

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

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

Tue, Mar 26, 2019 at 3:34 PM

Please attach this email and accompanying document to CF 19-0104 as a communication from the public

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

From: **Armando Flores** <Armando@vica.com>
Date: Tue, Mar 26, 2019 at 3:26 PM
Subject: Council File 19-0104 Repeal of Taxicab Board Rule 415(c) - OPPOSE
To: john.white@lacity.org <john.white@lacity.org>

March 26, 2019

The Honorable Mike Bonin
Chair, Transportation Committee
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 Councilmember Bonin,

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,



Lisa Gritzner

VICA Chair



Stuart Waldman

VICA President

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



 **VICA Letter - Ban on Digital Rooftop Advertising OPPOSE.pdf**
108K



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Sincerely,

Handwritten signature of Lisa Gritzner in black ink.

Lisa Gritzner
VICA Chair

Handwritten signature of Stuart Waldman in black ink.

Stuart Waldman
VICA President