

Communication from Public

Name: Terry Tegnazian
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Comments for Public Posting: Dear President Millman and Commissioners: I strongly OPPOSE the City's proposed digital billboard advertising program. Digital billboards are distracting to drivers!! No ifs, ands or buts. They are intended to grab the eye – and in doing so, take drivers' eyes and attention off the road. On the freeway or a heavily traveled road, even a second of distraction can result in death. There are so many reasons why digital billboards should be prohibited: issues of safety, environmental effects, aesthetics, visual pollution, and others. The only possible reason why the city is even considering them is money – the revenue they will bring to the city, which is trivial in the context of the city's \$13 billion budget. But the single most important and overwhelming reason to reject digital billboards is driver distraction. This one factor, driver distraction, which is irrefutable, so outweighs all the others that it leads to just one conclusion: NO BILLBOARDS!! There are no benefits to the program that individually or combined can outweigh this negative. Please vote NO on digital billboards!! Thank you, Terry Tegnazian