

Council Meeting of
November 24, 2009

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the Council:

**SUBJECT: Public Works – Request approval of a RESOLUTION proclaiming the “Brag About Your Bag” campaign by the County of Los Angeles.
Expenditure: None**

RECOMMENDATION

Recommendation of the Public Works Director that City Council approve a **RESOLUTION** proclaiming the “Brag About Your Bag” campaign by the County of Los Angeles in an effort to educate the public on the environmental problems resulting from single use plastic bags.

Funding

Not Applicable.

BACKGROUND/ANALYSIS

On November 10, 2009, the County of Los Angeles launched the first Brag About Your Bag reusable bag campaign. The focus of the campaign is to generate awareness of the environmental effects that single use plastic bags have when they become part of the waste stream, which is increased litter, use of landfill space and harm to marine life. The campaign will educate and distribute reusable bags to the public from November 15 (known as "America Recycles Day") until December 17 (the annual “Day without a Bag” day).

The County of Los Angeles is working with cities and Albertsons, HOWS, Ralphs, Top Valu, and Valu Plus supermarkets to host countywide reusable bag giveaway events and distribute over 50,000 reusable bags provided by the County. They are also partnering with the Lakers, Heal the Bay, Earthshare of California and One-Bag at a Time to provide radio advertisements and other promotional activities. Additional information is available at the website www.bragaboutyourbag.com.

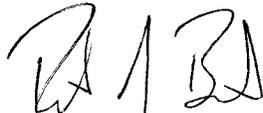
In addition to the Resolution, Torrance will participate by posting information on our website and hosting an event on Saturday, December 5, 2009, at Albertson's located at 21035 Hawthorne Boulevard, from 10 a.m. to 2 p.m., to distribute 600 reusable bags to the public on a first come, first served basis. The public will be asked to bring in 5 plastic bags to exchange for a free reusable bag.

Respectfully submitted,

ROBERT J. BESTE
Public Works Director


By: Matthew Knapp
Sanitation Services Manager

CONCUR:



Robert J. Beste
Public Works Director


LeRoy J. Jackson
City Manager

Attachment: A. Resolution

RESOLUTION NO. 2009-**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF TORRANCE
TO JOIN 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 but 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, 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, 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 urges shoppers to forego single use bags in favor of reusable bags; and

WHEREAS, the County of Los Angeles has taken a leadership role in promoting public awareness about the benefits of using a reusable shopping bags and has launched the Brag About Your Bag campaign from November 15 to December 17, 2009; and

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

WHEREAS, the City of Torrance is taking action to reduce the litter impacts of single use carryout bags, by hosting an event in conjunction with the County's efforts; and

NOW, THEREFORE, BE IT RESOLVED that the City of Torrance proclaims the launching of the Brag About Your Bag campaign to encourage environmental stewardship in Los Angeles County and invites the public to attend the City's event on Saturday, December 5, 2009, at Albertson's located at 21035 Hawthorne Boulevard, from 10 a.m. to 2 p.m., where the first 600 participants who bring 5 single use plastic

bags can exchange them for a free reusable bag. We also commend those grocery stores and other businesses in Torrance for offering reusable bags at their locations, which already contributes greatly to this effort.

The forgoing Resolution was adopted on the 24th day of November, 2009, by the City Council of the City of Torrance.

Mayor Frank Scotto

APPROVED AS TO FORM:
JOHN FELLOWS III, City Attorney

ATTEST:

by _____
Patrick Sullivan, Assistant City Attorney

Sue Herbers,
City Clerk