



ANTONIO R. VILLARAIGOSA
MAYOR

July 23, 2008

S. David Freeman
Board of Harbor Commissioners
Port of Los Angeles
425 S. Palos Verdes Street
San Pedro, CA 90731

Dear Commissioner Freeman:


I applaud your commission's efforts to advance my initiative to grow and green the Port of Los Angeles. From the adoption of the groundbreaking Clean Air Action Plan to the approval of the first major terminal expansion in six years, I recognize that successful implementation of this initiative requires an even stronger public education and community outreach program than has ever before existed at the Port of Los Angeles.

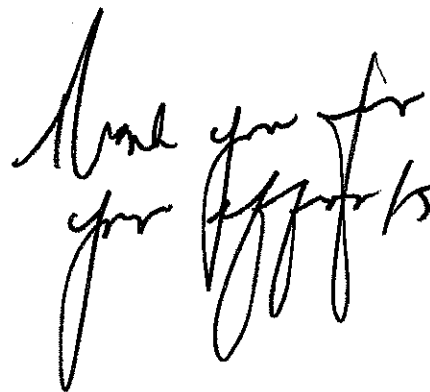
As such, I believe it is critical that the department take measures to develop the internal staff capacity to direct and manage a more robust public communications effort. Consistent with this goal, I request that you swiftly reconsider the public education and community outreach contracts approved by your commission on June 19, 2008. Specifically:

1. The contractor's work should be viewed as a temporary supplement with a scope of one year, while the department develops internal staff capacity, to support one of the Port's priority initiatives, the Clean Trucks Program;
2. The scope of work should be project specific and prohibit services related to obtaining media coverage; and
3. To keep a focus on the Clean Trucks Program, this temporary supplemental work should be limited to one firm.

Thank you for your attention to this matter.

Sincerely,


ANTONIO R. VILLARAIGOSA
Mayor



ARV:djl

cc: Dr. Geraldine Knatz
Commissioner Jerilyn Lopez-Mendoza
Commissioner Kaylynn Kim
Commissioner Doug Krause
Commissioner Joe Radisich