

Fwd: PATH Letter of Opposition to Taxi Advertising Motion

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

Wed, May 1, 2019 at 9:36 AM

please attach the email and attached document to CF 19-0104 as a communication from the public

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

From: **Tessa Madden Storms** <TessaM@epath.org>

Date: Wed, May 1, 2019 at 8:56 AM

Subject: PATH Letter of Opposition to Taxi Advertising Motion

To: Debby.Kim@lacity.org <Debby.Kim@lacity.org>, Tony.Ricasa@lacity.org <Tony.Ricasa@lacity.org>, karo.torossian@lacity.org <karo.torossian@lacity.org>, doug.mensman@lacity.org <doug.mensman@lacity.org>, John.Popoch@lacity.org <John.Popoch@lacity.org>, nicholas.greif@lacity.org <nicholas.greif@lacity.org>, justin.orenstein@lacity.org <justin.orenstein@lacity.org>, jeffrey.ebenstein@lacity.org <jeffrey.ebenstein@lacity.org>, ackley.padilla@lacity.org <ackley.padilla@lacity.org>, arcelia.arce@lacity.org <arcelia.arce@lacity.org>, doug.tripp@lacity.org <doug.tripp@lacity.org>, humberto.quintana@lacity.org <humberto.quintana@lacity.org>, rachel.brashier@lacity.org <rachel.brashier@lacity.org>, curtis.earnest@lacity.org <curtis.earnest@lacity.org>, andrew.westall@lacity.org <andrew.westall@lacity.org>, justin.wesson@lacity.org <justin.wesson@lacity.org>, eric.bruins@lacity.org <eric.bruins@lacity.org>, Hannah.Lee@lacity.org <Hannah.Lee@lacity.org>, david.giron@lacity.org <david.giron@lacity.org>, paul.habib@lacity.org <paul.habib@lacity.org>, jacob.haik@lacity.org <jacob.haik@lacity.org>, dennis.gleason@lacity.org <dennis.gleason@lacity.org>, john.white@lacity.org <john.white@lacity.org>

Dear Los Angeles City Councilmembers and Staff,

PATH (People Assisting the Homeless), as many of you know, is a non-profit whose mission is to end homelessness for individuals, families, and communities. We work to help people move off the streets, out of the shelter system and into their own permanent homes, where they can maintain a healthier and more stable lifestyle. We are writing to express our concern with the Motion before you all today that would ban digital advertising on taxis.

Please find our formal letter of opposition attached. Should you have any questions, please don't hesitate to reach out.

We appreciate your consideration, and ongoing support of PATH's mission to serve those in need.

Best,

Tessa Madden Storms

TESSA MADDEN STORMS, MPA

Senior Director of Development and Communications

T: (323) 644-2202



epath.org



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



 **PATH Opposition to Taxi Advertising Motion 4.19.pdf**
114K



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Los Angeles, CA 90004
(323) 644-2200
www.epath.org

April 30, 2018

Los Angeles City Council
L.A. City Hall
200 N Spring Street
Los Angeles, CA 90012

RE: Opposition to Motion to ban digital rooftop taxi advertising

Dear Los Angeles City Councilmembers,

People Assisting the Homeless (PATH) is a non-profit whose mission is to end homelessness for individuals, families, and communities. We work to help people find permanent housing and maintain a healthier and more stable lifestyle. We are writing to express our concern with the Motion by Councilmember Blumenfield that would ban digital advertising on taxis for two very important reasons.

First and foremost, any proposal to reduce economic opportunity for drivers must be studied at length, given the rising cost of living in conjunction with reduced wages earned by taxi drivers. We witness firsthand the effects of lost wages and we urge caution when considering wage limitations on historically low-wage sectors.

As homeless advocates, we applaud you for your collective efforts to support this imperiled population. As such, you are acutely aware of the rising housing costs and the lack of widespread affordable housing options that fail to meet growing demand. Any policy that would serve to prohibit direct sources of income to these drivers and their families will could potentially create severe unintended consequences.

Second, nonprofits such as PATH rely on the benefits these advanced technology signs provide. We are working with companies like Firefly, and this readily available resource assists us in our outreach efforts to Los Angeles' homeless population. Whether we use the screentime to increase awareness with our targeted populations or to present a solution to an occurring crisis to the public, this partnership helps our cause at no expense, allowing PATH to dedicate more funding toward our critical services. Our outreach efforts focus on the individuals that are currently living on the streets – those who cannot be reached by mail, email, or phone. Firefly delivers our messaging in a direct and effective way as the drivers are already traveling throughout our City.

We urge you to carefully consider greater deliberation and, if necessary, a rejection of this Motion. Thank you for your ongoing support of PATH's mission to serve those in need.

Sincerely,

A handwritten signature in black ink that reads "Tessa Madden Storms".

Tessa Madden Storms
Senior Director of Development and Communications