

**City of Pasadena  
Public Education Program Summary  
FY 2011-12**

- The City has launched a Green City program, a colorful, dynamic and fast paced, web based Green Training program which was created to inspire, motivate, and educate City employees, residents, business owners, students, and other communities on the City's Green City Action Plan and on how they can play a part in improving the environment. The program presents facts, helpful tips and the chance to pledge one's commitment to create a healthy, safe, and clean environment.
- The plastic bag ban went into effect for large grocery stores and food marts on July 1, 2012. These are grocery stores or food marts with at least 10,000 square feet of retail space and stores less than 10,000 square feet that have a pharmacy.
- On December 31, 2012, the ban will take effect for smaller grocery stores and food marts, liquor stores, convenience stores, farmers markets, drug stores, pharmacies and vendors at City sponsored events, facilities, or on City property. The City of Pasadena encourages the residents and the business community to avoid using plastic bags by providing information on the website regarding the frequently asked questions.
- The City of Pasadena has been supporting the Los Angeles County Public Works as the Principal Permittee and its Educational and Outreach Program by coordinating efforts such as distributing the available collateral materials around the City and its public areas.
- The City has also been actively assisting the business community to better understand the requirements of the Storm Water Program by various methods.
- The City has been distributing educational materials to the general public and the business community on a regular basis. The City's Public Counters have traditionally been the most efficient venue to make these materials available to the public.
- Developers and contractors are assisted at the Permitting Department as they approach the City for Building Permits and when proposing projects that may impact the City's Storm Water program.
- The City through its Health Department conducts a very effective "business assistance program" by answering questions and distributing BMP brochures and handouts to restaurants at the time of the inspections. The City's inspection program of critical sources has been another approach to assist the businesses by providing helpful tips and alternatives to achieve implementation of the appropriate BMPs.
- The City maintains a hotline number which is used for illicit discharges or connections to be reported directly to the Public Works Department. Public Works staff is available to answer questions or to provide educational and helpful tips and alternative options.
- The City contracts with the County to stencil Catch Basins in order to publicize the "NO Dumping" message, an emphasis on the importance of the Storm Drains directly draining into the Ocean.
- The City conducts annual NPDES educational training sessions for the Public Works, Engineering and Inspectors, and Planning and Building Departments' staff.
- The City's proactive recycling and used oil programs have been supporting the storm water program by providing a great deal of information to public. Public and business communities are educated to understand the benefits of recycling and proper handling of used oil products.

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