



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Cohen and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Sona Kalapura, Environmental Programs Manager
Lindy Coe-Juell, Assistant-to-the-City Manager
Anna Luke, Management Analyst

DATE: November 03, 2009

SUBJECT: Consideration of a Resolution Approving the City's Participation in the Brag About Your Bag® Campaign

RECOMMENDATION:

Staff recommends that the City Council approve and adopt Resolution NO. 6226 in order to support the City's participation in the Brag About Your Bag® Campaign.

FISCAL IMPLICATION:

Fiscal implications associated with the recommended action include local advertising of the campaign as well as distribution of the City's reusable canvas bags to residents who participate in the Brag About Your Bag® Campaign activities.

BACKGROUND:

The City of Manhattan Beach and its residents are concerned about the impacts of plastic bags on our coastal community. Los Angeles County residents use an estimated six billion plastic bags per year, which is equivalent to 600 plastic bags per person per year. However, only 5 percent of these bags are recycled, with a vast majority of them ending up in landfills, as litter in our neighborhoods, and in the ocean.

The City and its residents have shown a commitment to finding solutions to the problem of single-use plastic bags through the adoption of a plastic bag ordinance banning the use of plastic bags at all retailers and restaurants in the City. The City faced a lawsuit from the Save the Plastic Bag Coalition, and the ban was placed on hold pending a legal appeals process. In the meantime the City is working with the County of Los Angeles on an Environmental Impact Report to show that the City's ban on plastic bags will in deed have a positive impact on the environment.

DISCUSSION:

The City has previously endorsed Heal the Bay's annual "Day Without A Plastic Bag" program, and plans to do so again this December. This year, the County of Los Angeles is coordinating its

first countywide “Brag about your Bag” reusable bag campaign beginning on America Recycles Day, November 15th, and concluding on A Day without A Bag, December 17, 2009.

The Brag About Your Bag campaign is designed as a program to promote the recycling of single-use plastic bags, and the use of reusable bags to all residents. The County of Los Angeles has teamed up with Albertsons, HOWS, Ralphs, Top Valu, and Valu Plus supermarkets to host countywide reusable bag giveaway events and distribute over 50,000 reusable bags. To participate, residents can visit any participating supermarket, bring in five single-use plastic bags for recycling and exchange them for a free stylish “Brag about your Bag” reusable shopping bag.

The County is requesting the City’s assistance in coordinating and supporting the bag giveaway events during the Brag About Your Bag Campaign. To support this reusable bag movement, the City can host bag giveaways at the Civic Center and local grocery stores. The City can also advertise the campaign in local newspapers and electronic notices to residents. The County has secured NBA player Luke Walton as the official campaign spokesperson, and Walton will voice commercials on 710 ESPN radio and make appearances at various campaign events.

By supporting the County’s efforts to increase plastic bag recycling, and encouraging community-wide participation in the use of reusable bags, the City of Manhattan Beach will provide its residents with the opportunity to take action in protecting our environment.

CONCLUSION:

Staff recommends that the City Council adopt Resolution NO. 6226 to declare support for, and announce the City’s participation in the Brag About Your Bag Campaign.

Attachments: A. Draft Resolution NO. 6226

cc: Liza Tamura, City Clerk

RESOLUTION NO. 6226

RESOLUTION TO JOIN THE LAUNCHING OF THE BRAG ABOUT YOUR BAG® CAMPAIGN THROUGHOUT THE COUNTY OF LOS ANGELES

WHEREAS, each year, approximately 6 billion single use plastic carryout bags are used in Los Angeles County; and,

WHEREAS, less than 5 percent of single use plastic bags are recycled; and,

WHEREAS, the indiscriminate littering of single use bags creates significant litter problems for Los Angeles County streets, beaches, and the marine environment; and,

WHEREAS, each year, public agencies in California spend over \$375 million every year for litter prevention, clean up and disposal, including littered single use plastic bags; and,

WHEREAS, the City of Manhattan Beach is taking action to reduce the litter impacts of single use carryout bags, such as providing residents with locally produced reusable organic cotton canvas bags; and,

WHEREAS, reusable bags contribute towards environmental sustainability over single use carryout bags as well as significantly reduce single use bag litter; and,

WHEREAS, Heal the Bay and its community partners, including the County of Los Angeles, have established the third Thursday of December, each year, as "A Day Without a Bag" which urge shoppers to forego single use bags in favor of reusable bags; and

WHEREAS, the County of Los Angeles has invited NBA World Champion basketball star Luke Walton to participate and pledge to take a leadership role in promoting public awareness about the benefits of using a reusable shopping bags; and

WHEREAS, the County has extended an invitation to the City of Manhattan Beach and other cities to participate in the Brag About Your Bag® campaign to help coordinate and spread public awareness in a unified effort ; and

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES HEREBY DECLARE, FIND, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. The City Council of the City of Manhattan Beach hereby makes the following findings:

1. That the above recitations are true and correct.
2. That the City of Manhattan Beach endorses efforts by the County of Los Angeles through its Brag About Your Bag® Campaign to raise awareness around bag recycling and the use of reusable bags.
3. That the City of Manhattan Beach encourages all city employees and residents to recycle single-use plastic bags, and make every effort to use reusable bags as part of the county-wide Brag About Your Bag® campaign.

SECTION 2. If any subsection, sentence, clause, phrase or word of this Resolution is for any reason held to be invalid by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of the Resolution. The City Council hereby declares that it would have passed and adopted this Resolution and each and all of the provisions thereof irrespective of the fact that any one or more of said provisions may be declared invalid.

SECTION 3. The City Clerk shall certify to the passage and adoption of this resolution; shall cause the same to be entered among the original resolutions of said City; and shall make a minute of the passage and adoption thereof in the records of the proceedings of the City Council of said City in the minutes of the meeting at which the same is passed and adopted.

PASSED, APPROVED and ADOPTED this 3rd day of November, 2009.

Ayes:
Noes:
Abstain:
Absent:

Mayor, City of Manhattan Beach, California

ATTEST:

City Clerk