

ITEM:	7
SUBJECT:	Informational Item: Sierra Club Zero Trash Initiative. <i>(David Gibson)</i>
PURPOSE:	The purpose of the item is to inform the public and the Board on a trash reduction campaign by Sierra Club Angeles Chapter and OC Coastkeeper. Hoiyin Ip of the Sierra Club will be presenting to the Board.
RECOMMENDATION:	This is an informational item and the Board will not take an action.
KEY ISSUES:	In this throw-away culture, people's reliance on single-use products has caused many environmental issues, including the plastic ocean. State Water Board's adoption of trash provisions is a much needed step for government agencies to address the issue.
PRACTICAL VISION:	The trash provisions compliance should include both trash capture and prevention.
DISCUSSION:	<p>The municipalities are well into their first year of the implementation of trash provisions compliance. While it's important to install and maintain full capture systems to prevent trash entering the waterways, it's even more important and cost effective to address trash reduction and prevention at the source.</p> <p>As a start, Sierra Club Angeles Chapter and OC Coastkeeper have proposed in Region 8 that the County and Cities initiate a campaign to encourage reduced reliance on single-use products used at restaurants, coffee shops, bars and hotels, the type of trash that is commonly seen in streets, at beaches, and in waterways.</p> <ul style="list-style-type: none">• beverage bottles• plates, bowls, cups• cutlery, lids, stirrers, straws• to-go containers and bags• condiment packets• napkins <p><i>An Education Campaign</i> would promote (through social media, public events, public service announcements, city banners, countywide signage and trash bill inserts) the message to "Serve on Request" and "Bring your Own". Californians have proved our adaptability and made impressive behavioral changes with regard to single-use plastic bags and water consumption to name just a few recent successes! The Regional Board is perfectly positioned to continue to lead by example to promote joint efforts</p>

by city and county agencies! Perhaps the Regional Board can start by linking its Trash Reduction web content to Cal EPA's.

LEGAL CONCERNS:

None

SUPPORTING
DOCUMENTS:

1. Sierra Club's survey results on single use plastics.
2. Sierra Club's market research on price comparisons of single-use plastic food service ware with the more eco-friendly alternatives.
3. Sierra Club's proposal to Orange County Stormwater Public Education & Outreach Program.

PUBLIC NOTICE:

This item was publicly noticed in the Meeting Notice and Agenda for the May 9, 2018 meeting.