

Fwd: Case File 19-0104

1 message

S
To: [REDACTED]

Mon, Feb 25, 2019 at 11:32 AM

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

From: **Dan Silver** <dsilverla@me.com>
Date: Fri, Feb 22, 2019 at 12:27 PM
Subject: Case File 19-0104
To: <john.white@lacity.org>

Dear Mr. White:

As a life-long resident of the City of Los Angeles, I strongly **support** for the motion offered on by Council Members Blumenfield and Harris-Dawson. Please convey my position to the Chair and Members of the Transportation Commission.

Digital advertising on cars would be a reckless safety hazard. These "Firefly" signs are dangerous, ugly, distracting, and illegal under the California Vehicle Code. They would further degrade our public spaces, which are already burdened with the clutter of excessive advertising. These signs will take rotating digital ads into every neighborhood of the city, including residential neighborhoods where they have never been before.

Please stop this now!

Sincerely,

Dan Silver, MD
222 S Figueroa St #1611
Los Angeles CA 90012

Fwd: Case No. 19-0104

1 message



Mon, Feb 25, 2019 at 11:31 AM

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

From: **Evelyn Stern** <stern123@earthlink.net>
Date: Fri, Feb 22, 2019 at 2:08 PM
Subject: Case No. 19-0104
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.

Respectfully,

Evelyn Stern

12367 Deerbrook Lane

Los Angeles 90049

Stern123@earthlink.net

Fwd: No Digital Advertising on Cars

1 message

~~Steel Robert <robert.steel@lacity.org>
Carla Carolina Peters <carla.peters@lacity.org>~~

Mon, Feb 25, 2019 at 10:08 AM

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

From: **David Beaulieu** <dbeaulieu@earthlink.net>
Date: Sat, Feb 23, 2019 at 11:24 AM
Subject: No Digital Advertising on Cars
To: <john.white@lacity.org>
Cc: <mitcho'farrell@lacity.org>, gale jaffe <gale_jaffe@yahoo.com>, Mary Rodriguez <mary.d.rodriguez@lacity.org>

Dear Mr. White,

I endorse the sentiments below entirely:

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.

"Firefly" signs are an appalling idea. Please convey my opinion to the full committee.

Yours,

David Beaulieu

dbeaulieu@earthlink.net
1336 Edgecliff Drive
Los Angeles, CA 90026

Fwd: Case File: 19-0104 signs on vehicles

1 message

Staci Roberts <[REDACTED]>
To: Carol Peters <carolpeters@lacity.org>

Mon, Feb 25, 2019 at 10:11 AM

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

From: **Eric Wrobbel** <eric@ericwrobbel.com>
Date: Sat, Feb 23, 2019 at 11:56 AM
Subject: Case File: 19-0104 signs on vehicles
To: <john.white@lacity.org>
Cc: <councilmember.blumenfield@lacity.org>

Dear Mr. White,

Please enthusiastically voice to the Transportation Committee my opposition to this ridiculous new incursion of advertising into our city in the form of these "Firefly" signs on vehicles.

How utterly absurd! We seem to be in a race to visually pollute our entire environment as soon as possible! It is an imposition that good citizens should even have to raise their voices in opposition to such nonsense but of course there is MONEY in support of this craziness and so it gets seen as reasonable even though in every respect absurd.

I strongly support the motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson urging the City Council to follow state law and instruct the LAPD to start enforcing a ban on these signs.

People can disagree over aesthetics. But one thing is not up for debate: Advertising's job is to get attention. On the public streets where the attention of drivers and pedestrians is of paramount concern to public safety, the distractions of advertising are dangerous.

Regards,
Eric Wrobbel

Fwd: Say No to Firefly Signs (Case file: 19-0104)

1 message

From: **David Siegal** <dsiegal@yahoo.com>
To: **John White** <john.white@lacity.org>, **Council Member Bonin** <councilmember.bonin@lacity.org>

Mon, Feb 25, 2019 at 10:12 AM

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

From: **David Siegal** <dsiegal@yahoo.com>

Date: Sun, Feb 24, 2019 at 6:30 PM

Subject: Say No to Firefly Signs (Case file: 19-0104)

To: john.white@lacity.org <john.white@lacity.org>, councilmember.bonin@lacity.org <councilmember.bonin@lacity.org>

Dear Mr. White & Council Member Bonin,

Distracted driving is dangerous. It's both common sense and well studied. The CA.gov website (http://www.dmv.ca.gov/portal/dmv/detail/pubs/brochures/fast_facts/ffd128) cites the NHTSA study which finds that "80 percent of collisions and 65 percent of near collisions involve some form of driver distraction."

And yet our driving environment is littered with distractions. It starts with static roadside billboards, and more recently, digital ones. Now a company called Firefly is trying to get digital billboards on as many cars as possible, showing a rapid succession of ads -- in some cases animated! -- which deliberately try to distract drivers. I realize there's money to be made, but at what cost? How many accidents will this contribute to, how many drivers, passengers, cyclists and pedestrians will be maimed or die, before we look back and realize what was patently obvious from the start -- this is a very bad idea.

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.

Thank you for your consideration,

David Siegal
12030 Aneta St.
Culver City, CA