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PRESIDENT
Charley Mims
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Council President Harris-Dawson
City Hall, Room 450
200 N. Spring Street
Los Angeles, CA 90012

via email

April 28, 2025

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
Encino Property Owners
Franklin/Hollywood West Res.
Franklin Hills Residents Assn.
Friends of Walnut Canyon
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)
Mountaingate
Mt. Olympus Property Owners
Mt. Washington Homeowners All.
Nichols Canyon NA
Oak Forest Canyon HOA
Oaks Neighborhood Assn.
Outpost Neighborhood Assn.
Pacific Palisades Res. Assn.
Residents of Beverly Glen
Save LA River Open Space
Save Our Canyon
Shadow Hills POA
Sherman Oaks HOA
Studio City Residents Assn.
Sunset Hills HOA
Sunshine Hills Residents Assn.
Upper Mandeville Canyon Assn.
Upper Nichols Canyon NA
Whitley Heights Civic Assn.

**Re: CF 22-1154-S1 Oppose
Oppose release of RFP to implement new digital advertising
program on the City's public rights-of-way**

Dear Council President Harris-Dawson and honorable Councilmembers:

The Hillside Federation, representing 46 resident and homeowner associations with approximately 250,000 constituents spanning the Santa Monica Mountains, has a long history of opposing the use of our shared public spaces for commercial advertising blighting our visual environment.

Consistent with the Hillside Federation's mission to encourage and promote those policies and programs which will best preserve the natural topography and wildlife of the mountains and hillsides for the benefit of all the people of Los Angeles while protecting the property and quality of life of the residents of the Santa Monica Mountains and the hillside environs of the City, we stand opposed to the release of a Request For Proposal (RFP) for the digital Interactive Kiosk Advertising Program (Program) formerly referred to as the Interactive Kiosk Experience (IKE).

The addition of hundreds of 2-sided digital advertising screens (that look like giant smartphones) located on our City's sidewalks and parkways is an unnecessary Program that duplicates elements already approved as part of the Sidewalk and Transit Amenities Program (STAP) described on the City's website as "a world-class, self-sustaining program that provides shelter, shade, safety, and comfort with amenities that support an increased use of transit and alternative transportation, and the shared use of City sidewalks." (See <https://streetsla.lacity.org/stap-program-fact-sheet>)

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Shirley Cohen
Patricia Bell Hearst
Alan Kishbaugh
Steve Twining
CHAIRS IN MEMORIAM
Jerome C. Daniel
Brian Moore
Gordon Murley
Polly Ward

While we generally oppose digital advertising because of its impact on the visual environment, STAP provides significant public benefits to transit riders, including much needed shelter and shade. Further, STAP will implement a 10-second refresh rate (while the industry standard is 6-8 seconds) and will have a smooth transition between images. There will also be only limited digital ads adjacent to biological resources, parks and other open space and scenic corridors. These are mitigation measures the Federation appreciates.

Additionally, STAP will generate significant funds for the City over the course of its contract while providing an unprecedented percentage of revenue (60.5%) that will be split evenly between all 15 Council Districts. For these reasons, the Federation cannot support the Interactive Kiosk Advertising Program, which would undermine and compromise the hard-fought and won benefits of STAP.

If, over our objections, the Interactive Kiosk Advertising Program moves forward, a full environmental review (EIR) must be conducted as was directed by the City Attorney in Report Number R22-0358, dated October 20, 2022, as well as a detailed financial analysis to evaluate the adverse impacts the Program might have on the City's already existing advertising programs (STAP, bus benches, etc.).

In conclusion, the Federation opposes the issuance of an RFP for this unnecessary Program that would compete with existing City-approved ad programs that deliver tangible benefits (bus shelters, shade structures and bus benches – public benefits) and have addressed community concerns.

Sincerely,

A handwritten signature in cursive script, appearing to read "Charley Mims".

Charley Mims

Cc: Council President Harris-Dawson
Councilmember Nithya Raman
Councilmember Katy Yaroslavsky
Councilmember Traci Park
Councilmember Bob Blumenfield
Councilmember Adrin Nazarian
Councilmember Eunisses Hernandez