



May 3, 2012

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

**Executive Board –
2011-2012**

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Re: Clean Up Green Up motion (CF 11-0112)

Dear Councilmembers:

The Board of Directors of the Boyle Heights Chamber of Commerce (BHCC) recently passed a resolution endorsing the proposed Clean Up Green Up motion. The Clean Up Green Up motion directs City staff to develop recommendations for a pilot initiative in Boyle Heights, Pacoima and Wilmington to address the problem of cumulative environmental impacts. The Board urges members of the City Council, the Planning and Land Use Management Committee and the Jobs and Business Development Committee to vote in favor of the Clean Up, Green Up motion.

The BHCC Board is enthusiastic about the unique approach of the Clean Up Green Up initiative to address the overconcentration of polluting land uses adjacent to homes, schools, parks and other sensitive uses. This approach involves creating overlay districts in the pilot communities, combining economic incentives with traditional planning tools, and promoting collaboration among government agencies, residents and businesses. The BHCC Board believes it makes good business sense 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 Boyle Heights 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.

The Boyle Heights Chamber of Commerce Board has endorsed the Clean Up Green Up motion because it demonstrates that working together, business, government and residents can develop meaningful 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,

A handwritten signature in blue ink, appearing to read "Cesar Armendariz", is written over a printed name and title.

Cesar Armendariz
President

Boyle Heights Chamber of Commerce Board of Directors



RESOLUTION IN SUPPORT OF THE CLEAN UP GREEN UP MOTION

Whereas, scientific evidence demonstrates that Boyle Heights has high levels of air pollution resulting, in part, from the concentration of emission sources in close proximity to homes, schools, playgrounds, and other sensitive uses.

Whereas, the proposed Clean Up Green Up initiative takes a balanced approach to the problem of cumulative environmental impacts, coupling economic incentives for local businesses with familiar planning tools in three designated overlay districts or 'Green Zones' including Boyle Heights, Pacoima and Wilmington.

Whereas, it makes good business sense to reduce existing levels of pollution, and provide incentives to encourage local businesses in Boyle Heights to clean up and green up, and to attract new green businesses to our community.


Whereas, piloting the proposed policy in three geographic areas will allow the City to narrowly apply this model and thoroughly evaluate its effectiveness prior to considering a broader effort to address the problem of cumulative environmental impacts.

Whereas, the Clean Up Green Up initiative will complement and create synergy with other environmental initiatives that address cumulative environmental impacts taking place in Boyle Heights, including the South Coast Air Quality Management District's (AQMD) Clean Communities Plan.

Whereas, the Clean Up Green Up motion (CF 11-0112) directs key City departments to make recommendations on how to implement Clean Up, Green Up strategies in Boyle Heights (CD14), Pacoima (CD6/CD7), and Wilmington (CD15).

Therefore, be it resolved, that the Boyle Heights Chamber of Commerce Board of Directors:

1. Finds the Clean Up Green Up motion is consistent with the values and mission of the Boyle Heights Chamber of Commerce and its role as an advocate for local businesses and the welfare of the general community.
2. Endorses the Clean Up Green Up motion (CF 11-0112) and encourages the City Council to adopt it as a preliminary step in developing a comprehensive approach to addressing cumulative environmental impacts in Los Angeles.



Cesar Armendariz
President
Boyle Heights Chamber of Commerce Board of Directors



Date