



Sunland Tujunga Neighborhood Council

8250 Foothill Blvd., Suite A, Sunland, CA 91042 - (818) 951-7411 FAX (818) 951-7412

E-mail: secretary@stnc.org

Special Meeting of the Sunland-Tujunga Neighborhood Council Board

Wednesday, April 26, 2017 - 6:30 PM

North Valley City Hall

7747 Foothill Blvd, Tujunga, CA 91042

1. Call to Order and Pledge of Allegiance Krystee Clark, President Announcements
 - Housekeeping, Speaker Cards, and Timekeeper
2. Public Comment on Non-Agenda Items
3. DISCUSSION/ACTION: Review and approve March 2017 Monthly Expenditure Report (MER)
4. DISCUSSION/ACTION: Letter of support for Harbor Freight Tools application for exception for signage at 6350 Foothill
5. DISCUSSION/ACTION: Motion to request that DONE award Clean Streets Challenge grant funds to STNC budget in next fiscal year (2017-18) rather than current fiscal year (2016-17)
6. DISCUSSION/ACTION: Resolution on timing of next Neighborhood Council election (Elections are moving to odd years, City Council will determine if current term will be extended to three years or if next term [2018] will be a three year term – looking for feedback from NCs)
7. DISCUSSION/ACTION: Letter of concern regarding traffic situation on Foothill Blvd following lane reduction
8. DISCUSSION/ACTION: Neighborhood Purpose Grant request from Operation Blankets of Love for \$500
9. DISCUSSION/ACTION: Funding request for up to \$4,500 for educational campaign to reduce vehicle speed and promote safety in neighborhood
10. DISCUSSION/ACTION: Motion to approve draft amendment to STNC Bylaws dated September, 2015 (Bylaws amendments require 15 votes to pass, will only be considered if 15 or more board members are present and available to vote)
11. Closing Comments by President, Acknowledgements, and Adjournment.

Adjourn by 8:00 p.m.

Posted 4/19/17; Remove after 4/26/17

PUBLIC INPUT AT NEIGHBORHOOD COUNCIL MEETINGS – The public is requested to fill out a “Speaker Card” to address the Board on any agenda item before the Board takes an action on an item. Comments from the public on agenda items will be heard only when the respective item is being considered. Comments from the public on other matters not appearing on the agenda that are within the Board’s jurisdiction will be heard during the General Public Comment period. Please note that under the Brown Act, the Board is prevented from acting on a matter that you bring to its attention during the General Public Comment period; however, the issue raised by a member of the public may become the subject of a future Board meeting. Public comment is limited to 2 minutes per speaker, unless adjusted by the presiding officer of the Board.

PUBLIC POSTING OF AGENDAS - STNC agendas are posted for public review as follows:

- At Sunland Tujunga Neighborhood Council Office, 8250 Foothill Blvd. Unit A, Sunland, CA
- At www.stnc.org
- You can also receive our agendas via email by subscribing to L.A. City’s Early Notification System at <https://www.lacity.org/subscriptions>

THE AMERICANS WITH DISABILITIES ACT - As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices and other auxiliary aids and/or services, may be provided upon request. To ensure availability of services, please make your request at least 3 business days (72 hours) prior to the meeting you wish to attend by contacting Krystee Clark, Board President, at (818) 566-0013 or email via president@stnc.org.

PUBLIC ACCESS OF RECORDS – In compliance with Government Code section 54957.5, non-exempt writings that are distributed to a majority or all of the board in advance of a meeting may be viewed at our website: encinonc.org or at the scheduled meeting. In addition, if you would like a copy of any record related to an item on the agenda, please contact Krystee Clark, Board President, at (818) 566-0013 or email via president@stnc.org.

RECONSIDERATION AND GRIEVANCE PROCESS – For information on the STNC’s process for board action reconsideration, stakeholder grievance policy, or any other procedural matters related to this Council, please consult the STNC Bylaws. The Bylaws are available on the STNC.org website or at EmpowerLA.org.

SERVICIOS DE TRADUCCION – Si requiere servicios de traducción, favor de avisar al Concejo Vecinal 3 días de trabajo (72 horas) antes del evento. Por favor contacte, Presidente de la Krystee Clark, al (818) 566-0013 o por correo electrónico stnc.org para avisar al Concejo Vecinal."

Sunland-Tujunga Neighborhood Council

IMPROVING THE QUALITY OF LIFE IN SUNLAND TUJUNGA
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April 26, 2017

Laura Frazin Steele
Department of City Planning
6262 Van Nuys Blvd., Room 351
Van Nuys, CA 91401

Project Description:

ONE NEW WALL SIGN AND ONE CABINET SIGN ON AN EXISTING PYLON

Requested Entitlement:

PROJECT PERMIT COMPLIANCE PURSUANT TO SECTION 11.5.7.C OF LAMC FOR THE FOOTHILL BOULEVARD CORRIDOR SPECIFIC PLAN TO PERMIT THE USE AND MAINTENANCE OF ONE NEW WALL SIGN AND ONE CABINET SIGN ON AN EXISTING PYLON WHICH ARE INTERNALLY LED ILLUMINATED, WHICH COPY READS: 'HARBOR FREIGHT TOOLS'; IN THE (Q)C2-1L ZONE.

Applicant: MIGUEL DON [Company:HARBOR FREIGHT TOOLS]

Representative: ADAM VAN DALE [Company:PERMIT ADVISORS]

Dear Ms. Frazin Steele:

The Sunland-Tujunga Neighborhood Council (STNC) Land Use Committee meeting held on April 17, 2017 voted to support the application from Harbor Freight Tools for Specific Plan Exception.

Harbor Freight Tools proposes placing their own cabinet sign in the same location on the still-existing pylon as previously used by Fresh & Easy starting in 2011 when they moved into the same location that Harbor Freight Tools will be occupying. When Fresh & Easy moved out, they removed their cabinet sign from the pylon shared with the (still-existing) Pet Smart cabinet sign. Harbor Freight Tools simply proposes to replace the now-removed Fresh & Easy sign with their own sign. Harbor Freight Tools also proposes placing their new wall sign in the same location as the (now-removed) Fresh & Easy wall sign. The Land Use Committee views these as reasonable requests and has received no objections to this signage proposal.

The committee supports this exception because this particular site sits back from Foothill Blvd. We want our businesses in the community to succeed and feel that the exceptions requested will not impact the surrounding neighbors or neighbor businesses. The signs as presented for the building wall sign and the pole sign will improve visibility to the site.

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The Sunland-Tujunga community members expressed support for the opening of Harbor Freight Tools in our neighborhood. Harbor Freight expects to open within six weeks of receiving required permits. They indicated their lease is for five years with multiple five year options and they propose to have 35-40 employees with the goal of hiring local. Please let us know anything we can do to assist in expediting their application processing. Please send the STNC a copy of the final determination letter.

The STNC board, at its meeting on April 26, 2017, voted to support the unanimous recommendation of the STNC's Land Use Committee supporting Harbor Freight Tools application as submitted to the City Planning Department.

Sincerely,

Cindy Cleghorn
Chair, Land Use Committee
Past President
Sunland-Tujunga Neighborhood Council

Krystee Clark
President
Sunland-Tujunga Neighborhood Council

cc: Herb Wesson, Council District 7
Miguel Don, Harbor Freight Tools
Adam Van Dale, Permit Advisors, agent for Harbor Freight Tools
J. Casey Rue, COO, Marketplace Properties

Neighborhood Council Resolution on Timing of the Neighborhood Council 2020 Elections

The Neighborhood Council elections for 2020 are currently set to be conducted from March through June. Because the timing of the 2020 Neighborhood Council elections will conflict with the municipal elections transferring to the Los Angeles County Clerk, the Office of the City Clerk will not be able to administer the Neighborhood Council elections simultaneously. This conflict requires shifting the Neighborhood Council 2020 elections to odd number years.

The Department of Neighborhood Empowerment (EmpowerLA) and the Office of the City Clerk are requesting Neighborhood Councils in your March and April meetings to discuss and complete this resolution on which of the following options your Council recommends. Some considerations would include: board members may not want to extend terms and will resign; stakeholders may not want board member terms to be extended; budget impact on general fund could be less or more; if online voting and voter registration moves forward, there would be more or less time to build out; if EmpowerLA's recommendations in its online voting report back for Neighborhood Council systemic changes are approved, there would be more or less time to implement any changes to Neighborhood Council bylaws if applicable.

Please complete this form and submit with a Board Vote Count Form to elections@empowerla.org by May 1, 2017. The board may recommend another option in detail on the back of this form instead of the ones below.

The _____ Council

recommends the following action for the Neighborhood Council elections timing:

- Conduct 2018 Neighborhood Council elections as scheduled. Board members elected would have 3 year terms. For boards with staggered terms, this would also require the term extension of board seats ending in 2020 by 1 year for 2021 elections at which time the entire board would be up and would have to restagger with 2 and 4 year terms. Other changes:
 - Subdivision applications would be open again at its current scheduled October 1, 2018 and would have to go through a selection process for its permanent board. There would be another application round opening on October 1, 2020.

- Extend current board terms up in 2018 by 1 year and conduct elections in 2019. For boards with staggered terms, this would also require their terms to be extended in 2020 by 1 year for 2021 elections OR shortened by 1 year to 2019 at which time the entire board would be up and would have to restagger with 2 and 4 year terms. Other changes:
 - The bylaw amendment deadline would be extended from May 1, 2017 to at least April 1, 2018.
 - Subdivision applications would be reopened on October 1, 2017 instead of October 1, 2018.

- Conduct 2018 Neighborhood Council elections as scheduled and then conduct elections again in 2019 with all board members up for election at which time the entire board would be up and would have to restagger with 2 and 4 year terms. Board members elected in 2018 would have 1 year terms and board members with staggered terms could either be extended in 2020 by 1 year for 2021 elections OR shortened by 1 year to 2019. Other changes:
 - No election related bylaw amendments or subdivision applications from May 1, 2017 to May 1, 2020.

Other recommendation:

There have been considerable changes made to Foothill Blvd by the Los Angeles Department of Transportation and the Vision Zero program with little to no notice to our community. The main street and artery of Sunland-Tujunga was narrowed to a one-lane road. The dramatic changes from the corner of Sunland through the Fenwick Bridge have caused severe backups and delays. These drastic changes were made without notice to our community and without notification to the Sunland-Tujunga Neighborhood Council board of directors or our Land Use Committee. The horrendous traffic situation caused by your changes immediately became the topic of extensive Facebook posts and created the need for a "Special" meeting of the Sunland-Tujunga Neighborhood Council to address all of the stakeholder complaints.

The Sunland-Tujunga Neighborhood Council is concerned that there will be additional local street alterations scheduled in the future by the Los Angeles Department of Transportation or the Vision Zero program that will be implemented without proper and careful neighborhood input. Any major actions made by City Departments without proper outreach are unacceptable.

The immediate reactions to the changes on Foothill Blvd have been mixed and aggressive. A few biking enthusiasts enjoy the feeling of safety, but most motorists who drive this area everyday are frustrated with the extra time and traffic the lane closure has caused. There is also much confusion as to where to drive on the newly painted streets. Cars have been spotted and photographed in the bike lane daily and there is no place for emergency vehicles to pass on this very busy intersection due to your changes. Our community is concerned about these safety issues and needs to know how you plan to correct them. There has been NO signage placed to warn bicyclists or motorists of the changes or to direct traffic into the proper lanes.

We are confident that a solution and option can be found to fulfill the goals of everyone involved. We are glad to hear the intersection is being monitored with cameras by the Los Angeles Department of Transportation and appreciate the speedy actions on Friday April 14th to help rectify the unpopular and unsafe one-lane alterations that were previously made by adding back a second lane. However, this effort by the Department of Transportation is not enough.

Neither the Sunland-Tujunga Neighborhood Council nor the community at large was ever officially notified of the dramatic changes proposed and implemented by the Vision Zero program and the Los Angeles Department of Transportation (DOT). This is what we are here for. Our only chance for our community to give comment on the idea was at the announcement of the plan

during a Town Hall meeting organized by the STNC and our “Safe Streets” Committee on a Saturday concerning the topic of slowing down traffic on Foothill Blvd. The attendance at which could not possibly reflect our vast number of stakeholders that would be obviously affected by such a change.

We are demanding that a letter be sent to the President of the Neighborhood Council and the Land Use Committee Chair whenever a proposed change is scheduled to happen in a neighborhood. This courtesy letter should describe any and all future proposed changes to our streets and traffic situation and a general timeline. A public meeting at the City’s expense should also be held to announce such changes. If you do not have the funds to do the community outreach, then you do not have the funds to do the street work.

All change is difficult. Securing a safe and family friendly neighborhood is a priority for our community. Our Neighborhood Council has established a “Safe Streets” committee to tackle the unnecessary traffic deaths and speeding on our busy streets, particularly Foothill Blvd. Educating and empowering our locals to “Slow Down” thru communication, outreach and education is a goal we all share.

Our community still has many unanswered questions. Here are some questions that need to be answered that have been asked during our recent public forums.

- How are your decisions on street alterations and engineering being made?
- By whose authority are these changes being made?
- Have you asked for community input?
- Are you familiar with the specific areas that our Neighborhood Council, Land Use Committee and stakeholders have targeted for proposed changes?
- Why wasn’t the Sunland-Tujunga neighborhood Council contacted before installing these massive changes?
- Is there a plan or map available that includes future traffic projects that we can distribute so our community will become aware?
- Are the current plastic cones and lane reductions on Foothill Blvd permanent?
- What is your protocol for monitoring the effects a change like this has on the community?
- What is your protocol for notifying residents of major alterations and how can we become a better partner in these efforts?

- Are you ever going to answer the numerous letters that our community has been sending you?
- Who should we be talking to in order to see results?

The Sunland-Tujunga Neighborhood Council is demanding an outreach plan be made before any other major street alterations are done in our community. The possibility of any more major changes being completed without warning is unacceptable.

We must see a plan in place that includes notification to local residents, an email blast, a town hall meeting or presentation at our monthly STNC general meeting and promotion of an ad campaign from the Vision Zero program or DOT about any future traffic changes to our community.

A notification system that warns the President of all Neighborhood Councils and their Land Use Committee Chair needs to become the normal protocol for all major traffic changes created by the City of Los Angeles immediately.

We appreciate the focus you have on our community and look forward to having input on the effect any future changes have on our daily lives and commutes. We are familiar with the problem areas on our streets, and ready to share them. Our specific problems include invisible crosswalks, excessive illegal U-turns, speeding, left turn signals that have been approved by the City but never funded and a lack of congruent and safe bike lanes through our neighborhood.

We look forward to working with you to improve the safety of our community and hearing the answers to our many questions.

Sincerely,

The Sunland-Tujunga Neighborhood Council

Krystee Clark
President of the Sunland-Tujunga Neighborhood Council

Neighborhood Council Funding Program
APPLICATION for Neighborhood Purposes Grant (NPG)

This form is to be completed by the applicant seeking the Neighborhood Purposes Grant and submitted to the Neighborhood Council from whom the grant is being sought. All applications for grants must be reviewed and approved in a public meeting. The Neighborhood Council (NC), upon approval of the application, shall submit the approved application along with all required documentation to the Department of Neighborhood Empowerment.

Name of NC from which you are seeking this grant: Sunland-Tujunga Neighborhood Council

SECTION I - APPLICANT INFORMATION

- 1a) Operation Blankets of Love 80-0238786 California 3/25/2009
Organization Name **Federal I.D. # (EIN#)** **State of Incorporation** **Date of 501(c)(3) Status (if applicable)**
- 1b) 16911 San Fernando Mission, PMB 187 Granada Hills CA 91344
Organization Mailing Address **City** **State** **Zip Code**
- 1c)
Business Address (if different) **City** **State** **Zip Code**
- 1d) **PRIMARY CONTACT INFORMATION:**
Eileen Smulson (818) 402-6586 obol@obol.info
Name **Phone** **Email**
- 2) **Type of Organization- Please select one:**
 Public School (not to include private schools) **or** 501(c)(3) Non-Profit (other than religious institutions)
Attach Grant Request on School Letterhead **Attach IRS Determination Letter**
- 3)
Name / Address of Affiliated Organization **City** **State** **Zip Code**
(If applicable)

SECTION II - PROJECT DESCRIPTION

- 4) **Please describe the purpose and intent of the grant.**
 The grant is for the design and printing of public-at- large outreach materials, including information flyers and direct mail letters. We have an information booth at 20 pet related events and give out to several thousand attendees each time. During the year we send out five direct mail pieces to thousands of OBOL's contributors and potential donors to solicit for critical pet items for homeless animals at shelters and animal rescue groups. The community members donate gently used or new comfort and care items such as: blankets, towels, pet beds, leashes, collars, toys and dog and cat food. These items improve the lives of the animals and increase their chances of being adopted.
- Operation Blankets of Love (OBOL) is a unique 501(c)(3) non- profit animal welfare advocacy and emergency relief organization based in Los Angeles County. OBOL promotes grassroots efforts to alleviate animal neglect, cruelty and homelessness by engaging individual community members and local businesses in collecting and distributing donated animal comfort and care items. This support, combined with OBOL's Humane Education, Pets of the Homeless outreach and Anti-Cruelty campaign, create greater community awareness about the plight of abused and neglected animals, while helping to save the lives of thousands of homeless dogs and cats each year.
- 5) **How will this grant be used to primarily support or serve a public purpose and benefit the public at-large. (Grants cannot be used as rewards or prizes for individuals)**
 OBOL's animal welfare outreach & direct services for animals in shelters/rescue groups has grown year after year. OBOL's cash budget for overhead and basic operating expenses such as every day operations to ensure we reach 1,000 animals a month, a new website, public outreach materials and fundraising remains underfunded.
- OBOL's infrastructure has been stretched very thin. The number of animals served each year increases & with the expansion of OBOL's Homeless People's Pets Community Outreach Project and the increase of our Humane Education Learning Program to schools in the San Fernando Valley and the demands of the job have increased significantly the funds are needed.
- It will benefit the public-at-large- because local schools and youth groups (K-high school students) families and communities will play an active role – many for the first time in their lives – in reducing animal homelessness, by collecting the critical pet supplies for their local animal shelter/ rescues

SECTION III - PROJECT BUDGET OUTLINE

6a) Personnel Related Expenses	Requested of NC	Total Projected Cost
N/A	\$	\$
	\$	\$
	\$	\$

6b) Non-Personnel Related Expenses	Requested of NC	Total Projected Cost
the printing of letters for spring direct mail campaign (3,000 letters, outside envelope).	\$ 500	\$ 1500
	\$	\$
	\$	\$

7) Have you (applicant) applied to any other Neighborhood Councils requesting funds for this project?

No Yes, please list names of NCs: North Hills West

8) Is the implementation of this specific program or purpose described in box 4 above contingent on any other factors or sources or funding? (Including NPG applications to other NCs) No Yes, please describe:

Source of Funding	Amount	Total Projected Cost
	\$	\$
	\$	\$
	\$	\$

9) What is the TOTAL amount of the grant funding requested with this application: \$ 500

10a) Start date: 4/1/2017 10b) Date Funds Required: 3/1/2017

10c) Expected completion date: 6/29/17 (After completion of the project, the applicant must submit a follow-up form to the Neighborhood Council and the Department of Neighborhood Empowerment)

SECTION IV - POTENTIAL CONFLICTS OF INTEREST

11a) Do you (applicant) have a former or existing relationship with a Board Member of the NC?

No Yes - Please describe below:

Name of NC Board Member	Relationship to Applicant
Dana Stangel	OBOL donated pet supplies to her rescue and to the Wildlife Way Station when she was a volunteer.

11b) If yes, did you request that the board member consult the Office of the City Attorney before filing this application? Yes No *(Please note that if a Board Member of the NC has a conflict of interest and completes this form, or participates in the discussion and voting of this NPG, the Department will deny the payment of this grant in its entirety.)

SECTION V - DECLARATION AND SIGNATURE

I hereby affirm that, to the best of my knowledge, the information provided herein and communicated otherwise is truly and accurately stated. I further affirm that I have read Appendix A, "What is a Public Benefit," and Appendix B "Conflicts of Interest" of this application and affirm that the proposed project(s) and/or program(s) fall within the criteria of a public benefit project/program and that no conflict of interest exist that would prevent the awarding of the Neighborhood Purposes Grant. I affirm that I am not a current Board Member of the Neighborhood Council to whom I am submitting this application. I further affirm that if the grant received is not used in accordance with the the terms of the application stated here, said funds shall be returned immediately to the Neighborhood Council.

12a) Executive Director of Non-Profit Corporation or School Principal - REQUIRED*
 Eileen Smulson Founder & Exeuctive Dir Eileen Smulson 2/2/17
 PRINT Name Title Signature Date

12b) Secretary of Non-profit Corporation or Assistant School Principal - REQUIRED*
 Susan Newman Board Secretary Susan Newman 2/2/17
 PRINT Name Title Signature Date

* If a current Board Member holds the position of Executive Director or Secretary, please contact the Department at (213) 978-1551 for instructions on completing this form

Safe Streets Funding Request

On November 1, Jeff Knopp, a cyclist riding on Foothill from Wentworth to Sunland Blvd, was struck and killed by a driver that 'did not see him'. The first that the Safe Streets committee heard of any changes happening on this section of road was through a Facebook post by Terrence Gomes (a candidate at the time for the CD7 Council race) at the end of November. In this post, he wrote that he had personally escalated this issue and section of road to the attention of the GM of the LADOT, Seleta Reynolds, and that "the City has dispatched a transportation engineer to investigate the location and look into possible solutions". On December 29, 2016, I received a communication from Nat Gale, the head of Vision Zero, that "Based on a recent fatality on a stretch of Foothill with some unfortunate k-rail placement, our engineers are working on a modified street design project (striping only) for the section from Wentworth St to Sunland Blvd. The project is currently with our design team." 'Striping only' means repainting the road; at this time, there was no mention of lane conversion. On January 18, I received an email from Tim Fremaux, the transportation engineer heading this redesign: "I run LADOT's Vision Zero engineering program, and we are taking a deeper look at the Wentworth-to-Sunland section of Foothill. We've drafted a design that reduces the number of lanes in each direction, from 2 to 1, and provides buffered bike lanes to bridge the gap between bike lanes which end on both ends of this segment, and so this would provide a continuous facility in both directions. This design has the potential to significantly reduce vehicle speeds along this segment." Our committee immediately asked him to come to our very next Safe Streets meeting to present the plan and get some community feedback. At the January 30 meeting of the Land Use committee, John Laue made a public comment during the meeting that the DOT was proposing to reduce traffic lanes and that the engineer would be in attendance at the next Safe Streets meeting. On February 11, Tim Fremaux attended our meeting, where commentary was made by committee members, as well as members of the public who attended the meeting as well. Alternative solutions were suggested and concern was expressed about converting car lanes to bike lanes. He responded that they had done both a traffic study and modeling on changes to the area and did not anticipate significant congestion increase. He also reiterated that the DOT has a mandate of preserving human life at the forefront of traffic design decisions and that there were unsafe conditions on this stretch of road. On February 21, John Laue, a member of the Safe Streets committee sent a follow-up email to Tim Fremaux, summarizing discussion points that had happened at the committee meeting, including a reminder about "concerns of community members about reducing the traffic lanes on this stretch of Foothill from four to two" and reiterating that "we believe that it's very important to retain the four traffic lanes on Foothill west of the intersection of Foothill and Fenwick", cc'ing Cindy Cleghorn, Land Use Chair, on this email as well. On February 27, John Laue presented at the Land Use committee again about the conversion of lanes from car to bike, took public comments, and asked people to attend our next Safe Streets meeting. On March 1, I asked the executive committee to do a presentation at the next STNC general meeting on March 8. I gave a half-hour presentation at the meeting, including discussing the upcoming

proposed changes to the road, as well as other updates from our committee. I also wrote up information from the presentation and had it included in our board packet, for review by those absent from the meeting. In addition, our committee organized a town hall for the community on April 1, including engineers from the DOT, LAPD traffic officers, and Assemblymember Bocanegra, all to address the terrible fatality rate our community is suffering from and what could be done to reduce these deaths. During the town hall, Tim discussed the upcoming changes to Foothill between Wentworth and Sunland Blvd, announced they would be beginning the following week, and answered questions by the public, such as what would happen during an emergency and concerns about congestion.

Our Safe Streets committee hasn't had any budget to do outreach to date, as our funding request for an education/outreach campaign has been delayed until now, due first to postponement and then to lack of quorum. We have done extensive outreach through 'free' methods including sharing out repeatedly on multiple Facebook community pages (10+), both for our regular committee meetings and also to garner attention for our community town hall (multiple postings went into thousands upon thousands of news feeds). We have written articles repeatedly for both of our local papers. We had an email sent out directly to all of our STNC email addresses (2000+). We posted on Nextdoor to all local neighborhoods (2709 subscribers). I even experimented with Facebook boosted posts to try to reach those that live in our zip codes that aren't on the local community pages. We announced at multiple meetings, including Land Use committee meetings, general STNC meeting, general FTDNC meeting, and Neighborhood Watch as well. We sent out an email on March 24 to all Safe Streets committee members and STNC board members to share out town hall with their own personal networks and asked for help in printing flyers and distributing around.

The Safe Streets committee has invited the DOT to come out to our community multiple times (three times so far to date) to meet with community members in order to gain a better understanding of their Vision Zero action plan, to understand how we can lower our community's unacceptable traffic fatality rate, and to give feedback and input on upcoming changes to our main corridor, Foothill Blvd. The three keys to lowering fatality rates (particularly by lowering speeding) are engineering, enforcement, and education. The LADOT is responsible for engineering changes on our roads. Speeding enforcement is on hold for the immediate foreseeable future as we do not have a current speeding survey and have no way to get one in place. As far as education, Vision Zero is providing banners/benches/shelters for 10 of the most dangerous corridors in Los Angeles, where they are focusing their current efforts. Unfortunately, Foothill Blvd is not one of these 10 corridors and there are no current/pending education plans for our street. For this reason, our committee has been reaching out to various departments to try to get an education plan present on Foothill as well, in order to help reduce both our speeds and our fatality rate. Today, we are asking for funding to work with special NC programs (offering free bus bench ads/bus shelter ads/and a discounted street banner program) in order to bring an education campaign here to Sunland-

Tujunga. Vision Zero will share their artwork, which we can customize for our area. Part of the mission of NCs is to advocate for and to bring city resources to their stakeholders. Traffic fatalities and unsafe driving on Foothill are some of the very biggest problems this community faces, and our committee is doing all that we can to bring all of these disparate departments together, in front of our community, and to align them all to get us some help and stop the frighteningly frequent onslaught of collisions and deaths here.

Estimates for anti-speeding education campaign along Foothill Blvd:

- Street banners - 10 sets of double banners (VZ designs are two panels of 3'x6') = \$3000 - banners to be located at major intersections on both sides of Foothill, including Newhome, Oro Vista, Mt Gleason, Apperson, Commerce, Woodard, Tujunga Canyon, and Lowell

- Bus benches - no charge for actual bus benches - cost of printing - 6 benches at \$75/ea = \$450

- Bus shelter ad - printing costs - 2 for \$200

- 18" x 12" Yard signs - series of 4 (x5) - 20 signs = \$179.80

Examples: 'leave earlier', 'slow down', 'arrive alive', logo/ 'welcome home', 'slow down', 'you're almost there', logo

- Banners (5 4'x6' banners at \$48/ea - Sunland Printing) - \$250

- Facebook post boosting budget (10 posts boosted for \$10/ea to reach those living in 91040/91042 not on community Fb pages) - \$100

- Flyers to distribute at schools/churches/various organizations - cost of paper/ink

Total funding request - Up to \$4500



PSA/Non-Profit Transit Bench Campaign

Thank you for your interest in our bus bench advertising. Once you are authorized by the City of Los Angeles to utilize the bus bench program, we will be glad to assist you to ensure the success of your campaign.

We offer bus bench advertising panels on a space available basis. We can provide you with a typical list of benches in your target area, but these are not guaranteed locations and no sites can be held for the future.

The only cost that is required is the production and design cost. All design (if applicable) and production charges are to be paid in advance before design and/or production begin. Below is the pricing structure for those costs:

Production Costs (Per Design)

<u># of Prints</u>	<u>Cost Per Print</u>
1-2	\$125
3-5	\$100
6-9	\$75
10+	\$60

Designs: Only 1 design for every 10 benches is allowed without incurring additional charges.

Design Cost: \$100 for basic design (2 changes only to design). Advertiser must supply high resolution logos and images (when applicable).





Pico Office
 8954 W. Pico Blvd
 Los Angeles, CA 90035
 310-276-1178

TRANSACTION # **QTE215429**
 DATE **03/15/2017**
 EXPIRES **06/13/2017**
 SALES TEAM **413 JEREMY & LEE**



CUSTOMER C200989
CITY OF LOS ANGELES (413)

PROJECT
Safety Banner Program

PRIMARY CONTACT
 Eve Sinclair
 808-640-9422
 eve.sinclair@yahoo.com

DUE DATE

SHIPPING METHOD
 Installation - AAA Factory

PAYMENT TERMS
 Net 30

BILL TO
 Lidia Soto
 CITY OF LOS ANGELES-GSD (28561)
 200 N Spring Street Room 465
 Los Angeles CA 90012

SHIP TO
 Lidia Soto
 CITY OF LOS ANGELES-GSD (28561)
 200 N Spring Street Room 465
 Los Angeles CA 90012

QTY			EACH	TOTAL
20	Description	Double Unit Pole Banners - hardware rental 3 months (Graphic)	\$87.50	\$1,750.00 *
	Item	Pole Banner Graphic		
	Size	36" W x 72" H		
	Material	Vinyl - Block Out - White - 16oz		
	Color Match	Print As Is		
	Production Details	Quantity 20: 3'x8' Matte Blockout Vinyl - SF - 4CP		
	Finishings	Pole Pocket - Placement: Bottom, Top - Size: 3" Trim - Type: Trim		
	Finishing Notes	3" pole pockets top and bottom - standard pole banner finishing		
10	Description	Double Unit Pole Banners - hardware rental 3 months (Hardware)	\$7.50	\$75.00 *
	Item	Single Pole Banner Display Hardware		
1	Description	Installing 10 double unit pole banners (LA LOCAL) - price includes removal at end of 3 month period	\$950.00	\$950.00
	Item	Pole Banner Installation		

Shipping charges are not included, and will be billed at the time of invoice unless listed.

SUBTOTAL	\$2,775.00
EST. SHIPPING	TBD
TAX (8.75%)*	\$159.69
TOTAL	\$2,934.69