

**MEETING NOTES**  
**SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM**

**Public Education and Outreach Subcommittee Meeting**

Wednesday, April 15, 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, and Christine Frias with the County of Los Angeles Department of Public Works; Ritu Sehgal with the County of Los Angeles Department of Internal Services; and Alina Morshidian with the City of Glendale Department of Public Works. Those who attended via conference call were: Burt Kumagawa with the County of Los Angeles Chief Executive Office, Matthew Dodson with the California Grocers Association; and Nick Morell with the Sanitation Districts of Los Angeles County.

**II. Public Education and Outreach Program Components**

a. Events Participation

Ms. Frias reported that during the month of April, Public Works will be participating in 14 outreach events and distributing Brag About Your Bag<sup>®</sup> reusable tote bags to attendees. Some of the larger events include:

- April 18 - County Sanitation Districts' Earth Day celebration in Whittier; Topanga's Earth Day celebration; and Children's Day in Long Beach
- April 19 - K-Earth 101's Earth Day celebration at the Los Angeles Zoo, and Universal Studios' Eco-Fair
- April 21 - Earth Day celebration by Sony Pictures
- April 22 - County Department of Regional Planning's Climate Conversations
- April 25 - Earth Day celebrations in the City of Pasadena and at the Long Beach Aquarium

Public Works will also attend the "Get Hip Go Green" event on April 18, 2009, at Roosevelt Park Senior Center in the unincorporated Florence-Firestone area. This event will include activity booths, cooking demonstrations, Household Hazardous Waste/E-waste collections, and a Smart Gardening workshop. Additionally, Brag About Your Bag<sup>®</sup> reusable totes will be distributed at the County Department of Public Works' Earth Day Celebration event on April 29th at the headquarters in Alhambra.

b. Cities Participation

Ms. Gemeniano reported that Public Works continued to work with partner cities to implement the Program and strengthen the Program's impact.

During the month of April, some partner cities will raise awareness of single use bag litter by hosting reusable bag giveaway events. With the theme of

beautifying their city, Azusa is celebrating its Clean & Green month during which local grocery stores are giving away free reusable bags. The partner cities of Pico Rivera and Pomona will also be giving away free reusable bags at city-sponsored events.

The city of Glendale sent a letter to Assemblyman Krekorian at the State Capitol to support AB 87, which will require applicable stores to charge a 25-cent fee to customers for each single use bag they accept. Other partner cities have also indicated interest in writing letters of support such as Azusa, Pico Rivera, Pomona, and Redondo Beach.

Ms. Morshidian with the City of Glendale Department of Public Works shared the City's plans to develop a Public Service Announcement to make residents and stores aware of the City's program. Upon completion of the DVD, the City plans to show their DVD at various schools and grocery stores to educate students and shoppers about their program.

c. Anti-litter and Other Upcoming Outreach

Ms. Nguyen reported on Public Works' recent outreach efforts to raise Program awareness among County residents. Program brochures were distributed at various community events as well as at grocery stores to inform consumers about some of the impacts of litter from single use bags. Outreach literature is also being developed to target the Spanish speaking communities. The California Grocers Association extended their assistance in distributing any materials, including those in Spanish, to smaller independent stores to enhance program participation.

An anti-litter campaign was previously conducted in 2007, by Public Works' Public Relations Group. In an effort to reach out to a wide range of audiences various media outlets were used including mobile billboards; and ads at movie theatres, and on television, radio, newspapers and sports arenas. Based on Ms. Nguyen's discussions with Public Relations Group regarding their campaign, some of the more effective and economical media outlets were suggested to be radio and bus shelter panel ads.

### **III. Open Discussion on Program**

With the approval of her Department's Director, Ms. Morshidian agreed to share with the Working Group the Public Service Announcement developed by the City of Glendale.

As a promotional effort, Ms. Frias suggested that stores be provided with a supply of "Brag About Your Bag<sup>®</sup>" reusable bags during "A Day Without A Bag" to carry customer purchases. Instead of utilizing single use bags, store personnel could bag purchases in the reusable bags for a period of time while supplies last.

### **IV. Next Steps**

The next Working Group meeting will be held on Wednesday, May 20, 2009, at 2:00 p.m., at the Department of Public Works.