



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

**Fwd:**

**John White** <john.white@lacity.org>  
To: City Clerk Council and Public Services <clerk.cps@lacity.org>

Thu, Feb 28, 2019 at 7:28 AM

Please attach to CF 19-0104 as a communication from the public

----- Forwarded message -----  
From: **Matthew Wright** <mjwright2001@gmail.com>  
Date: Wed, Feb 27, 2019 at 9:45 PM  
Subject:  
To: <john.white@lacity.org>

Dear Mr. White  
Please convey to the members of the Transportation Committee my support for the motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson. I too oppose the incursion of an entirely new form of digital advertising onto our streets. These "Firefly" signs are dangerous, ugly, distracting, and even illegal under the California Vehicle Code. Our visual environment is already burdened enough with the clutter of advertising, and these signs will take rotating digital ads into every neighborhood of the city, including residential neighborhoods where they have never been before. We need to stop this now before it spreads any further.

Thanks,  
MATT

--  
Matthew Wright, MPH

323 767-6351

See something, say something

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John A. White  
Legislative Assistant  
Transportation Committee  
Trade, Travel, and Tourism Committee  
(213) 978-1072

