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Brentwood Community Council
Del Rey Neighborhood Council
Mar Vista Community Council
Neighborhood Council of Westchester-Playa
North Westwood Neighborhood Council
Pacific Palisades Community Council

Palms Neighborhood Council
South Robertson Neighborhoods Council
Venice Neighborhood Council
West LA-Sawtelle Neighborhood Council
Westside Neighborhood Council
Westwood Community Council
Westwood Neighborhood Council

November 23rd, 2020

Hon. Eric Garcetti, Mayor, City of Los Angeles
Hon. Mike Bonin, Councilmember, CD11
Hon. Paul Koretz, Councilmember, CD5
Adel H. Hagekhalil, Executive Director &
General Manager, Streets LA
Greg Good, President, Board of Public
Works Commissioners

RE: RFP for new STAP Program

Dear Mayor Garcetti, Councilmembers Bonin and Koretz, GM Hagekhalil and President Goode:

This letter is sent on behalf of the Westside Regional Alliance of Councils (WRAC), a cooperative regional coalition made up of all 14 neighborhood and community councils on the Westside of Los Angeles which together represent over 500,000 stakeholders.

Our member councils have been monitoring City signage/outdoor advertising policy for many years. Ten of our councils have passed motions supporting Version B+ of the City's proposed (new) Sign Ordinance, which constitutes official passage of the motion. That measure would restrict any new off-site signs, including digital billboards, to sign districts in the 22 areas already zoned as Regional Commercial for high-intensity commercial use and would also enforce a ban on conversion of existing billboards to digital format. Further, WRAC Standing Rules state that:

“Governing bodies notify all affected parties.... of all proposed public infrastructure or other public property developments, whether or not discretionary, having a broad impact on WRAC neighborhoods or on the region as a whole....of all proposed new planning and zoning codes and regulations and/or proposed changes to existing codes and regulations. Such notice should be provided sufficiently in advance of the governing body's determination to allow ample time for WRAC Member Organizations to consider, review and comment on the proposal.”

Therefore, we strongly object to the City issuing an RFP for the STAP program – the proposal to add digital signs with changing images in bus shelters or other street furniture -- or making decisions as to the specifications of street furniture or scope of the program without making a dedicated effort to seek input from local councils, community leaders and the public. We request that plans to release a prepared Request for Proposals (RFP) be delayed until community outreach by Streets LA has occurred and our voices and input considered in the drafting of the program.¹

We are deeply concerned that the design of this program has been built upon input from the industry and without broad public/community input. No neighborhood or community Councils were aware of the RFI process at the time that it was taking place. No neighborhood or community council representatives were invited to attend or listen in. From a search of the Streets LA website, we see that the Department formed a Stakeholder Advisory Council and that that group was presented with information about STAP at its (second) meeting on January 15. However, no information about that meeting was shared beyond the group of individuals who attended; no minutes of that meeting are available online. There was no targeted outreach to neighborhood or community Councils, and/or regional council coalitions or organizations (such as LANCC, WRAC, VANC, PlanCheckNCLA) as the program was being developed.

We trust that this will be the beginning of active communication between Streets LA and City stakeholders. We urge you to delay any release of the RFP until community leaders from the different parts of the City have had the opportunity to ask questions, to confer with their stakeholders, and to offer input.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Matt Wersinger', with a large, stylized flourish at the end.

Matt Wersinger
Chair
Westside Regional Alliance of Councils
c 310.721.2980

cc:

Al Bazzi, Division Manager, Engineering Services, StreetsLA
Lance Oishi, Street Furniture Program Manager, StreetsLA
Veronica Maxwell, Council & Board Engagement Manager, StreetsLA
Kevin James, Mayor's Chief of Legislative Affairs
Kevin Taylor, Mayor's West Area Representative
Len Nguyen, CD11 Planning Director
Eric Bruins, CD11 Transportation Director
Daniel Skolnick, CD5 Senior Planning Deputy
Jay Greenstein, CD5 Chief Field & Transportation Deputy