



August 12, 2015

Mayor Eric Garcetti <mayor.garcetti@lacity.org>
Council President Herb Wesson <councilmember.wesson@lacity.org>
Councilmember Paul Koretz <councilmember.koretz@lacity.org>
Councilmember Paul Krekorian <councilmember.krekorian@lacity.org>
Councilmember Felipe Fuentes <councilmember.fuentes@lacity.org>
Councilmember Bob Blumenfield <councilmember.blumenfield@lacity.org>
Councilmember Gil Cedillo <councilmember.cedillo@lacity.org>
Councilmember Mitch O'Farrell <councilmember.ofarrel@lacity.org>

Re: SUPPORT for Council File 15-0768 (Watershed Approach)

Surfrider Foundation - South Bay Chapter strongly supports the watershed approach motion (15-0768) introduced by Councilmembers Koretz and Krekorian. The motion's principles and objectives are directly in line with those of Surfrider Foundation's Ocean Friendly Gardens Program.

Urban runoff is the leading cause of ocean pollution, and can be a leading source of landscape irrigation, groundwater, and supporting creek flows. The motion addresses two critical components needed to transform the approach to landscaping: (1) City departments and stakeholders coalescing behind a single approach and (2) a set of standards.

We look forward to help promote and implement the motion upon adoption.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read "Craig W. Cadwallader".

Craig W. Cadwallader, Chapter Chair, chair@surfrider-southbay.org
Beth Crosse, Ocean Friendly Gardens Chair, ofg@surfrider-southbay.org
Surfrider Foundation - South Bay Chapter

Cc:

Barbara Romero <barbara.romero@lacity.org> David Giron <david.giron@lacity.org>
Matt Petersen <matt.petersen@lacity.org> Star Parsamyan <star.parsamyan@lacity.org>
Ted Bardacke <ted.bardacke@lacity.org> Andy Shrader <andy.shrader@lacity.org>
Liz Crosson <liz.crosson@lacity.org> Jennifer Rivera <jennifer.rivera@lacity.org>
Christine Frey <christine.frey@lacity.org> Sharon Gin <sharon.gin@lacity.org>
John Popoch <john.popoch@lacity.org> Paul Herzog <pherzog@surfrider.org>



August 5, 2015

TO:

Mayor Eric Garcetti
Council President Herb Wesson
councilmember.wesson@lacity.org

Councilmember Felipe Fuentes, Chair Energy and Environment Committee
councilmember.fuentes@lacity.org

Councilmember Bob Blumenfield
councilmember.blumenfield@lacity.org

Councilmember Mitch O'Farrell
councilmember.ofarrel@lacity.org

Councilmember Paul Koretz
councilmember.koretz@lacity.org

Councilmember Gil Cedillo
councilmember.cedillo@lacity.org

Councilmember Paul Krekorian
Councilmember.krekorian@lacity.org

Re: Council File 15-0768 (Watershed Approach)

The GreenLA Coalition strongly supports the watershed approach motion (15-0768) introduced by Councilmembers Koretz and Krekorian. The motion's principles and objectives are directly in line with the City's Sustainability pLAN, One Water Plan, Stormwater Capture Master Plan (SCMP), Enhanced Watershed Management Plans (EWMP) as well as the state's updated Model Water Efficient Landscape Ordinance and Healthy Soil's Initiative. These plans, like GreenLA's members, share a goal of integrating objectives to achieve multiple benefits from every action and expenditure.



Meeting the mandates of the MS4 permit and reducing our reliance on imported supplies will require significant investments. Both the SCMP and the EWMP clearly demonstrate the critical role individual properties have in meeting these essential goals. Investments to support citizen participation in the process should be made wisely.



The motion addresses two critical components needed to transform our City's approach to landscapes: (1) Cross-sector collaboration to develop and support an integrated approach for incentives; and (2) establishing a set of standards. Setting standards sends a clear message and framework to both residents and landscape professionals.

We cannot afford to replace grass with more gravel-scapes, which do not retain water, filter pollution, recharge groundwater, mitigate flood events, cool communities, enhance biodiversity, and sequester carbon. The watershed approach simply adds rainwater capture to the existing turf removal rebate program. Directing rainwater into a shallow basin or swale, or tank, is achievable and affordable everywhere.



Members of the Coalition have been implementing the watershed approach and advocating at the programmatic and policy level for close to a decade. This is exemplified by the principles underlying The River Project's Water LA Urban Acupuncture Program (Capture, Conserve, Reuse), Surfrider Foundation's Ocean Friendly Gardens Program (CPR – Conservation, Permeability, Retention), and TreePeople's watershed work. We look forward to working with our agency colleagues to develop a meaningful program for the future.

Thank you for your consideration,

GreenLA Coalition Members & Allies:



Amigos de los Rios
Claire Robinson
Executive Director



Heal the Bay
Rita Kampalath
Director of Science and Policy

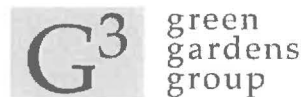


Cassy Aoyagi
President



Council for
Watershed Health

Chris Solek
Program Director



www.greengardensgroup.com

Pam Berstler
Managing Member



Sharon Romano
Executive Director



Claire Latane
Senior Associate



Becky Hyatt
NRDC



Finian Makepeace
Co-founder



Barry Weiss
Executive Director



Paul Herzog
Ocean Friendly Gardens Program



Conner Everts
Director



TREEPEOPLE
Deborah Bloome
Senior Policy Director



Kitty Connolly
Executive Director



Melanie Winter
Director



Evenly Wendel
President



Cc:

Barbara.romero@lacity.org

Matt.petersen@lacity.org

Ted.bardacke@lacity.org

Liz.crosson@lacity.org

Christine.frey@lacity.org

John.popoch@lacity.org

David.giron@lacity.org

Star.parsamyan@lacity.org

Andy.shrader@lacity.org

Jennifer.rivera@lacity.org

Sharon.gin@lacity.org