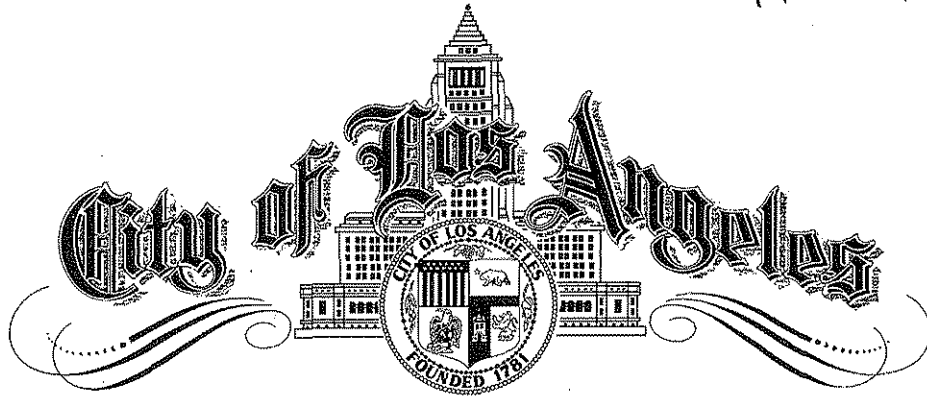


11-1429 Sp 1

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**RICHARD ALARCÓN**  
Councilmember  
Seventh District

May 11, 2012

Honorable Mitch Englander, Chair of Public Safety Committee  
LA City Councilmember, 12th District  
City of Los Angeles  
200 North Spring St.  
Los Angeles, CA 90012

**Re: Council File 11-1429**

Dear Members of the Public Safety Committee,

As members of the Public Safety Committee, you are all aware that one of the most important parts of our jobs as Councilmembers is protecting children in our communities. This does not just mean protecting children from gangs and violence – it also means protecting them from influences that promote products, behavior, and images that we know to be harmful. One of the most destructive influences currently in our communities is advertising by alcohol companies, which we know and studies prove targets and influences our children in an attempt to create new generations of customers for their harmful product.

On August 16, 2011, I introduced a motion seconded by Councilmembers Cardenas, Rosendahl, Huizar, and Koretz, which will prohibit alcohol advertising on city owned and controlled property. The ordinance would exempt concert and sports venues similar to laws enacted by the cities of San Francisco, CA and Philadelphia, PA and it would not affect existing contracts.

Today, I am asking for your support of the motion as it is considered by the Council's Public Safety committee and that we move quickly to receive from the CAO and CLA in the next 30 days a report outlining the financial cost of underage drinking to the City of Los Angeles, with an emphasis on data from the Los Angeles Police Department and Los Angeles Fire Department and community groups.

The toll that alcohol abuse takes on Los Angeles is far too costly – in both lives damaged and the cost to our City. When people abuse alcohol, we all end up paying the costs. A recent study by the Los Angeles County Department of Public Health found that the total economic cost

of alcohol use in Los Angeles County is \$10.8 billion annually. And when companies market alcohol to children, more people are likely to abuse it in the future. We can limit the negative effects of alcohol abuse by limiting companies' ability to directly target our children.

Given the size and proportion of young people in the City of Los Angeles who are especially susceptible to alcohol advertising (teenagers make up more than a quarter of Los Angeles' nearly 3.8 million residents), as well as the general impact of alcohol advertising on alcohol use, I believe that our City can help prevent underage drinking by legally using our authority to restrict alcohol advertising on city-owned and controlled property. This will not only be a responsible step for our City to take, but it will help address the financial burden and the loss of productivity and life caused by underage drinking.

I again ask for your support of my motion, so we can move a significant step closer to protecting children in the City of Los Angeles.

Yours truly,

A handwritten signature in black ink that reads "Richard Alarcón". The signature is written in a cursive style with a large, prominent "R" and "A".

RICHARD ALARCÓN  
Councilmember, Seventh District

Cc: Coalition to Ban Alcohol Ads on Public Property in Los Angeles