

# TRASH

## Reduction at the Source

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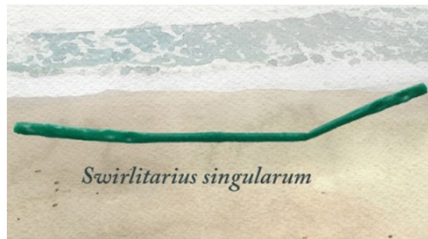


# TRASH in *The OC*

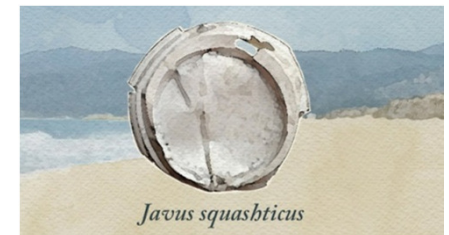


	FY 2016-17	Projected Costs FY 2017-18
Trash & Debris Control	\$9,001,311.54	\$9,233,031.91
Drainage Facility Maintenance	\$22,492,201.26	\$22,316,948.50
Street Sweeping	\$17,687,945.81	\$18,257,320.15
<b>Total</b>	<b>\$49,181,458.61</b>	<b>\$49,807,300.56</b>

# California Coastal Commission: *Let's Make Trash Extinct!*



“Almost 90 percent of floating marine debris is plastic.”



“Why Should It Go Extinct? How Can You Help?”



# What's Wrong with Single-Use Plastic?

## LAGUNA BEACH Ordinance: Polystyrene and Non-Recyclable Plastic Single-Service Containers By Take-Out Food Services (12/2007)

WHEREAS, expanded polystyrene foam material easily **breaks into smaller pieces** and is **so light** that it **floats in water** and is easily **carried by the wind, even when it has been disposed of properly**; and

## NEWPORT BEACH Ordinance: Eliminating Expanded Polystyrene Food Service Ware (10/2008)

WHEREAS the City of Newport Beach has a **duty to protect the natural environment, the economy, and the health of its citizen**; and

## SAN CLEMENTE Ordinance: Prohibit the Use of Expanded Polystyrene Disposable Food Service Ware (1/2011)

WHEREAS, the deterioration in the quality of the City's ocean waters and beaches **threatens the public health, safety and welfare** and **negatively affects tourism and the local economy which depends on tourist trades**; and

## DANA POINT Ordinance: Plastic Bag Prohibition (2/2012)

WHEREAS, while plastic does not biodegrade, it can "photo-degrade," breaking down into smaller pieces which can make their way into the **food chain** via animals such as jellyfish; and



# Santa Ana Water Board

Order No. R8-2009-0030 - NPDES No. CAS618030 - As Amended by Order No. R8-2010-0062

The goal of the public and business education program shall be to target **100% of the residents**, including businesses, commercial and industrial establishments.



# Legal Commitments to Zero Waste

Berkeley	100% by 2020
Oakland	100% by 2020
San Francisco	100% by 2020
San Jose	100% by 2022
San Diego	100% by 2040
Los Angeles	97% by 2030

# Regulations

France

Single-Use Plastic Ban  
cups, plates, utensils

Seattle, WA

Single-Use Plastic Ban  
straws, utensils

Santa Cruz County, CA

Single-Use Plastic Ban  
straws, stirrers, cups, utensils

Carmel-by-the-Sea, CA

Single-Use Plastic Ban  
straws, stirrers, cups, lids, utensils  
On-Request Only  
straws, utensils to-go

Malibu, CA

Single-Use Plastic Ban  
straws, stirrers, utensils  
On-Request Only  
straws, stirrers, utensils to-go

Long Beach, CA

On-Request Only  
straws, utensils to-go

# Promotions

Manhattan Beach Bring Your Own campaign

Huntington Beach Sustainable Restaurant Business Certification:

Mission Viejo

- Substitute plastic **bags** for paper, reusable, or compostable options
- Replace disposable **flatware** and **tableware** with reusable items.
- Reserve individually wrapped (one time use) items such as **cutlery, salt and pepper packets, sugar**, etc. for to go orders only
- Eliminate individual **bottles of water** for employees and guests.

Irvine

How Can My Restaurant Become a Zero Waste Business?

- Offer customers a discount if they bring their own **mugs, containers, or bags**.
- Use health department-approved, refillable **condiment** dispensers instead of individual packets.





# Water Campaign

# Trash Campaign



## Sign on Vehicles

Let Go *ONE* Single-Use Plastic Today.  
The Ocean Beings at Your Front Door



## Sign on Streets

Call for Art on Single-Use Plastics  
The Ocean Beings at Your Front Door

# Lesson Learned from Single-Use Plastic Bags

## Grassroots Effort -> Government Action -> Businesses Change

### More Plastics: More Education + More Collaboration

- Social media, websites
- Outreach
  - Handouts to businesses
  - Inserts for utility bills
  - Signs
  - Media
  - Events, including art contests/exhibits
  - Interest groups, such as Chamber of Commerce
- 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

