

OCT 31 2008

MOTION

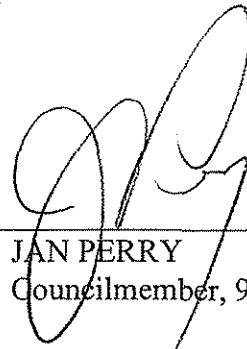
December 8-14, 2008 is "Taxicab Appreciation Week" in Los Angeles. This event coincides with the opening of the second phase of LA Live on December 8, 2008. The Downtown Center Business Improvement District (BID) is encouraging taxicabs to continually circulate in an area bounded by Temple Street, 12th Street, Main Street and the Harbor Freeway to encourage people to visit LA Live and the surrounding businesses. This proposal supports the City's Hail-A-Taxi Pilot Program, which legally permits taxi drivers in Downtown and Hollywood flexibility to actively load and unload passengers in some otherwise restricted areas.

In order to promote "Taxicab Appreciation Week" and support the use of taxicabs in Los Angeles, the BID has proposed to the Board of Public Works (Board) that promotional signs be fabricated and placed on street signs and street lights. The Board has endorsed the idea, as long as there is no cost to the City.

I THEREFORE MOVE that the Council authorize the placement of signs on City property, specifically street signs and street lights, within the boundaries of Temple Street, 12th Street, Main Street and the Harbor Freeway, celebrating taxicab appreciation week, which takes place December 8-12, 2008. The signs are to be fabricated, installed and removed by the Downtown Center Business Improvement District (BID) at no cost to the City and shall be installed in late November 2008 and remain in place only through the month of December 2008.

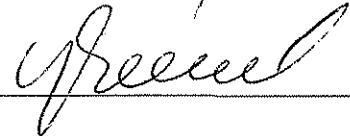
I FURTHER MOVE that the BID present the proposed signage to the Board of Public Works for review and approval prior to their placement in the community.

PRESENTED BY:



JAN PERRY
Councilmember, 9th District

SECONDED BY:



08-2989