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June 30, 2021

Honorable Clint Lorimore
President, Regional Council
Southern California Association of Governments
900 Wilshire Blvd., Suite 1700
Los Angeles, CA 90017

Re: SoCal Greenprint Initiative

Dear SCAG President Lorimore,

As the Director of Government and Public Affairs for the Los Angeles Chapter of the Institute of Architects (AIALA), I want to applaud and thank the Southern California Association of Governments for its visionary move to sponsor the development of the SoCal Greenprint project, and strongly urge the organization to keep the project on track for a Fall 2021 launch.

In a region defined by outdoor splendor, the SoCal Greenprint project will be an essential asset to help incorporate nature into planning the growth and development needed to support our economic prowess. Greenprints are online data tools that give planners, developers, community members and other stakeholders access to already available, publicly vetted and approved data sources in one easy location. Once the tool is live, Southern California will join dozens of other cities and regions that use Greenprints to make smart decisions that support housing, business, and industrial growth while ensuring that natural resources are incorporated into planning for the future. We have enjoyed contributing our expertise to the SoCal Greenprint development process and feel certain that the Greenprint will provide multiple benefits for SCAG member agencies and other stakeholders throughout the region.

One clear benefit is an ability to plan for growth that includes the right number of parks and green spaces that are needed for healthy, vibrant living. The need for access to nature and open space has never been clearer than it is today. Greenprints also benefit the planning and permitting process by giving developers and planners the information they need to proactively address potential community concerns, avoid the need for additional environmental consultants, and create proposals that manage and preserve essential habitat and environmental resources. A Greenprint is a win-win tool for all stakeholders to give everyone the same baseline information so that projects are not faced with avoidable environmental hurdles, and ensure that natural resources are considered and included.

Southern California’s leadership is essential. SCAG and its leaders have made our region a model for proactive planning that leverages data to look ahead on economic and housing needs, all while planning for climate change challenges that include air quality, water availability, wildfire mitigation, habitat preservation and park access. The SoCal Greenprint is an example of the region’s leadership in balancing growth with environmental needs. There is no evidence from other cities with Greenprints in place that
the data tool in any way hampers growth or development. More information can only be an asset that further prepares us to continue to lead.

We look forward to the ongoing engagement process and are eager to have this essential resource go live. Thank you once again for your leadership.

Truly yours,

We will be in touch with more focused priorities once we’ve had a chance to fully brief the AIALA Board of Directors, the leadership of the Government Outreach Committee and the Urban Design Committee. In the meantime, please feel free to connect with me at will@aialosangeles.org with any questions or concerns.

Very truly yours,

Will Wright
Director, Government & Public Affairs
American Institute of Architects, Los Angeles Chapter
June 30, 2021

Honorable Clint Lorimore  
President, Regional Council  
Southern California Association of Governments  
900 Wilshire Blvd., Suite 1700  
Los Angeles, CA 90017

Re: SoCal Greenprint

Dear SCAG President Lorimore,

We are reaching out to express enthusiastic support for the SoCal Greenprint project and convey how essential the interactive, web-based mapping tool will be to desert advocates like ourselves and the stakeholders who are shaping the future of the Southern California region.

Through the SoCal Greenprint, the Southern California Association of Governments is creating a resource to integrate nature into the planning process for infrastructure and housing projects. Integrating conservation information into infrastructure planning has shown to be a best practice in transportation planning as well as other sectors, such as water and energy infrastructure and housing development.

As Southern California grows and develops, the vibrancy and health of its communities requires an understanding of how to incorporate nature into the vision of the region. Data is a critical tool in planning for communities that will have the environmental resources needed to sustain economic vitality and public health, including park space, clean air and water, and habitat for the diverse plants and wildlife that call Southern California home. The SoCal Greenprint will make it easy for stakeholders to easily access and visualize the information they need to understand the benefits and opportunities of planning for nature. It comes at an important time, as the pandemic demonstrated the importance of the outdoors and open space for the mental and physical wellbeing of our communities.

SCAG has demonstrated exemplary leadership in helping the 191 cities and six counties in its jurisdictions prepare for a future where housing, increased transportation options and good jobs will be needed. SCAG has also made it clear that sustainability, natural resources and economic growth are not in conflict. The SoCal Greenprint is an example of SCAG’s continued leadership in creating a roadmap for the future that proactively balances economic, environmental and public health goals.

In a region where watersheds, wildlife corridors, air quality and economic activity overlap among various jurisdictions, the ability to comprehensively visualize these issues at a regional
scale is a game changer. The SoCal Greenprint will convert more than 100 publicly available data sources into interactive maps that tell an important story about the role that nature plays in the health and vibrancy of our region. The SoCal Greenprint is a free, easy-to-use, one-stop resource that offers developers, residents, planners, environmental groups and city officials a valuable tool to build the green, sustainable communities that will prepare us for the climate challenges that lie ahead.

We urge you to continue moving the project along and we look forward to its launch in Fall 2021. Thank you for building an essential resource that once again demonstrates the region’s economic and environmental leadership.

Sincerely,

Geary Hund  
Executive Director  
Mojave Desert Land Trust

Susan Phillips  
Interim Director  
Robert Redford Conservancy for Southern California Sustainability
June 30, 2021

Honorable Clint Lorimore
President, Regional Council
Southern California Association of Governments
900 Wilshire Blvd., Suite 1700
Los Angeles, CA 90017

Re: SoCal Greenprint

Dear SCAG President Lorimore,

We are reaching out to express enthusiastic support for the SoCal Greenprint project and convey how essential the interactive, web-based mapping tool will be to the Council of Mexican Federations in North America (COFEM) and the stakeholders who are shaping the future of the region.

Through the SoCal Greenprint, the Southern Association of Governments is creating a resource to integrate nature into the planning process for infrastructure and housing projects. Integrating conservation information into infrastructure planning has shown to be a best practice in transportation planning as well as other sectors, such as water and energy infrastructure and housing development.

As Southern California grows and develops, the vibrancy and health of its communities requires an understanding of how to incorporate nature into the vision of the region. Data is a critical tool in planning for communities that will have the environmental resources needed to sustain economic vitality and public health, including park space, clean air and water, and habitat for the diverse plants and wildlife that call Southern California home. The SoCal Greenprint will make it easy for stakeholders to easily access and visualize the information they need to understand the benefits and opportunities of planning for nature. It comes at an important time, as the pandemic demonstrated the importance of the outdoors and open space for the mental and physical wellbeing of our communities.

SCAG has demonstrated exemplary leadership in helping the 191 cities and six counties in its jurisdictions prepare for a future where housing, increased transportation options and good jobs will be needed. SCAG has also made it clear that sustainability, natural resources, and economic growth are not in conflict. The SoCal Greenprint is an example of SCAG’s continued leadership in creating a roadmap for the future that proactively balances economic, environmental, and public health goals.

In a region where watersheds, wildlife corridors, air quality and economic activity overlap among various jurisdictions, the ability to comprehensively visualize these issues at a regional scale is a game changer. The SoCal Greenprint will convert
more than 100 publicly available data sources into interactive maps that tell an important story about the role that nature plays in the health and vibrancy of our region. The SoCal Greenprint is a free, easy-to-use, one-stop resource that offers developers, residents, planners, environmental groups, and city officials a valuable tool to build the green, sustainable communities that will prepare us for the climate challenges that lie ahead.

We urge you to continue moving the project along and we look forward to its launch in Fall 2021. Thank you for building an essential resource that once again demonstrates the region’s economic and environmental leadership.

Sincerely,

Sendy Barrows,
Conservation Program Assistant
1515 Sixth St. Coachella, CA 92236
sbarrows@cofem.org
(760) 905-6856
June 28, 2021

Chair Clint Lorimore and the Regional Council
Southern California Association of Governments
ATTN: Maggie Aguilar <aguilarm@scag.ca.gov>
900 Wilshire Blvd., Ste. 1700
Los Angeles, CA 90017
RE: Support for the SoCal Greenprint (Hearing date, July 1, 2021)

Dear Chair Lorimore and Councilmembers,

On behalf of OurWaterLA, we would like to express enthusiastic support for the SoCal Greenprint project and convey how essential the interactive, web-based mapping resource will be to help shape the future of the Southern California region. The SoCal Greenprint will help local governments, infrastructure agencies, the private sector, land use planners, community based organizations and other stakeholders incorporate nature into communities, increase access to nature and protect and enhance the extraordinary natural resources and working lands that are essential to healthy, vibrant and resilient communities.

OurWaterLA is a diverse coalition of community leaders and organizations from across Los Angeles County united to create a strong water future for Los Angeles. Our goal is to secure clean, safe, affordable, and reliable water for all the ways we live, work, and use water now and for the future.

In a region where watersheds, wildlife corridors, air quality and economic activity overlap among various jurisdictions, the ability to comprehensively visualize these issues at a regional scale is essential to success. As Southern California grows and develops, the vibrancy and health of its communities requires an understanding of how to incorporate nature into our growing region, including ensuring that vulnerable communities and communities of color have equitable access to nature. Data is a critical tool in planning for communities that will have the environmental resources needed to ensure resilience in the face of climate threats, sustainability, economic vitality and public health; including park space, clean air and water, and habitat for the diverse plants and wildlife that call Southern California home.

Moreover, the SoCal Greenprint will help integrate nature early into the planning process for transportation, water and energy infrastructure and housing projects, reducing the risk for delays and costly expenses from potential mitigation needs, permitting challenges or community opposition. Integrating conservation information into infrastructure and other development processes through tools like greenprints is a common practice that has been successful throughout the SCAG region, in California and nationwide.

The SoCal Greenprint will help the 191 cities and six counties in the SCAG region prepare for a future where housing, increased transportation options and good jobs will be needed. The SoCal Greenprint will help SCAG and its member jurisdictions create a roadmap for the future that proactively balances economic, environmental and public health goals.
We commend SCAG for its leadership and urge you to continue supporting the SoCal Greenprint to its launch this Fall. Thank you for building an essential resource that once again demonstrates the region’s economic and environmental leadership.

Sincerely,

OWLA Core Team: Heal the Bay, LAANE, LA Waterkeeper, Nature for All, NRDC, Pacoima Beautiful, SCOPE, The Nature Conservancy, TreePeople
June 30, 2021

Honorable Clint Lorimore  
President, Regional Council  
Southern California Association of Governments  
900 Wilshire Blvd., Suite 1700  
Los Angeles, CA 90017

Re: SoCal Greenprint

Dear SCAG President Lorimore,

We are reaching out to express enthusiastic support for the SoCal Greenprint project and convey how essential the interactive, web-based mapping tool will be to Friends of the Desert Mountains and the stakeholders who are shaping the future of the region.

Through the SoCal Greenprint, the Southern Association of Governments is creating a resource to integrate nature into the planning process for infrastructure and housing projects. Integrating conservation information into infrastructure planning has shown to be a best practice in transportation planning as well as other sectors, such as water and energy infrastructure and housing development.

As Southern California grows and develops, the vibrancy and health of its communities requires an understanding of how to incorporate nature into the vision of the region. Data is a critical tool in planning for communities that will have the environmental resources needed to sustain economic vitality and public health, including park space, clean air and water, and habitat for the diverse plants and wildlife that call Southern California home. The SoCal Greenprint will make it easy for stakeholders to easily access and visualize the information they need to understand the benefits and opportunities of planning for nature. It comes at an important time, as the pandemic demonstrated the importance of the outdoors and open space for the mental and physical wellbeing of our communities.

SCAG has demonstrated exemplary leadership in helping the 191 cities and six counties in its jurisdictions prepare for a future where housing, increased transportation options and good jobs will be needed. SCAG has also made it clear that sustainability, natural resources and economic growth are not in conflict. The SoCal Greenprint is an example of SCAG’s continued leadership in creating a roadmap for the future that proactively balances economic, environmental and public health goals.

In a region where watersheds, wildlife corridors, air quality and economic activity overlap among various jurisdictions, the ability to comprehensively visualize these issues at a regional scale is a game changer. The SoCal Greenprint will convert more than 100 publicly available data sources into interactive maps that tell an important story about the role that nature plays in the health and vibrancy of our region. The SoCal Greenprint is a free, easy-to-use, one-stop resource that offers developers, residents, planners, environmental groups and city officials a valuable tool to build the green, sustainable communities that will prepare us for the climate challenges that lie ahead.

We urge you to continue moving the project along and we look forward to its launch in Fall 2021. Thank you for building an essential resource that once again demonstrates the region’s economic and environmental leadership.

Sincerely,

Tammy Martin  
Executive Director