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

Dear Council President Wesson,

We are writing in support of common sense regulation of billboards and digital signage as championed by the Los Angeles Outdoor Advertising Coalition (LAOAC). It is important to establish reasonable standards that embrace traditional and technologically advanced outdoor advertising that will benefit and not detract from our neighborhoods.

In the past, Billboards have supported our nonprofit organization, Students Run LA, fulfill its mission to help at-risk secondary students experience the benefits of goal-setting, character development, adult mentoring and improved health. In Los Angeles, the billboard industry donates \$6 million in public service announcements every year and we are proud to be one of those helped by their generosity.

Billboards do more than provide visual advertising for businesses and charities; national and regional law enforcement agencies have used digital signage with great success, delivering time-sensitive alerts and emergency notifications, including Amber Alerts and wanted fugitive bulletins as well as victim services and support groups. Overall, billboard companies have proven that they are good neighbors who make contributions to their neighborhoods while providing an essential business service.

I encourage the Council to take immediate action to implement reasonable regulation of both traditional and digital off-site signs in the city. Doing so will result in a better working environment for charities, businesses and public safety overall.

Sincerely,



Marsha Charney
Executive Director