

Coalition to

Ban Billboard Blight Defend Our Public Spaces □ Protect Our Visual
Environment

2700 Military Ave., Los Angeles, CA 90064 / 310-386-9661 / www.banbillboardblight.org

Dec. 11, 2011

Los Angeles City Council Public Safety Committee
Councilman Mitchell Englander, Chair
Councilwoman Jan Perry
Councilman Paul Krekorian
Councilman Dennis Zine
Room 1010, City Hall
200 N. Spring St.
Los Angeles, CA 90012

Re: Council file#11-1429 Alcohol Advertising on City-Owned Property

Honorable Committee Members:

I am writing as president of the Coalition to Ban Billboard Blight, a registered non-profit organization representing individuals, homeowner's associations, and civic groups throughout the city of Los Angeles. We strongly support the motion by Councilman Alarcon and seconded by Councilmen Cardenas, Huizar, Koretz and Rosendahl to adopt an ordinance prohibiting alcohol advertising on city-owned and controlled property.

Many community members are deeply troubled by the abundance of alcohol ads on public property, such as those on bus shelters, kiosks, and other items of street furniture. The cost of alcohol abuse in Los Angeles County, in terms of emergency services, medical care, lost productivity and other costs has been estimated to be more than \$2 billion annually. Much of this is borne by the city, and it should not be a partner in marketing campaigns that clearly promote alcohol consumption, particularly among our youth. Research has shown that the more alcohol ads young people see, the more likely they are to drink and drink to excess, and reducing this exposure could have powerful benefits for the city and its citizens.

The City Council recently approved a new 10-year bus bench contract with a company that agreed to a prohibition on alcohol advertising. The MTA does not allow alcohol advertising on any its buses or anywhere in its transit system. We urge you bring the Alarcon motion to the table for debate, so that it can be moved to full city council as soon as possible. While some may argue that the city could cut off potential revenue sources by prohibiting alcohol advertising in any future contracts, the costs in terms of money and lives far outweighs any monetary benefit.

Sincerely,

Dennis Hathaway
President, Coalition to Ban Billboard Blight

**The Coalition to Ban Billboard Blight is a
California 501(c)(4) non-profit organization**