



## PACIFIC PALISADES COMMUNITY COUNCIL

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November 21, 2020

Los Angeles City Board of Public Works Commissioners:

Greg Good, President

Aura Garcia, Vice-President

Mike Davis, President Pro Tempore

Jessica Caloza, Commissioner

Teresa Villegas, Commissioner

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Re: Planned RFP for installation of digital signage in Los Angeles bus shelters – Board of Public Works Special Meeting November 24, 2020 (agenda not yet posted at this writing)

Dear Board of Public Works Commissioners:

In regard to the above-referenced matter, Pacific Palisades Community Council (PPCC) submits the attached letter of November 20, 2020, addressed to Mayor Garcetti, Councilmember Bonin and Adel Hagekhalil (letter also available at: <http://pacpalicc.org/wp-content/uploads/2020/11/PPCC-PRIDE-Digital-Ads-Letter.pdf>).

As explained more fully in our November 20th letter, PPCC and Palisades PRIDE request that the planned RFP for installation of digital signage in Los Angeles bus shelters be halted in order to allow the public and local communities to comment on the proposal. We also urge that Pacific Palisades be exempt from the areas in which digital signs would be installed in bus shelters or otherwise in the PROW in the City.

Since submitting our November 20th letter, we have learned that an "RFI" process was apparently initiated by the Bureau of Street Services (BSS/StreetsLA) earlier this year, involving the "Los Angeles Business Assistance Virtual Network" (LABAVN). According to the City's website business portal, LABAVN is available to assist businesses by providing "information about contracting opportunities with the City of Los Angeles" (<https://business.lacity.org/content/city-los-angeles-business-assistance-virtual-network>). The documents posted on the LABAVN website are available only to registered businesses, not to neighborhood and community councils or the public at large. *It does not appear that any other public outreach was conducted regarding this proposal.*

PPCC and PRIDE received no advance notice of this process and the LABAVN procedures are unfamiliar to us, as non-profit volunteer organizations (non-businesses). Moreover, PPCC is a member of the Westside Regional Alliance of Councils (WRAC) -- a coalition of 14 neighborhood and community councils on the Westside of Los Angeles. To the best of our knowledge none of the WRAC member-councils was aware of or had received advance notice of the LABAVN process, and until very recently, none were aware (and some may still be unaware) of the plans to install digital signage in City bus shelters.

**PPCC strongly objects to BSS/StreetsLA proceeding at this time with an RFP for digital signs in the City's bus shelters.** Principles of open government require that sufficient notice and an adequate opportunity for comment must be provided to local communities, including neighborhood and community councils, before such a widespread and impactful program is initiated. *Clearly, outreach to the wider public (non-business community) by BSS/StreetsLA to date has been inadequate, if not non-existent.*

Pacific Palisades Community Council

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We respectfully request that the Board of Public Works Commissioners decline to approve the proposed RFP unless and until sufficient public outreach has been conducted. We further urge that if this proposal goes forward, Pacific Palisades be designated as exempt from the areas in which digital signs would be installed in bus shelters.

Thank you for your consideration.

Sincerely,

PPCC Executive Committee  
David Card, Chair  
David Kaplan, Vice Chair  
Richard Cohen, Treasurer  
Christina Spitz, Secretary

Maryam Zar, Chair Emeritus  
John Padden, Organization Representative (PRIDE)  
Joanna Spak, Area Representative (Area 1,  
Castellammare, Paseo Miramar)

cc:

Hon. Eric Garcetti, Mayor, City of Los Angeles  
Hon. Mike Bonin, Councilmember, CD11  
Adel Hagekhalil, Executive Director/General Manager, BSS/StreetsLA  
Al Bazzi, Division Manager, Engineering Services, BSS/StreetsLA  
Lance Oishi, Street Furniture Program Manager, BSS/StreetsLA  
Veronica Maxwell, Council & Board Engagement Manager, BSS/StreetsLA  
Kevin Taylor, Mayor's West Area Representative  
Durrh Wagner, CD11 Palisades Deputy

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