



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:

The Clean Up Green Up initiative is an innovative yet balanced solution to the overconcentration of polluting near homes, schools, parks and other sensitive areas. 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. In light of difficult economic times, taking this sensible approach by providing various incentives will reduce existing levels of pollution while encouraging local businesses to clean up and green up and attracting new green businesses to our community.

This 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 program also 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

We understand that the City Council will be considering the proposed Clean Up Green Up program as reflected in the attached motion. We respectfully request your approval of the three pilot overlay districts in Boyle Heights, Pacoima and Wilmington. However, the LABC urges the committee to be clear in their support and implementation of the Clean Up Green Up program. This program should involve the local business community, be carefully designed to provide continuous support to the local businesses, and ensure the Clean Up Green Up program does not increase their long-term costs. The Council should also be clear that the charge is not to drive businesses away from these areas but rather work collaboratively to identify technical ways to reduce pollution and secure funding opportunities and other measures to encourage reduction of air pollution in these communities. We believe that a strong outreach to the businesses in these areas is a necessary requirement of this program.

Los Angeles Business Council believes that the Clean Up Green Up pilot program can be a useful opportunity to see if a positive collaboration can be used to reduce pollution and at the same time promote economic growth for communities

Best regards,

Mary Leslie, President

Executive Officers

Jacob Lipa, Chairman
PsonasFMG

Brad Cox, Immediate Past Chairman
Trammell Crow Company

Alan Rothenberg, Vice Chairman
1st Century Bank

**Richard Ziman, Vice Chairman,
Chairman's Circle**
American Value Partners

Mary Leslie, President
Los Angeles Business Council

Chairman's Circle

Allan J. Abshez, **Greenberg Traurig**

Celeste Altimari, **Haworth**

Bob Aptaker, **Macerich**

Ellen Berkowitz, **Manatt, Phelps, Phillips LLP**

David Cobb, **HDR, Inc.**

Andy Cohen, **FAIA, Gensler**

Joaquin DeMonet, **Arden Realty**

Kevin Dow, **Turner Construction Co.**

Tom Flintoft, **Kindel Gagan**

Steve Friar, **Hensel Phelps Construction Co.**

Gilbert Gonzales, **Safeway**

Ron Griffith, **Century Housing Corporation**

Arno Harris, **Recurrent Energy**

Daniel Howard, **Lodgen, Lacher, Golditch, Sardi
Saunders & Howard**

Fran Inman, **Majestic Realty Co.**

Deborah Kallick, **Cedars-Sinai Health System**

Janet Lamkin, **Bank of America**

Antonio Manning, **J.P. Morgan Chase & Co.**

Mike Massey, **National ITC Corporation**

Andy Meyers, **Shangri-La**

George Mihlsten, **Latham & Watkins**

Jerry Porter, **CresaPartners**

Joe Ramallo, **LA Dept. of Water & Power**

Kevin Ratner, **Forest City**

Tom Roell, **Parsons**

Michael Rosenfeld, **Next Century Associates, LLC**

David C. Sears, **J.P. Morgan**

Carmel Sella, **Wells Fargo Bank**

Sarah Shaw, **JMB Realty Corporation**

Patti Shwayder, **AIMCO**

Howard Sunkin, **Los Angeles Dodgers**

Lori Tierney, **Unisource Solutions**

Nadine Watt, **Watt Companies**

Mike Whatley, **SunPower**

Jim Willson, **National Electrical Contractors Association**

William Witte, **Related Companies of California**

Gillian Wright, **Sempra Energy Utilities**

Hraztan Zeltlian, **DLR Group WWCOT**