



## AGENDA REPORT

**Meeting Date:** November 5, 2009  
**Item Number:** F-4  
**To:** Honorable Mayor & City Council  
**From:** Shana Epstein, Environmental Utilities Manager  
Arnetta Eason, Management Analyst  
**Subject:** RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS  
TO JOIN THE LAUNCHING OF THE BRAG ABOUT YOUR BAG®  
CAMPAIGN THROUGHOUT THE COUNTY OF LOS ANGELES  
**Attachments:** 1. Resolution

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### **RECOMMENDATION**

Staff recommends that the City Council approve a resolution to authorize City of Beverly Hills support the 2009 Single-Use Bag Recycling and Reusable Bag Regional Campaign.

### **INTRODUCTION**

Over six billion plastic bags are consumed in Los Angeles County annually. This equates to 600 plastic bags per person per year. Many of these bags end up in the landfill or ocean. To help prevent or reduce the likelihood of this occurrence, the County of Los Angeles is soliciting regional support for the Brag about Your Bag Campaign scheduled to begin November 15, "America Recycles Day" and will run through December 17, "A Day Without a Bag".

### **DISCUSSION**

The campaign allows for each city to customize the level of participation, which include the following activities: host and staff event-booth, distribute campaign materials, place campaign ads or stories in city newsletters/magazines, display "Brag about your Bag" campaign posters at prominent visible locations, feature campaign messages via city cable and public access channels, in bag reuse, recycling and reusable bag messages on city literature, donate reusable bags in large quantities, assist in storage, assist in canopy storage, attend press conferences and produce media advisories/press releases, and proclaim November 15- 17, 2009 as Brag About Your Bag Campaign.

For approximately five years, the City of Beverly Hills has distributed over 12,000 reusable bags at various events; including Farmers' Market to promote the zero waste bring your own bag. Therefore, staff recommends participating with distribution of campaign materials, post campaign web banner ads, place ads in the City newsletter, place campaign posters at prominent visible locations, and included useable bag messaging on City literature and with City Council approval, proclaim the City of Beverly Hills as a participant of Brag about Your Bag Campaign, November 15 through December 17, 2009

In addition to municipal stewardship, the County has teamed up with some of the major supermarkets; such as Ralph's and Albertsons to host countywide reusable bag giveaway events and distribute over 50,000 reusable bags. Patrons may visit any participating supermarket, and bring in five single-use plastic bags for recycling and exchange them for a free stylish "Brag about your Bag" reusable shopping bag. NBA Champion, Luke Walton along with the Los Angeles Lakers girls, will serve as the official campaign spokespersons, with voice commercials on 710 ESPN radio and make appearance at various campaign events. Campaign participants will also be eligible to win lunch with Luke Walton, sponsored by ESPN radio or a trip to Miami to see the popular Sabado Gigante show courtesy of Univision Radio KLOVE 107.5 and La Nueva 101.9. Details will be available in the upcoming weeks and are available on [www.bragaboutyourbag.com](http://www.bragaboutyourbag.com) website.

**FISCAL IMPACT**

The funding impact is minimal as the campaign is regional and all promotional materials such as posters and imagery will be uniform County-wide

 David D. Gustavson   
Approved By

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS 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;

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

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

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

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

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;

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;

WHEREAS, the County has extended an invitation to the City of Beverly Hills (“City”) and other cities to participate in the Brag About Your Bag® campaign (“Campaign”) to help coordinate and spread public awareness in a unified effort ; and

WHEREAS, the City is taking action to reduce the litter impacts of single use carryout bags, by distributing informational materials in person, by internet and on cable television during the Campaign period November 15, 2009 through December 17, 2009 and promoting the “Zero Waste Bring Your Own Bag” program at the City’s Farmers’ Market.

Now, therefore, the Council of the City of Beverly Hills does hereby resolve as follows:

Section 1. The City proclaims the launching of the Brag About Your Bag® campaign on November 15, 2009 to encourage environmental stewardship in Los Angeles County.

Section 2. The City Clerk shall certify to the adoption of this resolution and shall cause this resolution and his certification to be entered in the Book of Resolutions of the council of this City.

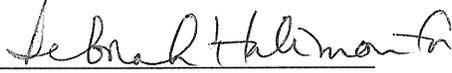
Adopted:

\_\_\_\_\_  
NANCY KRASNE  
Mayor of City of  
Beverly Hills, California

ATTEST:

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BYRON POPE  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

  
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DAVID D. GUSTAVSON  
Director of Public Works & Transportation