



## **CITY OF BEVERLY HILLS STAFF REPORT**

**Meeting Date:** April 7, 2009  
**To:** Honorable Mayor & City Council  
**From:** Arnetta Eason, Management Analyst  
Shana Epstein, Environmental Utilities Manager  
**Subject:** Earth Day Celebration at the Farmers' Market  
**Attachments:** 1. Publicity Flyer  
2. Disposal of Universal Waste Items Information

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### **INTRODUCTION**

On April 19, 2009, at the Farmers' Market, from 9:00 am to 1:00 pm, the City will be celebrating its fifth annual Earth Day. This year, there will be a number of vendors and City departments sharing information about how to continue to be a partner in environmental protection.

### **DISCUSSION**

Highlights of the festivities include the following:

- Ribbon Cutting for the New Trolley, which will feature a children's environmental tour of the City and be powered by bio-diesel fuel.
- In years past, samples of the compost generated by the community's green and food waste has been distributed. This year, participant will be able to walk away with large bags of compost to apply to their gardens. Compost not only assists in reducing waste to the landfill, but deters insects and provides excellent nutrients.
- Participants will be able to dispose of their empty printer cartridges.
- The City will be kicking off its Battery Recycling Pilot Program, which on regular basis dispensers will be at the City Hall and Public Works Building Welcome Desks, as well as the first Sunday of each month, at the Farmers' Market.
- In addition to the regular first Sunday of the month for E-waste disposal, the community will have a second opportunity in April.
- For those who were not fortunate enough to receive the 10,000 reusable bags the City has distributed over the past five years, vendors will be providing opportunities to purchase others.

On a more serious note, the City has declared a Stage A Voluntary Water Conservation, and in all likelihood Metropolitan Water District, the City's water wholesaler, will be requiring mandatory rationing of its member agencies during FY 09/10. Therefore, staff

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is taking this large public outreach effort as a way to get more information to the public about water conservation. The new meters will be on display to describe how they help customers identify leaks on property. Staff will be distributing shower timers and dye tablets to check for leaky toilets. Water professionals will be on hand to discuss how to reduce water irrigation.

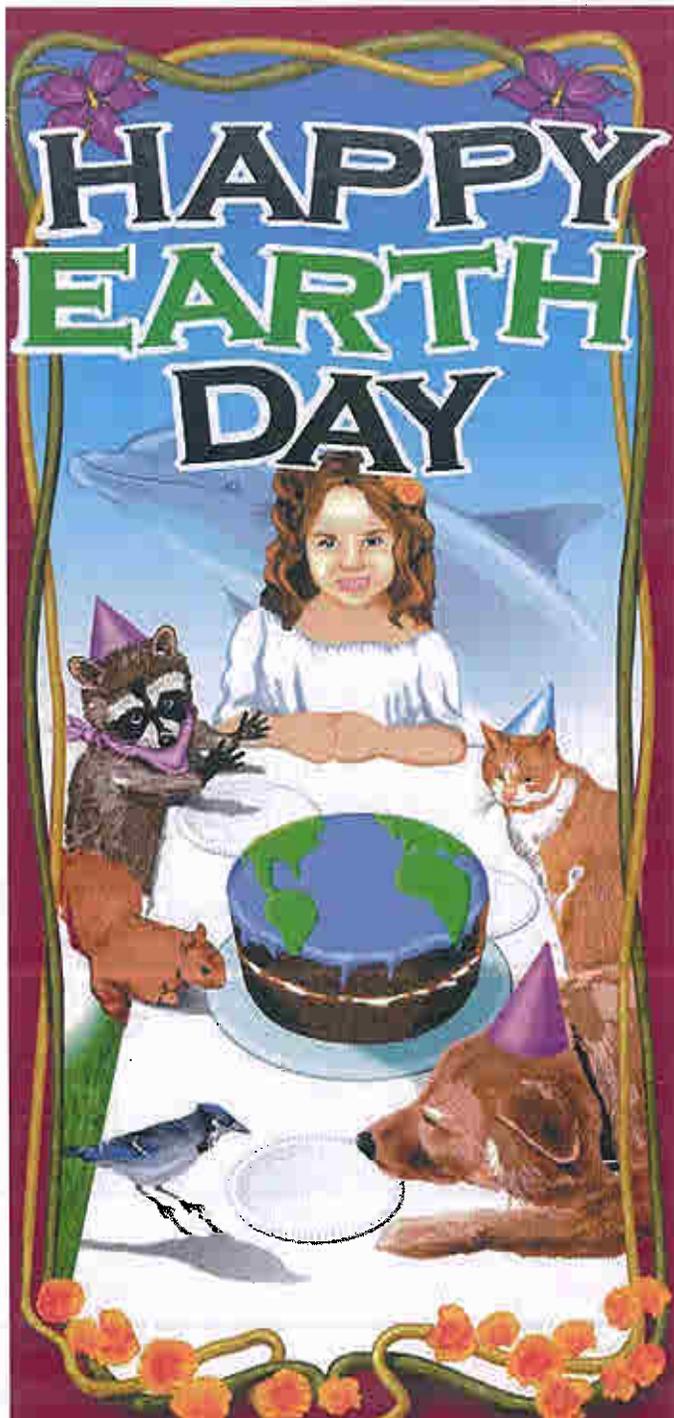
**FISCAL IMPACT**

This event is funded by the Environmental Utilities Enterprise Funds (water, wastewater, stormwater and solid waste).

**RECOMMENDATION**

This item is informational only.

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David Gustavson  
Approved By 



The illustration features a young girl with brown hair and a white dress sitting at a table. On the table is a large cake with a blue and green globe as the top layer. Surrounding the girl are various animals: a raccoon wearing a purple party hat and a purple scarf, a ginger cat wearing a blue party hat, a brown dog wearing a purple party hat, and a blue jay. The scene is set against a blue sky with white clouds. The entire illustration is framed by a decorative border of green vines and orange flowers.

# HAPPY EARTH DAY

**SUNDAY  
APRIL 19  
9AM TO 1PM  
BEVERLY HILLS  
FARMERS'  
MARKET**



## COME JOIN THE EARTH DAY CELEBRATION AT THE FARMERS' MARKET

### BECOME A "PARTNER IN ENVIRONMENTAL PROTECTION"

- RIBBON CUTTING FOR NEW TROLLEYS
- SoCAL EDISON ENERGY CONSERVATION MOBILE UNIT
- WATER EFFICIENT INFORMATION TO PREPARE FOR ANOTHER DRY AND HOT SUMMER
- ENERGY-EFFICIENT BUYING TIPS AND REBATE PROGRAMS
- FREE COMPOST AVAILABLE IN LARGE QUANTITIES - MAKE ROOM IN YOUR TRUNK
- EARTHQUAKE PREPAREDNESS AND FIREWISE SAFETY PROGRAMS
- DROP OFF DISPOSAL OF DRY-CELL BATTERIES (POSITIVE ENDS MUST BE TAPED), ELECTRONIC WASTE AND PRINTER CARTRIDGES - BRING YOURS BECAUSE BH RECYCLES!
- LEARN HOW TO "LIVE LIGHTLY" ON EARTH AND DO YOUR PART IN PROTECTING THE PLANET

FOR MORE INFORMATION, CONTACT THE  
BEVERLY HILLS PUBLIC WORKS DEPARTMENT  
(310) 285-2467

[WWW.BEVERLYHILLS.ORG/EARTHDAY](http://WWW.BEVERLYHILLS.ORG/EARTHDAY)



## **BRING YOUR ELECTRONIC WASTE ITEMS, OLD BATTERIES AND EMPTY PRINTER CARTRIDGES**

**APRIL 19, 2009 FOR EARTH DAY**

**BECAUSE BH RECYCLES!**

On April 19, 2009, at the Farmers' Market, the City of Beverly Hills will celebrate Earth Day for the fifth year. A number of organizations will be participating, providing a wealth of information. Look for the following vendors to help you "Recycle, Reuse, Reduce". Don't forget - pick up your free compost.

### **CALIFORNIA RECYCLES:**

All electronic equipments such as: computer monitors, printers, scanners, laptops, modems, televisions, VCRs, DVD players, radios & stereos, cassette players, CD players, telephone systems, FAX machines, cell phones, PDAs, cables, pagers, microwaves, video games, electronic toys, and more will be accepted at no charge on the first Sunday of each month. A disposal unit will be available at the Farmers' Market on April 5, 2009, and especially for Earth Day – April 19, 2009. The regular disposal schedule will resume once a month, every first Sunday, starting May 3, 2009.

### **BATTERY RECYCLING:**

Take the Charge Out. The City in Conjunction with LA County is launching a Battery Recycling Program. Dry-cell batteries – (AA, AAA, C, D, 9-Volt), rechargeable batteries (cell phone) and button-cell batteries (watches, cameras, hearing aids) are all being accepted. To safely dispose of your batteries, insulate the positive ends of the batteries prior to disposal. The collision of battery terminals can result in discharging or dangerous buildups in a heated area. The US Department of Transportation requires that batteries be insulated while being transported. Tape the positive end of each battery before depositing them into the collection bins.

Dry-cell batteries contribute about 88 percent of the total mercury and 50 percent of other metals in the municipal waste stream. When disposed of improperly, these batteries can contaminate the environment.

Disposal tubes will be available in the City Hall sign-in desk, at 455 North Rexford Drive during hours of operation; the first Sunday of each month at the Farmers' Market; and at the Public Works Facility, at 345 Foothill Road reception area during hours of operation.

Other locations in the City of Beverly Hills that provide proper battery recycling include:

#### **RadioShack**

9530 Santa Monica Boulevard  
(310) 278-5003

**AT&T Stores**

9569 Santa Monica Boulevard  
(310) 246-0900

**Whole Foods**

239 North Crescent Drive  
(310) 274-3360

**PRISMATIX INK:**

This company is accepting all and any inkjet and toner cartridges, meaning any brand and any model, and each one will equal one tree planted with the Arbor Day Foundation.

After the cartridges are collected, those that are in proper condition will be refilled, so that they may be used again. Defective batteries will be disassembled and remanufactured with both new and used parts, or the plastic may be broken down completely for recycling.

Every year, over 400 million cartridges are discarded into our landfills making up over 1.9 billion pounds of solid waste in the nation. Ninety-seven percent of the components can be recycled or reused.

**CROWN DISPOSAL:**

The City's Food Waste Program through Crown Disposal, wants to give back. Compost will be available to patrons at Earth Day in large quantities. Come with your truck to get the 100% return on the City's food disposal; its rich nutrients will help the plants flourish...a rich soil base can reduce the need for water.

**REMEMBER BH RECYCLES!**