



Memorandum

MONTEREY REGIONAL WASTE MANAGEMENT DISTRICT

Reviewed by Wmm Date 2.13.09
General Manager

DATE: February 13, 2009
TO: General Manager
FROM: Public Education and Recycling Manager
SUBJECT: Report on Public Education, Recycling and Litter Activities

Monterey Approves Environmentally Acceptable Food Packaging Ordinance

On February 3rd, the Monterey City Council unanimously approved an ordinance to prohibit the use of polystyrene foam products for take-out food packaging. At the council meeting, 30 members of the public spoke in support of the ordinance including William Merry and John Ramirez from the County of Monterey, who reported that County staff will bring a policy before the County Planning Commission in late May or early June 2009. Speaking on behalf of the American Chemistry Council, David Armansco thanked Monterey City staff for their collegiality and professionalism in hearing and responding to concerns from his client. Monterey is now the third city to adopt the polystyrene ban since the District Board approved the model ordinance in March 2008.

On Monday, February 9th, Lieutenant Governor John Garamendi convened a press conference on Cannery Row to recognize the three local cities (Carmel, Monterey and Pacific Grove) that have adopted the ordinance. Mr. Garamendi reported that a bill to adopt a state-wide ban on polystyrene foam fast food packaging will be introduced this legislative session. The attached Herald article summarizes the press conference.

New District Television Advertising Campaign Expands to Include NBC Affiliate

The advertising the District has been airing on the Comcast cable network will expand to include a three-month campaign on KSBW television beginning February 16th. District commercials will receive airtime during Good Morning America, The News at Noon, as well as evening news broadcasts. Staff has requested a proposal from Comcast to evaluate the opportunity to translate commercials into Spanish and the cost to air them on the Spanish Galavision network.

District Programs Featured in KION "Down to Earth" Profiles

KION broadcaster P.J. Javaheri has produced two Down to Earth segments featuring District programs in the last month. The first, an overview of home composting, aired on January 23rd. The second segment featured the District's award winning Landfill Gas Energy Program. Coincidentally, District staff was installing a new landfill gas pipeline during the reporter's visit which allowed for a look below the surface of the landfill.

Both spots can be viewed from the following links:

http://www.kionrightnow.com/Global/story.asp?S=9798415&nav=menu1591_3_4

http://www.kionrightnow.com/Global/story.asp?S=9725243&nav=menu1591_3_4

Litter Abatement Task Force

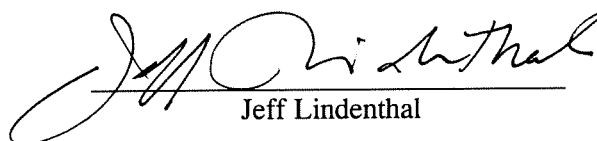
The Litter Abatement Task Force (LATF) met February 11th, at 2 p.m. At this meeting, the LATF expressed support for the District sponsored "BYO Bag" reusable shopping bag promotion to be held on Earth Day, April 22, 2009. The event will feature reusable bag giveaways at area grocery stores and a press conference to promote waste reduction and call attention to the low recycling rates for plastic bags and the litter problems they pose in our region. The next meeting of the LATF will be May 13th, at 2 p.m., at Supervisor Potter's office.

4th Annual Monterey County Clean-up Day, April 18, 2009

Monterey County is again sponsoring the annual Clean-up Day with events scheduled throughout the County. Last year's event drew more than 1,500 volunteers. The District will post information on how to get involved and where to volunteer as available.

Strategic Planning Impact

- A5c: Identify and draft applicable District diversion policies.
- A6a: Program focus on public awareness, increased diversion of organics and commercial wastes, proper management of hazardous and prohibited materials, litter abatement, and sustainability.



Jeff Lindenthal

Attachment

Garamendi lauds area leaders' plastic ban

By KEVIN HOWE
Herald Staff Writer
02/10/2009



California should model its public health care system on those of the European countries and nationalize a "confused" and "disjointed" method of paying health care costs, Lt. Gov. John Garamendi said in Monterey on Monday.

Garamendi delivered a keynote address to the 31st annual conference of the 1,100-member Association of California Nurse Leaders at the Monterey Conference Center.

He spoke up for a statewide tax increase to cover its current deficit and an end to the two-thirds majority vote needed for the state Legislature to pass a budget or levy taxes. "We have the best health care in the world," Garamendi said, "if it were available to all Americans."

Garamendi, who twice served as state Insurance Commissioner, said the major industries that once carried health care costs on their shoulders have jettisoned that burden through bankruptcy, and the social health care contract that began with World War II is unraveling.

European countries and Japan spend about 10 percent of their gross domestic product on health care, he said, while the United States spends about 18 percent. The difference, he said, is in administrative overhead — trying to determine what claims are covered and who should pay for them — in a system that includes "thousands of plans," all of them differing on copayments, benefits, coverage and deductibles. The United States has had universal health care for 41 years — the Medicare program — and a similar system could work nationwide for all ages, he said.

Garamendi said the state budget deficit is "a hole that cannot be filled with cuts," and the state can't make its economy grow by cutting back on education programs and "dumbing down" its work force.

California has an economy approaching \$2 trillion, he said. If 1 percent of that were channeled into state government, the deficit would be erased.

The plastic foam question

In a press conference Monday, Garamendi praised Peninsula cities for their leadership in banning polystyrene plastic food and beverage service containers and for voicing support for a statewide ban on them.

Garamendi congratulated the cities of Carmel, Pacific Grove and Monterey for taking the lead in the county against the plastic products, which he said pollute the environment in a variety of ways.

Last week, Monterey banned the containers, and last year Pacific Grove issued a ban. Carmel Mayor Sue McCloud noted that her city was the first in the county to outlaw polystyrene, or Styrofoam, food containers and beverage cups.

The process of banning plastics in the environment "is in its infancy," said Pacific Grove Mayor Dan Cort. "I'd like to see everything from plastic bags to balloons out of the marine sanctuary."

Pending legislation sponsored by the Clean Water Fund and authored by Assemblymen Jerry Hill, D-San Mateo, and Pedro Nava, D-Santa Barbara, would extend the ban statewide. The legislation is now being reviewed by Legislative Counsel.

Model legislation is being developed by Clean Water Action California, said its state director, Miriam Gordon, and William Merry, general manager of the Monterey Regional Waste management District, offered the visiting lieutenant governor copies of the district's draft model ordinance as well.

Garamendi said he'd like to see an end to the foam plastic "peanuts" used in packaging in favor of more environmentally friendly products.

