



#12

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.

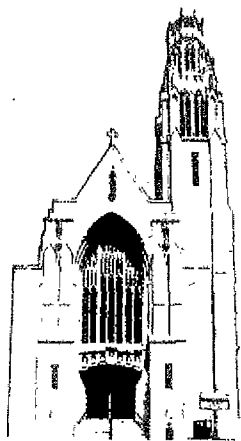
Los Angeles has a long tradition of allowing new and innovative technologies to flourish while developing sensible regulations that ensure the public's safety. We urge you to enact a sensible policy that ensures public safety and ensures businesses thrive using the advancement of technology arriving to the city.

Sincerely,

Lisa Gritzner
VICA Chair

Stuart Waldman
VICA President

Date: 3-27-19
Submitted in Tran Committee
Council File No 19-0104
Item No: 12
Deputy Public



McCarty Memorial Christian Church

4101 West Adams Boulevard, Los Angeles, CA 90018
Church Telephone (323) 731-4131 - Fax (323) 731-5192
Email: mccartylovesyou@yahoo.com

March 26, 2019

Councilmember Mike Bonin
Los Angeles City Council
Los Angeles City Hall
200 N Spring Street
Los Angeles, CA 90012

RE: McCarty Memorial Christian Church opposition to Councilmember Blumenfield's motion to ban digital rooftop advertising

Dear Councilmember Bonin,

McCarty Memorial Christian Church having worked with Firefly and witnessed the positive impact they have on the cities in which they operate, we are expressing our concern for Councilmember Blumenfield's proposed motion that would essentially ban digital rooftop advertising on rideshare and taxi cab vehicles. Many nonprofits, such as ourselves, rely on this free resource and the benefits and exposure it provides for us.

Firefly reserves 10 percent of all ad space for local nonprofits and community groups, free of charge. This resource helps us achieve our mission, at no cost to our organization. Whether we use this screen-time to increase awareness of our organization or the issues we work to address, our partnership with Firefly helps our cause immensely.

This innovative way to reach our community has allowed our organization to remind our neighbors that we all deserve a place to belong and that we must love and support one another regardless of housing situation. People in search of resources are able to receive much-needed information as our message is shared directly throughout the city. Councilmember Blumenfield's proposed motion would cut off this avenue of opportunity for many nonprofit organizations just like us.

Please protect Firefly's ability to continue to operate in Los Angeles. Your support of digital rooftop advertising also means support for our organization.

Sincerely,

Rev. Edward L. Anderson M.A., M.Div.

Los Angeles City Council Transportation Committee
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

March 18, 2019

Barbara Cole
2281 W. William St.
Long Beach, Ca 90810

Dear Transportation Committee Members,

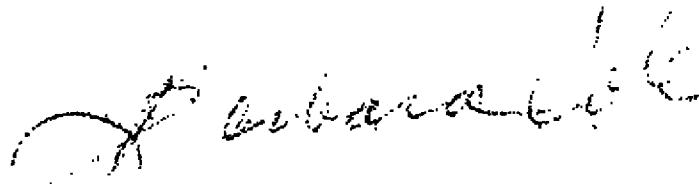
I strongly urge the Committee to oppose the ban on Firefly that is being proposed by Councilmember Blumenfield. In my personal experience, signing up for Firefly has had a positive impact on my life because it helps me financially. The extra income that I receive from having the Firefly sign on my car allows me to pay my car note. Many other drivers are like me and depend on the extra money Firefly provides to help with expenses.

The extra \$300 a month that Firefly provides me and other drivers may not seem like anything to some people, but for those of us who are independent and trying to make it; it makes a big difference. I recommend Firefly to many drivers, and hope to continue.

Please support the drivers in your community who are only trying to make a living and oppose the ban on Firefly.

With thanks,

Barbara Cole

A handwritten signature in black ink, appearing to read "Barbara Cole". The signature is written in a cursive style with a large, decorative initial "B".

Jaime Robert Suarez Mejia
1303 West I St. Apt. 2,
Ontario CA, 91762

March 15, 2019

Los Angeles City Council Transportation Committee
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

Transportation Committee Members,

I am writing to you today to voice my disagreement on the proposed motion by Councilmember Blumenfield to ban rooftop digital advertisements. The arguments being made by the Councilmember are not warranted as many of my passengers only have positive sentiments about the digital ads as they spark interactions and help other businesses with their marketing plans to reach a very diverse demographic as I drive throughout the City of Los Angeles.

Working for rideshare companies is how I make a living and being able to sign up for Firefly and work with them as well allows me to have an additional income without having to do anything other than turn the ad on while I work. The extra income helps me pay for my car, and without my car I would lose the income that I currently make.

I ask the Transportation Committee to support individuals like me who are just trying to earn a living.

Thank you,

Jaime Robert Suarez Mejia
(Jaimeaccent01@gmail.com)

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

March 16, 2019

Transportation Committee Members,

I am opposed to the proposed ban on rooftop digital rooftop advertisements that the City is considering. As a rideshare driver with a Firefly sign on my vehicle, I feel it would be an injustice to myself and other drivers who are earning a supplemental income without having to work more hours.

The ads that run on my sign are good messages that highlight issues such as safe driving, homelessness, and help to promote local businesses. I haven't received any complaints from passengers that I pick-up. In fact, my sign sparks curiosity and conversation about what it is and even how they too can sign-up.

An extra \$300 may not seem like a lot of money to some, but it helps me cover my car payment each month. Please do not ban Firefly.

Thank you,

Patricia Carlblom

12828 Mountain Rd.
Piñon Hills, CA 92372

A handwritten signature in cursive script that reads "Patricia Carlblom". The signature is written in black ink and is positioned below the typed name and address.

March 15, 2019

Los Angeles City Council Transportation Committee
Los Angeles City Hall
200 N. Spring Street
Los Angeles, CA 90012

Dear Transportation Committee Members:

As a resident of Los Angeles County and a rideshare driver, I strongly urge the Committee to support taxi and rideshare drivers and oppose the ban on mobile digital rooftop advertisements and Firefly.

I am constantly picking up passengers from the Los Angeles airport and all I hear are positive feedback on the rooftop ads as it highlights both local businesses and nonprofits to visitors. I am always recommending Firefly to other drivers because it allows us the opportunity to have an extra source of income, which is particularly helpful as the cost of living continues to increase in the LA County. That extra income goes towards bills without me having to get another job.

Please support the drivers in your community and oppose the ban on mobile digital rooftop advertisements and Firefly.

Thank you,

Kevin English

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March 15, 2019

Dear Transportation Committee Members,

As a parent, I have to take care of my family and make sure that there is food on the table and that the bills are paid. With the extra \$300 I make from Firefly, I am able to provide for my family which gives me much pride.

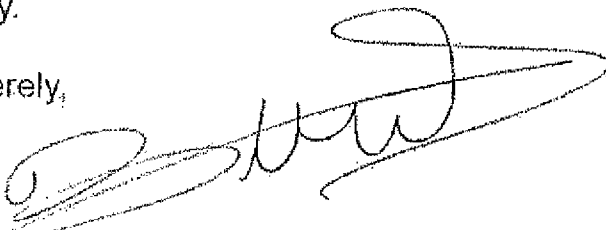
Firefly connects technology and the rideshare industry together to create new ways for consumers to gain access to advertisements. Through the use of their signs, businesses are able to communicate and reach a larger audience. During times of emergency, these billboards have the power to inform our city about critical messages.

As a rideshare driver, I am able to have the flexibility to work when I need to. With Firefly, I am able to earn a guaranteed amount of money each month for no additional hours that allows me to be able to spend time with my kids.

The bottom line is why would you ban something that benefits the community? These signs do not pose a threat to the community as they actually help individuals earn a supplemental income and help provide for their families.

I urge the Transportation Committee to oppose the proposed motion to ban Firefly.

Sincerely,



Ben Abdellatif
2000 N Ventura Rd.
Oxnard, CA 93036

L.A. City Council Transportation Committee
L.A. City Hall
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Los Angeles, CA 90012

March 18, 2019

Simon Xiong
866 N. Bunker Hill Ave.
Los Angeles, CA 90012

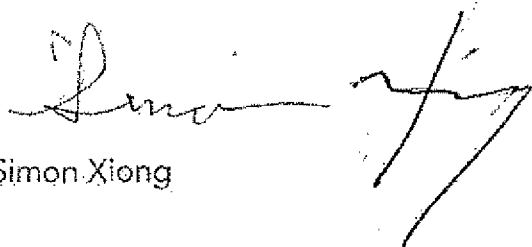
Honorable Transportation Committee Members:

I am currently a rideshare driver for Uber and Lyft, and I also partner with Firefly to carry their device on my car. Signing-up for Firefly has helped me tremendously as it helps alleviate the cost of living in the City of Los Angeles.

Firefly allows me to continue to be a rideshare driver and focus on my own career without the burden of having to get another job or driver longer hours to make ends meet. Banning Firefly and removing this extra income opportunity will only make it harder for me economically.

The \$300 I earn each month from Firefly is the supplemental income that I need in order to continue being able afford to live in the city and compete in the crowded rideshare driver market. Please consider this when making any future decisions on the matter.

Thank you,


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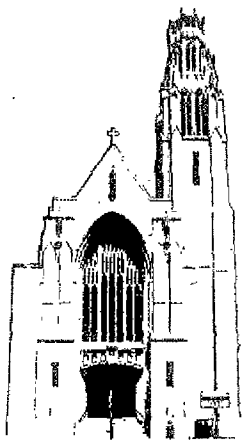
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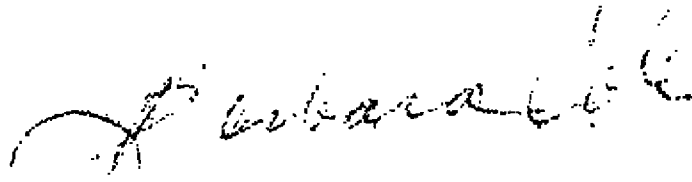
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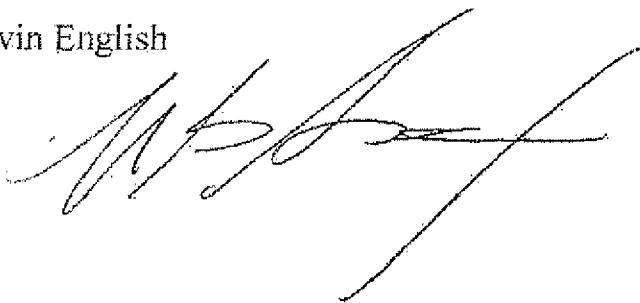
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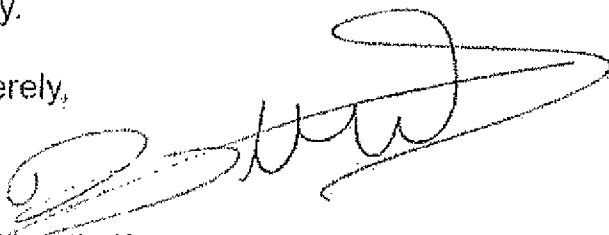
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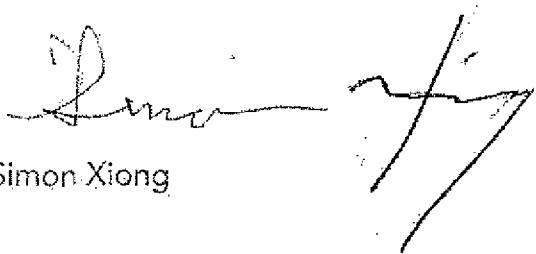
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Thank you,

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Simon Xiong