

# Trash Reduction

## What Can Cities Learn from Water Districts

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But with every order, there's just a lot of stuff that comes with the meal.



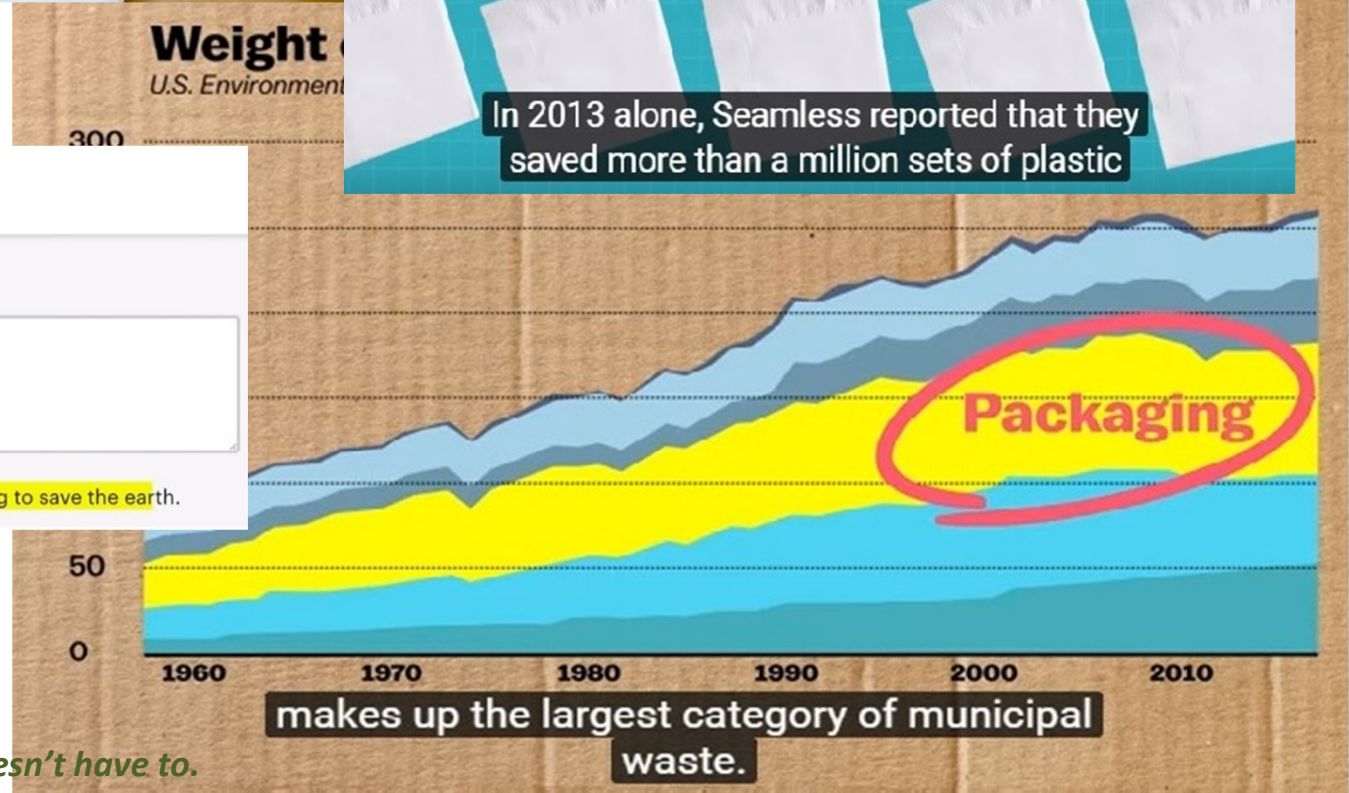
In 2013 alone, Seamless reported that they saved more than a million sets of plastic

seamless

— Add delivery instructions

Please call once you arrive

Spare me the napkins and plasticware. I'm trying to save the earth.



Source:

UC Climate Lab

*Takeout creates a lot of trash. It doesn't have to.*

**Convenience is an illusion, merely shifting the burden of process and consequences.**

**- Krista Tippett, *Becoming Wise: An Inquiry into the Mystery and Art of Living***

<b>Single Use</b> <b>Plastic/Styrofoam/Paper Products</b>
<b>bottled beverages</b>
<b>plates, bowls, cups</b>
<b>cutlery, lids, stirrers, straws</b>
<b>to-go containers, bags</b>
<b>condiment packets</b>
<b>napkins</b>

**Our market research shows changing from single use plastic to more eco friendly alternatives costs 5¢ more per meal per person.**

**Our survey shows the public is willing to change from single use plastic to reusable/compostable.**

# Refuse Reduce Reuse Repurpose Rethink

<b>Styrofoam ban</b>	Dana Point Laguna Beach Newport Beach San Clemente Stanton
citywide public <b>smoking</b> ban	Dana Point Laguna Beach
<b>water</b> bottle <b>refill</b> stations	Dana Point Mission Viejo Newport Beach
<b>sustainable business</b> program	Huntington Beach Mission Viejo
Environmentally Preferable <b>Purchasing Policy</b>	Mission Viejo Newport Beach
monthly <b>cleanups</b>	Newport Beach Rancho Santa Margarita
<b>Fix-It</b> Clinic	Huntington Beach
green <b>contests</b>	Huntington Beach Lake Forest

# Water Campaign



# Trash Campaign

Serve on Request  
straws  
napkins  
utensils to-go  
condiments to-go  
to-go bags/packaging  
Incentive for Bring-Your-Own

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Sign on City/County Vehicles  
**Trash Bin Half Full Is More Cool**

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Sign on Streets/for Events  
**OCEAN FRIENDLY CITY**  
**Make it a habit to say No to Single Use Plastic.**  
**It is the OC lifestyle.**



**“10 Ways You Can Erase the Waste and Prevent Storm Water Pollution”**  
**“Every Person and Every Action Counts”**  
**“Speaking Out & Working with Media”**



Trash isn't just a nasty habit. It's a real health threat. Because plastic bottles, fast food wrappers and cups that get tossed on the ground carry germs and bacteria that can make you sick and can pollute our waters. The answer? Put trash in trash bins. Recycle when you can. That will prevent pollution in your neighborhood before it affects your family's health—or finds its way to the river or the ocean. Want more tips? Visit [www.waterboards.ca.gov/education](http://www.waterboards.ca.gov/education).

**Erase the  
waste**

Brought to you by the California  
Water Boards

**Los Angeles: 97% Zero Waste by 2030**

# “Every Person Counts”

## **County**

- Trash & Debris Task Force
- Stormwater Public Education & Outreach Committee

## **Cities**

- City events: zero waste, start with single-use plastic free
- Education -> policy change

## **Chambers of Commerce**

- Influential members
- Many events & venues

## **CR&R, WM, Republic Services, etc**

## **Eco-friendly restaurants/coffee shops/bars/hotels**

# “Every Action Counts”

**Social media, websites**

**Inserts for trash and water bills**

**Outreach (news release, events, interest groups, etc.)**

**Contest for designs of campaign signs/cards**

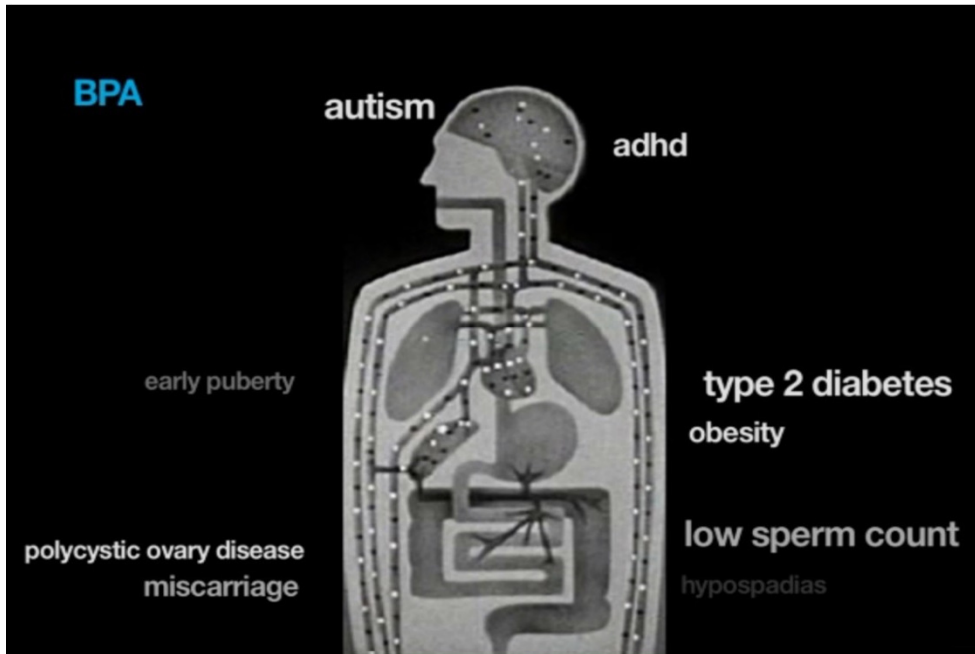
**PSAs for:**

- Theaters
- Gas station monitors
- Local and regional radio stations
- Local and regional TV using celebrities/officials

**Stakeholder group decision on:**

- A set of business practices
- Ways to promote participating businesses





What do chemicals in plastic do to your body?

source: documentary *Bag It*

