

Communication from Public

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Comments for Public Posting: December 18, 2019 Los Angeles City Council Los Angeles City Hall 200 N. Spring Street Los Angeles, CA 90012 SUBJECT: Letter of support to _____ (Martinez – O’Farrell) Dear Los Angeles City Councilmembers: On behalf of the Jewish Center for Justice, I am writing in support of the proposed motion to create a pilot for taxis to display digital rooftop advertising. We applaud the Council on finding a solution for ensuring that our City takes advantage of innovative technologies while focusing the benefits on one of our most struggling industries. Our city’s taxi drivers are falling further behind and this opportunity helps these drivers, businesses and the community. Digital rooftop advertising is an innovative technology that is driving the future of communications. Through the technology, businesses are able to reach a diverse population at a high frequency. This technology provides a greater opportunity for minority-owned businesses in Los Angeles to advertise throughout the region and generate brand awareness through targeted geo-fenced advertisements. It also provides a minimum of 10 percent of its advertising space for nonprofits and community groups to share information. This has included public safety messages for Amber Alerts, as well as general public service announcements on important topics like the Census. In addition to the business and community benefits of digital rooftop advertising, the proposed pilot will help our struggling taxi industry avoid extinction. Since the arrival of transportation network companies in 2012, it’s been reported that taxi trips have declined by more than 30%. The only remaining competitive advantage for the taxi industry has been curbside terminal lines at LAX, but this will soon go away with pending renovations. By enabling taxi drivers to earn supplemental income by as much as \$300 a month through partnerships with companies like Firefly, this motion will help the taxi industry remain competitive by helping drivers earn needed additional revenue. For these reasons, we urge you to support the Martinez-O’Farrell motion; we appreciate your consideration. Sincerely, Rabbi Joel Simonds Jewish Center for Justice