

ACTION Sales & Metal Co. Inc.
1625 E. Pacific Coast Hwy.
Wilmington, CA 90744
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May 3, 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:

My company, Action Sales & Metal CO. Inc., is a thriving, medium-sized recycling business in Wilmington. It has been in operation since 1975.

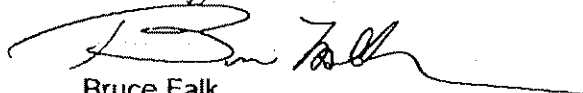
I recently learned about the Clean Up Green Up motion and as an environmental business operating in one of the proposed Green Zones I support the intent of Clean Up Green Up policy and urge members of the City Council and the Planning and Land Use Management Committee to VOTE IN FAVOR of the Clean Up, Green Up motion.

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 pilot communities, combining economic incentives with traditional planning tools, and promoting collaboration among government agencies, residents and businesses. I also think 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 Los Angeles including the South Coast Air Quality Management District's (AQMD) Clean Communities Plan. I am excited that this voluntary program may be coming into Wilmington in the future and will also help reduce the exposure to air toxics, with emphasis on cumulative impacts. I think it is important to have collaboration between the future City Clean Up Green Up pilot program and the AQMD.

I have endorsed 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 like mine can thrive. Thank you.

Sincerely,



Bruce Falk
President & CEO