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December 9, 2025

San Diego City Council
202 C Street
San Diego, CA 92101

RE: Support San Diego's Automatic License Plate Reader Program

Dear Council President LaCava and Councilmembers,

On behalf of the San Diego Hispanic Chamber of Commerce, I am writing to express our strong support for the City's Automatic License Plate Reader (ALPR) program. Our Chamber represents hundreds of small business owners who rely on safe, thriving communities to grow and create opportunities.

Public safety and economic vitality are deeply connected. When crime rises, businesses suffer, customers stay away, and jobs are lost. ALPR technology helps prevent that. The program has already proven its value – helping officers stop an attempted child abduction, locate a missing elderly resident, and reduce citywide auto thefts by 20 percent. These are tangible results that make neighborhoods safer for families and small businesses alike.

We also appreciate that San Diego's ALPR program operates responsibly, with clear limits and oversight to protect individual privacy. The technology is used only for legitimate public safety purposes, ensuring community trust while keeping residents secure.

We urge you to continue funding and supporting this effective, balanced tool that keeps San Diego's streets, businesses, and families safe.

Sincerely,

A handwritten signature in blue ink that reads "Josie Flores-Clark".

Josie Flores-Clark

President

San Diego County Hispanic Chamber of Commerce