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March 15, 2013

Los Angeles City Council
City Hall
200 N. Main Street
Los Angeles, CA 90012
Via email

RE: Clean Up Green Up Policy (motion CF 11-0112)

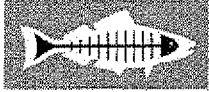
Dear Councilmembers,

On behalf of Heal the Bay and our thousands of members, I urge members of the Planning and Land Use Management (PLUM) Committee to *vote in favor* of the Clean Up, Green Up (CUGU) motion, CF 11-0112. Heal the Bay supports the changes to the City of Los Angeles Planning Department's proposed work plan as outlined by sponsors of the CUGU Campaign so that all three target communities—Boyle Heights, Pacoima, and Wilmington—are included in a timely and cost-effective policy development and implementation process.

Last May, over 150 Los Angeles residents, community leaders, and business owners attended the PLUM Committee hearing on the CUGU policy to express their support for this innovative and balanced solution to the problem of cumulative environmental impacts from polluting sources located near our homes, schools, and parks. Since then, over 200 community organizations, businesses, labor, and faith-based organizations have endorsed this policy. The CUGU policy will prevent further environmental degradation, reduce current pollutant levels, and revitalize the physical environment in Boyle Heights, Pacoima, and Wilmington by combining economic incentives with traditional land-use planning tools, and promoting collaboration among government agencies, residents, and businesses.

In difficult economic times, it makes common sense to reduce existing levels of pollution while both providing incentives that encourage local businesses to “clean up and green up” and attracting new, responsible green businesses to our community. Not taking action on these issues has its own costs—we all pay for air, water, and land pollution with health problems and direct economic losses.

Heal the Bay thanks the PLUM Committee for directing the City of Los Angeles Planning Department to prepare a CUGU work plan. We encourage the PLUM Committee to vote in favor of the motion and adopt the recommendations suggested by the sponsors of the CUGU Campaign. Moving the CUGU policy forward will demonstrate that by working together, business, government agencies, and residents can develop meaningful solutions to pollution that not only protect public health but promote responsible economic development.



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Thank you for your leadership on this critical issue.

Sincerely,

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