



MICHAEL N. FEUER
CITY ATTORNEY

REPORT NO. R 22 - 0262
AUG 04 2022

REPORT RE:

**DRAFT ORDINANCE ADDING SECTION 28.30 TO ARTICLE 8,
CHAPTER II OF THE LOS ANGELES MUNICIPAL CODE TO ESTABLISH
THE PROHIBITION OF MISLEADING ADVERTISING BY A PREGNANCY
SERVICE CENTER WITHIN THE CITY OF LOS ANGELES**

The Honorable City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

Honorable Members:

This Office has prepared and now transmits for your consideration the enclosed draft ordinance, approved as to form and legality. The draft ordinance adds Section 28.30 to Article 8, Chapter II of the Los Angeles Municipal Code to establish the prohibition of misleading advertising by a pregnancy service center within the City of Los Angeles.

While this Office does not normally transmit ordinances before or pending Council review of a matter, due to the time sensitive and urgent implications of ensuring that accurate information is being provided to those seeking reproductive services, this Office is deviating from its longstanding policy and sending this ordinance directly for Council's consideration.

If you have any questions regarding this matter, please contact Deputy City Attorney Tiffany Tejada-Rodriguez at (213) 978-8100. A member of this Office will be available when you consider this matter to answer questions you may have.

Sincerely,


MICHAEL N. FEUER
City Attorney

MF:TTR:ac
Transmittal