

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

**Public Education Subcommittee Meeting**

Wednesday October 8, 2008, 1:30 p.m.

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

**I. Introductions**

The meeting was called to order at 1:30 PM. Those in attendance were: Emiko Thompson, Nilda Gemeniano, Iwen Tseng, and Coby Skye with County of Los Angeles Department of Public Works; Andrea Jolly and Larry Jolly with Harbin Innovative Products; Burt Kumagawa with County of Los Angeles Chief Executive Office; and Marcus Eriksen with Algalita Marine Research Foundation. Those who attended via conference call were Kirk Shelton with County of Los Angeles Department of Consumer Affairs; Darrell Costello with Roplast; Anna Cummins with Algalita Marine Research Foundation; Tim Shestek with American Chemistry Council; Jennifer Forkish with Ek & Ek; Vicky Limon with County of Los Angeles Office of Education; Lisa Foster with One Bag at a Time; and Diana Dixon-Davis with 31st District PTSA.

**II. Program Status**

a. Checklists Received

On August 21, 2008, Program Resource Packets were mailed to 121 stores in the unincorporated County area along with a joint letter by the County and California Grocer's Association, and Store Participation Checklist. So far three stores, located in Florence, Compton, and East L.A., have returned their checklists. We will further engage the stores to encourage participation in the Program. Matthew Dodson with the CGA was provided with copies of the Program Resource Packet to distribute to the executives of the corporate offices. To expedite the process the store participation checklist will also be made available on the Program's website.

b. Cities Participating

Nine cities have officially joined the Program. All partnering cities have subscribed to the Program's electronic newsletter to receive Program updates. Some cities promote Program goals by hosting reusable bags giveaway events while others utilize their city's newsletter or website. A presentation about the Program was given to the Pomona City Council at their meeting on October 6, 2008, to encourage the city to join the Program.

Andrea Jolly mentioned that she worked with the City of Paramount extensively on promoting environmental programs. It was suggested to reach out to the City, and invite them to join the Program.

### **III. Program Development**

#### **a. Set action items, goals, and timelines; and assign tasks**

The action items from the January 22, 2008, Board Action, which are specific to the Public Education Subcommittee were identified. Discussions ensued on ways to recognize stores that show commendable participation through an awards program. For example, the City of Santa Monica administered a green business program that provided businesses with a sticker to be displayed at the store front. While the framework for a rewards program has already been created in the Resource Packet details need to be developed by the subcommittee. A rewards program packet with guidelines for stores could be created to motivate further store involvement. The idea of rewarding stores with stickers indicating levels of commitment was supported. Public Works agreed to contact stores to encourage participation upon approval by Matthew Dodson of the CGA. An idea for an online store self-nomination was also supported. Store nominations followed by field visits would also serve as verification.

Public Works plans to participate again in “A Day Without a Bag” event with Heal the Bay this year and provide reusable bags to give away. Public Works also continues to provide reusable bags at various community events as listed on the “Events” page of the Program’s website. The dates, locations and names of the events are updated regularly. Subcommittee members were encouraged to provide additional event information to Public Works, who can then list the events on the website. Schools and stores can be encouraged to also host bag give away events. Vicky Limon suggested that utilizing the existing countywide education programs instead of contacting schools individually maybe more efficient.

The map of plastic bag litter hot spots in Los Angeles County was created based on results from the City of Los Angeles’ waste characterization study in June 2004. Hot spots were determined based on the frequency of storm drain catch basin cleanouts.

The Subcommittee needs to develop public educational materials to promote reusable bags and at-store recycling with a consistent message. This message could go on brochures, billboards, and/or public service announcements, depending on available funds.

#### **b. Discussion on how to promote the Program**

The group at the meeting room shared posters, flyers, DVDs, and other educational materials that they developed for their own programs as examples on how to promote the County Program.

#### **c. Select a Subcommittee Chairperson**

Mr. Kumagawa suggested that Public Works continue to chair the subcommittees. In addition, a lead person can be assigned or selected for specific tasks.

### **IV. Next Steps**

The group was reminded to work on the awards program and provide event information for bag giveaways.