

## REPORT TO CITY COUNCIL

**DATE:** MARCH 10, 2010

**TO:** HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

**FROM:** GREG RAMIREZ, CITY MANAGER

**BY:** LOUIS CELAYA, ASSISTANT TO THE CITY MANAGER

**SUBJECT:** REQUEST TO ADOPT RESOLUTION NO. 10-1574, AUTHORIZING PARTICIPATION TO JOIN THE LOS ANGELES COUNTY SINGLE-BAG USE REDUCTION CAMPAIGN AND RECYCLING CAMPAIGN

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In 2008, the County Board of Supervisors adopted a comprehensive program, to reduce consumption and increase recycling of carryout plastic bags in the unincorporated areas of Los Angeles County, with a goal of decreasing plastic bag use and an ultimate ban if established goals could not be met. From the program, the Single-Bag Use Reduction/Brag About Bag campaign emerged. In November 2008, the County launched the campaign and invited municipalities and other agencies to participate. Initially, participation required that municipalities who joined agreed to, via a resolution, participate in implementing a program that included the imposition of the ban on carryout plastic bags at affected stores if established countywide disposal rate reduction goals were not met. Also, legislative advocacy coordination efforts and commitments to establishing an ordinance to fully implement the program within a jurisdiction were required.

At the time of the County's program implementation and scheduled kick-off, staff consulted with the City's solid waste consultant and concluded the additional requirement to support a full ban on plastic bags was not in the best interest of Agoura Hills to participate, as the County was in the process of completing an initial study of an environmental impact report on ordinances to ban plastic carry-out bags in Los Angeles County. Since the program kick-off in November 2009, the County has revised its position (requiring plastic bag bans and ordinances to implement the program), allowing participating agencies to join the campaign and modifying its participation to best serve its community.

As a result of the County's revised position, participation in the program allows the City to participate and utilize available County resources (staff if available, re-useable tote bags, educational materials, etc.) to help educate the community about plastic bag use. The flexibility of tailoring program participation to meet the City's needs and available resources warrants participation in the County's Single-Use Reduction/Brag About Bag Campaign. Fifty-five agencies participated in the November 2008 "Brag About Your Bag" campaign, and eleven municipalities have adopted resolutions, participating in the County's program, including the City of Malibu.

The attached resolution authorizes the City to participate in the program, including assistance in implementing the program and coordinating legislative advocacy efforts as deemed appropriate by the City.

This is a great opportunity to continue to educate the public and local businesses about plastic bag use reduction, without imposing full plastic bag use bans that may have unknown effects on businesses. At the same time, participating in the program continues to promote our sustainable community message. Staff plans to work with the County to secure attendance at future City events, including the upcoming Community Expo event and possible events at the local participating supermarkets. Staff has met with the Environmental Responsibility Committee regarding this program and has received its full support

**RECOMMENDATION:**

Staff recommends the City Council adopt Resolution No. 10-1574, authorizing participation to join the Los Angeles County Single Bag Use Reduction Campaign and Recycling Campaign.

Attachment:       Resolution No. 10-1574  
                          LA County March 12, 2008, Invitation Correspondence

**RESOLUTION NO. 10-1574**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA, AUTHORIZING PARTICIPATION TO JOIN THE LOS ANGELES COUNTY SINGLE-USE BAG REDUCTION AND RECYCLING PROGRAM**

**WHEREAS**, on January 22, 2008, the Los Angeles County Board of Supervisors adopted a comprehensive program to reduce consumption and increase recycling of carryout plastic bags in the unincorporated areas of Los Angeles County, with the goal of decreasing the disposal rate by 30 percent by July 1, 2010, and by 65 percent by July 1, 2013, with the provision that failure to achieve these goals triggers action to establish a ban on plastic bags at affected stores; and

**WHEREAS**, each year, approximately 6 billion plastic carryout bags are consumed in Los Angeles County, the equivalent of 600 bags per person per year, with less than five percent being recycled; and

**WHEREAS**, due to their propensity to become litter, plastic carryout bags cause harm to marine animals and other aquatic life, and have a significant negative impact on our quality of life and the environment; and

**WHEREAS**, in Los Angeles County, local governments and State agencies spend tens of millions of dollars each year on prevention, cleanup, and enforcement activities to reduce litter at beaches, waterways, parks and roads; and

**WHEREAS**, as demonstrated in other countries, as well as other communities in the United States, the widespread use of reusable bags is extremely effective in reducing plastic bag consumption and plastic bag litter; and

**WHEREAS**, the use of reusable bags can be increased and consumption of carryout plastic bags reduced through a combination of supermarket and retail store employee training, incentives, and public education programs; and

**WHEREAS**, the County's program provides a framework for shared responsibility among stakeholders, incorporating measurable goals and monitoring the use and recycling of plastic bags; and

**WHEREAS**, the County has extended an invitation to the City of Agoura Hills (“City”) and other cities to participate in this program by sharing ideas and coordinating efforts; and

**NOW, THEREFORE, BE IT RESOLVED** that the City of Agoura Hills agrees to participate in the County of Los Angeles Single-Use Bag Reduction and Recycling Program (“Program”), summarized in Exhibit A of this Resolution and incorporated herein by this reference, by utilizing the framework of the Program and tailoring implementation of the

Program according to the City's needs, specifically excluding imposition of an outright plastic bag ban and/or other components of the Program deemed inappropriate by the City; and

**BE IT FURTHER RESOLVED THAT** the City Manager is instructed to coordinate with the County of Los Angeles in developing and implementing selected components of the Program as deemed appropriate by the City.

**PASSED, APPROVED AND ADOPTED** this 10<sup>th</sup> day of March, 2010.

AYES: ( )  
NOES: ( )  
ABSTAIN: ( )  
ABSENT: ( )

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William D. Koehler, Mayor

ATTEST:

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Kimberly M. Rodrigues, MMC  
City Clerk

# Exhibit "A"

## County of Los Angeles Single-Use Bag Reduction and Recycling Program - Fact Sheet

On January 22, 2008, the Los Angeles County Board of Supervisors adopted the *Single-Use Bag Reduction and Recycling Program*, a comprehensive strategy to reduce plastic bag litter. The Program aligns supermarkets, retailers, environmental groups, the plastic bag industry, local government, and the public to phase out plastic bags while increasing the use of reusable bags. The Program is summarized below:

### Framework

1. County and stakeholders develop and establish a comprehensive program to:
  - Promote reusable bags
  - Increase at-store recycling of plastic bags
  - Reduce carryout plastic bag usage
  - Increase the post-consumer recycled content of paper bags (minimum 40%)
  - Promote public awareness of litter impacts and consumer responsibility
2. Work with affected stores (initially includes large supermarkets and retail stores as defined under AB 2449; may be expanded to include convenience, franchise, and other stores distributing plastic bags in the future) to develop and implement required store-specific programs that would include:
  - Training that targets unnecessary double bagging and increased use of reusable bags
  - Incentives for reducing plastic bag usage (e.g. per-bag credit or fee)
  - Reusable bag promotions and educational efforts
3. Establish aggressive goals for reducing plastic bag usage and increasing recycling using total consumption for Fiscal Year 2007-08 as the baseline:
  - 30 percent disposal reduction by July 1, 2010, and
  - 65 percent disposal reduction by July 1, 2013
4. Assist partner cities in establishing a similar program, including sharing of relevant information and public education and outreach materials. City programs can utilize the County's Program as a framework while tailoring implementation according to their needs.
5. Establish significant consequences if Program goals are not met, including outright plastic bag ban.
6. Pursue State legislative efforts to:
  - Establish a statewide plastic bag fee with proceeds distributed to local governments on a per-capita basis to fund litter prevention and source reduction efforts.
  - Allow local government implementation of a per-bag fee, since fees have been found to be effective in reducing plastic bag usage.
  - Implement statewide benchmarks equivalent to Program goals above.
  - Print an environmental message on each plastic bag describing the negative impacts of plastic bag litter and the benefits of using reusable bags.
  - Repeal the sunset provision of AB 2449 (Public Resources Code Section 42257) to eliminate the need for the State Legislature to reintroduce and adopt a new plastic bag recycling law by January 1, 2013, which may or may not contain the existing and proposed elements of AB 2449 that are crucial to the efforts undertaken by local governments.

### Program Benefits

- Creates a broad-based collaborative effort to effectively reduce plastic bag litter Countywide.
- Incorporates supermarket and retail store employee training and public education to meet the goals of the Program.
- Establishes performance goals and a measurement methodology to demonstrate Program success, using the State's existing reporting framework (established by AB 2449) to obtain data.
- Maximizes regional benefit while minimizing duplicative efforts by local municipalities.



SACHI A. HAMAI  
EXECUTIVE OFFICER

## COUNTY OF LOS ANGELES BOARD OF SUPERVISORS

KENNETH HAHN HALL OF ADMINISTRATION  
500 WEST TEMPLE STREET, ROOM 383  
LOS ANGELES, CALIFORNIA 90012  
(213) 974-1411 • FAX (213) 620-0636

### MEMBERS OF THE BOARD

GLORIA MOLINA

YVONNE B. BURKE

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DON KNABE

MICHAEL D. ANTONOVICH

March 12, 2008

The Honorable John Edelston  
Mayor, City of Agoura Hills  
30001 Ladyface Court  
Agoura Hills, CA 91301

Dear Mayor Edelston:

### INVITATION FOR THE CITY OF AGOURA HILLS TO JOIN COUNTY PROGRAM TO REDUCE PLASTIC CARRYOUT BAG LITTER

On January 22, 2008, the Los Angeles County Board of Supervisors took a major step forward in addressing the use of plastic carryout bags by adopting the "Single-Use Bag Reduction and Recycling Program." The Program is a comprehensive strategy to reduce plastic bag litter through a partnership with supermarkets, retailers, environmental groups, the plastic bag industry, local government, and the public focused on reducing plastic bag usage over time while increasing the use of reusable bags. We invite you to work with the County and stakeholders to develop a coordinated Countywide implementation strategy that will significantly reduce the environmental damage caused by plastic bags for the benefit of all of our constituents.

Each year approximately 6 billion plastic carryout bags are consumed in Los Angeles County, the equivalent of 600 bags per person per year. Currently, less than 5 percent of bags are recycled and the rest end up landfilled or on our beaches, waterways, parks, and roads in the form of litter. Plastic bag litter makes up as much as 25 percent of the litter stream and significantly impacts our communities and the environment. In Los Angeles County alone, local and State governments spend tens of millions of dollars each year on prevention, cleanup, and enforcement activities to reduce litter. Communities throughout the State and around the world are grappling with this issue, and searching for ways to reduce the impact that littered plastic bags have on their quality of life.

We believe that by implementing the Single-Use Bag Reduction and Recycling Program plastic bag litter will be reduced by: (1) decreasing plastic carryout bag usage, (2) encouraging consumer recycling efforts, and (3) establishing a public education program to increase the use of reusable bags. In addition, the Program will encourage the use of paper bags that are minimally manufactured with 40 percent recycled content. The Program is summarized in the fact sheet (Attachment I), which also identifies State legislation that the County is pursuing relative to the plastic bag issue.

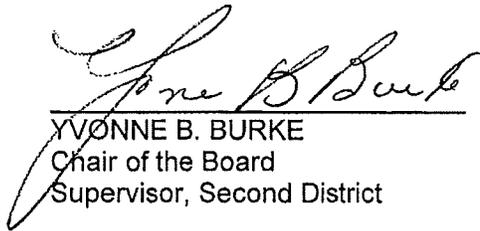
March 12, 2008

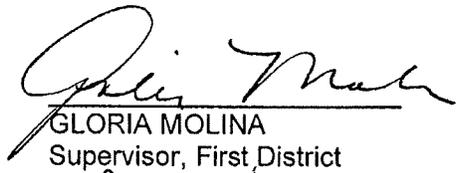
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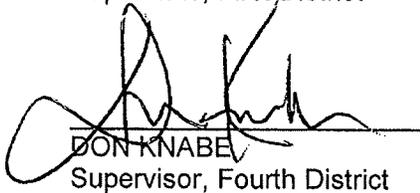
We encourage your City to join this collaborative effort and take advantage of the framework already developed by the County with stakeholders. A sample resolution endorsing the Single-Use Bag Reduction and Recycling Program is attached for your consideration (Attachment II). We would also appreciate your careful consideration of the State legislation that the County is pursuing and your declaration of support for these State law changes.

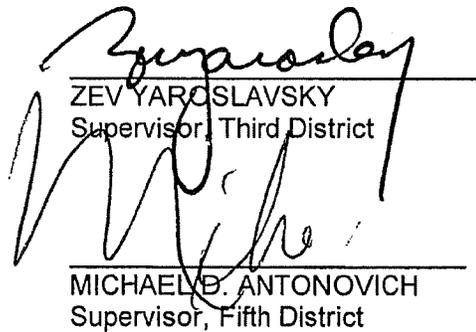
We look forward to working with you on this very important issue. County staff is available to provide a presentation or additional information at your request. Please contact Ms. Lari Sheehan of the Chief Executive Office at (213) 893-2477, or via e-mail at [lsheehan@ceo.lacounty.gov](mailto:lsheehan@ceo.lacounty.gov).

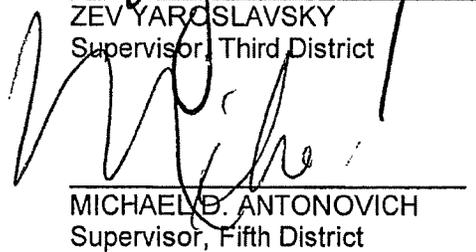
Sincerely,

  
YVONNE B. BURKE  
Chair of the Board  
Supervisor, Second District

  
GLORIA MOLINA  
Supervisor, First District

  
DON KNABE  
Supervisor, Fourth District

  
ZEV YAROSLAVSKY  
Supervisor, Third District

  
MICHAEL B. ANTONOVICH  
Supervisor, Fifth District

Attachments (2)

**County of Los Angeles**  
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