



Agenda Item #: _____

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Tell and Members of the City Council

THROUGH: David N. Carmany, City Manager

FROM: Jim Arndt, Public Works Director
Sona Kalapura, Environmental Programs Manager

DATE: July 19, 2011

SUBJECT: Consideration to Adopt a Resolution Authorizing the City of Manhattan Beach to Participate in Los Angeles County's "Take the Pledge to Clean LA" Program

RECOMMENDATION:

Staff recommends that the City Council approve and adopt Resolution No. 6325 in order to endorse the City's participation in Pledge to Clean LA program.

FISCAL IMPLICATION:

Limited fiscal implications associated with the recommended action may include local advertising of the Pledge to Clean LA campaign to encourage Manhattan Beach residents to participate and raise awareness on recycling and pollution reduction issues. Funds are budgeted to cover these costs.

BACKGROUND:

The City of Manhattan Beach and its residents are concerned about the impacts of pollution and marine debris in our coastal community. The city's Environmental Task Force researched several solid waste management solutions, and recommended a Zero Waste Plan to City Council in May 2010. As another example, the City and its residents have shown a commitment to finding solutions to the problem of plastics in our marine environment through the adoption of an 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 ordinance was placed on hold pending a legal appeals process. As the City undertakes the appeal process, programs to educate residents and businesses on the importance of reducing plastic pollution still regularly take place (such as the recent screening discussion of the plastic pollution documentary, "Bag It").

The City of Manhattan Beach is in compliance with state legislation AB 939 to divert at least 50% of its waste from the landfill, and City programs regularly provide educational materials and resources to the community on recycling and waste reduction issues through the Waste Management contract, Going Green website, free composting classes, newsletters, and outreach events such as Earth Day and Hometown Fair. The City also participates in region-wide efforts to raise awareness such as the annual Heal the Bay beach cleanups and "Day Without a Bag" events.

DISCUSSION:

The Pledge to Clean LA program is part of a joint campaign with other cities and the County of Los Angeles to promote sustainable practices throughout the region. The purpose of this pledge is to get the community thinking about everyday impacts to the environment and the habits that can be changed to lessen these impacts. The goal of the pledge is for community members to sustain a lifestyle that incorporates practices that rethink, reduce, reuse, and recycle.

Manhattan Beach residents can show support for this effort, and for continued environmental protection, by visiting www.CleanLA.com and joining other residents throughout the County of Los Angeles who have taken the pledge. The site is a free resource to the community, and is intended to raise awareness and increase sustainability for future generations. The programs and resources available through the Clean LA website include waste reduction programs, education on resource conservation and recycling, and safe hazardous waste disposal.

Should City Council decide to support the Pledge to Clean LA program, the City will be asked to:

- Think about environmental impacts at home, school, work, and in the community and looking for creative ways to lessen these impacts;
- Work with others in the community and surrounding areas to make the City and Los Angeles County leaders in environmental stewardship;
- Lead by example in the community;
- Encourage residents to continue to rethink, reduce, reuse, and recycle at home and at work;
- Provide residents and businesses the tools to make recycling easy;
- Encourage residents to find out about all the materials they can recycle in their communities;
- Encourage residents to support community and regional recycling efforts; and
- Encourage residents to visit the CleanLA.com website, take the Pledge to Clean LA, and learn more about what they can do for the environment.

The City of Manhattan Beach is already working on many of the areas listed above, and is making every effort to provide the community with the tools they need to reduce their waste generation through its solid waste management program. Through this pledge, Los Angeles County strives to encourage and bring together the efforts of residents, community leaders, businesses, nonprofit organizations and schools in protecting and conserving natural resources and bringing about a cleaner, safer, and healthier environment.

CONCLUSION:

Staff recommends that the City Council adopt Resolution No. 6325 to indicate its support and participation in the Pledge to Clean LA.

Attachment: Resolution 6325

cc: Anna Luke, Public Works Management Analyst

RESOLUTION NO. 6325

A RESOLUTION TO AUTHORIZE THE CITY OF MANHATTAN BEACH'S PARTICIPATION IN LOS ANGELES COUNTY'S "TAKE THE PLEDGE TO CLEAN LA" PROGRAM

WHEREAS, Manhattan Beach recognizes the importance of protecting and conserving natural resources and strives to improve the quality of life in our communities by promoting conscientious living habits that will bring about a cleaner, safer, and healthier environment; and

WHEREAS, Manhattan Beach has developed many positive and successful waste reduction programs and will continue to implement more programs that will further reduce waste and encourage citizens to recycle even more such as composting, reusing products and materials, and purchasing recycled products and packaging; and

WHEREAS, by encouraging businesses, nonprofit organizations, schools, and individuals to take the pledge to clean and sustain our communities, we can further promote an environmentally sound and wholesome way of life; and

WHEREAS, community leaders can help "close the recycling loop" by informing residents about the importance of buying recycled products; they can also aid in this effort by promoting the benefits of recycling investments for businesses; and

WHEREAS, it is important for all Manhattan Beach citizens to actively participate in resource conservation and environmental protection efforts.

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. That the above recitations are true and correct.

SECTION 2 That the City of Manhattan Beach formally endorses the Pledge to Clean LA program.

SECTION 3. That the City of Manhattan Beach hereby takes the Pledge to clean our communities by:

- Thinking about how we impact the environment at home, school, work, and in our community and looking for creative ways to lessen these impacts;*
- Working with others in our community and surrounding areas to make our City and County leaders in environmental stewardship;*
- Leading by example in our communities;*
- Encouraging residents to continue to reduce, reuse, and recycle, and rethink at home and at work;*
- Providing residents and businesses the tools to make recycling easy;*
- Encouraging residents to find out about all the materials they can recycle in their communities;*
- Encouraging residents to contact elected officials in support of community and regional recycling efforts; and*
- Encouraging City residents to visit the CleanLA.com website, take the Pledge to Clean LA, and learn more about what they can do for the environment and our communities.*

SECTION 4. The City Clerk shall certify to the adoption of this resolution and thenceforth and thereafter the same shall be in full force and effect.

PASSED, APPROVED and ADOPTED this 19th day of July, 2011.

AYES:
NOES:
ABSTAIN:

ABSENT:

Mayor, City of Manhattan Beach, California

ATTEST:

City Clerk