



# Boyle Heights

## Neighborhood Council

### **Boyle Heights Neighborhood Council**

2130 E. First Street, Suite 110  
Los Angeles, CA 90033

April 23, 2021

### **Community Impact Statement: Council File 20-1536 Sidewalk and Transit Amenities Program (STAP)**

Honorable Members of the Public Works Committee,

The Boyle Heights Neighborhood Council opposes the resolution of Council File 20-1536 as written because it does not grant enough power to Neighborhood Councils over the streetscapes in their areas.

We request that prior to STP Program contract finalization, the City conduct an extensive and open public process, in which detailed information about STAP, the RFP and the contract negotiation process is made widely available and members of the public, community leaders and neighborhood/community councils are invited to provide ongoing input on community impacts, problems and ridership needs with respect to STAP in connection with any contract that is eventually negotiated.

The Boyle Heights Neighborhood Council is overly concerned about the safety/related liability and aesthetic impacts of digital advertising screens in bus shelters. Studies have shown that changing digital ad screens are particularly dangerous as they are designed to distract drivers and results in harm to traffic safety. They will thus exacerbate the problem of driver distraction. Pedestrian fatalities are already a serious problem in LA/Boyle Heights.

We ask that the City: 1) respect and abide by Community Plan, Specific Plan, Scenic Highway and Coastal Zone protections and requirements, including in the public right of way, and 2) address constituents' concerns about preservation of community character, protection of residential neighborhoods, public safety and driver distraction, environmental impacts, privacy infringement, all protections for scenic corridors, for local street furniture preferences and for neighborhoods with Specific Plans and codified prohibitions against digital/changing messaging, off-site advertising

The Boyle Heights Neighborhood Council, also adamantly oppose provisions for cell phone tracking in the bus shelter plan. This data can be shared with the contractor for ad targeting, and we have no assurance that the data will be safely kept by the City. In a larger sense, we have no assurances that the city and the contractor can keep our data safe from hacking and misuse. And the city is not forbidden from selling the data.

Further, before any new bus shelters with digital technology are installed in our neighborhood, we request a full Environmental Impact Report that considers safety, power usage, aesthetics and has a stronger and clearly defined opt-out provision for neighborhoods.

Thank you,

Boyle Heights Neighborhood Council