

Fwd: CF 19-0104 - SUPPORT FOR MOTION/OPPOSE Video Advertising on Vehicles

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

Wed, Mar 20, 2019 at 7:33 AM

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

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

From: <info@pacpalicc.org>
Date: Tue, Mar 19, 2019 at 4:27 PM
Subject: CF 19-0104 - SUPPORT FOR MOTION/OPPOSE Video Advertising on Vehicles
To: <mike.bonin@lacity.org>, <councilmember.martinez@lacity.org>, <paul.koretz@lacity.org>, <councilmember.blumenfield@lacity.org>
Cc: <chair@westsidecouncils.com>, <john.white@lacity.org>, George Wolfberg <wolfbergg@gmail.com>

Please file in CF 19-0104

Dear Transportation Committee Chair Bonin, Committee Members Martinez and Koretz, and Councilmember Blumenfield:

Please see the attached letter from Pacific Palisades Community Council, supporting the Motion by Councilmember Blumenfield in the above referenced file and expressing our opposition to video advertising on taxicabs, for-hire vehicles and any vehicles in the City of Los Angeles.

Thank you for your consideration.

George Wolfberg
Chair
Pacific Palisades Community Council
www.pacpalicc.org

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



 **Bonin re Rule 415(c).pdf**
621K



PACIFIC PALISADES COMMUNITY COUNCIL

March 19, 2019

Hon. Mike Bonin
Chair, Los Angeles City Council Transportation Committee
Councilmember, Los Angeles City Council District 11
200 N. Spring St.
Los Angeles, CA 90012

Via email: mike.bonin@lacity.org

Re: Council File No. 19-0104; motion regarding Taxicab Board Rule 415(c) (Blumenfield) – SUPPORT FOR MOTION

Dear Councilmember Bonin:

On March 14, 2019, at the regularly scheduled public Board meeting of Pacific Palisades Community Council (PPCC), after an opportunity to review, analyze and discuss the motion by Councilmember Blumenfield in the above-reference Council File (“Blumenfield Motion”), the PPCC Board unanimously passed the following motion in support of the Blumenfield Motion:

Pacific Palisades Community Council opposes legalization of video advertisements mounted on taxicabs and for-hire vehicles (including services such as Lyft and Uber); and supports the motion by Councilmember Blumenfield to change Taxicab Rule 415(c), as set forth in Council File 19-0104.

PPCC has long expressed opposition to the permitting of digital signage in our parks and any areas of the City which are not designated sign districts. At its March 14 meeting, the PPCC Board additionally expressed strong opposition to the permitting of digital signage, including video advertising, on any vehicles, whether privately-owned or for-hire. We respectfully urge you and the members of the Transportation Committee to approve the Blumenfield Motion.

Thank you for your consideration and for your continued support of Pacific Palisades.

Sincerely,

George Wolfberg, Chair
Pacific Palisades Community Council

cc (via email):

Hon. Bob Blumenfield, Councilmember, Los Angeles City Council District 3
Hon. Nury Martinez, Councilmember, Los Angeles City Council District 6 and member,
Transportation Committee
Hon. Paul Koretz, Councilmember, Los Angeles City Council District 5 and member,
Transportation Committee
Maryam Zar, Chair, Westside Regional Alliance of Councils
John White, Legislative Assistant **(with request for filing in CF 19-0104)**

COALITION TO BAN BILLBOARD BLIGHT
Scenic Los Angeles

March 20, 2019

To: Members of the City Council Transportation Committee

From: Patrick Frank, President, Coalition to Ban Billboard Blight / Scenic Los Angeles

Re: Council File 19-0104

The organizations that I represent strongly support the motion introduced by Council Members Blumenfield and Harris-Dawson on Jan. 29, 2019 regarding the repeal of Board Rule 415(c). It is clear to us, as it is clear to the many members of the public who have also written in support, that the motion is necessary in order to prevent abuses by taxi and ride-sharing companies.

We refer specifically to the practice of placing dynamic message signs (DMS) which use LED technology to present an illuminated and constantly changing message atop those vehicles. Simply put, these signs do not comply with the State Vehicle Code Section 25400. We support the reasoning offered by the City Attorney on this matter.

Moreover, because the vehicles carrying these signs go to literally every neighborhood in the city, these signs represent an ugly intrusion of digital advertising into areas of Los Angeles where it is specifically prohibited, adversely affecting the tranquility and repose of our residential neighborhoods.

Finally, and most important, the signs represent yet another distraction for drivers and pedestrians in this already burdened street environment in every neighborhood. According to California State Legislative analysis, "Adding distractions, especially ones that are particularly effective at drawing one's attention, can only increase the risk of negative outcomes." The California Highway Patrol advised the legislature that these signs decrease the effectiveness of emergency vehicle lighting, making our first responders' jobs more difficult.

In support of this motion, we join with council members and citizens across Los Angeles who would like the law to be enforced, who resist visual blight, and who value traffic safety. Please support this motion and send it unanimously to the full Council.