

Communication from Public

Name: Valley Industry and Commerce Association
Date Submitted: 05/02/2019 03:01 PM
Council File No: 19-0104
Comments for Public Posting:



May 1, 2019

Los Angeles City Council
200 North Spring Street
Los Angeles, CA 90012

Subject: Council File 19-0104 Repeal of Taxicab Board Rule 415(c) - OPPOSE

Dear Councilmembers,

On behalf of the Valley Industry and Commerce Association (VICA) and more than 400 businesses in the San Fernando Valley and throughout Los Angeles, we are writing to oppose placing a ban on digital rooftop advertising on vehicles.

Mayor Garcetti and the Los Angeles City Council have made a coordinated and focused effort to encourage and welcome new innovations and technologies to our city, as they bring jobs and spur economic growth. Digital rooftop advertising contributes to this commitment by connecting businesses with consumers through the use of innovative technology.

This type of advertising offers local businesses an innovative model of promoting their product or services to consumers throughout Los Angeles. Small scale digital advertising allows small businesses to reach a very diverse audience in neighborhoods that are typically hard to reach while remaining in their budget.

A number of businesses in our region are advertising or have expressed interest in this type of advertising to generate brand awareness and loyalty. This type of digital advertising allows screen time for community-focused public service announcements; nonprofit messaging and promotion; as well as for city agencies to share resource information, Amber Alerts or messages during a time of crisis.

The proposed ban on digital rooftop advertising will negatively impact communities benefitting from the increased economic activity generated by consumers who have supported local businesses.

Los Angeles has a long tradition of allowing new and innovative technologies to flourish while developing sensible regulations that ensure the public's safety. We urge you to enact a sensible policy that ensures public safety and ensures businesses thrive using the advancement of technology arriving to the city.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lisa Gritzner'.

Lisa Gritzner
VICA Chair

A handwritten signature in black ink, appearing to read 'Stuart Waldman'.

Stuart Waldman
VICA President