



February 23, 2020

Re: Feb. 25, 2021 City Council Priority Setting Session

Dear Mayor Liccardo and San Jose City Council Members,

Sierra Club Loma Prieta Chapter, Santa Clara Valley Audubon Society, the Santa Clara Valley Chapter of the California Native Plant Society, Mothers Out Front Silicon Valley and Green Foothills recognize the merit of many existing and newly proposed priorities on the 2021-2021 City Roadmap, and the tough decisions and challenges Council faces. We write this letter to urge you to:

- Support new priority RR5 - Urban Greening Implementation Plan
- Support existing priority CP22 - Single Use Plastic Ban
- Support existing priority CR4 Climate Smart American Cities Climate Challenge
- Curtail all planning processes leading to the accommodation of digital signs and billboards in San Jose.

### **Support new priority RR5 - Urban Greening Implementation Plan**

At this time, we see a great need for breaking silos with a strong, comprehensive approach to climate adaptation and ecological resilience in San Jose, and an implementation plan that includes rewilding and expands nature-inspired greening of the urban landscape.

Envision 2040 General Plan already requires greening of the City. The language is quite extensive. For a few examples:

- MS-21.1 Manage the Community Forest to achieve San José's environmental goals for water and energy conservation, wildlife habitat preservation, stormwater retention, heat reduction in urban areas, energy conservation, and the removal of carbon dioxide from the atmosphere.
- MS-21.6 As a condition of new development, require the planting and maintenance of both street trees and trees on private property to achieve a level of tree coverage in compliance with and that implements City laws, policies or guidelines.
- MS-21.7 Manage infrastructure to ensure that the placement and maintenance of street trees, streetlights, signs and other infrastructure assets are integrated. Give priority to tree placement in designing or modifying streets.

- ER-2.5 Restore riparian habitat through native plant restoration and removal of nonnative/invasive plants along riparian corridors and adjacent areas.
- MS-18.11 Adopt guidelines or ordinances that encourage or require Bay-friendly, water efficient design, landscape and irrigation within San José.

Recognizing that *“Climate change and development pressures are creating an urgent need to build more resilience into the ecosystems we live in and rely upon”*, the San Francisco Estuary Institute, SPUR, and the Santa Clara Valley Open Space Authority provide key strategies for integrating nature-based solutions into Silicon Valley. Their recently released report, [“Integrating Planning with Nature: Building climate resilience across the urban-to-rural gradient”](#), demonstrates the many opportunities that moving forward with priority #RR5, Urban Greening Implementation Plan, would provide.

**Support existing priority CP22 - Single Use Plastic Ban and CR4 Climate Smart American Cities Climate Challenge.**

In order to address the crisis of climate change, which threatens our planet and civilization, San Jose must continue to accelerate its climate action in 2021. San Jose should also make progress towards reducing its contribution to plastic pollution which is threatening our bay and ocean ecosystems. Our organizations have been supportive of priorities that address Climate Change and reduce pollution of our waterways.

**Drop Digital Billboards**

The Staff memo proposes that the work on Phase II of the Electronic Billboard Policy will be “be sufficiently completed by June 30, 2021 and do not need to be included on the City Roadmap in FY 2021-2022.” We ask you to direct staff to curtail all work on Phase II of the Electronic Billboard Policy (private properties), and if possible, reverse Phase I (City-owned properties). Such action would:

- Save taxpayer money currently being expended to pay consultants for CEQA work.
- Save a frustrated community of residents and environmental advocates from the burden of ongoing engagement with this unpopular quest.

We oppose outdoor electronic/digital signs and billboards due to the undisputable, pervasive harm that artificial light at night imposes upon the dark sky, animal and plant species, ecosystems, and human health (United Nations Report, Oct 2020)<sup>1</sup>. Furthermore, electronic signs use tremendous amounts of energy, an unjustifiable use at a time that climate change requires caution. Lastly, studies show that 80% of Americans cannot see the Milky Way from their homes<sup>2</sup>. What will inspire children to want to learn about the universe, when they cannot see the stars?

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<sup>1</sup> Dark and Quiet Skies for Science and Society, Report and Recommendations, United Nations Oct 2020

<sup>2</sup> <https://www.nationalgeographic.com/science/article/milky-way-space-science>

Please promote the mental and physical health benefits that come with Urban Greening, protect our environment from the harms of single-use plastic and climate destabilization, and protect San Jose's night sky, wildlife and residents from light pollution that comes with electronic billboards and the associated poor health and climate effects.

Respectfully,



David W. Poeschel, Guadalupe Regional Group Conservation Chair  
Sierra Club Loma Prieta Chapter



Shani Kleinhaus, Ph.D., Environmental Advocate  
Santa Clara Valley Audubon Society



Linda Ruthruff, Conservation Chair  
California Native Plant Society, Santa Clara Valley Chapter



Alice Kaufman, Legislative Advocacy Director  
Green Foothills



Susan Butler-Graham, Chapter Coordinator,  
Mothers Out Front Silicon Valley

**FW: Local government priorities**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Mon 2/22/2021 9:40 AM

**To:** Agendadesk <Agendadesk@sanjoseca.gov>; Rules and Open Government Committee Agendas <rulescommitteeagenda@sanjoseca.gov>

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**From:** Ratana, Christopher <christopher.ratana@sanjoseca.gov>**Sent:** Monday, February 22, 2021 8:47 AM**To:** City Clerk <city.clerk@sanjoseca.gov>**Subject:** Fw: Local government priorities

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**From:** Allen Leinwand [REDACTED]**Sent:** Sunday, February 21, 2021 2:01 PM**To:** The Office of Mayor Sam Liccardo <[TheOfficeofMayorSamLiccardo@sanjoseca.gov](mailto:TheOfficeofMayorSamLiccardo@sanjoseca.gov)>; District9 <[district9@sanjoseca.gov](mailto:district9@sanjoseca.gov)>**Subject:** Local government priorities

[External Email]

Dear mayor Liccardo and councilmember Foley,

This morning I was asked to take an email survey about "prioritizing" the construction and use of digital billboards in the city and along freeway routes. My response to the survey is that we don't need digital billboards, or for that matter billboards of any kind, for all the well known reasons: driver distraction, aesthetics, light pollution, effect on wildlife, compatibility with the character of San Jose. To that list I add the waste of electric power. So my answer is to "deprioritize" digital billboards, and billboards in general for that matter.

I understand that the city government has to develop a policy regarding billboards; but these days we are facing several more serious problems in San Jose. I think that focusing attention on the billboard issue distracts attention from these serious problems:

- Increase in burglary and thievery of all kinds: home invasions, auto thefts, porch thefts, etc.
- The effect of the pandemic on local business.
- A water utility that continues to gouge residents with high water costs, and is demanding to increase rates yet again.

- A city policy that requires property owners to maintain shade trees and sidewalks, even though the city planted or required those trees when the homes were built.

Please, focus city resources on reducing crime, working with the county health department on reopening restaurants, control the greed of the private water utility, and maintain shade trees and sidewalks like most other cities in the bay area.

The billboard issue can wait until next year or the year after next.

Allen Leinwand



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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:08 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding ...

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

*How is our service? [Please take our short survey.](#)*

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**From:** Susan Sundberg [REDACTED] >**Sent:** Tuesday, February 23, 2021 1:53 PM**To:** District1 <district1@sanjoseca.gov>; City Clerk <city.clerk@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; district6@sanjosca.gov <district6@sanjosca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community.

Stop pandering to the tech companies! They've made life miserable for everyone else. Good riddance to bad rubbish!!

[Sent from Yahoo Mail on Android](#)

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:04 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Julia Howlett [REDACTED]**Sent:** Tuesday, February 23, 2021 1:55 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Digital billboards will not improve the tragedy of homelessness or create a more livable city. Stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community!

Julia Howlett

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February 22, 2021

Toni Taber - City Clerk, City of San Jose  
200 E Santa Clara Street, 14th Floor  
San Jose, CA 95113

RE: *Public Letter for Special Meeting of the City Council - City Roadmap "From COVID to Recovery"*

Dear Clerk Taber;

As a small business owner in San Jose, I write to ask that you prioritize making the City's AI Fresco Ordinance permanent, as part of the city-wide priority setting process this Thursday, February 25, 2021.

The AI Fresco policy has enabled our business on Lincoln Avenue in Willow Glen to survive amid the excruciatingly painful restrictions and shut-downs caused by pandemic. In addition to the material investments I have made changing my business operations and working with the City to install a parklet, the AI Fresco policy enhances quality of life in our neighborhood by creating a vibrancy and sense of community on the main street and business district in our neighborhood. This activity in turn helps attract customers and hasten our city's financial recovery.

Please prioritize making AI Fresco permanent as it is a crucial step towards the economic recovery for retail and restaurants that our city and fellow community members need.

Thank you,

A black rectangular redaction box covering the signature of Steve Wymer. A blue horizontal line is visible below the redaction box.

Steve Wymer  
Managing Partner, WG Development & Proprietor, 20Twenty Cheese Bar

# Fw: Deprioritize and Defund Electronic Billboards!

City Clerk <city.clerk@sanjoseca.gov>

Tue 2/23/2021 2:14 PM

To: Agendadesk <Agendadesk@sanjoseca.gov>

## Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

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**From:** Sheila McGann-Tiedt [REDACTED]

**Sent:** Tuesday, February 23, 2021 1:16 PM

**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>

**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Dear City Council Members:

Do not go forward with electronic billboards. The reasons to abandon this idea have been expressed by hundreds of citizens who have noted the many really critical challenges facing us—so why billboards? Huh? The downsides far outweigh any upsides.

As an Audubon member I am concerned about the effects on birds who often fly at night particularly during migration. The natural world is declining thanks to human activity, so let's plan ways to support nature, not destroy it.

Please abandon this incredibly ridiculous idea, the human and the natural costs are very high, the upside is?????????

Regards,

Sheila McGann-Tiedt  
[REDACTED]

Sam José

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:14 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

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**From:** Jaime Velazquez <[REDACTED]>**Sent:** Tuesday, February 23, 2021 1:17 PM**To:** District1 <district1@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

I am a downtown SJ resident of more than 40 years with more than 6 generations of SJ residents including a former SJ mayor in the family. I am really concerned about these digital billboards and the motives behind them. I feel that the city should abandon this project and explore other revenue streams that pose less adverse impact.

I'd like to feel more pride in my city, which I'm sad to say my entire family now has dubbed "TRASHY TOWN" and digital billboards are not what we want. Please don't give those that have worked so hard to improve the lives of the community here for so many generations yet another reason to want to flee this area.

That survey put out had leading questions. That wasn't right. It didn't give options for those who don't think they have a place in San José. I will be watching city leadership in the next few years to see whether or not we want to continue to live here or move elsewhere. This decision is one of the factors I will base my decision on.

The changes to downtown hold great promise, even for those that have enjoyed a more suburban downtown life, and we're willing to embrace more "urban" but with limits. Bad timing with this

proposal. So many downtowns do other residents aren't happy with city services (BRT mess, police, coordination with other agencies to keep the city clean and get folks off the street and out of our waterways).

I am a speech pathologist, so my job is in huge demand anywhere I go. They don't have enough here for medical nor educational settings. I need more compelling reasons to want to stick around, even being homeowners.

J. & M. Velázquez  
Former Little Portugal residents  
Current Naglee Park residents

--

Jaime Margason Velázquez  
(*personal pronouns/title: she, her, Ms.*)  
San José, California

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:13 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Joseph Gemignani [REDACTED]**Sent:** Tuesday, February 23, 2021 1:25 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]  
[REDACTED] City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Please don't approve adding billboards in San Jose. They are unsightly. The last thing we need is no e advertising in our lives.

Joseph (amateur weatherman)

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:13 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** Charles Statman [REDACTED]**Sent:** Tuesday, February 23, 2021 1:32 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED] [REDACTED] City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Please do not allow MORE light pollution. San Jose is tacky enough.

Lets work to make our city beautiful. Billboards may add revenue, but they take away from quality of life

thank you

--

Assuring you of my best intentions at all times,

Charles Statman

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**From:** Kris Franz [REDACTED]**Sent:** Tuesday, February 23, 2021 1:35 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

I have lived in the City of San Jose for over 40 years and this City has huge problems including homelessness, lack of adequate fire and police, power grid issues, blight, unkempt streets and a pathetic state of our roads.

Our money should not be spend on studying billboards that will add to the urban decay. Please defund this study and concentrate on the bigger issues and that will improve the quality of the citizens of San Jose not make it worse.

Kirsten Franz  
[REDACTED]

Pam Foley is my Council Representative

Sent from my iPad

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:12 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

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**From:** Walter Hudson [REDACTED]**Sent:** Tuesday, February 23, 2021 1:36 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Members of our city council:

Are we that broke that we have to chase the \$\$\$ of these vendors?

Didn't we elect you to solve the problems of housing and homelessness and if that weren't enough, you do remember we are in a pandemic, right?

Go for the meat and potatoes and leave the pastry for later, OK?

Walter L. Hudson

--

It's tough to be on the receiving end of love, God's or anybody else's. It requires that we see our lives not as our possessions, but as gifts. "Nothing is more repugnant to capable, reasonable people than grace," wrote John Wesley a long time ago.

--William Willimon

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**Fw: Do not allow more digital billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:12 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding...

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Fax: 408-292-6207

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**From:** Peter Richert [REDACTED]**Sent:** Tuesday, February 23, 2021 1:39 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Do not allow more digital billboards!

[External Email]

Dear Mayor Liccardo and San Jose City Council members,

Please deprioritize any and all investigation or promotion of digital billboards. It's really upsetting that you want to bend over backwards to these companies that want to profit off of barraging us with ugly and distracting light pollution, which can lead to lack of driver concentration and to a higher accident rate. In addition to making San Jose a less attractive place to visit, resulting in lower tax revenue.

Keep in mind that for many people, seeing anything advertised on an electronic billboard makes them absolutely furious, and far less likely to spend any money on the advertiser.

How is that good for the city or the advertiser? It's NOT good for them, or for anyone. And it will make it less likely for your constituents to vote for you in the future.

In summary, I strongly urge you to stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community!

Signed,

Peter Richert

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:11 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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San Jose, CA 95113

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Fax: 408-292-6207

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**From:** David Broderick [REDACTED]**Sent:** Tuesday, February 23, 2021 1:41 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Hello,

Why are digital billboards a priority? Are residents asking for digital billboards? No one wants digital billboards!!

Try and solve problems that stare you in the face everyday like garbage, lack of police, lack of business revenue. Once you figured out basic city services which are poor or non-existent then you can worry about billboards.

Maybe a better overall solution would be dividing up the failed city into several new cities that can prioritize city services based on that areas wants and needs.

Regards,

David Broderick



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# Fw: Deprioritize and Defund Electronic Billboards!

City Clerk <city.clerk@sanjoseca.gov>

Tue 2/23/2021 2:11 PM

To: Agendadesk <Agendadesk@sanjoseca.gov>

## Office of the City Clerk | City of San José

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**From:** Peter Ross [REDACTED]

**Sent:** Tuesday, February 23, 2021 1:41 PM

**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>

**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Please stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community.

Peter Ross, a San Jose homeowner since 1988

[REDACTED]

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:11 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding ...

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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**From:** Christina Mune <[REDACTED]>**Sent:** Tuesday, February 23, 2021 1:41 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED] <[REDACTED]>; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Please stop wasting time with this project - our community has many important issues that billboards will do absolutely nothing to improve. Affordable housing, homelessness, food security, early childhood education, transportation issues. What a shame this is what the council spends its time on - an effort that will further ruin our city's unique character.

Please reconsider this effort.

Best,

Christina Mune

--

Christina Mune

Associate Dean, Innovation and Resource Management

Dr. Martin Luther King, Jr. Library

San José State University  
[REDACTED]

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:09 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding ....

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**From:** Maneesh Pawar [REDACTED]**Sent:** Tuesday, February 23, 2021 1:44 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Please stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community!

Thanks for your consideration,  
Maneesh

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:08 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding ....

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**From:** Karan M [REDACTED]**Sent:** Tuesday, February 23, 2021 1:52 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community!

-Karan Mody

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 3:44 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding.

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**From:** Joseph Cellura [REDACTED]**Sent:** Tuesday, February 23, 2021 2:52 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED] [REDACTED] City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Stop this digital billboard nonsense. We do not need it. Someone is trying to get paid, right?

Joe Cellura, District 3 resident, [REDACTED]

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 3:43 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding.

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San Jose, CA 95113

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**From:** christy noren [REDACTED]**Sent:** Tuesday, February 23, 2021 3:00 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community!

Christy Noren  
San Jose Calif

Sent from my iPhone. Stay safe.

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 3:43 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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Fax: 408-292-6207

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**From:** Georgia Platts [REDACTED]**Sent:** Tuesday, February 23, 2021 3:14 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Electronic billboards create a lot of light pollution. Also, age and a lot of computer use make all that light hard on the eyes.

Please spend money on the local community, not researching electronic billboard usage.

Sincerely,  
Georgia Platts

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 3:42 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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**From:** David Chai [REDACTED]**Sent:** Tuesday, February 23, 2021 3:39 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Dear Mayor Liccardo and City of San Jose Councilmembers,

I am writing to support the deprioritization and defunding of research for electronic billboards.

Electronic billboards are guilty of higher electricity consumption compared to traditional billboards, increased light pollution and recyclability issues. They can serve as a safety hazard to drivers. Furthermore, they are unnecessary. The American public is inundated with advertisements online and on social media. The last place we need more ads is in our beautiful community.

The only people that benefit from them are their lobbyists, the people who make them, and the people who advertise on them. The residents of San Jose do not need more advertisements creating eyesores in our communities. Please do not support electronic billboards.

Best Regards,

David Chai  
[REDACTED]

San Jose, CA 95120

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:19 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding.

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**From:** danny Llamas [REDACTED]**Sent:** Tuesday, February 23, 2021 11:54 AM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community!

Sincerely

Daniel Llamas

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:19 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

*How is our service? [Please take our short survey.](#)*

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**From:** Mark Conley [REDACTED]**Sent:** Tuesday, February 23, 2021 12:07 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Good Afternoon City Council Members – San Jose,

I understand that the Council will be holding a special “Study Session” on priorities.

I am particularly interested in the subject of Digital Billboards, and Billboards in general. I feel strongly that the City of San Jose should not spend ANY TIME or money investigating the installation of Digital Billboards and that all legacy billboards should be removed. Billboards are a blight to any city’s landscape and a danger to drivers on highways and roads.

Thank you,

Mark Conley  
West San Jose Resident

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:18 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

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Fax: 408-292-6207

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**From:** T.M. [REDACTED]**Sent:** Tuesday, February 23, 2021 12:07 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

"Stop wasting taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community!"

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## Fw: Deprioritize and Defund Electronic Billboards!

City Clerk <city.clerk@sanjoseca.gov>

Tue 2/23/2021 2:18 PM

To: Agendadesk <Agendadesk@sanjoseca.gov>

Forwarding.

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200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

How is our service? [Please take our short survey.](#)

**From:** Kathleen Zaretsky [REDACTED]

**Sent:** Tuesday, February 23, 2021 12:08 PM

**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>

**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

San Jose does not need electronic billboards!

Kathleen Zaretsky  
[REDACTED]

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:18 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

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Fax: 408-292-6207

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**From:** Judith Wells-Walberg [REDACTED]**Sent:** Tuesday, February 23, 2021 12:09 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

To San Jose Mayor and City Council Members: This is a request that you NOT deal in Electronic billboards and that you also reduce or eliminate those stationary billboards that do exist around the city...EVERYONE knows that any billboard is a detriment to the environment and only placed because big business supports them...NOT WE THE PEOPLE!!!! There are MANY reasons NOT to place any kind of billboard and that includes distraction and safety reasons on top of the environmental concerns....PLEASE: No billboards and certainly not electronic billboards....Thanks, Judith [REDACTED]

--

**Judith Wells-Walberg****Cynicism is Obedience; Optimism can be Revolutionary.**(from *The Politics of Optimism* by Alex Steffen, 2015)**"It's hard to fight an enemy that has an outpost in your head"**

(Quote by Sally Kempton, a widely respected teacher of meditation and spiritual wisdom.)

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:18 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

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**From:** Mary Jo bernard [REDACTED]**Sent:** Tuesday, February 23, 2021 12:10 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Digital billboards are just another distraction to drivers. Let's kill this initiative.

Mary Jo Bernard

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## Fw: Deprioritize and Defund Electronic Billboards

City Clerk <city.clerk@sanjoseca.gov>

Tue 2/23/2021 2:17 PM

To: Agendadesk <Agendadesk@sanjoseca.gov>

### Office of the City Clerk | City of San José

200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

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**From:** rose.steele@comcast.net [REDACTED] >

**Sent:** Tuesday, February 23, 2021 12:17 PM

**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>

**Subject:** Deprioritize and Defund Electronic Billboards

[External Email]

Mr. Mayor and City Council members:

The proliferation of digital billboards in San Jose will be an eyesore. It's clear from the existing ones that more will have a negative impact on our quality of life, on traffic safety, and on local wildlife that needs light/dark cues to reproduce and survive.

I live within 1 block of a school billboard that shines directly across the street from single family homes, glowing into their living room windows. Given that this has already been allowed (the sign has not stopped during COVID and it does not go off at night, at least not until well after 10pm) I can't imagine what awful signs will be permitted when they are revenue-generating! The first sign at Almaden Plaza was a nightmare for months before the light level was finally reduced, by which time we were so relieved that we lost the energy to fight. I now wonder if that was deliberate – by starting at a ridiculously high lumen level, protests were muted when it was finally turned down.

They will be distracting in rainy or foggy weather in particular, they will be distracting as they change and drivers try to read them. How about just taking down the old, deteriorating billboards and limiting new ones to smaller sizes and requiring maintenance?

In addition, more digital billboards will overshadow our wonderful murals; a special characteristic that San Jose is becoming known for. Don't ruin that opportunity with LEDs.



Rose Steele



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Tue 2/23/2021 2:17 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

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San Jose, CA 95113

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**From:** susanne cellura [REDACTED]**Sent:** Tuesday, February 23, 2021 12:26 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

To the San Jose city council. Especially district 3. Voting on the electric billboards project should absolutely be deprioritized and defunded. In this time where our citizens are struggling to survive we really don't need to put more money in the pockets of big business marketing.

Susanne Cellura  
San Jose district 3 resident

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:17 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding ...

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

*How is our service? [Please take our short survey.](#)*

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**From:** Jonathan Karpf [REDACTED]**Sent:** Tuesday, February 23, 2021 12:28 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED] >; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Please do not vote to clutter up San Jose with digital billboards. Downtown San Jose is neither Madison Square Garden nor NY Times Square.

With all of the high rise residential buildings present and being built downtown, try to imagine the light pollution to which residents will be exposed 24/7.

Thank you,

Jonathan Karpf

[REDACTED]

Sent from my iPhone

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:16 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding ...

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**From:** Annamarie Stoddard [REDACTED] >**Sent:** Tuesday, February 23, 2021 12:33 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Hello,

As a homeowner that can see a billboard directly from my home, it terrifies me to think of having that plight become something that lights up the neighborhood and distracts drivers. Please deprioritize electronic billboards and prioritize driver's safety above income.

Annamarie Stoddard  
[REDACTED]

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**Fw: Please Deprioritize and Defund Electronic Billboards**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:15 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

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**From:** Andres Solomonoff [REDACTED] >**Sent:** Tuesday, February 23, 2021 12:33 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED] >; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Please Deprioritize and Defund Electronic Billboards

[External Email]

Dear Councilmembers,

I urge the City Council to stop spending taxpayer dollars on researching digital billboards, and spend it on other more important projects that benefit our local community.

**All billboards, digital or not, are a blight on our fair City.**

Sincerely,  
Andres Solomonoff

Sent while out &amp; about...

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**Fw: Deprioritize and Defund Electronic Billboards!**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 2:15 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

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*How is our service? [Please take our short survey.](#)*

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**From:** Viet-Hung Nguyen [REDACTED]**Sent:** Tuesday, February 23, 2021 12:43 PM**To:** District1 <district1@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED] <[REDACTED]>; City Clerk <city.clerk@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>**Subject:** Deprioritize and Defund Electronic Billboards!

[External Email]

Please spend your resources on projects that actually help the local community.

Viet-Hung Nguyen  
San Jose Resident in Evergreen

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Hi,

My name is UMBERTO PALA and I am a small business owner in San Jose. I am writing to ask that you prioritize making the City's AI Fresco Ordinance permanent, as part of the city-wide priority setting process this Thursday, February 25<sup>th</sup>.

The AI Fresco policy is what has enabled our business and livelihood to stay afloat amid the excruciatingly painful restrictions and shut-downs caused by pandemic. In addition to the investments I have made changing my business operations and working with the City to install a parklet, the AI Fresco policy enhances quality of life by creating vibrancy throughout the streets, which in turn helps attract customers and hasten our city's financial recovery.

Please prioritize making AI Fresco permanent as it is a crucial step towards the economic recovery for retail and restaurants that our city and fellow community members need.

Thank you,



A large black rectangular redaction box covers the signature area. A thin, hand-drawn line extends from the bottom left corner of the redaction box towards the bottom left of the page.

**Fw: Please stop Electronic Billboards**

City Clerk &lt;city.clerk@sanjoseca.gov&gt;

Tue 2/23/2021 4:08 PM

To: Agendadesk &lt;Agendadesk@sanjoseca.gov&gt;

Forwarding.

**Office of the City Clerk | City of San José**200 E. Santa Clara St., Tower 14<sup>th</sup> Floor

San Jose, CA 95113

Main: 408-535-1260

Fax: 408-292-6207

*How is our service? [Please take our short survey.](#)*

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**From:** Vincent Bumgarner [REDACTED]**Sent:** Tuesday, February 23, 2021 3:46 PM**To:** District1 <district1@sanjoseca.gov>; District2 <District2@sanjoseca.gov>; District3 <district3@sanjoseca.gov>; District4 <District4@sanjoseca.gov>; District5 <District5@sanjoseca.gov>; District 6 <district6@sanjoseca.gov>; District7 <District7@sanjoseca.gov>; District8 <district8@sanjoseca.gov>; District9 <district9@sanjoseca.gov>; The Office of Mayor Sam Liccardo <TheOfficeofMayorSamLiccardo@sanjoseca.gov>; District 10 <District10@sanjoseca.gov>; Davis, Martina <Martina.Davis@sanjoseca.gov>; [REDACTED]; [REDACTED]; City Clerk <city.clerk@sanjoseca.gov>**Subject:** Please stop Electronic Billboards

[External Email]

One of the few things that makes a Silicon Valley commute bearable is the view of the mountains.

Blocking this view with ads for hospitals and startups (at best), or more likely ads for casinos and strip clubs, will definitely have a negative impact on our standard of living.

Please resist the lobbyists. They do not have San Jose's interests at heart.

Regards,  
Vincent Bumgarner

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