



**RON MILLER**  
Executive Secretary

# Los Angeles / Orange Counties Building and Construction Trades Council

*Affiliated with the Building & Construction Trades Dept., AFL-CIO*

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The Honorable Council President Herb Wesson, Jr.  
City of Los Angeles  
200 N. Spring Street, Room 430  
Los Angeles, CA 90012

Dear Council President Wesson,

The issue of a revised and reasonable billboard ordinance and digital billboard solution is critical to many of the 140,000 working men and women living in Los Angeles, many of them members of the 52 unions that make up the Los Angeles/Orange Counties Building & Construction Trades Council (AFL-CIO). With hundreds of people currently unemployed and the potential of putting skilled tradespeople back to work to construct, maintain or remove billboards, we are asking that you support the approval of an ordinance that offers reasonable regulation for the industry.

Nearly 70 percent of local businesses depend on billboards to drive customers to their doors. Billboard advertising remains affordable, allowing small businesses to grow, create jobs and expand services. The boards themselves are iconic symbols of Los Angeles, known worldwide. The Los Angeles Advertising Coalition (LAAC)'s proposal for common sense regulation of billboards and digital signage is one I support wholeheartedly.

In addition, digital signboards provide information critical to public safety, such as time-sensitive alerts and emergency notifications, Amber Alerts and "wanted" bulletins, disaster information and traffic updates. Polls indicate that 70 percent of the local residents accept both traditional and digital billboards as a part of the landscape.

There are so many benefits in the proposed changes that you must consider the greater good of the community over a small, vocal opposition. Your support and approval of this measure will make a positive difference in our city's future.

As a member of the 20/20 Commission to which you appointed me, I think this is one of the benefits to the City that in the scheme of things will make the City a better place to live, and the ordinance could be fashioned in a way which could help reduced the City's budget deficit.

We encourage the Council to take immediate action to implement reasonable regulations and join hundreds of other cities across the nation that have embraced the positive effects of digital signage. Your support will help put many Angelenos back to work.

Sincerely,

Ron Miller  
Executive Secretary, Los Angeles/Orange Counties Building and Construction Trades Council