

Communication from Public

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Comments for Public Posting: Digital signage on vehicles should be prohibited. Does not matter if on a bus, taxis, individuals serving as drivers for rider sharing services, or just private vehicle drivers. These signs do not serve the public. There are already numerous methods for companies/organizations/groups to advertise to the general public. Those include radio, bill boards, television, and Internet related communication tools like email, social media, and SMS/text messaging. There seems to be no shortage of mechanisms to get advertisements to the public. Placing adds on moving vehicles is potentially distracting to drivers. The purpose of an advertisement is to catch a viewers attention. Distracted driving has become more and more a significant problem and adding more distractions (in the form of ads on vehicles) will only exacerbate the problem. Los Angeles is trying to encourage less single vehicle use, and more mass transit use. There's a long way to go there, but certainly providing single vehicle drivers with additional revenue and/or incentives to drive around town with an advertising platform which pays them to host on their vehicle, is not in alignment with LA city plan to get people out of their cars.