

Bag Basics



Kirsten James
Director of Water Quality
Heal the Bay

Leslie Tamminen
Director of Ocean Programs
Seventh Generation Advisors

Plastic Pollution



Extent of the Problem

- **60-80%** of all marine debris is plastic, and 90% of floating marine debris is plastic
- **6x** the amount of plastic than plankton (up to **36:1**)
- Plastic film the largest identifiable type of debris (1/4 of total)
- **35%** of fish sampled had ingested plastic

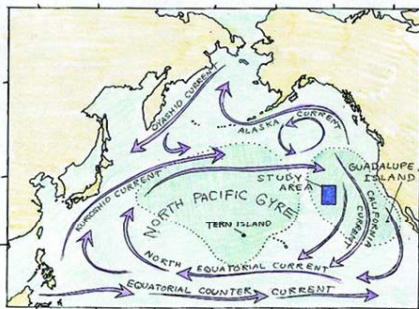


Photo: Algalita Foundation



Photo: Algalita Foundation

Marine Life Impacts

Entanglement



Photo: Whale Rescue Team

Ingestion



Photo: MSNBC.com 



Photo: Algalita Foundation



Photo: Algalita Foundation

Urban Blight



Economic Impacts

- Tourism largest industry in CA
- Ocean Economy valued at \$46 billion
- Ocean-dependent industries add over \$17 billion and 370,000 jobs to California's economy



Sources: National Ocean Economics Program (2005); The Plastic and Marine Debris Waste Reduction, Recycling and Composting Act

Clean-up costs add up...





Solutions....

Trash TMDLs

- East Fork San Gabriel
- Ballona Creek and Wetlands
- Los Angeles River
- Legg Lake, Machado Lake, Ventura River Estuary, Lake Elizabeth, Munz Lake, Lake Hughes, Revolon Slough and Beardsley Wash
- Malibu Creek
- Santa Monica Bay





Santa Monica Bay Trash TMDL

“If within three (3) years of Regional Board adoption date of this TMDL, a city or county voluntarily adopts local ordinances to ban plastic bags, smoking in public places and single use expanded polystyrene food packaging, it shall receive a three year extension of the final compliance date.”

BAG LEGISLATION





Ocean Protection Council

- An Implementation Strategy for the California Ocean Protection Council Resolution to Reduce and Prevent Ocean Litter, November 20, 2009.

<http://www.opc.ca.gov>

- Resolution of the California Ocean Protection Council On Reducing and Preventing Marine Debris, February 8, 2007.

<http://www.opc.ca.gov/?p=310>

Clean Seas Coalition



AB 1998

Single-Use Bag Reduction Act

- Unique Coalition of Support
 - CGA, NGOs, local gov't, UFCW, Governor
- Passes Assembly 42-27
- Media momentum (i.e. LA Times Editorials)
- ACC pours \$\$\$ into ads and donations
- Dies in Senate 14-21 (despite leadership support)



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Local Ordinances

- San Francisco
- Fairfax
- Malibu
- Palo Alto
- County of Los Angeles
- Long Beach (pending)
- City of Santa Monica (pending)
- City of San Jose (pending)
- Santa Clara County (pending)
- Many others





ACC Advertisement



Common Myths

- Recycling and education are better solutions
- These policies will impact low income people
- Jobs are going to be lost
- Single-use bags are reused
- Reusable bags are contaminated



Bag bans make news

**“L.A. County passes sweeping ban on plastic bags”
-LA Times, 11/16/10**

**“Pay \$1 to use plastic bags? Texas city to impose fee”
- USA Today, 9/10/10**

**“California: Ban on Plastic Bags Spreads”
-New York Times, 11/17/10**

**“San Jose City Council considers plastic bag ban”
- San Francisco Chronicle, 12/13/10**