



COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC WORKS

## Partnership with Grocery Stores, Earth Share of California, Heal the Bay, and Public Works

Date: June 17, 2009

Name: County of Los Angeles Department of Public Works

### Proposal

4-week Public Education Campaign

To collaboratively educate and motivate residents to:

- a. promote reusable bags and enhance recycling of plastic bags
- b. increase awareness of the litter impact on the environment
- c. learn about the Single-Use Bag Program

### Duration of 4-weeks:

Program starting **November 15, through December 17, 2009**

### Schedule:

November 10, 2009 – Board Resolution

November 15, 2009 – Kickoff Campaign

November 21, 2009 – Supermarket Event in unincorporated area

**November 23- 25 – Supermarket Events**

December 5, 2009 – Supermarket Event

December 12, 2009 – Supermarket Event

December 17, 2009 – Heal the Bay Event (Day Without a Bag)