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Heal the Bay®

May 7, 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:

Heal the Bay 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 rivers and creeks. Drawing attention to these concentrated areas allows for better education and prioritization of best management practices which will aid the city in meeting Clean Water Act requirements such as Total Maximum Daily Loads (TMDLs).

The combination of economic incentives with traditional planning tools, and promoting collaboration among government agencies, residents and businesses will alleviate some of the void left by with the elimination of CRAs in our communities. 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. We are excited about the potential for synergy and collaboration between the future City Clean Up Green Up pilot program and AQMD's efforts.

Heal the Bay endorses the Clean Up Green Up motion because it demonstrates that by working together, business, government and residents can develop meaningful solutions to the problem of pollution. This will 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,

Karin Hall
Executive Director