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May 2, 2012

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:

BREATHE LA urges members of the Planning and Land Use Management Committee and the full City Council to VOTE IN FAVOR of the Clean Up, Green Up motion, CF 11-0112.

The Clean Up Green Up initiative is an innovative yet balanced solution to the problem of the overconcentration of polluting land uses adjacent to homes, schools, parks and other sensitive uses. This approach involves creating overlay districts in the three pilot communities—Boyle Heights, Pacoima and Wilmington—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.

The Clean Up Green Up policy proposal complements other important environmental initiatives taking place in Los Angeles including the South Coast Air Quality Management District's (AQMD) Clean Communities Plan. This voluntary program seeks to reduce the exposure to air toxics throughout the District, with emphasis on cumulative impacts. We are excited about the potential for synergy and collaboration between the future City Clean Up Green Up pilot program and AQMD's efforts.

BREATHE LA endorses the Clean Up Green Up motion 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,

Neal Richman
Director of Programs and Advocacy