



PACIFIC PALISADES COMMUNITY COUNCIL

August 3, 2011

Councilmember Huizar
Councilmember Alarcon
Councilmember Englander
Public Works Committee
200 Spring Street
Los Angeles, CA

councilmember.huizar@lacity.org
councilmember.alarcon@lacity.org
councilmember.englisher@lacity.org

Subject: 8/3 Public Works Committee Mtg. Item #11-1068 - Bus Bench Program Contract

Dear Councilmembers Huizar, Alarcon and Englander;

Pacific Palisades Community Council has been the voice of the Palisades since 1973.

We have reviewed the contract and are concerned that our Specific Plan and our Scenic Highway - Sunset Boulevard - will be compromised. It is a high priority of our community that these be respected.

The Palisades community, through the non-profit organization PRIDE, has raised money and done a great deal of work to put many beautiful community benches throughout Pacific Palisades. More funds are currently being raised to complete this project.

We understand that according to this contract the PRIDE permits could be rescinded, and

- 1) City bus benches could replace the community benches in order to meet the advertisers needs.
- 2) City bus benches could be placed next to the community benches and ruin the beauty of our town.
- 3) City bus benches could be put in place in areas where permits have been drawn but are still open, destroying our efforts to beautify Pacific Palisades.

This is completely unacceptable, and a utter disregard to the wishes of the community.

We have the following recommendations:

- 1) We ask that you give all Councilmembers the discretion of vetoing a location.
- 2) We request that the contract require the recipient to comply with all local zoning regulations such as specific plans, scenic corridors that prohibit off-site advertising.
- 3) We recommend that there be a mechanism for community input on placement (Neighborhood Councils, Community Councils, Councilmembers)? If a process for input prior to placement will not be included, we request that there be an appeal mechanism adopted.

Thank you for your consideration of this request.

Sincerely,

Janet Turner

Janet Turner, Chairman
310-573-0382

Date: 8-3-11
 Submitted in PW Committee
 Council File No: 11-1068
 Item No.: 4
 Deputy: PUBLIC





Date: 8-3-11
Submitted in PW Committee
Council File No: 11-1008
Item No.: 4
Deputy: PUBLIC

DEAR COUNCIL MEMBER HUIZAR

COMMITTEE MEMBERS, THANK YOU FOR YOUR TIME TODAY. NORMAN BENCH IS HERE TODAY TO APPEAL TO YOU TO REJECT THE REQUEST OF THE BOARD OF PUBLIC WORKS TO APPROVE THE AWARD OF THE BUS BENCH CONTRACT TO MARTIN OUTDOOR MEDIA, LLC. AND RETURN THE PROPOSED CONTRACT TO THE BOARD OF PUBLIC WORK WITH THE DIRECTION TO REBID.

First, the award of the Bus Bench Contract to Martin Outdoor Media, LLC violates any concept of a fair and competitive process because the contract is being awarded to an entity that did not propose, did not exist at the time of proposals and is receiving a subsidy of over \$750,000 over the life of the contract which is a gift of public funds. This situation is outrageous.

The City of Los Angeles is in the worst financial crisis ever, with cutbacks in services, and workers furloughs of up to 36 days a year. In this economic environment, the Board of Public Works has forwarded to you the recommendation to give a Delaware LLC, registered in Florida and California with NO California Employees \$483,500.00 to subsidize their manufacturing of bus benches plus \$50,000.00 a year for the next 15 years not to advertise "labeled and/or branded" alcohol, totaling over \$750,000. This gift of public funds totals over \$1.2 million dollars. This is ludicrous and completely without any rational justification.

The City of LA should not give any financial subsidy to any contractor. In this economic environment, such a subsidy is even more heinous. The contractor should pay the City of Los Angeles. This gift of public funds deprives the residents of the City of LA of vital services. How many police staff or fire fighting staff or City staff will \$1.2 million help? This financial debacle should surely raise a public outrage. This Contract should not be allowed to go forward. This Committee should send the contract back to the Board of Public Works with instructions that a gift of public funds is not acceptable. The City is not in the business of subsidizing contractors who are supposed to be paying revenue to the City of LA.

There are many more serious issues created by the proposed award to Martin Outdoor Media, LLC, a company that did not even participate in the proposal process. A separate and different entity, which was MOM, INC. who participated in the pre-bid, mandatory meeting on June 30, 2010, and complied with all other Request For Proposal requirements, None of which were satisfied by MOM, LLC . These two entities are NOT the same company and the compliance with the RFP by Martin Outdoor Media, Inc. does not inure to the benefit of the LLC. Let me elaborate.

**I. MARTIN OUTDOOR ADVERTISING, INC. AND
MARTIN OUTDOOR ADVERTISING, LLC ARE NOT THE SAME ENTITY.**

ACCORDING TO THE RFP, THE AWARD IS TO BE MADE TO THE PROPOSER WITH THE BEST COMBINATION OF COMPENSATION, EXPERIENCE, PRODUCT QUALITY AND SERVICES. THE AWARD IS BEING MADE TO A COMPANY THAT DID NOT PROPOSE AND HAS NO EXPERIENCE. THE AWARD IS NOT TO INDIVIDUALS BUT TO AN ENTITY.

THE BOARD OF Public Works is attempting to award this contract to a company, Martin Outdoor Media, LLC, who never submitted a proposal in the first place. Martin Outdoor Media, INC., submitted a proposal to the City for the bus bench contract. Public Works authorized the Bureau of Street Service to negotiate a contract with Martin Outdoor Media, INC. HOWEVER, when the contract came back from Street Services, an entirely new name appeared on the contract, Martin Outdoor Media, LLC. While these 2 names seem to be practically identical, it was merely a trick to hide the fact that the company who submitted the proposal is definitely NOT the same company who is being given the contract. The new company has totally different owners and a different ownership structure and in fact, this new company did not even legally exist until April 18, 2011. This new entity did NOT attend the mandatory pre-proposal meeting on June 30, 2010 (how could it have, it did not even exist) and therefore, according to the rules of the RFP, is not eligible to be a part of the RFP Process. Technically speaking, Martin Outdoor Media, LLC is a brand new entity and thus has zero bus bench experience. The RFP specifically stated any bidder must have at least 2 years of bus bench experience in order to qualify for submitting a proposal. The LLC has no bus bench experience.

AWARD OF THIS CONTRACT IS A CLASSIC BATE AND SWITCH WITH AWARD OF A SOLE SOURCE CONTRACT VIOLATING ALL THE RULES OF COMPETITIVE PROPOSALS.

**II. THE TERMS OF THE PROPOSED CONTRACT
BEAR NO RELATIONSHIP TO THE RFP**

1. The RFP that provided:

4.6.1 The City is concerned with the display or placement of tobacco advertising and with limiting alcohol advertising or any type of advertising which is false or misleading, which promotes unlawful or illegal goods services or activities or which could be construed as unlawful or obscene. The City is also concerned about advertising that may constitute the public display of offensive sexual material.

In response Martin Outdoor Media, LLC. submitted an advertising policy that did not limit alcohol advertising at all.

The public protested and Martin LLC agreed: "that advertising of tobacco . . and labeled and/or branded alcohol shall be prohibited."

In exchange for agreeing to ban "labeled and/or branded alcohol" advertising, Martin Outdoor Media, LLC reduced the minimum payments to the City from the offered 10% to 9%, claiming that this type of advertising was important to their revenue stream. That is a loss in payments to the City of \$50,000 per year, totaling \$750,000.

Limited alcohol advertising was part of the RFP, it is unfair to allow them to renegotiate their deal when their revenue stream should have considered this issue. More importantly, their scoring on compensation was predicated on alcohol advertising.

If Martin Outdoor Media, LLC had intended to acquiesce to a non-alcohol policy it would have said so in plain English; "NO ALCOHOLIC BEVERAGES OF ANY KIND WILL BE ADVERTISED."

2. In addition, there are other problems with the proposed contract. Unlike the RFP, ownership of the benches will vest in the City after installation. Since Martin Outdoor Media will not own the benches they will not pay the Los Angeles County Assessor's Personal Property Tax [571-L Business Property]. For this bus bench contract that amounts to approximately \$63,000 per year that is not being paid and is additional profit to Martin Outdoor Media. Tax revenue is being given up without any benefit in return. The incumbent bus bench provider has paid that tax for the past 20 years. If the City wants ownership of the benches they should have requested to take ownership 3 months prior to the end of the contract or Breach of contract.

3. The City has tremendous potential liability that accompanies the ownership of the bus benches. If the city owns the benches, then ultimately, the City is liable for any claims made against the benches. If for any reason, Martin Outdoor Media, LLC, failed to exist, or filed bankruptcy, or left the state of California, or just simply forgot to pay it's business liability insurance, the City would be left holding the bag. Additionally, if a wrong-full death suit was filed where the bench caused the accident, the judgment could exceed the amount of insurance Martin Outdoor Media is required to carry. In that event, the true owner of the bench would be held liable and that would be the City.

Martin Outdoor Media, LLC is an untested commodity. For the City to place its trust when the downside risk could be catastrophic is just bad business. Worse, the City is already in a difficult financial situation. The risk of uninsured liability creates an unfunded liability that could lead to downgrading its bond rating, resulting in higher interest costs on top of all the other risks that this contract poses.

4. Martin Outdoor Media, LLC offered to remove the current benches and return them to Norman Bench the incumbent contractor at a cost to themselves of \$500,000. However, when they were asked to roll out 3,000 benches in 30 days without any bench removal, the City is going to compensate them in the amount of \$483,500 by not collecting this revenue. Simply, the City will not receive any revenue for approximately 3 years. Nothing in the RFP covered the contingency of bus bench replacement, so no one bid on this contingency. Staff's carte blanche is a windfall to Martin Outdoor Media, LLC for saving the \$500,000 and garnering another \$483,500 for a total gift to Martin Outdoor Media, LLC of almost \$1,000,000. The City is not in the financial position to give that kind of money away.

If you add up the \$483,500 and the \$700,000, you will see that Public Works just gave away over \$1.2 million dollars when it was absolutely never necessary to do so in the first place, and would have never occurred if the contract was given to the #2 bidder.

5. Past Failure to Complete: Martin Outdoor Media submitted its proposal and swore, under penalty of perjury, that it, "has never, once awarded a contract failed to comply and adhere to all tenets of the agreement". There is a plain as day massive dispute between Martin Outdoor and the City of Hollywood Florida where the City of Hollywood's City Council voted unanimously to Sue Martin Outdoor Media, Inc. for a contract dispute where Martin had failed to pay the city \$180,000.

- City of Los Angeles Responsibility Questionnaire:

Question #10 – Martin Answered NO, but this is not true. See Palatka Florida.

Question #16 – Martin Answered NO, but this is not true. See Hollywood Florida Suit.

Question #19, A – Martin Answered NO, but this may not be true. See Lake County Florida & Palatka

Question #19, B – Martin Answered NO, definitely not true – see Lake County, Hollywood and Palatka

Additionally:

A) In August of 2010, the city of Palatka Florida voted to terminate a contract with Martin because Martin illegally placed 30 bus benches within the city without proper approvals and did not fix the situation when asked for by the city.

B) On April 11, 2011, a State of Florida Elections Commissions Complaint was filed against Martin Outdoor Media and the then existing Mayor for Martin Outdoor Media giving 29 advertising benches to the Mayor for his election campaign and then submitting substantially false bills for the advertising.

C) On April 12, 2011, the City of Lake County Florida threatened to sue Martin Outdoor for failing to pay \$4,916.67 for bus bench revenues.

The issue is not whether these cases were dismissed or not but that Martin never disclosed this information, which would have affected his rating.

6. The City is giving this money away to a Florida LLC that has no demonstrated assets and did not Bid on RFP and was not present at the Pre-Bid mandatory meeting of June 30, 2010 and therefore according to the rules of the RFP it is not eligible to be part of the RFP process.

7. Public Works has given Martin Outdoor Advertising the right to sell advertising on Trash Cans. The City of LA has never allowed advertising on trashcans, and more importantly, the RFP did not state that advertising would be allowed on trashcans and both the other bidders did not request or mention advertising on trashcans. Public Works simply gave it away.

8. Martin Outdoor Media, INC. is a Florida corporation that shows a negative cash balance on its Financial Statement of over \$87,000. The City should not be entering into a contract with a company that lacks the where with all to perform the contractual obligations. The City should not be subsidizing a company to perform a contract that bears no relationship to the RFP. In short award of this contract is a travesty.

BASED UPON THE FOREGOING INFORMATION, WE URGE YOU TO REJECT THE RECOMMENDATION OF THE BOARD OF PUBLIC WORKS. YOU CAN RECOMMEND TO THE CITY COUNCIL THAT THE BOARD BE DIRECTED TO REBID THE CONTRACT TAKING INTO CONSIDERATION THE CITY SHOULD NOT BE GIVING \$1.2 MILLION DOLLARS TO A BUS BENCH CONTRACTOR WHO IN REALITY SHOULD BE PAYING THE CITY PLUS AWARDDING CONTRACT TO THE PROPER ENTITY THAT BIDS THE RFP ALONG WITH A CLEARER NON-ALCOHOL POLICY TO WHICH ALL BIDDERS CAN BID ON A LEVEL PLAYING FIELD AND THE CONTINGENCIES OF BUS BENCH REPLACEMENTS.



**Community Letters in Support of Excluding Alcohol Ads
from the 10 Year Bus Bench Los Angeles City Contract
with Martin Outdoor Media**

2011

Date: 8-2-11
Submitted in PW Committee
Council File No: 11-1008
Item No.: 4
Deputy: Public

Coalition to Ban Alcohol Ads on Public Property in Los Angeles
noalcoholads.org



To: Los Angeles
From: Paul Scott
Subj: Keep Alcohol Ads off L.A. Bus Benches

Honorable City Councilmembers

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

The research is clear: the more alcohol advertisements young people see, the more likely they are to drink and drink to excess. Restricting youth exposure to alcohol advertising has important benefits, including reducing youth drinking and binge drinking. Currently the L.A. MTA does not allow alcohol advertising on its buses, trains and other transit facilities. I respectfully urge you to adopt this wise policy and not approve the Martin Outdoor Media contract until an amendment is added to not allow alcohol ads on city-owned bus benches.

Thank you.

Sincerely,

Paul Scott
President, Board of Trustees
WCTU of Southern CA
551 S Kingsley Dr
Los Angeles, CA, 90020

To: Los Angeles
From: Sandra Anderson
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Sandra Anderson
502 Kiamensi Rd
Wilmington, DE, 19804



To: Los Angeles
From: John Whitaker, Jr., CATC
Subj: Keep Alcohol Ads off L.A. Bus Benches

The City of Los Angeles has a responsibility to its citizens to not provide a venue for advertising of alcohol on property owned by the citizenry. Children should never be exposed to alcohol advertising. For most addicts, alcohol was their first mind-altering substance and it is known to be a gateway drug to the rest. The earlier the exposure to alcohol advertising, the earlier addicts or potential addicts are likely to drink and then use. Banning alcohol ads on city-owned property is a fantastic step in the right direction.

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Thank you.

As a CERTIFIED Addiction Treatment Counselor and seeing the effects on a daily basis, the City has an obligation to ban such ads.

Sincerely,

John Whitaker, Jr., CATC
AWARE Liaison
Tarzana Treatment Centers, Inc.
18646 Oxnard St
Tarzana, CA, 91356



To: Los Angeles
From: Terence Endersen
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

Terence Endersen
122 1/2 Argonne Ave
Long Beach, CA, 90803



To: Los Angeles
From: Paula Wold
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Paula Wold
Instructor/Advisor
Navy Drug and Alcohol Counselor School
140 Sylvester Rd Bldg 500
San Diego, CA, 92106



To: Los Angeles
From: Mr. & Mrs. Dane Gloria DeLaTorre Wycoff
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Mr. & Mrs. Dane Gloria DeLaTorre Wycoff
21821 Montbury Dr
Lake Forest, CA, 92630



To: Los Angeles
From: Kelly Ireland
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Kelly Ireland
6566 De Longpre Ave
Los Angeles, CA, 90028



To: Los Angeles
From: Raymond DiCiccio, MSW
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Raymond DiCiccio, MSW
6154 Mission Gorge Rd Ste 104
San Diego, CA, 92120



To: Los Angeles
From: Kevin Hall
Subj: Keep Alcohol Ads off L.A. Bus Benches

Dear Mayor Villaraigosa and Honorable City Council Members:

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Thank you.
Sincerely,

Kevin Hall
325 S Rexford Dr
Beverly Hills, CA, 90212



To: Los Angeles
From: Trent Cutler
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

Trent Cutler
19 Hillside Ave
Mill Valley, CA, 94941



To: Los Angeles
From: Richard Quinones
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Richard Quinones
PO Box 7128
Corte Madera, CA, 94976



To: Los Angeles
From: Daniel Better
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

Daniel Better
3426 Mentone Ave Apt 4
Los Angeles, CA, 90034

To: Los Angeles
From: Vishweshwar Admal
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Vishweshwar Admal
999 N 9th St
Baton Rouge, LA, 70802



To: Los Angeles
From: John Kelly
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

John Kelly
320 Clementina St Apt 1014
San Francisco, CA, 94103



To: Los Angeles
From: Marsha Epstein, MD
Subj: Keep Alcohol Ads off L.A. Bus Benches

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As a physician I know that the research is clear: the more alcohol advertisements young people see, the more likely they are to drink and drink to excess. Restricting youth exposure to alcohol advertising has important benefits, including reducing youth drinking and binge drinking. Currently the L.A. MTA does not allow alcohol advertising on its buses, trains and other transit facilities. I respectfully urge you to adopt this wise policy and not approve the Martin Outdoor Media contract until an amendment is added to not allow alcohol ads on city-owned bus benches.

Thank you.
Sincerely,

Marsha Epstein, MD
3200 Butler Ave
Los Angeles, CA, 90066



To: Los Angeles
From: Gloria Rincon
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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The research is clear: the more alcohol advertisements young people see, the more likely they are to drink and drink to excess. Restricting youth exposure to alcohol advertising has important benefits, including reducing youth drinking and binge drinking. Currently the L.A. MTA does not allow alcohol advertising on its buses, trains and other transit facilities. I respectfully urge you to adopt this wise policy and not approve the Martin Outdoor Media contract until an amendment is added to not allow alcohol ads on city-owned bus benches.

Thank you.
Sincerely,

Gloria Rincon
16 Genoa St
Arcadia, CA, 91006



To: Los Angeles
From: Tinaz Vevaina, MA, MFT
Subj: Keep Alcohol Ads off L.A. Bus Benches

As a Marriage and Family Therapist, I see families where children have been devastated due to underage drinking. As we all know, teenagers are very susceptible to commercials and ads.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.

Sincerely,

Tinaz Vevaina, MA, MFT
Co- Founder and Clinical Director
Diamond Family Counseling
4000 Birch St Ste 203
Newport Beach, CA, 92660



To: Los Angeles
From: Kelly Townsend
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am the Director of Miles To Go Drug Prevention Education located in Southern California.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.
Sincerely,

Kelly Townsend
Director of Drug Education/Prevention Specialist
Miles To Go Drug Prevention Lecture Series
3180 Madeira Ave
Costa Mesa, CA, 92626



To: Los Angeles
From: Monroe Pederson
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

Sincerely,

Monroe Pederson
515 W Avenue J12
Lancaster, CA, 93534



To: Los Angeles
From: Joyce Foster
Subj: Keep Alcohol Ads off L.A. Bus Benches

We certainly need new bus benches in this city, but alcohol ads do not belong on them. Let's try to set a higher standard for our new benches...one that we can all be proud of...our children included. I would suggest we set the same standards for our bus shelters.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.

Thank you for thinking of the city as a whole and not just personal interests.

Sincerely,

Joyce Foster
10572 Wilkins Ave
Los Angeles, CA, 90024



To: Los Angeles
From: Katynka Martinez
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Katynka Martinez
4530 Calada Ave
Pico Rivera, CA, 90660

To: Los Angeles
From: Annette Kunzman
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am an adoptive mother of a child whose 19-year-old birth-mother drank during her pregnancy. Most young people do not realize the extensive risk to themselves of prematurely drinking alcohol. And most people do not realize the irreversible physical damage caused to the fetus when exposed to alcohol in utero. Alcohol use during pregnancy causes life-long brain trauma. The extent varies depending on the timing and the amount of ingestion. The brain begins to form as early as Day 3 from conception - most girls and women don't even know they are pregnant that early. Lower inhibitions due to alcohol leads to impulsive behavior which can result in teen pregnancy. Please help protect our children and our society from the early exposure to alcohol.

Based on my experience, I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.
Sincerely,

Annette Kunzman
1028 10th St
Manhattan Beach, CA, 90266



To: Los Angeles
From: Paul Scott
Subj: Keep Alcohol Ads off L.A. Bus Benches

Understanding as I do that alcohol comprises the #1 Drug Problem at present in America, I am hoping that those responsible for the affairs of the City of Los Angeles will take measures to lessen the impact of alcohol advertising and promotion.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.

Although my residence is not in the City of Los Angeles, I have an office in the Mid-Wilshire District and am concerned with what happens in the second largest city in the Nation.

Sincerely,

Paul Scott
630 Atkins Dr
Glendale, CA, 91206



To: Los Angeles
From: laura silagi
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

Sincerely,

laura silagi
1072 Palms Blvd
Venice, CA, 90291



To: Los Angeles
From: golnaz agahi
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

Sincerely,

golnaz agahi
81 Canal
Irvine, CA, 92620



To: Los Angeles
From: Alan Richards
Subj: Keep Alcohol Ads off L.A. Bus Benches

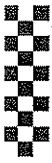
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Thank you.
Sincerely,

Alan Richards
3745 S Grand Ave
Los Angeles, CA, 90007



To: Los Angeles
From: Margarita Lopez
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.
Sincerely,

Margarita Lopez
1024 N Maclay Ave
San Fernando, CA, 91340



To: Los Angeles
From: Beverly Weatherill
Subj: Keep Alcohol Ads off L.A. Bus Benches

Everywhere I go now, I am seeing ads for alcohol.. the industry is immersing our country in its products because they can entice government with money... please resist their tempting you to allow adds on bus and park benches..

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.
Sincerely,

Beverly Weatherill
1239 E Lornita Ave
Orange, CA, 92867



To: Los Angeles
From: Philip Raider
Subj: Keep Alcohol Ads off L.A. Bus Benches

This is a really stupid idea!

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.
Sincerely,

Philip Raider
620 5th Ave
Venice, CA, 90291

6/6/2011 17:24 (415)456-0491 To: (415)456-0491

1/1

To: Los Angeles
From: Dr. David Allan, D.C.
Subj: Keep Alcohol Ads off L.A. Bus Benches

Advertising results in shaping our minds to make decisions both consciously and unconsciously. Especially for our young children and young adults, let's find another way to bring money to our city that brings a positive, safe message to our community

Thank you.
Sincerely,

Dr. David Allan, D.C.
PO Box 25692
Los Angeles, CA, 90025



To: Los Angeles
From: Kevin Ashworth
Subj: Keep Alcohol Ads off L.A. Bus Benches

Please keep alcohol ads off LA bus benches.

I am troubled by alcohol-ads on public property. The city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

The research is clear: the more alcohol advertisements young people see, the more likely they are to drink and drink to excess. Restricting youth exposure to alcohol advertising has important benefits, including reducing youth drinking and binge drinking. Currently the L.A. MTA does not allow alcohol advertising on its buses, trains and other transit facilities. I respectfully urge you to adopt this wise policy and not approve the Martin Outdoor Media contract until an amendment is added to not allow alcohol ads on city-owned bus benches.

Thank you.
Sincerely,

Kevin Ashworth
5937 Willoughby Ave Apt 3
Los Angeles, CA, 90038

To: Los Angeles
From: Ruben Rodriguez
Subj: Ban Alcohol Ads on L.A. Bus Benches

The City of Los Angeles has a responsibility to look out for the health and safety of all its residents, especially the young people that are more easily influenced by advertisements. The city has the responsibility and the right to prohibit liquor advertising on public property.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property. Do not allow this.

The research is clear: the more alcohol advertisements young people see, the more likely they are to drink and drink to excess. Restricting youth exposure to alcohol advertising has important benefits, including reducing youth drinking and binge drinking. Currently the L.A. MTA does not allow alcohol advertising on its buses, trains and other transit facilities. I respectfully urge you to adopt this wise policy and not approve the Martin Outdoor Media contract until an amendment is added to not allow alcohol ads on city-owned bus benches.

Thank you.

This is about trying to save lives, not making money.

Sincerely,

Ruben Rodriguez
Executive Director
Pueblo y Salud, Inc.
1024 N Maclay Ave Ste M-13
San Fernando, CA, 91340

To: Los Angeles
From: Jim Doeppers
Subj: Ban Alcohol Ads on L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.
Sincerely,

Jim Doeppers
259 Richardson Dr
Mill Valley, CA, 94941



To: Los Angeles
From: Jorge Castillo
Subj: Ban Alcohol Ads on L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. During these times when there is a lack of services to treat alcohol-related harms, which a Marin Institute study estimated at a catastrophic \$10.8 billion annually in L.A., the city should not be a partner in promoting alcohol.

Local government has the moral and constitutional right to ban alcohol ads on public property. This year, the L.A. Department of Public Health recommended in a report titled Reducing Alcohol Related Harms in Los Angeles County, that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10 year bus bench contract with Martin Outdoor Media LLC, negligently allows them to place alcohol ads on public property.

The research is clear: the more alcohol advertisements young people see, the more likely they are to drink and drink to excess. Restricting alcohol advertising has tremendous benefits, potentially reducing levels of youth drinking and binge drinking. Currently the L.A. MTA does not allow alcohol advertising on its buses, trains and other transit facilities. We respectfully urge you to adopt this wise policy and not approve the Martin Outdoor Media contract until an amendment is added to ban any alcohol ads on city-owned bus benches.

Sincerely,

Jorge Castillo
24 Belvedere St
San Rafael, CA, 94901



To: Los Angeles
From: Carol Isaia Montoya
Subj: Ban Alcohol Ads on L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Carol Isaia Montoya
3952 Tano St
Chino, CA, 91710



To: Los Angeles
From: Luis Lozano
Subj: Ban Alcohol Ads on L.A. Bus Benches

Just because we are in a financial crisis is not time to end policies that work and that also save money in health, crime and other costs.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.

Sincerely,

Luis Lozano
225 Pomona Ave Apt 3
Long Beach, CA, 90803



To: Los Angeles
From: Joanne Lambert, Lake Forest
Subj: Ban Alcohol Ads on L.A. Bus Benches

As a clinical nurse specialist in community & child mental health, a youth minister and co-chair of a ATOD prevention coalition in Orange County I want to call your attention to the problems associated with alcohol. Advertising on public bus benches is a media ploy to hook young people when they are most innocent and vulnerable to identify with alcohol. Seeing the bizarre rate of DUI and deaths due to DUI leads me to plea for your support and cooperation to not allow alcohol advertising in this way.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you
Sincerely,

Joanne Lambert, Lake Forest
Director of Confirmation & Youth Ministry
Santiago de Compostela Catholic Church
21682 Lake Forest Dr
Lake Forest, CA, 92630



To: Los Angeles
From: Henry Valles
Subj: Ban Alcohol Ads on L.A. Bus Benches

To whom it may concern!
as advocates for current and future (18 year olds) voters I strongly suggest that you vote in the interest of our teens.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.
Sincerely,

Henry Valles
PO Box 813
Crestline, CA, 92325



To: Los Angeles
From: michael Greenlee
Subj: Ban Alcohol Ads on L.A. Bus Benches

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Thank you.
Sincerely,

michael Greenlee
1700 McHenry Village Way
Modesto, CA, 95350



To: Los Angeles
From: john martinez, john
Subj: Ban Alcohol Ads on L.A. Bus Benches

QUIT PUSHING ADDICTION!

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.
Sincerely,

john martinez, john
323 N Soto St
Los Angeles, CA, 90033



To: Los Angeles
From: Janice Newton
Subj: Ban Alcohol Ads on L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Janice Newton
1144 Autumnwood Ln
El Dorado Hills, CA, 95762



To: Los Angeles
From: Pamela Lichtenwalner
Subj: Ban Alcohol Ads on L.A. Bus Benches

I am a teacher, recently teaching middle-school and high-school special education, and am well aware of the abuse of alcohol among under-aged youth.

Please stop this constant assault of alcohol advertising on our youth. They use public transportation to get to and from school and events.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

The research is clear: the more alcohol advertisements young people see, the more likely they are to drink and drink to excess. Restricting youth exposure to alcohol advertising has important benefits, including reducing youth drinking and binge drinking. Currently the L.A. MTA does not allow alcohol advertising on its buses, trains and other transit facilities. I respectfully urge you to adopt this wise policy and not approve the Martin Outdoor Media contract until an amendment is added to not allow alcohol ads on city-owned bus benches.

Thank you.

Please,
Sincerely,

Pamela Lichtenwalner
PO Box 473
Stinson Beach, CA, 94970



To: Los Angeles
From: Bert Saavedra
Subj: Keep Alcohol Ads off L.A. Bus Benches

Please do not place ads on street benches...aren't billboards and lighted building ads enough? Our city will begin to look like Las Vegas, Seoul, or some less than desirable city. Enough is enough!

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

I hope you hear this message and do the right thing.

Sincerely,

Bert Saavedra
14890 Jeremie St
Baldwin Park, CA, 91706



To: Los Angeles
From: Michael Scippa
Subj: Keep Alcohol Ads off L.A. Bus Benches

Please do your job and protect the health and safety of L.A. residents and visitors.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Once again, please do your job and protect the health and safety of L.A. residents and visitors.

Thank you.
Sincerely,

Michael Scippa
PO Box 412
Tiburon, CA, 94920



To: Los Angeles
From: Meredyth Reinhard
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Meredyth Reinhard
PO Box 154
Redwood Valley, CA, 95470



To: Los Angeles
From: Jean Bushnell
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

As a mother of three and grandmother of one I hope you will prohibit alcohol ads on public property.

Sincerely,

Jean Bushnell
10348 Eastborne Ave
Los Angeles, CA, 90024



To: Los Angeles
From: Gayla McDowell
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Gayla McDowell
2005 W Culver Ave Apt 16
Orange, CA, 92868



To: Los Angeles
From: Chris Ford, Esq.
Subj: Keep Alcohol Ads off L.A. Bus Benches

I think we should live in a world in which we do not have to be inundated with marketing from every angle. How about installing bus benches with ... NO advertising? If you just can't get the money-stars out of your eyes, then please see the further message below:

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you,
Sincerely,

Chris Ford, Esq.
Chris Ford
3435 Wilshire Blvd Ste 2900
Los Angeles, CA, 90010



To: Los Angeles
From: chris van hook
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.
Sincerely,

chris van hook
337 Via de la Paz
Pacific Palisades, CA, 90272



To: Los Angeles
From: Robert Aronson
Subj: Please Don't Allow Alcohol Ads on Bus Benches

The last thing we need is more alcohol advertisements, and I hope my government understands that public property should never be the site of alcohol ads. No pedestrian has ever been killed by a cigarette smoker, but many have been killed by drunk drivers. Cigarette advertisements are not permitted. The basis for rejecting alcohol advertisements should be even stronger. The city should not be promoting alcohol.

Even our own Department of Public Health has found that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," and would help discourage underage drinking. The MTA doesn't allow alcohol ads.

Please do the right thing: help reduce exposure to alcohol advertising, and include this provision in the contract with Martin Outdoor Media for city-owned bus benches.

Thank you for considering my opinion.

Sincerely,

Robert Aronson
1215 Appleton Way
Venice, CA, 90291



To: Los Angeles
From: Zenon Marko
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you
Sincerely,

Zenon Marko
202 E 6th St Apt 11
New York, NY, 10003



To: Los Angeles
From: Marsha Lyon
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Marsha Lyon
1712 Bervy St
San Diego, CA, 92110



To: Los Angeles
From: mMichael Culhane
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am apposed to having alcohol advertisements on billboards anywhere in los angeles. The research is clear: the more alcohol advertisements young people see, the more likely they are to drink and drink to excess. I have 2 boys and this is important to me. Please vote against it.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you,
Sincerely,

mMichael Culhane
4439 Saint Clair Ave
Studio City, CA, 91604



To: Los Angeles
From: David Rosenstein
Subj: Keep Alcohol Ads off L.A. Bus Benches

I understand that the city needs the money however promoting alcohol to children via bus benches is a terrible idea.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.

Thanks you for your attention to this important matter.

Sincerely,

David Rosenstein
302 Amalfi Dr
Santa Monica, CA, 90402



To: Los Angeles
From: Charles Brink
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

Stop all bus bench advertsing for drugs and Alcohol.
Sincerely,

Charles Brink
PO Box 9333
Van Nuys, CA, 91409



To: Los Angeles
From: Sam McCormick
Subj: Keep Alcohol Ads off L.A. Bus Benches

Will you make a positive decision for our youth? our country?

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

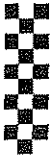
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Thank you.

Please consider this request.

Sincerely,

Sam McCormick
4337 Shamrock Way
Castro Valley, CA, 94546



To: Los Angeles
From: Barbara Broide
Subj: Keep Alcohol Ads off L.A. Bus Benches in the Public Right-of-Way

I write as both a concerned citizen and as a public health professional. In the field of public health we seek to improve the health of communities through prevention and the promotion of early detection and treatment. We know that prevention is the key to better health for individuals and communities. And, we also know that treatment is a very expensive road to travel AFTER an individual's health status is compromised.

Illness and disability as a result of alcohol abuse cost our society dearly and affects those from all walks of life. It is estimated that the cost of alcohol in L.A. County alone is \$ 10.8 billion each year. Many of those battling alcohol addiction today began drinking while young and underage. It is time to implement actions to help to break that cycle. You can act now to discourage underage drinking by disallowing advertisements for alcohol to be placed on bus benches in Los Angeles.

How fortunate it is that you have an opportunity to make a difference in this public health effort and act in support of the L.A. County's Public Health Dept. recommendation that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. The dangers are clear and fortunately a tool to discourage underage drinking is in your hands. You can follow the lead already taken by the MTA in barring such ads from their vehicles and facilities.

The City should not allow alcohol advertisements to be displayed on public property. I urge that changes be made to the Martin Outdoor Media contract to halt the placement of alcohol ads on bus benches in the public right-of-way throughout Los Angeles.

Thank you for your consideration.
Sincerely,

Barbara Broide
2001 Malcolm Ave
Los Angeles, CA, 90025



To: Los Angeles
From: Virginia Connell
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

Sincerely,

Virginia Connell
2361 Calle Mimosa
Thousand Oaks, CA, 91360

To: Los Angeles
From: Mr. & Mrs. Michael Metcalfe
Subj: Keep Alcohol Ads off L.A. Bus Benches

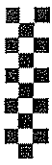
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Thank you.
Sincerely,

Mr. & Mrs. Michael Metcalfe
1421 Pandora Ave
Los Angeles, CA, 90024



To: Los Angeles
From: Susan Gans
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Susan Gans
PO Box 900
Beverly Hills, CA, 90213



To: Los Angeles
From: C V BECK
Subj: Keep Alcohol Ads off L.A. Bus Benches

You guys are trying the people's patience with money-grubbing, vulgar activities. I believe it is time to knock it off.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

I believe that a 10-year contract is excessive and maybe only a 2-year contract would be doable.

Sincerely,

C V BECK
1053 Elkgrove Ave Apt 1
Venice, CA, 90291



To: Los Angeles
From: Michael Monagan
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

Sincerely,

Michael Monagan
3341 Fay Ave
Culver City, CA, 90232



To: Los Angeles
From: Beth Ann Thompson
Subj: Keep Alcohol Ads off L.A. Bus Benches

Teenagers have way too much pressure on them from advertising for things that are essentially harmful. Please don't perpetrate this travesty.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Beth Ann Thompson
1545 San Francisco St
Redding, CA, 96001



To: Los Angeles
From: Derek Ryder
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Derek Ryder
1617 Grafton St
Los Angeles, CA, 90026



To: Los Angeles
From: Carol Easton
Subj: Keep Alcohol Ads off L.A. Bus Benches

With the cost of alcohol abuse in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

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Thank you.

Sincerely,

Carol Easton
525 Venice Way
Venice, CA, 90291

To: Los Angeles
From: Gregory Wright
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

SOME OF LOS ANGELES'S BUS BENCHES SHOULD PRESENT, NOT MORE OBNOXIOUS ADS, BUT FULL-BENCH-BACK REPRODUCTIONS OF PANORAMIC ARTWORKS BY LOS ANGELES ARTISTS -- WORKS NOMINATED AND SELECTED BY LOCAL COMMUNITY ARTS ORGANIZATIONS AND THE CULTURAL AFFAIRS DEPARTMENT.

Sincerely,

Gregory Wright
14161 Riverside Dr Unit 3
Sherman Oaks, CA, 91423



To: Los Angeles
From: Marge Schultz
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Marge Schultz
4592 Rosewood Pl
Riverside, CA, 92506

To: Los Angeles
From: Virginia Shabaik
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.
Sincerely,

Virginia Shabaik
4133 Sunnyslope Ave
Sherman Oaks, CA, 91423



To: Los Angeles
From: Chris Wladen
Subj: Keep Alcohol Ads off L.A. Bus Benches

Hello I run a non profit rehabilitation home for recovering alcoholics. I am well away of the the troubles that alcoholics go thru on a day to day basis. Having ads on public property put in there face will do much harm to the city and to the community who is trying to abstain from this nasty disease.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

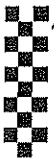
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Thank you.

Sincerely,

Chris Wladen
5750 Franklin Ave
Hollywood, CA, 90028



To: Los Angeles
From: Janet Rowse
Subj: Keep Alcohol Ads off L.A. Bus Benches

Media messages are critically important to our youth. Like role models, all messages have the potential to have a positive or a negative effect on their health and future success. The most important test of any leader's character must be how their decisions affect the youth. Please **DO MAKE THE RIGHT CHOICE** and say **NO** to any and all addictive substance advertisement.

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Thank you.

Sincerely,

Janet Rowse
201 Las Ondas
Santa Barbara, CA, 93109



To: Los Angeles
From: Howard J Cohen, Ph.D.
Subj: Keep Alcohol Ads off L.A. Bus Benches

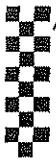
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Thank you.
Sincerely,

Howard J Cohen, Ph.D.
3272 Cowper St
Palo Alto, CA, 94306



To: Los Angeles
From: ingrid mueller
Subj: Keep Alcohol Ads off L.A. Bus Benches - JUST SAY NO, PLEASE!

Alcohol is adult entertainment! We need not cram very potentially abused substances into waiting bus dwellers' minds, including a whole lot of minors!

Please have truly 'common' sense: Simply Say No to those advertisers that simply do not care.

With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

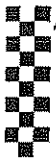
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Thank you.

Let's help create more angels than evil in this City.

Sincerely,

ingrid mueller
1027 Elkgrove Ave Apt 3
Venice, CA, 90291



To: Los Angeles
From: David Weinberger
Subj: Keep Alcohol Ads off L.A. Bus Benches


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Thank you.
Sincerely,

David Weinberger
PO Box 81
Arroyo Grande, CA, 93421



To: Los Angeles
From: Don Knutson
Subj: Keep Alcohol Ads off L.A. Bus Benches

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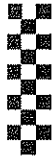
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Thank you.

Sincerely,

Don Knutson
2004 5th St
Sacramento, CA, 95818



To: Los Angeles
From: Denis Quinonez
Subj: Keep Alcohol Ads off L.A. Bus Benches

Dear City leaders,

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Thank you.

Denis Quiñonez
Director, Boyle Heights Coalition for a Safe and Drug-Free Community
Sincerely,

Denis Quinonez
3248 Wabash Ave
Los Angeles, CA, 90063



To: Los Angeles
From: Raul Anorve
Subj: Keep Alcohol Ads off L.A. Bus Benches

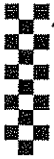
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Thank you.
Sincerely,

Raul Anorve
4401 Berkshire Ave
Los Angeles, CA, 90032



To: Los Angeles
From: Carol Fowler
Subj: Keep Alcohol Ads off L.A. Bus Benches

As a therapist with a speciality in addictions I must express my dismay at tax money going to advertising alcohol. This gives a message, especially to our youth, that drinking is okay. And our youth is at terrible risk to have continued problems with alcohol and drugs due to the lack of development of their brains. Please don't continue this for the sake of ourselves and our youth.

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Thank you.
Sincerely,

Carol Fowler
243 Poplar Ave
Hayward, CA, 94541



To: Los Angeles
From: Karen Fishkin, Karen
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Karen Fishkin, Karen
1742 Fell St
San Francisco, CA, 94117

To: Los Angeles
From: Marsha Epstein, MD
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Marsha Epstein, MD
3200 Butler Ave
Los Angeles, CA, 90066



To: Los Angeles
From: GLADYS ISINGER
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

GLADYS ISINGER
26682 Country Creek Ln
Calabasas, CA, 91302



To: Los Angeles
From: Amanda Rodriguez, MFTI
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

As someone who works in public health with teens (and families) plagued by alcohol use and dependence, I've seen the harrowing effects and influence of alcohol ads on teens. Please know that this population is already saturated with ads for alcohol and common community spots (like public transit locales) are an absolutely inappropriate place for advertisements of this kind. Let's protect families together!

Sincerely,

Amanda Rodriguez, MFTI
175 21st Ave Apt 202
San Francisco, CA, 94121



To: Los Angeles
From: Luis Lozano
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

Luis Lozano
225 Pomona Ave Apt 3
Long Beach, CA, 90803



To: Los Angeles
From: Matilda Sakai
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

Matilda Sakai
2991 Diana Ct
Newbury Park, CA, 91320



To: Los Angeles
From: Bruce Wolfe, M.S.W.
Subj: Keep Alcohol Ads off L.A. Bus Benches

As a Social Worker, I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol that is so widely apparent to our youth. We all know the industry spends millions on creating suggestive advertising that is repeated over and over again to entice kids to use their product, no less, pay for it.

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The job of social workers is to seek putting themselves out of a job. I know for a fact with the loose reins government allows on the alcohol industry that we will never, ever win this struggle for the health and well being of our society and community.

Please do the right thing and prohibit all alcohol ads from city furniture and assets today!

Thank you.
Sincerely,

Bruce Wolfe, M.S.W.
1951 Page St
San Francisco, CA, 94117

To: Los Angeles
From: Paul Ellender, Jr.
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Paul Ellender, Jr.
5615 Corporate Blvd
Baton Rouge, LA, 70808

To: Los Angeles
From: mark miller
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

this seems like such an obvious issue. With all of the problems that LA faces, do you really want to use public property to encourage more drinking? Surely, there is a less expensive way to raise money.

Sincerely,

mark miller
90 Great Oaks Blvd
San Jose, CA, 95119



To: Los Angeles
From: Sarah Mart
Subj: Keep Alcohol Ads off L.A. Bus Benches

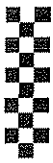
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Thank you.
Sincerely,

Sarah Mart
889 Chardonay Cir
Petaluma, CA, 94954



To: Los Angeles
From: Sharon Heck
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

Sharon Heck
6032 Comstock Ave
Whittier, CA, 90601



To: Los Angeles
From: Richard Bis,
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

Richard Bis,
Community Prevention Organizer
Asian American Drug Abuse Program, Inc.
2900 Crenshaw Blvd
Los Angeles, CA, 90016



To: Los Angeles
From: Evelyn Stern
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

Evelyn Stern
12367 Deerbrook Ln
Los Angeles, CA, 90049



To: Los Angeles
From: Criss Doll, SAPS
Subj: Keep Alcohol Ads off L.A. Bus Benches

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I know that I am not located in L.A. or in the surrounding county, however being a resident of California, I am interested in what happens in other counties in California. The L.A. area is a catalyst for other counties and what you allow will steer the rest of the state.

Thank you.
Sincerely,

Criss Doll, SAPS
Family and Youth Services Coordinator
NCADD
2143 Hurley Way Ste 101
Sacramento, CA, 95825



To: Los Angeles
From: Gilbert Lozano
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Gilbert Lozano
Outpatient Supervisor
Tarzana Treatment Centers
7101 Baird Ave
Reseda, CA, 91335



To: Los Angeles
From: Michele Simon
Subj: Keep Alcohol Ads off L.A. Bus Benches

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A. County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

The L.A. Department of Public Health recently recommended that "reducing alcohol advertising in public spaces and in areas commonly seen by minors," would help discourage underage drinking. Yet the proposed 10-year bus bench contract with Martin Outdoor Media LLC, inexplicably allows the company to place alcohol ads on public property.

The research is clear: the more alcohol advertisements young people see, the more likely they are to drink and drink to excess. Restricting youth exposure to alcohol advertising has important benefits, including reducing youth drinking and binge drinking. Currently the L.A. MTA does not allow alcohol advertising on its buses, trains and other transit facilities. I respectfully urge you to adopt this wise policy and not approve the Martin Outdoor Media contract until an amendment is added to not allow alcohol ads on city-owned bus benches.

Thank you.

Sincerely,

Michele Simon
3621 Grand Ave
Oakland, CA, 94610



To: Los Angeles
From: ener palma
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.
Sincerely,

ener palma
251 S Avenue 50 Apt E
Los Angeles, CA, 90042

To: Los Angeles
From: Richard Burtz, La Mesa
Subj: Keep Alcohol Ads off L.A. Bus Benches

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Thank you.

Sincerely,

Richard Burtz, La Mesa
5639 Jackson Dr Apt 104
La Mesa, CA, 91942



To: Los Angeles
From: Irene Sandler
Subj: Keep Alcohol Ads off L.A. Bus Benches

To My elected Representatives,

Take a page from the LAMTA and please do not allow the ten year agreement with Martin Outdoor Media for Bus benches showing ads for alcoholic Beverages. You have so many programs to help those who become alcoholics, yet you may be tacitly approving the promoting of drinking by accepting this bid.. Youth are easily influenced and, as with cigarettes, alcoholic beverages are easy to obtain and have ill effects on the body. Also, those who begin drinking at an early age may likely abuse the quantity and are more likely to continue, rather than to stop drinking. It would not be a moral position to support Martin Outdoor Media in their pursuit of customers, as this would allow the company to prey upon our children/residents and promote negative behavior which is not a benefit to our society. Surely, they wouldn't be buying all the benches that will carry their ads, if they thought the ads would not be lucrative over time.

Why, directly or indirectly support this effort, which can come back to haunt you in the years to come? There are many other companies which may not have known you were accepting bids, which would make far better partners for you. The publicity generated by the public's indignation over this "Martin" proposal may inspire more companies, philanthropists, and/or non-profits, to take advantage of this opportunity, if you will reopen it for bids..

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Thank you,
Sincerely,

Irene Sandler
PO Box 15383
Beverly Hills, CA, 90209



To: Los Angeles
From: Farimah Fiali
Subj: Keep Alcohol Ads off L.A. Bus Benches

Our children need your help and urgent attention. We thank you for your consideration.

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

Sincerely,

Farimah Fiali
24047 Gilmore St
West Hills, CA, 91307



To: Los Angeles
From: Caroline Scippa
Subj: Keep Alcohol Ads off L.A. Bus Benches

Honorable City Councilmembers

I am deeply troubled by alcohol-ads on public property. With the cost of alcohol in L.A County estimated to be \$10.8 billion annually, the city should not be a partner in promoting alcohol.

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Thank you.

Sincerely,

Caroline Scippa
PO Box 602
Mill Valley, CA, 94942



To: Los Angeles
From: Colleen Ney, Ms
Subj: Keep Alcohol Ads off L.A. Bus Benches

Honorable City Councilmembers

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Thank you.

Sincerely,

Colleen Ney, Ms
4249 Rickeys Way Unit A
Palo Alto, CA, 94306

Coalition to Ban Alcohol Ads on Public Property in Los Angeles

August 3, 2011

Public Works Committee
City Hall 200 N. Spring St.
Los Angeles, CA 90012
Fax: 213 847-0707

Re: No alcohol ads on bus benches

Attn: José Huizar

As concerned community members we are troubled by the advertisement of alcohol on public property. At a time when there are a lack of services to treat alcohol related harms, the City of Los Angeles should not participate as a promoter of alcohol. *This is why we are asking that you approve the current Bus Bench Advertisement Contract as recommended by the Board of Public Works with the included ban on alcohol ads.*

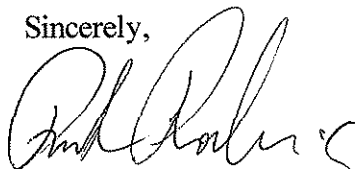
We would like to clarify that local government has the legal and constitutional right to ban alcohol ads on its property. The proposed contract with Martin Outdoor Media adequately addresses the issue of alcohol advertising on bus benches.

The Los Angeles Department of Public Health in its 2011 report titled *Reducing Alcohol Related Harms in Los Angeles County* suggest as a prevention strategy “reducing alcohol advertising in public spaces and in areas commonly seen by minors.”

Currently MTA does not allow alcohol advertising on its buses, trains, and other transit facilities, and recently reaffirmed this policy when its advertising contractor, CBS Outdoor, sought to change it.

For the above reasons, we urge you to approve the Bus Bench Advertising Contract as recommended by the Board of Public Works prohibiting advertising of alcohol on city bus benches.

Sincerely,



Ruben Rodriguez, Chair
Coalition to Ban Alcohol Ads on Public Property in Los Angeles

noalcoholads.org

Coalition to Ban Alcohol Ads on Public Property in Los Angeles

Current Coalition Members are:

- * Tarzana Treatment Centers & AWARE Coalition
- * Coalition to Ban Billboard Blight
- * Community Leadership Coalition
- * Day One Pasadena
- * Los Angeles Coalition on Alcohol Policy
- * Alcohol Justice
- * Pueblo y Salud
- * Sierra Club / Los Angeles Chapter
- * United Coalition East Prevention Project
- * Woman's Christian Temperance Union

For more information, or to learn how you can help, send email to info@noalcoholads.org

ALCOHOL JUSTICE™

The Industry Watchdog

August 2, 2011

City of Los Angeles
Public Works Committee
City Hall 200 N. Spring St.
Los Angeles, CA 90012

Attn: Council Member Richard Alarcón

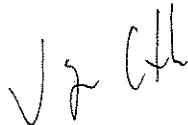
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We would like to clarify that local government has the legal and constitutional right to ban alcohol ads on its property. The proposed contract with Martin Outdoor Media adequately addresses the issue of alcohol advertising on bus benches.

In our research, we found the cost of alcohol harms to LA County to be \$10.8 billion annually. The Los Angeles Department of Public Health recognizes this cost in its report titled "Reducing Alcohol Related Harms in Los Angeles County." In this report they also suggest as a prevention strategy, "reducing alcohol advertising in public spaces and in areas commonly seen by minors."

For the above reasons we urge you to approve the Bus Bench Advertising Contract as recommended by the Board of Public Works prohibiting advertising of alcohol on city bus benches.

Sincerely,



Jorge Castillo, Advocacy & Outreach Manager, Alcohol Justice
L.A. Coalition to Ban Alcohol Ads from Public Property

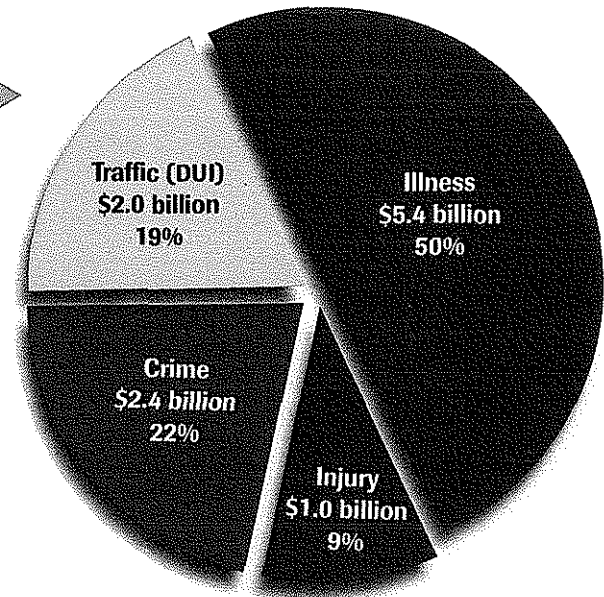


The Annual Catastrophe of Alcohol in California — Los Angeles County —

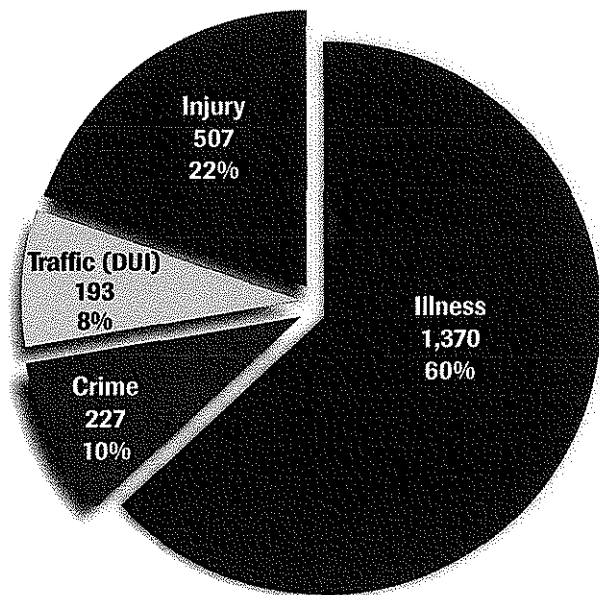
A MARIN INSTITUTE REPORT

The price tag for alcohol in LA County

- The total economic cost of alcohol use is \$10.8 billion annually
- This translates to roughly \$1000 per LA County resident or \$3,100 per family each year



Total: \$10.8 billion



Total: 2,297

How alcohol causes death in LA County

- Total number of lives lost each year to alcohol use is 2,297
- Six people die each day due to alcohol use
- The total number of incidents related to alcohol use is over 240,000
- There are 28 incidents (injuries, crimes, high-risk sex, etc.) every hour due to alcohol use



24 Belvedere Street • San Rafael, California 94901 • 415 456-5692

www.marininstitute.org

Lives lost and financial burden due to alcohol use in Los Angeles County

Problem	Deaths	Incidents	Total costs	Government costs*
Illness	1,370	13,558	\$5.4 billion	\$200 million
Traffic (DUI)	193	51,665	\$2.0 billion	\$200 million
Other Injury	507	10,924	\$1.0 billion	\$100 million
Crime	227	166,118	\$2.4 billion	\$1.7 billion
Total	2,297	242,265	\$10.8 billion	\$2.2 billion

*Government agencies (state, county, and city) are burdened with \$2.2 billion or 20 percent of the total \$10.8 billion price tag.

How alcohol destroys health

Type of illness	Deaths	Hospitalizations
Digestive Diseases	949	6,640
Neuro-Psychiatric Conditions	172	5,209
Cardio-Vascular Diseases	166	1,455
Malignant Neoplasms	78	156
Pregnancy-Related Conditions	5	98
Fetal Alcohol Syndrome	0	303*
High Risk Sex	0	13,564*
Total	1,370	27,424

*Numbers are new incidents, not the number of hospitalizations.

Alcohol-caused injury and traffic collisions are responsible for roughly 700 deaths and a staggering 27,530 non-fatal injuries each year. Tragically, alcohol results in 158 suicides each year, while 26 percent of all traffic deaths in Los Angeles County are caused by alcohol. The annual economic cost of traffic collisions and other injuries totals about \$3 billion.

Alcohol use causes a disturbing array of health problems, from liver disease to cancer to sexually-transmitted diseases, all of which cost Los Angeles County \$5.4 billion annually. These figures are conservative estimates because not all alcohol-related illnesses were included in the analysis.

How alcohol causes bodily harm

Cause	Deaths	Injuries
Traffic (DUI)	193	16,606
Falls	117	6,502
Suicide	158	673
Poisonings (Non-Alcohol)	160	449
Alcohol Poisoning	15	127
Occupational	2	86
Other	55	3,087
Total	700	27,530

How alcohol contributes to crime

Crime	Incidents	Proportion
Property Crime	51,671	6.8%
Violent Crime		
Assault	97,209	21%
Rape	6,834	20%
Robbery	7,267	17%
Child Physical Abuse	2,586	4.5%
Child Sexual Abuse	327	8.5%
Homicide	224	21%
Total	166,118	

An alarming 92 percent of alcohol-related crime costs are due to violent offenses. The total economic cost due to crime is roughly \$2.4 billion annually. Fully 20 percent of all homicides, rapes, and assaults can be attributed to alcohol use.

This report was prepared with data analyzed by Simon Rosen and David Dominguez with assistance from Michele Simon and Bruce Livingston.