



South Brentwood Residents Association

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**VIA U.S. MAIL**

To: [streetsla.ert@lacity.org](mailto:streetsla.ert@lacity.org)

Re: **Comments on STAP Program from the South Brentwood Residents Association**

Date: January 22, 2021

I am writing on behalf of the Board and members of the South Brentwood Residents Association ("SBRA"). SBRA represents approximately 18,000 homeowners and renters who reside in the community of Brentwood located in West Los Angeles.

A representative from SBRA attended the community meeting held on December 10, 2020 in which a representative from the Bureau of Street Services ("BSS") reviewed the proposed guidelines for the STAP Program. Subsequent to that call, the SBRA Board discussed the program. Our understanding is that the BSS is currently conducting an RFP process to obtain proposals from vendors who could build and install the new digital bus shelters, and that these would be managed either by the BSS or by the vendor selected under the supervision of the BSS.

Based on the information provided by the STAP representative for the BSS, SBRA has the following requests for the STAP Program during the RFP process and its subsequent implementation:

- The City should refrain from installing bus shelters on San Vicente Blvd. in Brentwood. San Vicente is designated as a Scenic Corridor by the City.
- The City must commit to the visual parameters described by the BSS representative at the meeting, namely, that the brightness of any advertising on bus shelters must be no more than 0.3% of the ambient light level surrounding that shelter at all times.
- Rotation of advertising must be extremely limited so that drivers, residents, and others near the bus shelter are not distracted by rotating ads while at or near a bus shelter.
- The bus shelters should not have any sound.
- Community associations like the SBRA should have the opportunity to use the digital advertising space for local announcements.

Thank you for taking these points into account. Please do not hesitate to contact me if you have any questions regarding the foregoing or would like additional input.

Sincerely,

*Alisa M. Morgenthaler*

Alisa M. Morgenthaler  
President  
South Brentwood Residents Association

cc: Councilmember Mike Bonin (via email)  
Durrah Wagner (via e-mail)