



# Expanded Polystyrene Ordinance: Implementation Report

October 15, 2019

# The Expanded Polystyrene Ordinance

- Adopted April 17, 2018
- Prohibits the use of single-use food and beverage containers made from expanded polystyrene (EPS) foam, rigid polystyrene #6, and non-recyclable and non-compostable material for prepared food distribution.



# Timeline for Compliance

## Phase 1 – September 3, 2018

- City departments
- City-owned and leased facilities
- Renters or lessees of City properties
- City contractors & vendors while doing business with the City
- City-sponsored events
- City-permitted events

## Phase 2 — March 3, 2019

- Large Food Providers (101+ seats)
- Franchise restaurants
- Grocery or convenience stores
- Food trucks
- Long Beach Unified School District (LBUSD)

## Phase 3 – December 3, 2019

- Small Food Providers (<101 seats)
- All other Food Providers

### **Other Requirements:**

- Prohibits the retail sale of:
  - Polystyrene ice chests
  - Polystyrene bean bags and crafts
- Take away straws and utensils are given upon request.



# Ordinance: Phase 1 - City Facilities and Special Events

## Compliance: September 3, 2018

- Long Beach Airport
  - 9 Restaurants
- LB Museum of Art
- Golf Courses
- Parks, Recreation and Marine facilities
- Queen Mary
- Aquarium of the Pacific
- Long Beach Convention Center
- Permitted Special Events



# Ordinance: Phase 2 - Large Food Providers

## Compliance: March 3, 2019

- Restaurants seating 101+ persons
- Franchise Restaurants
- Grocery or Convenience Stores
- Food Trucks
- LBUSD

Rock Bottom Brewery



Parkers' Lighthouse

# Ordinance: Phase 3 - Small Food Provider

## Compliance: December 3, 2019

- Restaurants seating less than 101 persons
- Includes all other providers
- Polystyrene, craft beads, and polystyrene coolers cannot be sold or distributed
- Take away straws and utensils only provided upon request

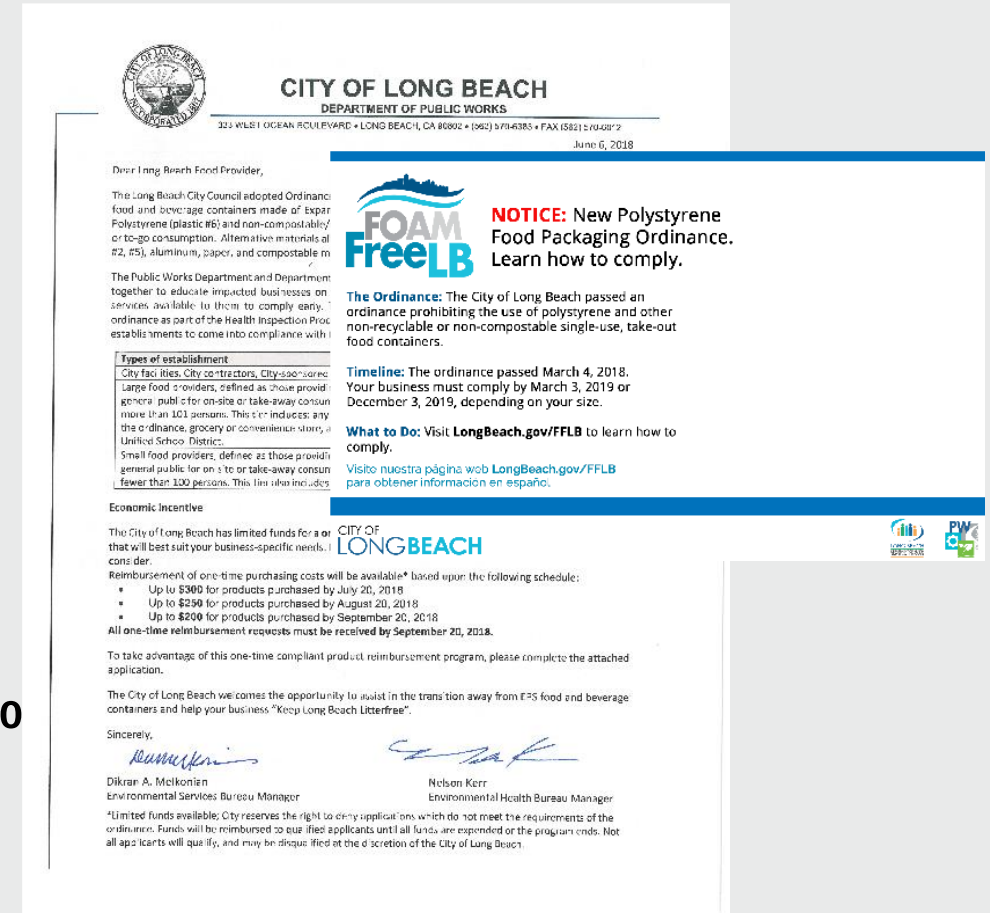
Lola's Mexican Cuisine



Bamboo Teri House

# Outreach & Education: Communication to Businesses

- Direct mailers to all businesses impacted by the ordinance
  - June 2018: Letter sent
  - January 2019: Postcard 1 sent
  - October 2019: Postcard 2 sent
- Designed to...
  - Economic incentive designed to support businesses purchasing compliant products ahead of compliance deadline
  - Reimbursements totaling \$12,729
  - Promotion of Cooperative Purchasing through GreenTown Los Altos
- #FoamFreeLB – [longbeach.gov/fflb](http://longbeach.gov/fflb)





# Outreach & Education: Business Engagement

- Knock & Talk
  - Visited and talked with 362 businesses
- Multilingual Strategy
  - Print Advertising
  - Educational Flyers
  - Social Media Posts
  - Canvassing Across the City
  - Hotline/Website/Email for Questions and Assistance



**Es su negocio  
de servicio  
de comida en  
Long Beach  
Foam Free?**





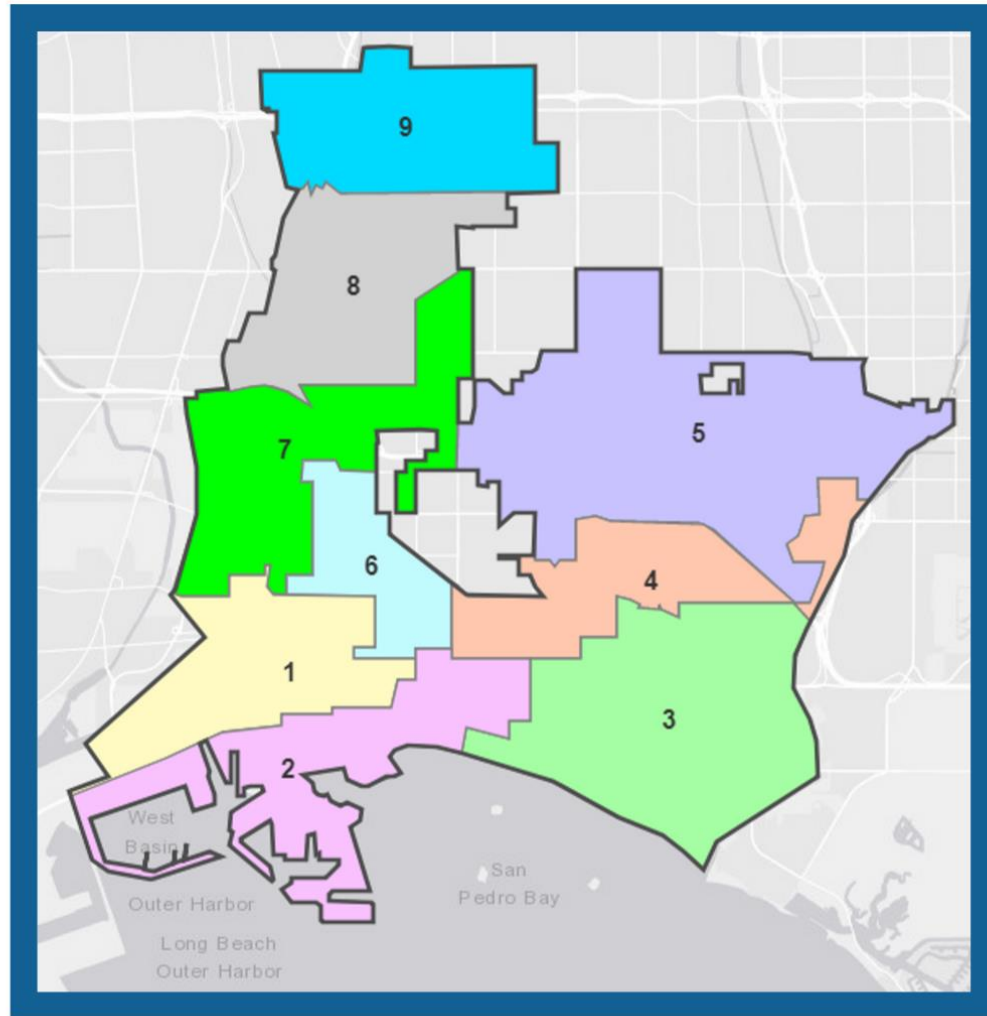
# Outreach & Education: Business Engagement



## Site Visits



Last Updated 10/10/19



# Promotion of #FoamFreeLB

Long Beach Recycles Sponsored



**Support #FOAMFREELB Businesses**

**Support the Polystyrene Ordinance by visiting businesses where you see this sign! #FoamFreeLB**

Learn More



**Support #FOAMFREELB Businesses**





# Featured Businesses



**Casa Chaskis**  
2380 Santa Fe Ave.



**Fine Feathers**  
2296 Long Beach Blvd.



**Black Ring Coffee Roasters**  
5373 Long Beach Blvd.



# Residential Engagement

## BYOLBC (Bring Your Own) Campaign

- Promote and encourage residents to bring their own reusable containers
- Residents are part of the solution to reduce the use of single-use disposable food containers



**I CHOOSE TO REUSE #BYOLBC**

For more information visit: [LongBeach.gov/BYOLBC](http://LongBeach.gov/BYOLBC)

**Time for Change! It's Time to Choose to Reuse!**  
The City of Long Beach is encouraging everyone to "bring your own" containers and reduce the use of single-use disposables. By bringing your own to-go containers, cups, straws and tote bags, we can all take small steps—and make big strides. A simple wash, and they're good to use again. It's time to think beyond the trash can and choose to reuse.

**Why Do You Choose to Reuse?**  
For a chance to win a City of Long Beach reusable gift pack, give us your name, email, why you choose to reuse, and you're in! One lucky email winner will be randomly selected at the end of each month between 7/01/18-9/30/18. Visit [LongBeach.gov/BYOLBC](http://LongBeach.gov/BYOLBC) for more details.

Protect my health with less contact with new plastics. Name:

It helps our environment, our beaches, and our city. Email:

I save money by reusing.  I do not want to receive any e-mails from the City of Long Beach.

NO PURCHASE NECESSARY. Providing personal information to us here may enable us to contact you about a chance to win a City of Long Beach reusable gift pack. Open to legal residents residing in Long Beach, CA, who are 18 years of age or older. The Promotion begins 7:00 a.m. PT on 7/01/18 and ends 11:59 p.m. PT on 9/30/18. ("Promotion Period"). While we prefer best, there are no prizes for non-winners. Odds may vary by state and/or date.

- Education and compliance is integrated into food facility inspections conducted by Health & Human Services Department
  - EPS requirement added into Food Safety Program's Official Inspection Report
  - Regular food facility inspections typically once per year
  - Inspections also at special events (food vendors)
  - EPS promotion in annual Food Safety Month (September) Breakfast
- Since September 2018, staff has contacted over 1,000 businesses
  - Conducted education about EPS Ordinance
  - Found many small businesses were in early compliance

## Enforcement Procedures

- First visit will focus on education
- Second visit will reinforce EPS compliance requirements\*
- Third visit may result in administrative citation or office hearing\*
- Fourth visit will result in referral to City Prosecutor or Business Licensing\*
  - A procedure will be put in place for temporary exemption due to hardship
  - Hotline and online form will be available for public to report violations

\*Reinspection or hearing fees may apply





**Questions?**