



AGENDA REPORT

Meeting Date: December 5, 2007
Item Number: E-1
To: Honorable Mayor & City Council
From: Christian Di Renzo, Senior Management Analyst
Subject: RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS
RECOGNIZING DECEMBER 20, 2007 AS "A DAY WITHOUT A BAG"
THROUGHOUT THE COUNTY OF LOS ANGELES

Attachments: 1. Resolution

RECOMMENDATION

Staff hereby recommends the City Council adopt a resolution recognizing December 20, 2007, as "A Day Without a Bag" throughout the County of Los Angeles.

INTRODUCTION

The City of Beverly Hills recognizes the importance of mitigating adverse environmental impacts caused by the production and indiscriminate disposal of man-made plastic shopping bags. It is hereby requesting the adoption of the resolution entitled "A Day Without a Bag" in efforts to promote awareness on this issue.

DISCUSSION

The City of Beverly Hills was approached by the nonprofit organization "Heal the Bay" asking for support in promoting the awareness of the adverse impacts plastic bags have on our environment. Heal the Bay is currently organizing a day of education and action scheduled for December 20, 2007. The nonprofit will host a press conference event (with possible celebrity involvement), at one high-profile retail center and distribute free reusable plastic bags urging shoppers to sign a petition and asking them to return existing bags to be recycled. Unfortunately, details of the press conference were not available at the time this agenda report was being written.

Current estimates indicate that Los Angeles County residents use over 6 billion plastic bags a year and recycle less than 5%. "A Day Without a Bag" is a vehicle for raising consumer awareness about personal choices. The event empowers shoppers and the community at large to take direct action to help eliminate this harmful pollutant. It is staff's understanding that the Cities of Los Angeles, Calabasas, Malibu, West Hollywood, and Santa Monica will also be adopting this resolution.

Meeting Date: December 5, 2007

FISCAL IMPACT

This action has no fiscal impact.

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David Gustavson
Approved By

RESOLUTION NO. 07-R-

RESOLUTION OF THE COUNCIL OF THE CITY OF
BEVERLY HILLS RECOGNIZING DECEMBER 20, 2007, AS
“A DAY WITHOUT A BAG” THROUGHOUT THE COUNTY
OF LOS ANGELES

The Council of the City of Beverly Hills hereby resolves as follows:

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

WHEREAS, in the United States, less than 5 percent of plastic bags are recycled; and,

WHEREAS, the indiscriminate littering of plastic bags is an increasing blight problem. Plastic bags create significant litter problems for Los Angeles County streets, beaches, and the marine environment; and,

WHEREAS, over 1 million seabirds, 100,000 marine animals, and countless fish die annually through ingestion of and entanglement in marine debris, including plastic bags; and,

WHEREAS, each year, the State of California spends approximately \$25 million to landfill discarded plastic bags; and,

WHEREAS, the City of Beverly Hills has set solid waste reduction and recycling goals, and is taking action against the unchecked proliferation of plastic bags; and,

WHEREAS, reusable bags contribute towards environmental sustainability over single-use plastic and paper carryout bags; and,

WHEREAS, Heal the Bay and its community partners are urging shoppers to forego single-use plastic and paper bags in favor of reusable tote bags to recognize “A Day Without A Bag”; and,

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

Section 1. The City of Beverly Hills recognizes December 20, 2007 as “A Day Without a Bag” 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 the City.

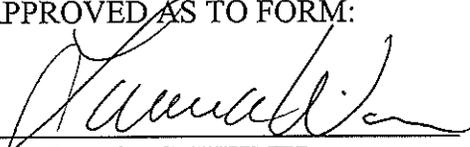
Adopted:

JIMMY DELSHAD
Mayor of the City of
Beverly Hills, California

ATTEST:

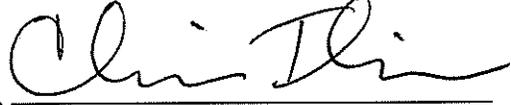
(SEAL)
BYRON POPE
City Clerk

APPROVED AS TO FORM:



LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:



for DAVID D. GUSTAVSON
Director of Public Works & Transportation