June 13, 2012

Gerry F. Miller, Chief Legislative Analyst
Room 255, City Hall

RE: PROHIBITING ALCOHOL ADVERTISING ON CITY-OWNED AND CONTROLLED PROPERTY

Dear Mr. Miller:

At its meeting held May 11, 2012, the Public Safety Committee considered Motion (Alarcón – Huizar – Rosendahl – Cárdenas – Koretz) relative to prohibiting alcohol advertising on City-owned and controlled property. At that time, Committee requested that you, with the assistance of the City Administrative Officer, prepare a comprehensive report relative to this matter and in response to the following questions:

1. What is the association between outdoor alcoholic beverage advertising and youth consumption?

2. How can this association be measured?

3. What impact will banning alcoholic beverage advertising on City-owned property have on underage drinking? How would it be measured?

4. Have other cities that enacted similar legislation seen a reduction in under-aged drinking? How did they measure it?

5. What percent of all outdoor advertising in the city of Los Angeles is owned and controlled by the City?

6. What percent of City-controlled advertising carries advertising for alcoholic beverages?

7. How much money is spent on outdoor alcoholic beverage advertising in the city of Los Angeles? A survey of outdoor advertising should be conducted.

8. How much is spent on alcoholic beverage advertising on City property? Please break this down by street furniture, bus shelters, Los Angeles World Airports, Convention Center, Zoo, and any other impacted departments.

9. How are advertising contracts structured with the City?
10. What advertising that the City controls is not under contract?
11. Would a ban jeopardize or invalidate existing contracts?
12. Do existing contracts have openers?
13. Would a ban create liability if contracts are in breach?
14. Do advertising contracts with the City require Public Service Announcements (PSA)?
15. Are we using PSA’s? If so, who controls the message?
16. Would PSA’s or educational ad campaigns be an effective alternative to banning?
17. What would the impact of banning alcoholic beverage advertising have on the General Fund? Future revenues? Business tax revenues?
18. How would a ban impact Golf Course and Zoo operations where alcoholic beverages are served?
19. How would a ban impact Farmer’s Field development and negotiations with the National Football League?
20. Have other cities banned outdoor alcoholic beverage advertising? Are the bans currently in effect or awaiting the termination of existing contracts?
21. Have there been financial/budgetary impacts to cities that have enacted a ban?
22. Does the City of Los Angeles have the in-house expertise to conduct this sort of analysis?

Please transmit your report to the Public Safety Committee in care of the City Clerk’s Office, City Hall, Room 395, no later than August 13, 2012.

Sincerely,

John A. White, Legislative Assistant
Public Safety Committee
213-978-1072

cc: Miguel A. Santana, City Administrative Officer
City Hall East, Room 1500

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