

Communication from Public

Name: Gregory Stock
Date Submitted: 11/18/2019 01:58 PM
Council File No: 19-0104-S1
Comments for Public Posting: SALEF letter of support



THE SALVADORAN-AMERICAN
LEADERSHIP AND EDUCATIONAL FUND

FONDO SALVADOREÑO-AMERICANO
PARA EL LIDERAZGO Y LA EDUCACIÓN

Board of Directors

September 26, 2019

Carlos Vaquerano

Chair & Founder

Honorable Councilwoman Nury Martinez
Honorable Councilman Mitch O'Farrell

David Giron

Vice Chair

Office of Councilmember

Mitch O'Farrell

Dear Councilmembers

On behalf of the Salvadorian American Leadership and Education Fund (SALEF), I am writing in support of your motion to create a pilot to allow Taxicabs to install rooftop digital advertising displays in the City of Los Angeles.

Erica Lizano, Ph.D.

Secretary

Assistant Professor, CSUSB

At SALEF, our mission, in part, is to advocate for the economic, educational, and political growth of Salvadorian and Latino communities in Los Angeles. Policies like this proposed pilot allow for the economic growth of our communities.

Florentino Salazar, Esq.

Treasurer

Gibson, Dunn, LLP

Our City's taxi drivers face declining wages and an uncertain future. Digital rooftop advertising will provide hope and opportunity for many of our city's struggling taxi drivers, many of whom are minorities and immigrants, to earn extra income without spending longer hours on the road and away from their families.

Olivia Calderon

Board Member

In recent years, SALEF has joined City departments in partnering with many innovative businesses that have offered opportunities for economic advancement for the people of Los Angeles, including our joint partnership with the Los Angeles Department of Transportation and BlueLA to provide affordable access to transportation through an electric vehicle share service for the Pico Union community. Companies like Firefly represent further innovative opportunities that would provide economic benefit to the people of Los Angeles which we serve, as well as the City itself.

Freddy Guzman

Board Member

Jorge Nuñez

Board Member

This motion will have a positive impact on many people and families in the communities that we represent. We ask that you move forward with this pilot quickly and continue the great strides that our organization and our city's leaders have taken over the past several years to support the hard-working minority and immigrant people who represent a large portion of our city's population.

Sincerely,

J. Duarte

Executive Director

Communication from Public

Name: Gregory Stock
Date Submitted: 11/18/2019 01:59 PM
Council File No: 19-0104-S1
Comments for Public Posting: GLAAAC Letter of Support



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August 16, 2019

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

Board Members

Gene Hale, *Chairman*
Jamarah Hayner, *Co-Chair*
Angela Gibson, *President*
Abdi Ahmed, *Vice President*
Ronald A. Lowe, *Secretary*
Lily Otieno, *Treasurer*

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Kelli Bernard
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Brian Butts
Timothy Coffey
Nicole Enearu
Donovan Green
Anthony Holland
Clifton Johnson
Chidi Ofoma
Theodora Oyie
Byron K. Reed
Odest T. Riley Jr.

RE: Support the launch of a pilot program to inspect and regulate digital dynamic messaging signs (DMS) on licensed taxicabs in Los Angeles (Council File #19-0104-S1)

Dear Councilmembers:

The Greater Los Angeles African American Chamber of Commerce (GLAAACC) advocates and promotes the economic growth and development of the African American business by focusing on legislative advocacy, as well as identifying and developing business opportunities and strategic business alliances. Our membership includes a broad range of businesses and business leaders committed to our community. We write to express our support for Councilmember Martinez's pilot for taxis to use digital rooftop advertising displays.

Our members are always interested in new and innovative opportunities to reach potential customers. Digital rooftop advertising provides a way for small businesses to reach a diverse audience in neighborhoods that are typically hard to reach by providing geo-targeting capabilities for their marketing campaigns. In today's economy, it is even more challenging to reach new customers, especially for minority-owned businesses who do not have the same access to capital as the larger, national brands. It is important the Los Angeles City Council support any innovation that levels the playing field.

It is also critical that we do not allow any industry to collapse when we have a chance to enable it to compete. The taxi industry will go extinct if we do not support the ability of taxi drivers to earn a good living. By partnering with digital advertising providers, taxi drivers can earn up to \$300 a month in supplemental income if this pilot is enacted. That will go a long way towards ensuring the industry survives.

Thank you for your leadership in promoting innovation and opportunities for small and minority-owned businesses. We believe Councilmember Martinez's motion not only creates new business opportunities for our members, but also does the right thing by supporting our taxi drivers.

Sincerely,

A handwritten signature in black ink that reads "Gene Hale". The signature is fluid and cursive, with the first and last names clearly legible.

Gene Hale
Chairman
Greater Los Angeles African American Chamber of Commerce

cc: Los Angeles City Clerk

Communication from Public

Name: Gregory Stock
Date Submitted: 11/18/2019 01:59 PM
Council File No: 19-0104-S1
Comments for Public Posting: Latin Business Association Letter of Support

September 10, 2019

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

Dear Councilmembers:

The Latin Business Association represents the business interests of more than 800,000 Latino-owned businesses in California. We serve as a unifying voice for our members, advocating for business opportunity, growth and innovation. We write to express our support for Councilmember Martinez's pilot for taxis to use digital rooftop advertising displays. We believe this is a reasonable compromise following previous efforts to criminalize the ability of these largely immigrant workers to earn supplemental income by displays rooftop digital advertising.

Taxi drivers are a struggling group of workers whose industry is at risk of disappearing. Many live paycheck to paycheck and any additional income – especially what is estimated to be \$300 a month in supplemental income – will go a long way towards helping these workers achieve the American Dream. By allowing the taxi pilot, you are allowing taxi drivers to engage in an entrepreneurial activity that does not require they stay on the road longer to add additional income nor does it require any additional monetary investment by these drivers to increase their wages.

The Martinez pilot is a common sense solution that benefits not only the taxi drivers, but also Los Angeles' sizable small business community. Our members are constantly looking for innovative ways to build brand awareness and reach potential customers. Through the ability of these advertisements to be targeted to run only in specific neighborhoods, digital rooftop advertising can help level the playing field for minority-owned businesses competing with larger national brands who otherwise can run blanket advertising campaigns while our members must be more efficient with marketing resources. It is important that Los Angeles allow this type of innovation so our members can compete.

Thank you for your leadership in promoting innovation and opportunities for both small businesses and the immigrant workers that drive our economy. We strongly urge you to support the Martinez taxi pilot and we look forward to continuing to work with you to ensure that Los Angeles remains a welcoming and thriving home for immigrants.

Sincerely,



Ruben Guerra, Chair
Latin Business Association

Communication from Public

Name: Gregory Stock
Date Submitted: 11/18/2019 02:00 PM
Council File No: 19-0104-S1
Comments for Public Posting: LA Chamber of Commerce Letter of Support



LOS ANGELES AREA
CHAMBER OF COMMERCE

August 14, 2019

Los Angeles City Council
200 N Spring Street
Los Angeles, CA 90012

SUBJECT: Letter of support to Motion No. 19-0104-S1 (Martinez – O’Farrell)

Dear Councilmembers,

On behalf of the Los Angeles Area Chamber of Commerce I am writing in support of Motion No. 19-0101-S1 (Martinez – O’Farrell), which creates a pilot for taxis to display digital rooftop advertising. We appreciate the Council’s work to develop a solution that enables the city’s taxi industry to take advantage of innovative technologies.

Rideshare drivers in our community have partnered with Firefly to earn additional income each month without the need to work longer hours through displaying dynamic advertisements on Firefly’s digital rooftop technology during working hours. Currently this stream of supplemental income is unavailable to taxicab drivers despite the similar nature of their work. A partnership with a technology company, like Firefly, could create additional financial opportunities for taxi drivers without the need to work longer hours.

Digital rooftop advertising is part of innovative technology driving the future of communications. Through the technology, businesses are able to reach a diverse population at a higher frequency. Firefly provides greater opportunity for businesses in LA to advertise throughout the region and generate brand awareness. It also provides a minimum of 10 percent of its advertising space for nonprofits and community groups to share valuable resources and information. Firefly also places restrictions on advertisements that display tobacco products, cannabis, or adult entertainment clubs.

By opening up this opportunity to the taxi industry, it will help taxi drivers that participate in the program supplement their income by up to \$300 a month. This motion will help the taxi industry remain competitive by helping drivers earn needed additional revenue.

For these reasons, we urge you to support this motion; we appreciate your consideration and leadership. Please contact Public Policy Manager, Kendal Asuncion, with any questions at kasuncion@lachamber.com or 213-580-7518.

Sincerely,

A handwritten signature in black ink, reading "Jessica Duboff".

Jessica Duboff

Vice President, Public Policy



Communication from Public

Name: Gregory Stock
Date Submitted: 11/18/2019 02:01 PM
Council File No: 19-0104-S1
Comments for Public Posting: VICA Letter of Support



August 20, 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-S1 Digital Rooftop Advertising - SUPPORT

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 support the establishment of a taxi pilot program for digital rooftop advertisements.

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.

Councilwoman Martinez has proposed a pilot program to allow rooftop digital advertising to be displayed on a reasonable number of licensed taxicabs. 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 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.

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 support Councilwoman Martinez's motion, which will help guide the development of good policy while ensuring public safety and allowing businesses to thrive using new technology.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lisa Gritzner'.

Lisa Gritzner
VICA Chair

A handwritten signature in black ink, appearing to read 'Stuart Waldman'.

Stuart Waldman
VICA President

Communication from Public

Name: Gregory Stock
Date Submitted: 11/18/2019 02:01 PM
Council File No: 19-0104-S1
Comments for Public Posting: ASC Taxi Letter of Support



October 9th, 2019

Honorable Herb Wesson, City Council President
200 N. Spring Street
Room 430
Los Angeles, CA 90012

Re: Support for Martinez and O'Farrell Digital Dynamic Messaging Signs Motion (DMS)

Dear Council President Wesson:

I am submitting this letter on behalf of the mostly owner-operator owned cab companies, LA Yellow Cab and United Checker Cab, in support of Councilmember Martinez's motion regarding digital dynamic messaging signs.

We believe that the motion creates a path for regulating the digital signs in a sensible manner, and gives us the opportunity to create a potential revenue stream for the owner-operators of our fleets. One of the main goals of the management team is to provide new financial opportunities for our owner-operators. The increased competition in the on-demand, point-to-point transportation industry has had a significant financial impact for our owner-operators and we need to find new ways for them to feed their families. Please help us pursue this opportunity.

The city's regulation only extends to taxicabs, and not TNCs. If the city takes a position to ban this advertising it would only affect the city's franchised cab companies, TNCs and outside cab companies would still be able to carry the advertising.

We respectfully ask for your support of the motion, and request its consideration before the City Council.

Sincerely,


Marco A. Soto
Director of Operations
LA Yellow Cab and United Checker Cab

Administrative Services Co-op • 2129 West Rosecrans Avenue • Gardena, California 90249 • (310) 715-1968

**Yellow
Cab Co.**

*South Bay
Yellow
Cab Co-op*

**United
Checker Cab
Co-Op**

Yellow
LONG BEACH

**FIESTA
TAXI**

Communication from Public

Name: Gregory Stock
Date Submitted: 11/18/2019 02:02 PM
Council File No: 19-0104-S1
Comments for Public Posting: Taxi Letter of Support

August XX, 2019

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

Re: Taxi industry Supports Motion to Establish Digital Rooftop Advertising Pilot

Dear Los Angeles City Council Members:

We are writing to express our strong support for Councilmembers Martinez and O'Farrell's motion to establish a pilot for taxi cabs to display digital rooftop advertising. We believe these rooftop advertising signs can be deployed appropriately, safely and in compliance with the state vehicle code.

Rooftop advertising on taxis has existed since the taxi industry started in Los Angeles. Digital signs on taxis were even approved and operated in the City of Los Angeles earlier this decade. These devices were inspected and approved by the Los Angeles Department of Transportation and operated safely on city streets for several years. The Martinez – O'Farrell motion is in line with past precedent and embraces the most recent innovations in rooftop advertising.

Contrary to the arguments made by our opponents, nowhere are digital rooftop advertisements restricted in the municipal code nor does state law preempt their availability. LAMC 87.54 was drafted and defended in court as pertaining to large mobile billboards and offensive signs on vans and trucks that would be parked for days without moving and whose main purpose was for advertising. Likewise, Section 25400 of the California Vehicle Code specifically allows drivers to add lighting equipment to their vehicle if the display meets certain requirements. It would be an inaccurate re-interpretation of the law to state otherwise. Any attempt to do so would take away a source of meaningful income from our hardworking taxi drivers. Many of our drivers are first-generation immigrants and face continuing challenges to compete, including rising fuel costs and competition from ridesharing.

The Martinez -O'Farrell is an important step towards helping our industry compete. The City Council previously failed to level the regulatory playing field when TNCs like Uber and Lyft entered the market. At the time, we were told that we should innovate in order to compete. Digital rooftop advertising is just the type of innovation that will help our industry survive and allow drivers to earn extra income without requiring they spend more time on the road or increasing costs. This motion is an opportunity for the Council to support our attempts to keep the taxi industry in Los Angeles alive.

Please consider the economic survival of our drivers. Our drivers already face an un-level playing field and will soon experience an additional shock when the multi-year construction project at LAX eliminates our only competitive advantage. Please do the right thing and pass the Martinez – O'Farrell motion.

Sincerely,

William J. Rouse
General Manager
Yellow Cab Company
United Checker Cab

UNITED INDEPENDENT TAXI

UNITED INDEPENDENT TAXI OF SAN FERNANDO
Mohamed J.R.

LA City Cab, LLC

JANIS BAGHDADIAN
GMC

Beverly Hills Cabs
Robert Kishinski

Independent Cab
Kamro Subhaswants

August 17, 2019

Los Angeles City Council
Los Angeles City Hall
100 N. Spring Street
Los Angeles, CA 90012

Re: Los Angeles City Council Members

Dear Los Angeles City Council Members:

We are writing to express our support for Councilmember Melendez's motion to establish a pilot program to display digital rooftop advertising. We believe that this program will be a valuable tool for the city and its residents.

As you know, the city has been struggling with the issue of digital signage. While there are many benefits to digital signage, there are also many challenges. One of the biggest challenges is the issue of safety. Digital signage can be a distraction for drivers, and it can also be a source of glare. We believe that a pilot program would allow the city to test different types of digital signage and to determine which types are the safest and most effective.

Contrary to the arguments made by our opponents, we believe that digital rooftop advertising is a safe and effective way to display digital signage. Digital rooftop advertising is a type of digital signage that is mounted on the roof of a building. It is a very safe way to display digital signage because it is not in the way of traffic and it does not create a distraction for drivers. In fact, digital rooftop advertising is a very safe way to display digital signage because it is not in the way of traffic and it does not create a distraction for drivers. In fact, digital rooftop advertising is a very safe way to display digital signage because it is not in the way of traffic and it does not create a distraction for drivers.

The Melendez-Council is an important step towards helping our city to become a safer and more vibrant place. We believe that digital rooftop advertising is a safe and effective way to display digital signage. We believe that digital rooftop advertising is a safe and effective way to display digital signage. We believe that digital rooftop advertising is a safe and effective way to display digital signage.

Please consider the economic survival of our city. Our city is already facing an unlevel playing field. We will see a significant economic shock when the multi-year construction project is completed. Please do the right thing and pass the Melendez-Council motion.

Sincerely,

William J. Rouse
General Manager
Yellow Cab Company
United Cabnet Cab

Respectfully,
Kamro Subhaswants
Independent Cab

JAMES BACHOWSKI
Bachowski Cab

August XX, 2019

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

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Please consider the economic survival of our drivers. Our drivers already face an un-level playing field and will soon experience an additional shock when the multi-year construction project at LAX eliminates our only competitive advantage. Please do the right thing and pass the Martinez – O'Farrell motion.

Sincerely,

William J. Rouse
General Manager
Yellow Cab Company
United Checker Cab

Checker Cabs
LA Checker Cabs
Yevgeny Smolyar
president
