

STORE RECOGNITION AND MINIMUM PARTICIPATION LEVELS

Background

As required by Alternative 5, the County Working Group is required to “create a program to recognize large supermarkets and retail stores who have shown a commitment to participating in the Bag Reduction and Recycling Program.”

In addition, the County Working Group is required to develop the framework for the store-specific programs. This framework “would establish minimum participation expectations, including participation levels and minimum program implementation at each store. In order to encourage participation by individual stores and expand the Bag Reduction and Recycling Program’s effectiveness, minimum participation expectations would be adjusted annually.”

Proposed Minimum Participation Levels and Store Recognition Program

In response to these requirements, staff has developed the following proposed recognition plan which, in addition to stores, could also recognize other businesses, individuals, educators, organizations, and local governments who have made significant advances in promoting the adoption of reusable bags, increasing recycling of plastic bags, and reducing the use of plastic carryout bags.

As part of its recognition efforts, the County of Los Angeles will investigate the feasibility of highlighting outstanding contributors with an award, which could be presented by the Board of Supervisors. Recognizing a variety of public and private contributions would help reinforce the idea that successfully reducing the use of plastic bags is a collective effort that must be addressed by different sectors of society in order to change consumer behavior toward single-use products.

Nominees could be promoted through local media, including the County’s Single-Use Bag Reduction and Recycling Program website, and award recipients could be honored by the Board of Supervisors. Below are suggested categories that may be considered by the County Working Group in implementing the Plastic Bag Recognition Plan.

Large Supermarkets/Retail Stores (as defined)

Nominees would be evaluated based on their level of participation, creativity, largest reduction in plastic bag usage, and/or other categories. Participation could be measured according to the number of options implemented as part of the store-specific recycling/outreach program (see draft table below). The awardees would be selected by the County working group.

Educators

Educators may be nominated through a brief essay explaining how the educator has demonstrated exemplary leadership in recycling and reducing plastic bag usage. The awardees would be selected by the County working group.

Businesses/Individuals

Businesses and individuals may be nominated by others through a brief application explaining how they have demonstrated outstanding leadership in recycling and reducing the amount of plastic bags consumed by the public either through point-of-sales or by raising awareness among consumers of the impact plastic bags have on the environment. The awardees would be selected by the County working group.

Minimum Participation Levels and One Option for Recognition

Below is a table that identifies the various categories of store-specific programs that could be considered minimum levels of participation (e.g. Bronze) or exceptional levels of participation (e.g. Gold). Feedback regarding this table and other suggestions are encouraged.

MENU OF OPTIONS	LEVEL OF PARTICIPATION		
	Gold Store	Silver Store	Bronze Store
<i>Retraining of Supermarket Staff (baggers, clerks, etc.)</i>			
Develop a staff training plan that: a) Highlights the negative impacts of plastic bag litter b) Supports Program goals	3 or more	2	2
Promote the purchase/use of reusable bags and encourage smart bagging techniques	3 or more	2	1
Encourage customers to recycle bags at store	3 or more	2	1
<i>Incentives for Residents to: (a) use reusable bags, (b) bring plastic bags back to the store for recycling, etc.</i>			
Establish customer rewards program	2 or more	1	1
Establish financial incentives	2 or more	2	1
<i>Public Education / Awareness</i>			
Promote reusable bag usage and plastic bag recycling within the store	3 or more	2	1
Promote reusable bag usage and plastic bag recycling within the community	3 or more	2	1

PLASTIC BAG LITTER HOT SPOTS AND LITTER PREVENTION PROGRAM

Background

As required by Alternative 5, the County Working Group is required to “identify ‘hot spots’ where plastic bag litter is acute, based on existing studies, and establish additional litter prevention programs (including best management practices and a framework for measuring litter reduction in these hot spots).”

Strategies for Identifying Litter “Hot Spots”

Identify “hot spots” in County unincorporated areas with a high concentration of plastic bag litter and develop a map showing these “hot spots”

- Use City of Los Angeles Methodology on High Trash Generation Areas as basis of methodology.
- Work with various agencies and parties to develop “hot spot” data based on information such as, but not limited to, the following:
 - Catch basin/storm drain locations
 - Trash or plastic bag quantities collected from different clean up points
 - Total Maximum Daily Load (TMDL) data
- Develop map of plastic bag litter “hot spots.”
- Track TMDL data from watershed management program to measure trash and plastic bag collected at or near hotspots.

Implementing Litter Prevention Programs

Implement additional litter prevention programs (including best management practices) and a framework for measuring litter reduction.

- Expand public education and outreach on plastic bag recycling and reuse.
- Incorporate plastic bags into litter prevention programs existing programs, such as:
 - Illegal dumping prevention program
 - Curbside recycling program
 - HHWE/E-Waste collection program
 - Permanent waste collection sites (e.g. AVECC)
 - Waste tire collection events
 - Free dump day events
 - RMDZ program for market development
 - Store recycling and reuse programs for plastic bags
 - Other waste reduction and diversion programs

MAXIMIZE RECYCLED CONTENT OF ALL BAGS AND PROMOTE BAG RECYCLING MARKETS

Background:

As required by Alternative 5, the County Working Group is required to “develop strategies to reduce the consumption and disposal and increase the recycling of **all** single use bags and maximize the post-consumer recycled content of all bags provided to the public in order to help develop markets for recyclable materials and decrease use of raw materials.” In addition, the Working Group must “work with County departments and facilities to phase out the purchase and use of single use plastic bags, and maximize the recycled content of paper bags, meeting a minimum 40 percent recycled content.”

Strategies

In order to achieve these objectives, a variety of strategies may be employed. Staff has developed the following strategies for consideration by the County Working Group and Stakeholders.

- Development of markets for single-use paper and plastic bags recycled in unincorporated areas of Los Angeles County
 - Provide information and incentives to manufacturers and stores for maximizing their use of recycled content bags
 - Establish incentive programs to foster development of industries that would use collected single-use plastic and paper bags in their productions and operations (e.g. using the RMDZ Program)
- Maximization of the post-consumer recycled content of single-use paper bags in Los Angeles County to decrease use of raw materials
 - Promulgate legislation and laws that would require making of single-use paper bags with post consumer recycled content.
 - Require procurement of single-use paper bags made of post consumer recycled contents in government and other large scale procurement programs.
 - Educate manufacturers and producers on use of single-use plastic bags for manufacturing products with post consumer recycled content.

In addition, Manufacturer and Trade Association Responsibilities include “work[ing] with large supermarkets and retail stores to promote the use of at least 40 percent post-consumer recycled content paper bags by January 1, 2009.”