

**Fwd: case file 19-0104**

1 message

~~Subject: [REDACTED]~~  
~~To: [REDACTED]~~

Thu, Feb 21, 2019 at 8:15 AM

From: **Joshua Pretsky** <pretsky@gmail.com>  
Date: Wed, Feb 20, 2019 at 8:41 PM  
Subject: case file 19-0104  
To: <john.white@lacity.org>

Dear Mr. White,

I implore you and the committee to fight the incursion of this new form of digital blight into our city. Please don't be shortsighted, and don't give in to lobbyist pressure. There is more at stake here than the money involved.

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. Mr. White,

Thank you,

Joshua Pretsky, MD  
Associate Clinical Professor of Psychiatry  
David Geffen School of Medicine at UCLA  
6310 San Vicente Blvd, #415  
Los Angeles, CA 90048  
310-826-8633  
joshuapretskymd.com

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**Fwd: 19-0104**

1 message

~~Sarah Pretsky <sapretsky@gmail.com>  
by Carolina <carolina.p@lacity.org>~~

Thu, Feb 21, 2019 at 8:15 AM

From: **Sarah Pretsky** <sapretsky@gmail.com>

Date: Wed, Feb 20, 2019 at 8:44 PM

Subject: 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.

Sarah

**Fwd: Support for CF 19-0104 - opposition to digital signs on cars/taxis**

1 message

~~Stan Roberts <stanroberts@lacity.org>~~  
~~Carolina Piretti <carolina.piretti@lacity.org>~~

Thu, Feb 21, 2019 at 8:14 AM

From: **Jay Ross** <ross\_jay@hotmail.com>  
Date: Wed, Feb 20, 2019 at 9:42 PM  
Subject: Support for CF 19-0104 - opposition to digital signs on cars/taxis  
To: john.white@lacity.org <john.white@lacity.org>, CityClerk@lacity.org <CityClerk@lacity.org>

To Council and Transportation Cmte:

I oppose these flashing digital signs on cars and support Blumenfield's motion, and concur with Ms. Broide's comments below.

They will distract drivers and cause accidents.

They are an option, not something that has 1st Amendment protections or represents liberty. 1st Amendment rights do not apply to commercial speech like advertising.

Visual blight ruins our communities, we are under constant assault from advertising.

If taxi companies can't make enough money, that is their problem. They have bad management. Don't make our public domain exploitable, just because they are dumb and losing money. That's their own fault.

When the city told taxi companies to innovate, that means to develop an application and software similar to lyft/uber, which makes hailing a taxi and seeing its location, price and time on your cel phone quickly and conveniently.

Innovation is not slapping a sign on a car.

Thank you,  
Jay Ross  
West LA 90064

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**From:** Barbara Broide

There is a new motion (CF 19-0104) presented by Blumenfield pertaining to video advertisements mounted on taxicab vehicles. There is already a law which makes such signage illegal in LA. However, there is a need to remove action taken previously by the Board of Public Works many years ago - known as TaxiCab Rule 415(c) which was passed by the Board of Public Works prior to digital signage and prior to the establishment of a Taxicab Commission.

These signs are illegal in LA and this will be one more issue where communities will have to press for enforcement if the signs are allowed to continue in operation.

The Council File can be found at: <https://cityclerk.lacity.org/lacityclerkconnect/index.cfm?fa=ccfi.viewrecord&cfnumber=19-0104>

It includes an op-ed piece by Blumenfield and a letter of opposition from the taxi companies operating in the City.

It is in everyone's best interests to reduce roadway distractions that could lead to injuries of pedestrians, bike riders and those in vehicles.

The Transportation Committee continued the item from its 2/13 meeting. A new date has not yet been set.

# Fwd: Firefly signs

1 message

~~Staci Robertson - staci.robertson@cityofla.org~~  
~~Caroline - caroline.patterson@cityofla.org~~

Thu, Feb 21, 2019 at 8:13 AM

From: **j patterson** <jpatterson1222@yahoo.com>  
Date: Wed, Feb 20, 2019 at 10:32 PM  
Subject: Firefly signs  
To: john.white@lacity.org <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.

Judy Patterson  
Los Angeles

**Fwd: CF 19-0104, video advertising signs on vehicles**

1 message

~~From: [redacted] <[redacted]@lacity.org>  
[redacted] <[redacted]@lacity.org>~~

Thu, Feb 21, 2019 at 8:13 AM

From: **Robert Aronson** <r\_aronson@ureach.com>  
Date: Wed, Feb 20, 2019 at 11:55 PM  
Subject: CF 19-0104, video advertising signs on vehicles  
To: <john.white@lacity.org>

Dear Members of the City Transportation Committee,

Video signs on vehicles are distracting, dangerous, and illegal. They are an ugly blight on the visual environment. I hope you will pass your Motion to instruct LAPD to enforce the law.

Thank you for considering my opinion.

Robert Aronson  
108 Catamaran Street  
Venice, CA 90292

**Fwd: case file 19-0104.**

1 message

~~Staci Roberts <staci.roberts@lacity.org>~~

Thu, Feb 21, 2019 at 8:12 AM

~~To: Carolina Peters <carolina.peters@lacity.org>~~

From: **Ty Ingalls** <tayfur@prodigy.net>  
Date: Thu, Feb 21, 2019 at 12:11 AM  
Subject: case file 19-0104.  
To: john.white@lacity.org <john.white@lacity.org>

Dear Mr. White,

I wish to 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.

Please keep this visual blight off of our streets.

Sincerely,  
Tayfur Ingalls

**Fwd: 19-0104 Stop Digital Ads on Cars**

1 message

~~Staci Roberts <staciroberts@lacity.org>~~  
~~To: Carolina Peters <carolina.peters@lacity.org>~~

Thu, Feb 21, 2019 at 8:12 AM

From: **Sarah Boyd** <stboyd69@yahoo.com>  
Date: Thu, Feb 21, 2019 at 4:35 AM  
Subject: 19-0104 Stop Digital Ads on Cars  
Cc: <paul.krekorian@lacity.org>

Dear Mr. White,

I support the Transportation Committee motion offered on 1-29-19 by Council Members Blumenfield and Harris-Dawson. I too OPPOSE the "Firefly" digital signs on vehicles.

They are dangerous and distracting, and fly in the face of the California Vehicle Code.

These signs will take distracting digital ads into every neighborhood of the city, including residential neighborhoods where they have never been before. Please stop this now before it spreads any further!

Sincerely,  
Sarah Boyd  
Studio City Resident, CD2

Sent while out and about from my iPhone. Please therefore excuse all brevity, typos and ridiculously auto-corrected words.

# Fwd: Dangerous Distractions on our roads.

1 message

~~Staci Roberts <staci@cityofla.org>  
Mr. Councilman <staci@cityofla.org>~~

Thu, Feb 21, 2019 at 8:11 AM

From: **Rich Waters** <rufarout@gmail.com>  
Date: Thu, Feb 21, 2019 at 5:30 AM  
Subject: Dangerous Distractions on our roads.

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.

**Fwd: Billboard Blight**

1 message

~~Steel Roberts <steel.roberts@lacity.org>~~  
~~To: Carolyn <carolyn.peterson@lacity.org>~~

Thu, Feb 21, 2019 at 8:10 AM

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.

Thank you,  
Jeffrey Schwarz  
Los Feliz, CA

**Fwd: I oppose Firefly's advertising on cars**

1 message

Thu, Feb 21, 2019 at 8:27 AM

~~From: **John White** <john.white@lacity.org>  
To: **Carolina Pagan** <carolina.pagan@lacity.org>~~

From: **Moore, Rod V.** <moorerv@lavc.edu>  
Date: Wed, Feb 20, 2019 at 4:48 PM  
Subject: I oppose Firefly's advertising on cars  
To: john.white@lacity.org <john.white@lacity.org>  
Cc: herb.wesson@lacity.org <herb.wesson@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.

Thank you,

Rod Moore

**Fwd: Firefly Ads**

1 message

~~Send Robert's - [redacted]@lacity.org~~

Thu, Feb 21, 2019 at 8:26 AM

~~To: [redacted] - [redacted]@lacity.org~~From: **Ara Karamian** <arakaramian@gmail.com>

Date: Wed, Feb 20, 2019 at 4:48 PM

Subject: Firefly Ads

To: &lt;john.white@lacity.org&gt;

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. In fact, I live in West Adams and I've already seen them on my street repeatedly.

We need to stop this now before it spreads any further.

Ara Karamian

# Fwd: Digital Advertising

1 message

~~Staci Roberts <staci@lacity.org>~~  
~~To: Carolina Peters <carolina.peters@lacity.org>~~

Thu, Feb 21, 2019 at 8:26 AM

From: **Robert Lipman** <rlipman@icloud.com>  
Date: Wed, Feb 20, 2019 at 5:03 PM  
Subject: Digital Advertising  
To: <john.white@lacity.org>

Dear Mr. White-

I am astonished that the Transportation Committee would even fathom polluting our roadways with digital signs on top of cars. Besides the visual clutter, there is significant danger in the "firefly" signs because they will grab the attention of drivers.

Please put a final stop to this!

Thank you!

robert lipman

**Fwd: Case file 19-0104**

1 message

~~Staci Roberts <staci.roberts@lacity.org>~~

Thu, Feb 21, 2019 at 8:22 AM

~~To: Carolina Peters <carolina.peters@lacity.org>~~

From: **Kooki Ambrosia** <babyjean@hotmail.com>

Date: Wed, Feb 20, 2019 at 6:25 PM

Subject: Case file 19-0104

To: john.white@lacity.org <john.white@lacity.org>

Dear John White

I would like to express my support for the motion offered by council members Blumenfield and Harris-Dawson on January 29, 2019, in opposition to the dangerous, illegal and ugly digital " Firefly" signs on top of cars. We do not want any digital signs on our already dangerous roads. This needs to be stopped NOW.

Sincerely,

Ronnie Tiner

Get Outlook for Android

**Fwd: Digital advertising on cars**

1 message

~~Staci Roberts <staci.roberts@lacity.org>~~  
~~TV Councils Reports <carolina.poyas@lacity.org>~~

Thu, Feb 21, 2019 at 8:22 AM

From: **cindy leong** <lgleong@yahoo.com>  
Date: Wed, Feb 20, 2019 at 6:26 PM  
Subject: Digital advertising on cars  
To: john.white@lacity.org <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. Our fair citizens don't need anymore advertisements intruding into their lives. As it is, drivers already drive distracted and have caused accidents.

Digital advertisements are adverse to traffic safety. 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.

-- L. Leong  
lgleong@yahoo.com



**Fwd: Case #19-0104**

1 message

~~Staci Roberts <staci.roberts@lacity.org>~~~~to: <Carolina.Peters <carolinapeters@lacity.org>~~

Thu, Feb 21, 2019 at 8:17 AM

**From: Steve Freedman** <stevefreee@gmail.com>

Date: Wed, Feb 20, 2019 at 7:46 PM

Subject: Case #19-0104

To: &lt;john.white@lacity.org&gt;

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 before it spreads any further.

Thank you for your consideration.

--

Steve Freedman  
732 Howard St.  
Venice, CA 90292

**Fwd: 19-0104 - Mobile Billboards on Cars & Trucks**

1 message

~~Staci Roberts <staci.roberts@lacity.org>~~

Thu, Feb 21, 2019 at 8:16 AM

~~To: Carolina Peters <carolina.peters@lacity.org>~~From: **Reagan McClymonds** <rmcclymonds@peoplepc.com>

Date: Wed, Feb 20, 2019 at 8:12 PM

Subject: 19-0104 - Mobile Billboards on Cars &amp; Trucks

To: &lt;john.white@lacity.org&gt;

Cc: &lt;councilmember.bonin@lacity.org&gt;

To Whom it May Concern:

I want to voice my full-throated support against any advertising on vehicles. Our city's and state's leaders have already let the local visual environment deteriorate to embarrassing levels by their complete inability or willingness to manage local signage and advertisements. (Does a new electronic billboard go up near LAX every week? How is that "process" regulated?) Now, the citizenry has gotten into the act by putting digital billboards on their roofs. As if that weren't bad enough, I've seen trucks, where the vehicle literally has no other purpose other than to broadcast digital messages. These trucks are extremely bright and distracting and have no place on our roads. It's time, once again, for our elected leaders to decide who this city is for, residents or advertisers.

- While we're at it, the digital sign at this building located at 12312 West Olympic (ECS Arena) is blindingly bright at night. It absolutely should be removed or at minimum, dimmed substantially. Who decided that would contribute anything positive to the community?

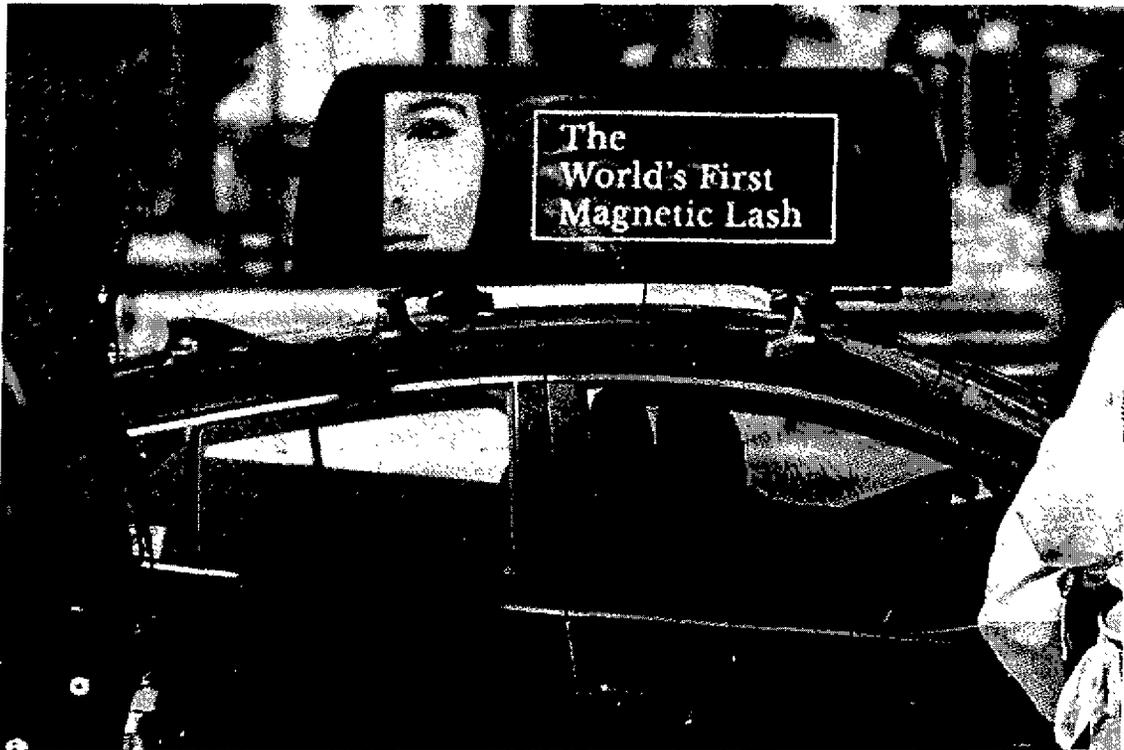
Sincerely,

Reagan McClymonds

[View this email in your browser](#)

Los Angeles is about to suffer an invasion of a new kind of advertising.

But it's still possible to stop it. Maybe you have seen the digital ad signs on top of taxis, Uber and Lyft cars in the city. Here's how they look:



These signs change every 8 seconds, just like digital billboards. Some of them are even animated. They're made by a startup called Firefly, which just got \$21 million in venture capital for a pilot launch in S.F. and L.A. Drivers can voluntarily bolt one of these atop their cars and earn money for each day driven.

## Do we have to put up with this?

We already have ads on bus benches, bus shelters, street furniture, and businesses. Not to mention the thousands of billboards that litter our streets. These new Firefly signs have started to appear, taking digital advertising into

literally every residential neighborhood in the city.

## Maybe not.

The City Attorney filed a brief late last year saying that these signs violate the California Vehicle Code, because flashing, changing, and animation are prohibited on vehicles other than turn signals. And then L.A. Council Members Blumenfield and Harris-Dawson wrote a motion (Council File 19-0104) urging the City Council to follow state law and instruct the LAPD to start enforcing a ban on these signs. Thank you, council members.

## The lobbyists rose up.

Of course they did. Firefly commissioned a legal brief which alleged that the City Attorney was misinterpreting the Vehicle Code. And that the signs are a source of revenue for drivers. And that the signs can be used for emergency and public service announcements (as if we needed them).

## It's time for you to rise up.

The council members' motion is now before the City Council Transportation Committee. It needs some positive reinforcement. Send an e-mail message like the one below to the committee secretary: [john.white@lacity.org](mailto:john.white@lacity.org) and mention the case file in your subject line: 19-0104. Send a copy to your own council member also if you like.

## Here are some points to raise:

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.

## Do it soon.

The motion will come before the Transportation Committee in the next few weeks, and then it will go to the full council. The time to write is now.