

## Communication from Public

**Name:** Kurt Walker  
**Date Submitted:** 05/07/2019 09:20 AM  
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**Comments for Public Posting:** Please see attached



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**Cra**

1 message

**Paul Hunter** <paulhtristar@gmail.com>  
To: kurtdavidtrucking@gmail.com

Tue, May 7, 2019 at 9:18 AM

Not your ordinary ads: Turkish entrepreneurs use big data for advertisement venture

TIMUR SIRT, ISTANBUL Jan 05, 2019

An Uber vehicle carries a FireFly smart advertisement board.

An Uber vehicle carries a FireFly smart advertisement board.

Tech startups can transform simple business models to next-generation businesses by augmenting traditional ideas with data collection. Founded by brothers Kaan and Onur Günay, FireFly is an example of such a startup using smart data collection. With its smart, dynamic advertising model, the FireFly startup paves the way for the smart city and smart mobile life projects of the future.

FireFly founders Kaan (L) and Onur Günay.

Looking at FireFly's business plan, the tip of the iceberg is location-based, dynamic and smart billboards. While below the surface it is data collection with smart cities and mobile solutions in mind.

CEO Kaan Günay started his business life after graduating from Brown University in the U.S. After completing their graduate programs at Stanford University, the Günay brothers launched their data-focused startup just 18 months ago in May 2017 at the San Francisco Airport parking lot, handing out cards to Uber and Lyft drivers.

Smart advertising boards

The smart advertising board idea reaches its goals, partially due to Kaan Günay's offer coinciding with a period when Uber and Lyft drivers often complained about a reduction in their profits. The drivers paid great attention to the idea, which increases their monthly revenue by an average of 10 percent.

Describing the location-sensitive smart advertising board, the FireFly CEO said: "We were curiously waiting to see how they would respond to our offer. But within a short period of time, we had to open a call center to respond to demands. The advertising boards allow drivers to show ads depending on time and location. Meaning even at times of high traffic, the advertising boards make it possible for drivers to address problems regarding their falling pay and increasing working hours. Different ads are shown depending on where the car is at that moment. For example, while picking up passengers in front of a gym, ads for sports brands can be shown or while at the seaside during dinner time, restaurant ads."

30 different sensors

What makes the Firefly startup different is that it creates a new advertising platform that will fund the business they wish to engage with in the future. Describing how the smart advertising boards collect data, Kaan said: "The smart boards have almost 30 sensors on them, and these sensors detect potholes and traffic conditions, which is then passed on to municipalities as part of the smart cities plan. On this subject, we prioritized five U.S. cities. We have begun working in San Francisco and Los Angeles. In the first quarter of this year, we'll be doing a study in New York. Also, within the Smart Mobility framework, we're collecting data for automobile producers and other customers. We believe that the experience created by thousands of drivers is very valuable. Next, we're thinking of beginning operations in Boston, Miami and Las Vegas, in no specific order."

App for drivers on the way

The next stage of Firefly's business plan is to increase the diversity of the fields they provide services to via an app targeting drivers. The fast increase in the number of participating drivers emphasizes the fact that the timing of the startup coincided with a period when Uber and Lyft drivers saw a drop in revenues. About the app's release, Kaan said: "We want to release our apps for drivers by the end of February. The app will help us manage the application processes for new drivers through mobile. By including some game elements in the app, we'll be able to choose better drivers. We will also have the opportunity to follow processes such as contact and payments on this app."

## More Uber, Lyft drivers

The user count of new transportation services like Uber and Lyft has rapidly increased in the last three to four years. This has led to new regulatory decisions in cities like San Francisco and New York. But still, these startups managed to profoundly alter public habits regarding transportation services. Now, the competition is heating up in the data collection area. Startups, such as FireFly, collect data that will be helpful in designing driverless cars. Similar to Google's driverless cars, it allows the collection of data on any street and city used by Uber and Lyft drivers. The designs of driverless cars of the future will contain data collected by startups like Firefly.

## NEW GLOBAL STARTUP PROGRAMS

Bayer's startup acceleration program Grants4Apps (G4A) Turkey is entering its second year. Call for applications for G4A Turkey 2019 began on Jan. 21. Chosen startups will receive TL 60,000 (\$11,071) in funding, as well as a rent-free workplace for 100 days and mentorship education opportunities.

Following the application process, the G4A Turkey program will increase it

## Communication from Public

**Name:** Patrick Frank  
**Date Submitted:** 05/07/2019 12:37 PM  
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**Comments for Public Posting:** Please post the attached PDF which urges the full Council to support the motion.

COALITION TO BAN BILLBOARD BLIGHT  
*Scenic* Los Angeles

May 7, 2019

TO: Interested Parties

FROM: Coalition to Ban Billboard Blight / Scenic Los Angeles

Patrick Frank, President

RE: CF 19-0104, Digital Signs on Ridesharing Vehicles

The motion introduced by Council Members Blumenfield and Harris-Dawson regarding digital signs on taxis/ridesharing vehicles was approved by the Transportation Committee and forwarded to the full Council for a vote on May 1, 2019. That vote needs to happen now. Since the favorable committee vote, comments by neighborhood councils and members of the general public also generally support the motion.

We understand the grievances from drivers of taxis/ridesharing vehicles who may enjoy some increased income by hosting digital signs on the roofs of their cars. Everyone sympathizes with any financial hardship which they may suffer. But their solution properly lies in the business model and fare structure of that industry. The leaders of those ridesharing companies need to hear those real grievances. The proposed digital advertising banners distort the economics of the taxi/ridesharing business, and the companies are seeking to remedy their unsustainable fare structure by burdening the entire city with ugly ads. The digital signs also hamper the operation of emergency vehicles, according to the CHP. Most important, the city attorney has argued persuasively that they are illegal under state law.

There should be no reason for delay in this matter. It's time to bring this to a vote.