

MEETING NOTES
SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM

Public Education and Outreach Subcommittee Meeting

Wednesday, June 17, 2009, 10:00 a.m.

Department of Public Works, Environmental Programs Division, Large Conference Room

I. Introductions

The meeting was called to order at 10:00 a.m. Those in attendance were: Emiko Thompson, Nilda Gemeniano, Angie Nguyen, Natalia Jimenez, Suk Chong, and Christine Frias with the County of Los Angeles Department of Public Works; Burt Kumagawa with the County of Los Angeles Chief Executive Office; Ritu Sehgal with the County of Los Angeles Internal Services Department; Ruben Morla with California Verde Magazine; Pat Smith with Earth Share of California; Andrea Harbin with Creative Environmental Solutions-Nu-Earth, Inc; and Alina Morshidian with the City of Glendale Department of Public Works.

II. Public Education and Outreach Program Components

a. Events Participation

Ms. Nguyen reported on recent community events at which Program information was disseminated.

Staff coordinated with the City of South Gate and provided 500 Program brochures written in Spanish and 300 brochures in English, as well as 200 reusable bags to be distributed at the Tweedy Mile Street Fair in the City on Saturday, June 6, 2009.

Also on June 6, 2009, Public Works hosted the Get Hip Go Green Fest at the East Los Angeles Civic Center from 10 a.m. to 2 p.m. The event included games, music, and booths at which information on environmental programs and utility discount programs were provided. Approximately 400 bags and Program brochures were also distributed at the event.

On June 10, 2009, staff attended a meeting in Antelope Valley and gave away nearly 50 reusable bags and brochures to residents and city representatives.

b. Cities Participation

Ms. Gemeniano presented an update on cities participation.

Most of the partner cities have concentrated their efforts on public education and outreach. The Cities of Bell and Pico Rivera conducted reusable bag giveaways in conjunction with their city sponsored events. The City of Redondo Beach promotes reusable bags in their City's newsletter. The City of Pico Rivera distributes free reusable bags at their facilities, and the Cities of Bell, Glendale, and Santa Fe Springs provide Program brochures for their residents at City facilities.

In addition to placing recycling bins for plastic bags and selling reusable bags, Ralphs supermarket in the City of Glendale also provides incentives to customers such as store credits for using reusable bags. Ralphs also conducts community outreach by providing in-kind contribution such as food and giveaways at reusable bag events.

Ms. Morshidian presented the Public Service Announcement (PSA) created by the City of Glendale about the environmental issues resulting from current plastic and paper bag consumption. They plan to distribute the PSA to all stores in their city.

The City of Pico Rivera sent a letter of support for Assembly Bill 87, which would place a 25-cent fee on each single use carryout bag utilized by consumers at affected stores statewide.

To implement the Program in the City of Hermosa Beach, a committee comprised of residents has been established. Staff continues to contact additional cities in the County, such as Torrance, Gardena, and Covina, in an effort to expand Program partnerships.

c. County Channel Bulletin Board

The County Chief Executive Office (CEO) facilitates advertisement of County programs on the Los Angeles County Channel bulletin board. Bulletin board messages will begin airing in July 2009 on the County Channel.

Public Works is preparing a graphic bulletin board message for the Single Use Bag Reduction and Recycling Program. The concept will be submitted to the CEO where their artist will prepare a draft message. As a starting point in developing the graphic message staff submitted to the CEO pictures of a landfill and a desert scene with plastic bag litter, with the caption, "POLLUTION." To supplement these photos and caption, pictures of reusable bags and a shopper, were also submitted with the caption, "SOLUTION." The following statement was also submitted for inclusion in the graphic message, "The goal of the Single Use Bag Reduction and Recycling Program is to reduce litter and waste generated from single use carryout bags, through initiatives such as promoting reusable bags, recycling plastic bags and paper bags, and litter abatement." Upon receipt of the draft message it would be made available for stakeholder review.

III. Open Discussion on Program

In order to streamline discussions and staff presentations Ms. Thompson suggested combining the three subcommittee meetings into one meeting similar to the Working Group meeting. In the event stakeholders wish to meet separately at the subcommittee level to discuss specific program issues, such subcommittee meetings could be conducted on an as-needed basis.

IV. Next Steps

The next Working Group meeting will be held on Wednesday, July 15, 2009, at the County of Los Angeles Department of Public Works.