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Bel Air-Beverly Crest Neighborhood Council
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

January 27, 2023

Hon. Karen Bass, Mayor, City of Los Angeles
Hon. Bob Blumenfield, Chair, City Council Budget, Finance & Innovation Committee (BFIC)
Hon. Curren D. Price, Jr., Vice-Chair, BFIC
Hon. Tim McOsker, Hon. Monica Rodriguez and Hon. Katy Yaroslavsky, Members, BFIC
Hon. Traci Park, Councilwoman, CD 11
Hon. Nithya Raman, Councilmember, CD 4
Hon. Heather Hutt, Councilwoman, CD 10

Via email to all addressees and submission to the City Clerk online filing portal in CF 22-1154

Re: **CF 22-1154 – Interactive Kiosk Experience (IKE) program: OPPOSE**

Honorable City officials:

The Westside Regional Alliance of Councils (WRAC) is a coalition of all fourteen neighborhood and community councils on the Westside of Los Angeles, located in CDs 5 and 11 and portions of CDs 4 and 10.

WRAC's member councils have long expressed concern about preservation of community character, protection of Specific Plans, scenic corridors and residential neighborhoods, environmental impacts and public safety related to proposals for digital signage in bus shelters and on billboards outside of sign districts.¹

As a result, more than a majority of WRAC member councils (9 councils) have adopted the following motion (or modified versions in keeping with its spirit), which is an adopted position of WRAC:

"The Westside Regional Alliance of Councils opposes the IKE program present in Council File 22-1154 for the following reasons:

- *There is no local competitive bidding process.*
- *This project needs a financial analysis, as it is using public space to generate revenue.*
- *This project may have negative environmental impacts and there is no environmental review (CEQA).*
- *This project creates visual pollution and takes away space on the sidewalk that could be used for trees.*
- *This project is a source of driver distraction, which is contrary to the City's Vision Zero policy."*

The language of the above motion has been approved by the following WRAC member councils: Bel Air-Beverly Crest Neighborhood Council,* Brentwood Community Council, Neighborhood Council Westchester-Playa, Mar Vista Community Council, Pacific Palisades Community Council,* West LA-Sawtelle Neighborhood Council,* Westside Neighborhood Council,* Westwood Community Council and Westwood Neighborhood Council (*modified version maintaining the spirit of the motion).

¹ See https://westsidecouncils.com/wp-content/uploads/2020/12/WRAC-B-12_3-1.pdf and https://westsidecouncils.com/wp-content/uploads/2021/02/WRAC-STAP-2_4.pdf.

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No member councils have opposed the WRAC motion or submitted a minority letter to accompany this position.

For these reasons, we respectfully urge you to disapprove the IKE program in CF 22-1154.

Thank you for your consideration.

Sincerely,

Robin Greenberg

Robin Greenberg
Chair
Westside Regional Alliance of Councils