



## PACIFIC PALISADES COMMUNITY COUNCIL

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March 1, 2018

Honorable City Councilman  
Mike Bonin  
200 N. Spring Street, Suite #475  
Los Angeles, CA 90012

Re.: Resolution to oppose the automatic renewal of the City's Bus Shelter/Advertising 20-year contract with Decaux

Dear Mike,

On February 22<sup>nd</sup>, the board of the Pacific Palisades Community Council, following discussion and historical context, unanimously passed the following motion opposing the automatic renewal of the City's Bus Shelter/Advertising contract with Decaux and called for an open RFP that would take the needs and concerns of various Los Angeles communities into account.

The motion, proposed initially by WRAC, and sponsored at PPCC by George Wolfberg, Chris Spitz and Richard Cohen read as follows:

“Pacific Palisades Community Council (PPCC) opposes the automatic renewal of the City's Bus Shelter/Advertising 20-year contract with Decaux.

PPCC further requests the City to withdraw the renegotiation of the sidewalk furniture contract with Decaux from the City Attorney's office, and to allow a process of community input which can culminate in an open RFP, awarded based on parameters laid out by community impact and ridership needs. The City should solicit comments from the community about problems/issues, and then issue an open RFP that addresses these issues/problems to numerous advertising firms.

Problems noted include lack of bus shelters at mass transit stations and major arterials, which harms the rider experience during rainstorms and windstorms, and which may further reduce the already declining use of transit. PPCC also strongly urges that local control and Specific Plan, Scenic Highway and Coastal Zone protections be respected in connection with any contract that is eventually negotiated.”

We urge you to stand with us on this matter, as so many of the neighborhoods within your Council District will be adversely affected by the renewal of the current contract. Many of us fiercely protect that character, appeal and environmental integrity of our neighborhoods. We, in Pacific Palisades, work hard to craft a signature village that is appealing not only to residents but to Angelenos who travel here to enjoy the myriad leisure opportunities that our topography and geographic location afford. PPCC is currently collaborating with Palisades PRIDE on a “harmonizing project”, for the redesign of various Village public right-of-way areas contiguous to the Caruso Palisades Village project currently underway. This will include areas with bus stops where street furniture might be placed, and Rick Caruso has indicated to us his support for our position.

For historic perspective, PPCC has an extensive history of having worked against contractual dictates that would impact street furniture in our village. Although we recognize that the City may benefit from the income stream created by advertisements at bus stops with specific furnishings, we restate our additional concerns about local control with respect to the Specific Plan, scenic highways and coastal areas. This is completely consistent with a motion this body passed almost 10 years ago.

At that time, PPCC joined with Brentwood CC and retained an attorney who threatened to bring the matter to the Coastal Commission if the City went forward with street furniture plans that were not acceptable to the Palisades. We argued that this was a big enough project to require an EIR/CEQA review. Our resolute stance resulted in our then-Councilmember Bill Rosendahl supporting a carve out for the Palisades from the contract then being negotiated.

We ask today that the automatic renewal of the Decuax contract be abandoned by the City Attorney, and that a public RFP be issued, seeking community input and taking into account local concerns and ridership demands.

We hope you will lend us your support.

Sincerely,

Maryam Zar  
PPCC Chair

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