



City Clerk Council and Public Services <clerk.cps@lacity.org>

Fwd: Support for CF 19-0104 - opposition to digital signs on cars/taxis

Anna Martinez <anna.martinez@lacity.org>

Mon, Feb 25, 2019 at 9:43 AM

To: Clerk Council and Public Services <Clerk.CPS@lacity.org>

----- Forwarded message -----

From: **Jay Ross** <ross_jay@hotmail.com>

Date: Wed, Feb 20, 2019 at 9:43 PM

Subject: Support for CF 19-0104 - opposition to digital signs on cars/taxis

To: john.white@lacity.org <john.white@lacity.org>, CityClerk@lacity.org <CityClerk@lacity.org>

To Council and Transportation Cmte:

I oppose these flashing digital signs on cars and support Blumenfield's motion, and concur with Ms. Broide's comments below.

They will distract drivers and cause accidents.

They are an option, not something that has 1st Amendment protections or represents liberty. 1st Amendment rights do not apply to commercial speech like advertising.

Visual blight ruins our communities, we are under constant assault from advertising.

If taxi companies can't make enough money, that is their problem. They have bad management. Don't make our public domain exploitable, just because they are dumb and losing money. That's their own fault.

When the city told taxi companies to innovate, that means to develop an application and software similar to lyft/uber, which makes hailing a taxi and seeing its location, price and time on your cel phone quickly and conveniently.

Innovation is not slapping a sign on a car.

Thank you,

Jay Ross

West LA 90064

From: Barbara Broide

There is a new motion (CF 19-0104) presented by Blumenfield pertaining to video advertisements mounted on taxicab vehicles. There is already a law which makes such signage illegal in LA.

However, there is a need to remove action taken previously by the Board of Public Works many years ago - known as TaxiCab Rule 415(c) which was passed by the Board of Public Works prior to digital signage and prior to the establishment of a Taxicab Commission.

These signs are illegal in LA and this will be one more issue where communities will have to press for enforcement if the signs are allowed to continue in operation.

The Council File can be found at: <https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=19-0104>

It includes an op-ed piece by Blumenfield and a letter of opposition from the taxi companies operating in the City.

It is in everyone's best interests to reduce roadway distractions that could lead to injuries of pedestrians, bike riders and those in vehicles.

The Transportation Committee continued the item from its 2/13 meeting. A new date has not yet been set.