PUBLIC WORKS AND GANG REDUCTION

MOTION

The City's current Coordinated Street Furniture Program expires at the end of 2021. Since 2018, the City Council, led by the Public Works and Gang Reduction Committee, held numerous hearings and policy discussions on the topic and on November 26, 2019, authorized StreetsLA to undertake a competitive process and issue a Request for Proposals (RFP) to establish a successor program, the Sidewalk and Transit Amenities Program (STAP) (C.F. 00-1073-S1). Under this authority, the release of an RFP to solicit proposals for STAP is being considered by the Board of Public Works on November 24, 2020.

The expansion and enhancement of facilities that support public transit riders, improve bus stops, and offer wayfinding for visitors and residents alike are among the opportunities presented by the modernization of the street furniture program. The integration of digital elements into this program offers many opportunities for convenience, revenue, emergency and public service messaging, and local benefits; but it also raises the specters of potential privacy infringement, intrusively illuminated signage, and overall aesthetic diminishment. Last week, we heard similar questions and concerns from a number of community members.

These and other outstanding issues of significance require policy guidance from the City Council and, as was the expectation when the City Council last acted on this matter, must be addressed to shape the final design of the STAP and to assure the public that adequate controls are in place to protect neighborhoods and the City's interests. The deliberation and decision making on these issues must be made in a transparent fashion and be resolved before any award to operate the STAP is approved.

I THEREFORE MOVE that Bureau of Street Services be instructed to continue the public engagement process while the Sidewalk and Transit Amenities Program (STAP) Request for Proposals (RFP) process is underway, provide a public report on the proposals received in response to the RFP, and, with assistance from other departments as necessary, report to the City Council within 60 days of receiving proposals regarding any outstanding issues that will shape the final operational details of a contract for the STAP, including:

- Parameters of digital advertising and/or digital displays to ensure compatibility with their surrounding environments, traffic safety, and land use zones such as specific plans and scenic highways;
- A policy governing data collection, ownership, privacy and use from devices placed within public rights-of-way or on City facilities;
- How advertising proposed within public rights-of-way can be governed and coordinated to ensure maximum benefits to the City and its residents and strict compliance enforcement;
- Controls over the content of advertising within public rights-of-way or on public property and the operational means to enforce them; and
- Strategies for capital investment necessary to maximize STAP benefits and the re-investment of program revenue into street and sidewalk improvements that facilitate safety, transit use, and mobility.

PRESENTED BY:

BOB BLUMENFIELD (verbal)
Councilmember, 3rd District

MIKE BONIN (verbal)
Councilmember, 11th District

SECONDED BY:

MARQUEECE HARRIS-DAWSON (verbal)
Councilmember, 8th District