



June 18, 2010

FAX: 916-327-5748

California Air Resources Board
1001 I Street
Sacramento, CA 95814

Re: Support for implementation of SB 375

Dear Chairwoman Mary Nichols, Board Members and CARB Staff:

I am writing to express my support for the continued implementation of SB 375 as a way to set a new and more sustainable course for California by accommodating growth in ways that are economically sound, environmentally responsible and socially beneficial. SB 375 offers the potential to address many challenges at once: improving quality of life for residents, promoting the more efficient and effective use of public resources and reducing municipal costs, encouraging more housing and transportation choices, reducing traffic and air pollution, improving the jobs-housing balance, and reducing the cost burden of both housing and transportation on families. California is leading efforts in this country to reduce greenhouse gas emissions. We are being watched by cities, regions, states and countries around the globe.

Forward-thinking policies based on SB 375 will generate sustainable economic benefits that increase over time by mitigating the impact of growth on constrained public resources, and on natural resources including water, land and fossil fuels. SB 375 provides developers with increased certainty about where they should develop, thereby reducing the time and the cost of permitting projects. It also provides certainty for neighborhood residents, thereby making development less contentious. And SB 375 helps developers respond to changing demographics and the changing housing market by building neighborhoods that offer more housing and transportation choices for a more diverse population.

SB 375 will promote a better balance between infill and greenfield development by beginning the reform of CEQA and removing barriers to infill, transit-oriented and mixed-use development in existing communities. This reinvestment and redevelopment will ultimately reduce per-capita costs for municipal services and infrastructure – providing a win-win strategy for both the public and private sectors, and for communities.

Sincerely,



Michael L. Dieden
President

MLD:aa