

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

RE: Clean Up Green Up motion – CF 11-0112

Dear Councilmembers:

On behalf of Prevention Institute, I'd like to urge members of the Planning and Land Use Management (PLUM) Committee and the full City Council to VOTE IN FAVOR of the Clean Up, Green Up motion, CF 11-0112. The Institute supports the changes to the Planning Department's proposed work plan as outlined by the Clean Up Green Up 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.

Prevention Institute is a national organization with offices in Oakland and Los Angeles dedicated to advancing the health and well-being of all California communities by identifying community-supported strategies that prevent illness and injury in the first place. As an organization, we support policies and strategies, such as the Clean Up, Green Up motion, that foster health and social equity, as well as build momentum for community prevention as an integral component of a quality health system.

Last May, over 150 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 the overconcentration of polluting land uses adjacent to homes, schools, parks and other sensitive uses. Over 200 community organizations and businesses have endorsed this policy and the creation of Green Zones or overlay districts in the three pilot communities, combining economic incentives with traditional planning tools, and promoting collaboration among government agencies, residents and businesses.

It makes good sense in difficult economic times to reduce existing levels of pollution while providing incentives to encourage local businesses to clean up and green up, and to attract new green businesses to our community. Low income communities and communities of color are more likely to have limited economic opportunities and increased presence of environmental hazards and we urgently need new infrastructure to adequately address the problem of stormwater and runoff pollution and the impact it has on our health, economy and environment. Not taking action on this pervasive problem has its own costs—we all pay for air pollution with health problems and direct economic losses. According to the California Air Resources Board; exposure to air pollution costs business 1.9 million lost workdays every year.

Prevention Institute thanks the PLUM Committee for its previous action on the Clean Up Green Up motion. We encourage the PLUM Committee to vote in favor of the motion and revised work plan because it demonstrates that working together, business, government and residents can develop meaningfully solutions to the problem of air pollution that not only protect public health but also ensure a healthy economic climate where businesses can thrive.

Thank you for your time and attention to this matter.

Sincerely,



Manal J. Aboelata, MPH  
Managing Director, Prevention Institute