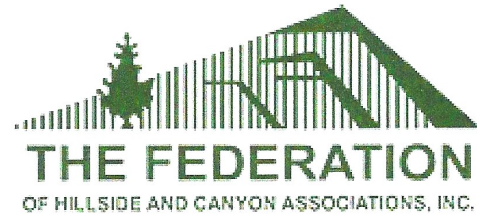


P.O. Box 27404
Los Angeles, CA 90027
www.hillsidefederation.org



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Board of Public Works Commissioners
November 23, 2020

Re: BPW-2020-0766 RFP - Sidewalk and Transit Amenities Program

Dear Public Works Commissioners,

The Federation of Hillside and Canyon Associates, Inc., founded in 1952 and representing 46 resident and homeowner associations with approximately 250,000 constituents spanning the Santa Monica Mountains, reviewed and discussed the proposed Sidewalk and Transit Amenities Program (STAP) at its meeting of November 17. The Federation voted unanimously to oppose the concept of digital advertising on street furniture.

There are numerous reasons why the Federation opposed this ill-conceived program. First, STAP would be a violation of the current ban on billboards except in designated Sign Districts. STAP would bring digital billboards into every neighborhood, including residential.

STAP would be a contradiction of the Mayor's Vision Zero initiative. The flashing digital ads which change every eight seconds would be at street level and, since they are specifically designed to attract attention, would cause distracted driving. It would also distract pedestrians and cyclists passing by and cause additional accidents.

Additionally, the ads would attract the attention of passing children who already face a barrage of advertising on television and the internet. The relentless ads are over-stimulating for children who are vulnerable to the lure of junk food.

STAP would be a violation of California's privacy laws which were just strengthened by recent legislation approved by voters. The most egregious element of STAP is its proposal to install tracking software that will pull personal data from cell phones. They will be gathering data from children as well as from adults. Do we want the sign industry tracking our children? What will they do with the data they gather?

The expired street furniture contract never generated the income that the city was led to believe it would, except, of course, for the sign industry. Why do you think STAP will generate more revenue?

Finally, the entire process for STAP was flawed. The Request for Information (RFI) was shared only with the sign industry. The general public, we the people who will have to live with the ads in our neighborhoods, were given no opportunity to provide input. This RFP should not be released until the public has had input.

Sincerely,

Charley Mims

Argyle Civic Assn.
Beachwood Canyon NA
Bel-Air Assn.
Bel-Air Hills Assn.
Bel Air Knolls Property Owners
Bel Air Skycrest Property Owners
Benedict Canyon Association
Brentwood Hills Homeowners
Brentwood Residents Coalition
Cahuenga Pass Property Owners
Canyon Back Alliance
Crests Neighborhood Assn.
Dixie Canyon Assn.
Doheny-Sunset Plaza NA
Franklin/Hollywood West Residents
Franklin Hills Residents Assn.
Highlands Owners Assn.
Hollywood Dell Civic Assn.
Hollywood Heights Assn.
Hollywoodland HOA
Holmby Hills Homeowners Assn.
Kagel Canyon Civic Assn.
Lake Hollywood HOA
Laurel Canyon Assn.
LFIA (Los Feliz)
Mt. Olympus Property Owners
Mt. Washington Homeowners All.
Nichols Canyon NA
N. Beverly Dr./Franklin Canyon
Oak Forest Canyon HOA
Oaks Homeowners Assn.
Outpost Estates HOA
Pacific Palisades Res. Assn.
Residents of Beverly Glen
Save Coldwater Canyon!
Save Our Canyon
Shadow Hills POA
Sherman Oaks HOA
Silver Lake Heritage Trust
Studio City Residents Assn.
Sunset Hills HOA
Tarzana POA
Torreyson Flynn Assn.
Upper Mandeville Canyon Assn.
Upper Nichols Canyon NA
Whitley Heights Civic Assn.

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