



selected
**best in the
nation**



Beach Recycling Program

Parks, Recreation and Marine
October 7, 2008



Why Recycle

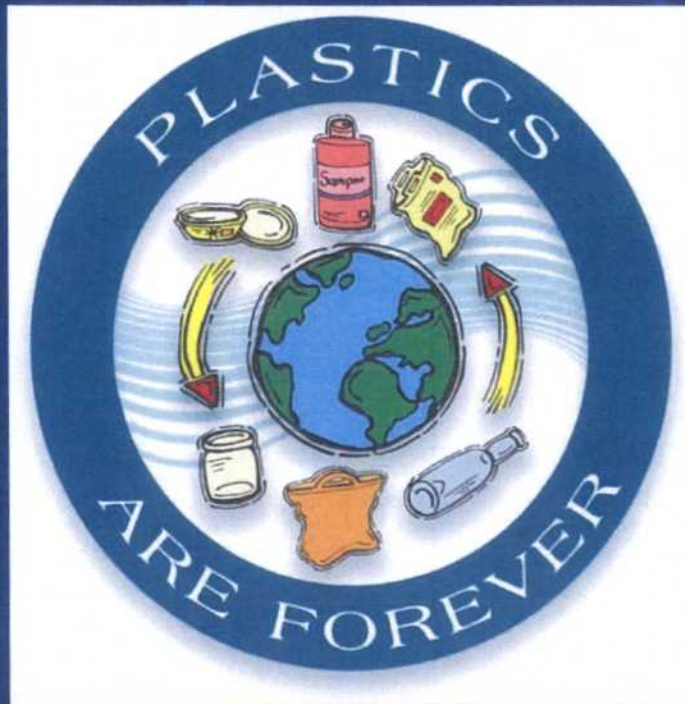
Research Shows Recycling:

- Saves Natural Resources
- Saves Energy
- Saves Clean Air and Water
- Saves Landfill Space
- Saves Money and Creates Jobs



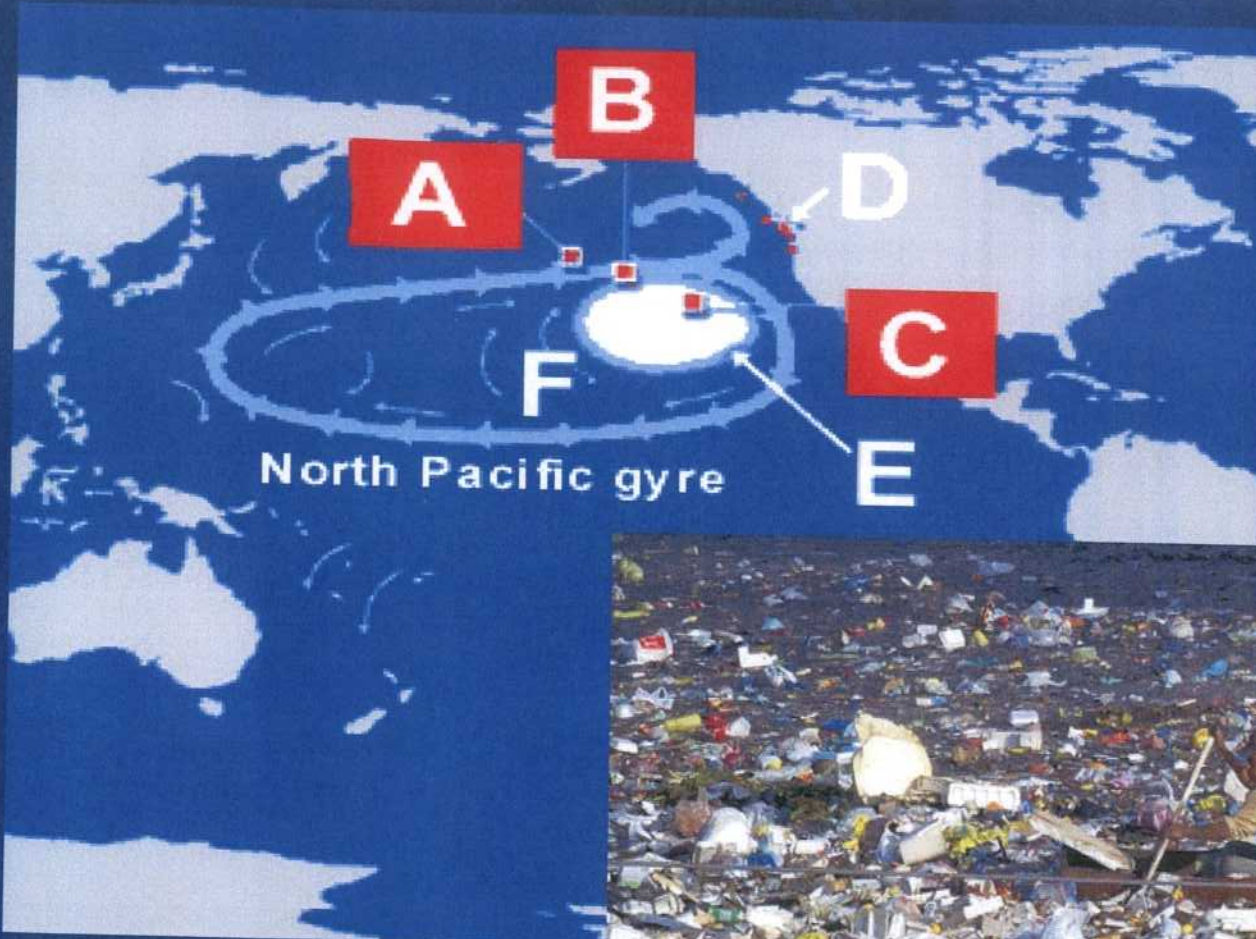
Why Beach Recycling

The majority of Marine Debris is Plastic and like Diamonds, Plastic is Forever



- Only 3.5% of plastics are recycled in any way.
- In the U.S., 63 pounds of plastic packaging per person goes into landfills each year
- Broken, degraded plastic pieces outweigh surface zooplankton in the Central North Pacific by 6 to 1.





So Why No Beach Recycling

- It simply has been cost prohibitive to implement a recycling program on our beaches until now.



Proposed Recycling Program

- Fully Self Sustaining
- Aesthetic Improvement
- Generates Significant Revenue
- No Cost or Risk to City



Deal Points

- **Term:** Five-Year Initial Term – Two Renewal Options
- **Cost to the City:** \$0
- **Green Bins:** Furnished by Shoreline Media
- **Maintenance:** Shoreline Media
- **Recyclable Pick Up:** Shoreline Media
- **Bin Size/Location/Number:** PRM Dictates
- **Ad Content:** PRM Approval of All Ad Content
- **Revenue Sharing:** % of Gross Ad Revenue with Guaranteed Annual Minimum



Current Bins



Green Bins

A-Bin



B-Bin



Green Bins



Bin Maintenance

- 24 hour 365 day live Call Center
- Public Website
- 48 hour Guaranteed Response on service calls and graffiti
- Recyclable collection handled by Shoreline
- Required 30% replacement stock of Bins
- Anticipate replacing 1/3rd of bins every two years



Bin Collection

- City remains responsible for trash collection
- Shoreline is responsible for recyclable collection
- Shoreline has indicated they will contract with the Conservation Corp of Long Beach to collect recyclables creating more youth jobs



Bin Location

- Number, size, and location is dictated by PRM Maintenance staff
- First Year Phase-in
- Seasonal adjustments



Rainbow Marina



● B-Bin (36)



Downtown Marina to Pier



East of Pier



Alamitos Bay Marina



Revenue

- Guaranteed Minimum \$750 per A bin and \$500 per B bin – Estimated annual \$76,000
- Projected annual % Rent \$400,000 ~ \$440,000 at 80% occupancy
- % Rent Ranges from 17% to 25% of Gross Advertising Revenue



Advertising

- Family Friendly
- Green Advertisements
- Content oversight and approval by PRM







THINK GREEN.
ACT GREEN.
BE GREEN.





REUSE AND RECYCLE, MAXIMIZE PAPER USE AT WORK
GREEN YOUR WORKPLACE

for a WORKING
ENVIRONMENT





GREEN YOUR OFFICE SUPPLIES

IN YOUR WORKPLACE

for a WORKING ENVIRONMENT



22nd Annual

RUN the BEACH



LONG BEACH INTERNATIONAL CITY BANK MARATHON

Run the Shoreline

Magnificent Ocean Views

Beach Party!



Environmental Impact

- Estimated 5 million annual visitors to the beach.
- If half recycle one item this will generate 2.25 million bottles and cans annually.



Endorsements

- Heal the Bay®
- Ocean Conservancy
- Conservation Corps of Long Beach (CCLB)
- Santa Monica Baykeeper
- Ocean Conservation Society
- Surfrider Foundation – Long Beach Chapter
- City of Long Beach Sustainable City Commission
- Earth Resource Foundation



Conclusion

- While there can be a debate about advertising on the beach, there is no debate whether we should recycle.
- Ad content will be strictly monitored by the City
- Recycling is responsible, sustainable, and provides the leadership and example for social change.
- This program provides an opportunity to wed purpose and profit for a truly sustainable environmental program.
- We believe this program presents the best option for sustainable beach recycling.



Questions

