

## **Communication from Public**

**Name:** Patrick Frank

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DATE: August 22, 2019

TO: Members of the Transportation Committee

FROM: Patrick Frank, President  
Coalition to Ban Billboard Blight

RE: Martínez/O'Farrell Motion, 8-13-2019  
Council File 09-0104-S1

The pending motion by Council Members Martínez and O'Farrell would extend the use of digital messaging signs on car roofs beyond the current users (ride sharing services) to city-licensed taxicabs. This motion should be rejected out of hand for several reasons.

First, because it will add yet more distractions to our city streets and thus negatively impact traffic safety.

Second, because the signs are ugly and unnecessary intrusion of yet more advertising into the Los Angeles landscape.

Third, because first responders, such as the California Highway Patrol, which rightly monopolize the field of changing lights atop passenger cars, have complained that these signs will cause confusion among the public.

Fourth, and most important, because any such changing digital sign on the roof of a vehicle, except for those of emergency responders, are already illegal under State Law and City Ordinance, according to the Los Angeles City Attorney.

This committee has already voted to support a motion directing LAPD to enforce the law and cite autos carrying such message signs. In order to be consistent with its previous action, it should therefore promptly vote the Martínez/O'Farrell motion down and stop its legislative progress.

Finally, this committee should pursue the final adoption of its own already passed motion by ensuring that it comes before the full Council without further delay. Postponement is already creating deleterious effects on our city streets.