

# Pasadena Citizens' Resource Guide

## Regarding the Need for a Polystyrene (aka "Styrofoam™") Ordinance

Prepared by

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April 18, 2016

The Styrofoam will not be recycled- it will go two places:



1. The land, the Arroyo Seco, the LA River, the ocean, the beach.



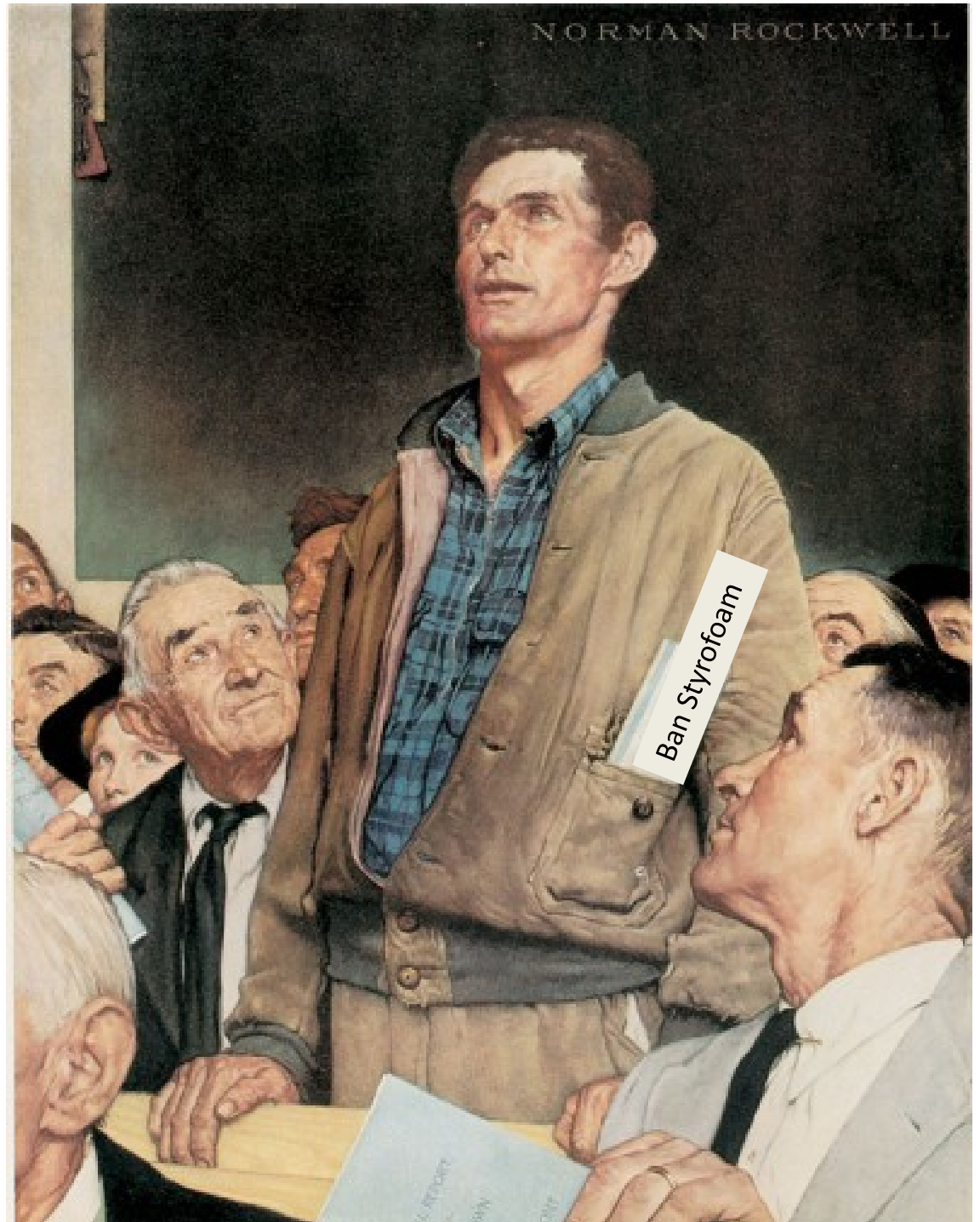
2. The Scholl Canyon landfill  
– on the western boundary of the Pasadena city limit



Think positive:

**Imagine this May 2016 headline:**

- By unanimous vote, the Pasadena City Council passes its first major Zero Waste Pasadena policy initiative.
- The ordinance bans Styrofoam food and beverage containers.
- Pasadena joins 95 California jurisdictions with similar bans.



- DART told me that the foam food and beverage containers will get recycled.
- Will they?

## Four steps that Styrofoam takes - from your hand to the landfill

### Step One:

Pasadena's curbside **residential** recycling program instructs customers to place Styrofoam in the blue lid bin.

One might think: "Don't put foam in the trash. Put it in the blue bin. There's a chance that it will be recycled."

After all, the lid on the blue bin clearly says that "Pasadena Recycles Plastic 1 to 7."

Although the City may not have meant this result, the City inadvertently perpetuated a false assumption in the public that Styrofoam (#6) will be recycled.

*Note:  
Garbage collectors/haulers take Pasadena's **commercial** trash to either a landfill or a Materials Recovery Facility (MRF). They do not recycle styrofoam food and beverage containers.*



## Step Two:

The City picks up the so-called “recyclables” in the residential blue lid bin, including Styrofoam. Public Works’ trucks head east on the 210, then south on the 605, then east on Arrow Highway. Their destination: Pasadena’s exclusive “residential recycling partner”- the Allan Company - in **Baldwin Park**.



## The Styrofoam and other “recyclables” arrive at the Allan Company



### **What actually happens:**

#### **Step Three:**

The Allan Company lets the contaminated Styrofoam food containers continue on down to the end of the conveyor line.

This is where all the “non-recoverables” go - those materials that are not hand-separated for ultimate recycling.

The worthless Styrofoam (95% air) food and beverage containers are then sent to the Scholl Canyon landfill- just west of Pasadena.

The people working the line at the Allan Company do not pick Styrofoam food and beverage containers as the trash moves down the conveyor belt.

The workers have been instructed to not place (contaminated) Styrofoam food and beverage containers, because whatever bits of rigid Styrofoam shipping packaging that they may hope to sell for whatever price they can get. Hint: it is not in demand. The very last thing Allan or any other Materials Recovery Facility would ever want to separate out for market are foam peanuts and foam food containers.

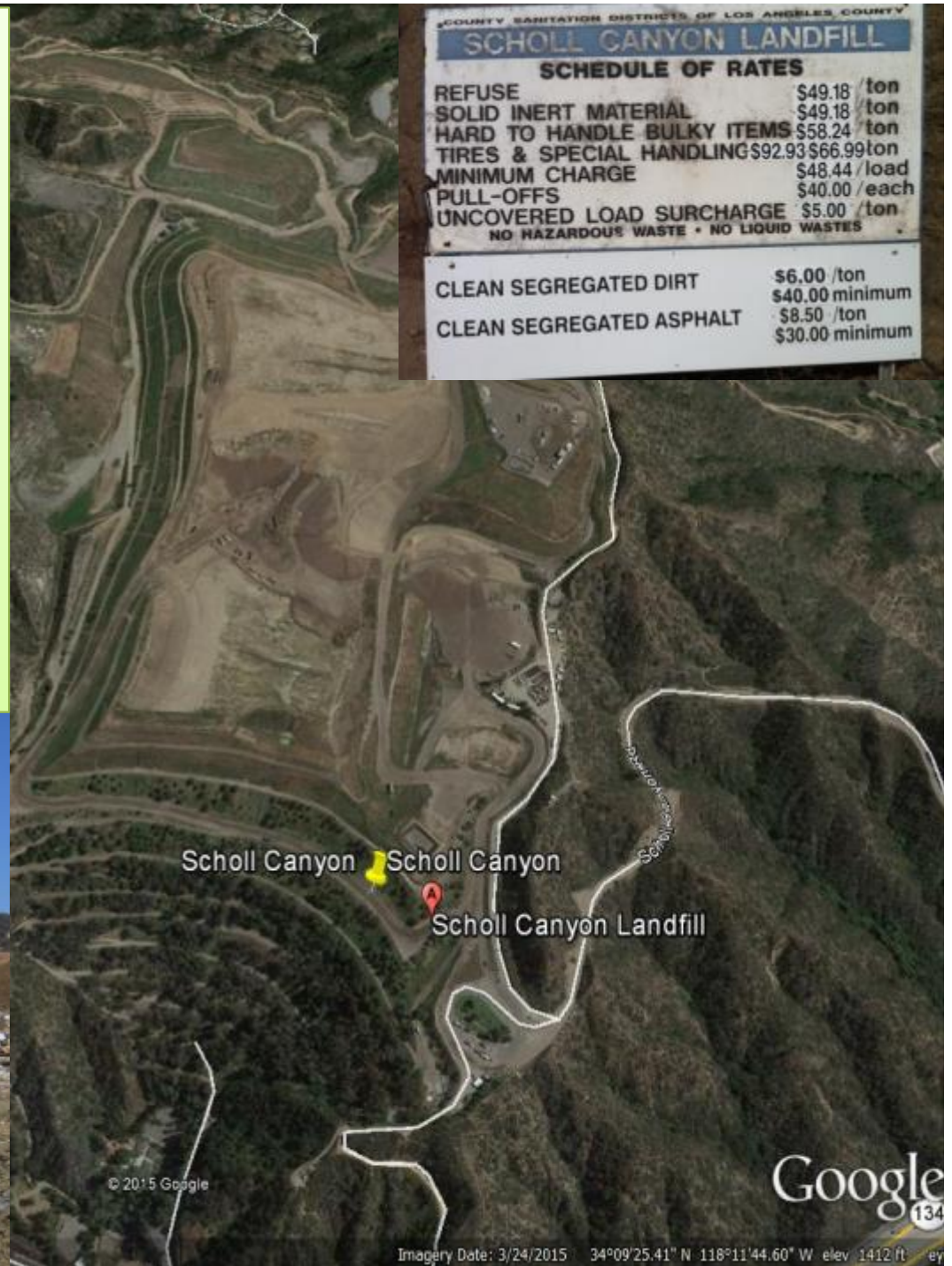


## Step Four:

The Styrofoam will then reside in the Scholl Canyon landfill - essentially forever.

Pasadena joins La Cañada Flintridge, South Pasadena, San Marino and Sierra Madre in paying more than \$7.5 million a year to dump their trash at Scholl Canyon.

Pasadena pays \$2.5 million of that —\$200,000 a month.



SCHEDULE OF RATES	
REFUSE	\$49.18 /ton
SOLID INERT MATERIAL	\$49.18 /ton
HARD TO HANDLE BULKY ITEMS	\$58.24 /ton
TIRES & SPECIAL HANDLING	\$92.93/\$66.99/ton
MINIMUM CHARGE	\$48.44 /load
PULL-OFFS	\$40.00 /each
UNCOVERED LOAD SURCHARGE	\$5.00 /ton
* NO HAZARDOUS WASTE * NO LIQUID WASTES	
CLEAN SEGREGATED DIRT	\$6.00 /ton \$40.00 minimum
CLEAN SEGREGATED ASPHALT	\$8.50 /ton \$30.00 minimum

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Imagery Date: 3/24/2015 34°09'25.41" N 118°11'44.60" W elev 1412 ft

Google  
134



# What happens to the Styrofoam that doesn't get to Scholl Canyon?

The answer my friend, is blowing in the wind.

The Styrofoam ends up in the environment as a nuisance and a blight.

This type of litter does not biodegrade.

It will break into smaller pieces.

It will not “go away.”



Brookside Golf Course after an event at the Rose Bowl.



Your tax dollars at work



“Oh, and Charlie – Don’t bother picking up the small pieces of Styrofoam. We’ll just let that flush on down the Arroyo. Let the Pacific Ocean marine life enjoy those small pieces, if you know what I mean.”

According to **Californians Against Waste:**

Each year 377,579 tons of Styrofoam are produced in California alone. This includes 154,808 tons of food service packaging. That's 154,808 tons of over-processed plastics **designed to head straight to the landfill after a use time of a minute or less**; the time it takes you to drink your coffee and toss the cup.





Oh... and don't forget to pick up the little pieces of Styrofoam! I've heard from DART Container Corporation that Styrofoam can be recycled!

## Carcass of a seabird who ingested trash from our throw-away society



A [recent analysis](#) published by the [Proceedings of the National Academy of Sciences](#) found that nearly 90% of seabirds have [plastic](#) in their stomachs. Thousands of marine animals suffer from the hazards of plastic pollution through choking, intestinal blockage and starvation. Humans are also potentially exposed to [cancers](#) from

On display in City Council Chambers,  
compliments of the Department of Public Works  
September 17, 2015



More than 100 US jurisdictions have Styrofoam bans, including:

- Boston, MA
- Chicago, IL
- Honolulu, Hawaii
- Miami Beach; Bal Harbour, FL
- Montgomery County, MD
- New York City (by a 51-0 Council vote)
- Philadelphia, PA
- Portland; Ashland; Medford; Eugene, OR
- Seattle, WA
- Washington, DC



There are 95 California jurisdictions that have some form of Styrofoam ban in effect.

If interested, email [moreywolfson@aol.com](mailto:moreywolfson@aol.com) for a one page detailed Excel spreadsheet that describes these 95 jurisdictions' rules.



[Alameda](#) (2008)  
[Albany](#) (2008)  
**Aliso Viejo** (2005)  
[Arcata](#) (2015)  
[Belmont](#) (2012)  
**Berkeley** (1988)  
[Burlingame](#) (2011)  
[Calabasas](#) (2008)  
[Campbell](#) (2014)  
[Capitola](#) (2012)  
[Carmel](#) (1989)  
[Carpenteria](#) (2009)  
[Cupertino](#) (2014)  
[Dana Point](#) (2012)  
**Del Ray Oaks** (2010)  
[El Cerrito](#) (2014)  
[Emeryville](#) (2008)  
**Fairfax** (1993)  
[Fort Bragg](#)  
[Foster City](#) (2012)  
[Fremont](#) (2011)  
[Gonzales](#) (2015)  
[Greenfield](#) (2015)  
[Half Moon Bay](#) (2011)  
[Hayward](#) (2011)  
**Hercules** (2008)  
[Hermosa Beach](#) (2012)  
**Hntngtn Bch** (2005) Govt fac.  
[Lafayette](#) (2014)  
**Laguna Beach** (2008)  
**Laguna Hills** (2008)

[Laguna Woods](#) (2004)  
[Livermore](#) (2010)  
[Los Altos](#) (2014) containers/ice chests  
[Los Altos Hills](#) (February 1, 2012)  
**Los Angeles City** (2008) Govt fac.  
[Los Angeles County](#) (2008) Govt fac.  
[Los Gatos](#) (2014)  
[Malibu](#) (2005)  
[Manhattan Beach](#) (2013)  
[Marin County](#) (2010)  
[Marina](#) (2011)  
[Mendocino County](#) (2015)  
[Menlo Park](#) (2012)  
[Millbrae](#) (2008)  
[Mill Valley](#) (2009)  
[Monterey City](#) (2009)  
**Monterey County** (2010)  
[Morgan Hill](#) (2014)  
[Mountain View](#) (2014)  
**Newport Beach** (2008)  
[Novato](#) (2013)  
[Oakland](#) (2007)  
[Ojai](#) (2014)  
**Orange County** (2005/6) Govt fac.  
[Pacific Grove](#) (2008)  
[Pacifica](#) (2010)  
[Palo Alto](#) (2010)  
**Pittsburg** (1993)  
[Portola Valley](#) (2012)  
[Redwood City](#) (2013)

[Richmond](#) (2014) incl retail sale  
[Salinas](#) (2011)  
[San Bruno](#) (2010)  
**San Carlos** (2012)  
[San Clemente](#) (2011)  
[San Francisco](#) (2007)  
[San Jose](#) (2014)  
[San Juan Capistrano](#) (2004) Govt fac.  
[San Leandro](#) (2012)  
[San Luis Obispo City](#) (2015) incl retail sale  
[San Mateo City](#) (2013)  
[San Mateo County](#) (2008 and 2011)  
[San Rafael](#) (2013)  
[Santa Clara County](#) (2013)  
[Santa Cruz City](#) (2012)  
[Santa Cruz County](#) (2008) incl retail sales  
[Santa Monica](#) (2007)  
[Sausalito](#) (2008) city facilities  
[Scotts Valley](#) (2009)  
[Seaside](#) (2010)  
**Sonoma City** (1989) Govt facility  
**Sonoma County** (1989) Govt facility  
**South San Francisco** (2008)  
[Sunnyvale](#) (2013) incl retail sale  
[Ukiah](#)  
[Ventura County](#) (2004) Govt fac.  
[Walnut Creek](#) (2014)  
[Watsonville](#) (2009/2014) incl retail sales  
[West Hollywood](#) (1990)  
[Yountville](#) (1989)

**95 California jurisdictions!  
But not “Green City” Pasadena?**

Pasadena first initiated the Zero Waste Pasadena (ZWP) policy development in 2011. After many meetings and detailed studies, in October 2014, by a unanimous vote, the City Council adopted its **ZWP plan the City's official solid waste management policy.**



Download a copy of the ZWP at:

<http://www.ci.pasadena.ca.us/PublicWorks/ZeroWastePasadena2040/>

- A Styrofoam ban is at the top of a 19 point ZWP list of initiatives.
- Public Works and Council Members likely understand that it is untenable for Pasadena to have a serious ZWP strategy while continuing to permit Styrofoam to enter the waste stream with impunity.
- Public Works went through a working group process to receive input. The working group voted for the ban.
- It is self-apparent that there is no strategic advantage to Pasadena for further delay.
- **Our Mayor has said: “We will get this done.”**
- It is now time for Pasadena to join 95 other California communities and enact an ordinance to ban certain Styrofoam products.

September 17, 2015 Public Works **morning** meeting at the library-

Only Pasadena residents were asked to vote:

Those who favored a ban? 22

Those who opposed a ban? 0



The City Council needs a reinforced understanding that the “Pasadena Way”- Public Works’ stakeholder engagement process - led to a result that should be given serious weight.



September 17, 2015 Public Works **evening** meeting in Council Chambers-

Only Pasadena residents were asked to vote:

Those who favored a ban? 20

Those who opposed a ban? 0

Regardless of how desperately poor they are, you will never see anyone in a landfill anywhere in the world out scavenging for Styrofoam cups and plates.

There are no syndicates of Styrofoam pickers  
looking for ways to cash in on its value.

**That is because Styrofoam is worthless.**



If this Pasadena man took this amount of Styrofoam to Corona to “recycle” it, DART would say thank you, and not pay him a penny.

She is not looking for Styrofoam



It is April 2016- DART continues to urge unwitting Pasadena restaurants (more places than you can imagine) to post this patently cynical and false message on their windows. The sign could be used as a case study in a Corporate Ethics refresher course.

“You can **now** recycle.”

Excellent! **I’ve been waiting for that!** That is very good to know. I’ll recycle my take out containers and come back to this fine eco-recycling friendly restaurant. Thanks again for putting up that sign!

Sure. Go ahead and **waste water rinsing foam**, because we’re in a drought. Oh, and while you’re at it, why don’t you just go ahead and burn some natural gas to make the water as hot as you can before you rinse.

“**Recycle your foam.**”

**This is the heart of DART’s deception.** I’ll let you in on a little secret here, Pasadena: Your foam waste is not going to be recycled.

“Foodservice foam can **now** (what’s up with the “now”?) be put in your home recycling bin in Pasadena.”

**Here’s the point:** DART knew perfectly well in advance of producing this poster that take-out foam containers are NOT going to be recycled. DART knew this. They deliberately created a lie to paste on unwitting Pasadena restaurants’ windows.



In an attempt to retain their social license to do business in Pasadena- a Green City,  
DART duped over 100 Pasadena Styrofoam restaurants.  
Not bothering to fact-check, the Styrofoam restaurants sent letters to the City Council urging our  
civic leaders to oppose the ordinance.  
The letters used DART's proposed phrases over and over.

- 55 of the letters repeated DART's fiction that **“foam take-out containers will be recycled.”** They won't be recycled, and DART has known that for a very long time. Instead of truth-telling, they doubled-down. Did they really expect Pasadena civic leaders would quietly ignore that level of environmental deception in our community?
- The phrase **“extremely concerned”** was repeated 14 times.
- The phrase **“with increases to minimum wage and California sales tax”** was repeated 16 times.
- The phrase **“we operate on small margins”** was repeated 14 times.
- The phrase **“foam containers are a much better product”** was repeated 13 times.
- The phrase **“Pasadena small businesses are counting on you”** was repeated 12 times.

DART's deceptive campaign and letter writing campaign was successful in Burbank, in 2008.  
It is 2016. Pasadena's civic leaders need to hold DART to account.

Let's consider whether a "Mom and Pop" restaurant would be "devastated" by the ordinance. Create your own hypothetical. Here is one hypothetical to consider:

Assumptions:

- A 2012 Clean Water Action study determined **the average cost difference between Styrofoam and a more environmentally-responsible container is 1 cent.**

<http://www.cleanwater.org/files/publications/ca/Cost%20Comparison%20of%20Foam%20&%20Non-Foam%20Containers.pdf>

But to overstate the potential impact, assume that the additional cost per take-out container is 3 cents.

- Number of breakfast customers: 100
  - Number who request a take-out container:  $50 \times \$0.03 = \$1.50/\text{day}$
- Number of lunch customers: 100
  - Number who request a take-out container:  $50 \times \$0.03 = \$1.50/\text{day}$
- Number of dinner customers: 100
  - Number who request a take-out container:  $50 \times \$0.03 = \underline{\$1.50/\text{day}}$

This does not sound devastating

**\$4.50/day**

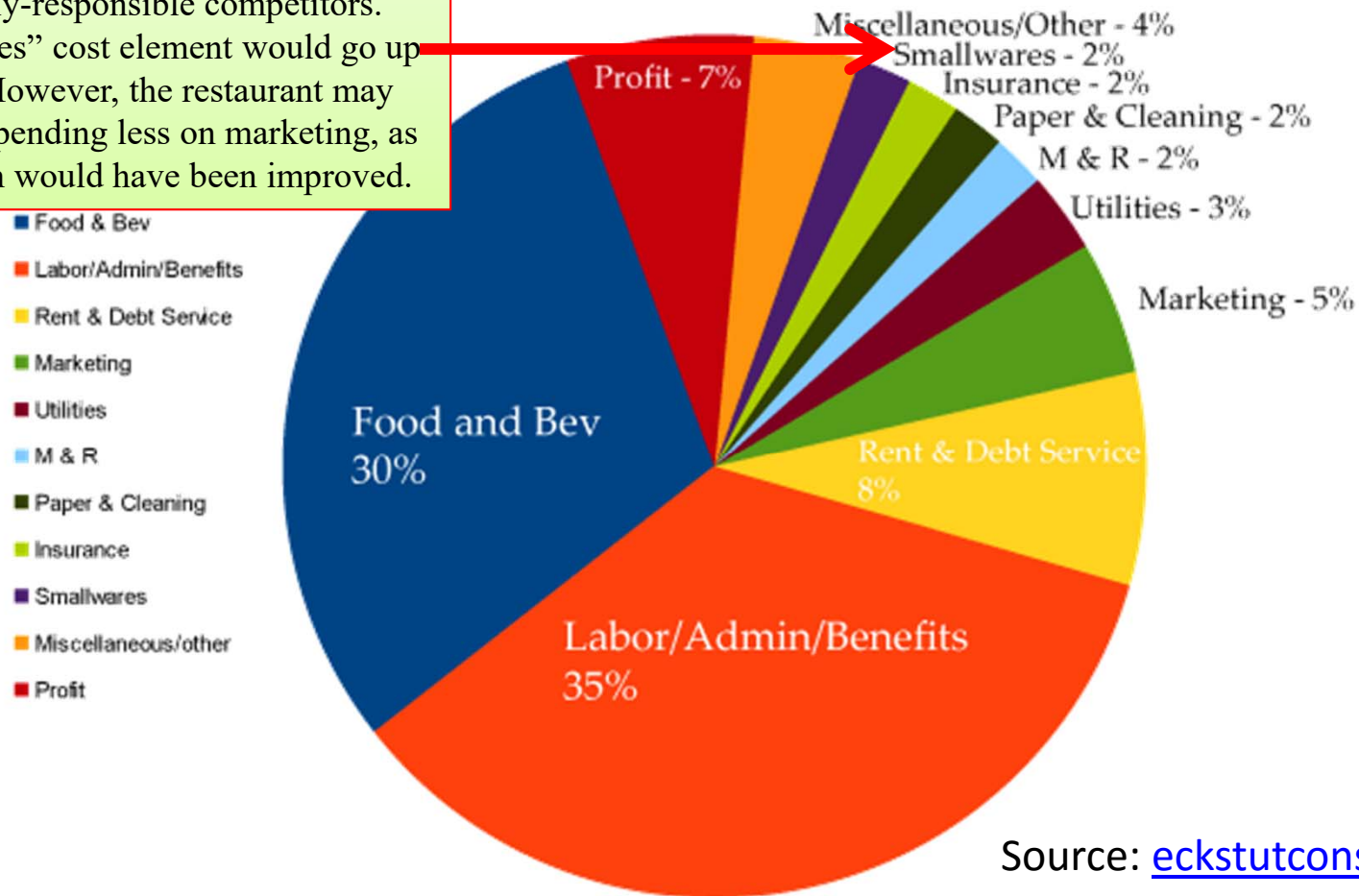
**Remember----**

The ordinance will not place any Pasadena restaurant at a competitive disadvantage with another Pasadena restaurant.

That is because they will **all operate under the same constraint**: no Styrofoam.

# Illustrative Restaurant Cost Structure

The Styrofoam ordinance would cause some restaurants to pay 1, 2, or 3 cents more per container. The ordinance would end whatever real or imagined advantage Styrofoam restaurants have over their more environmentally-responsible competitors. The “smallwares” cost element would go up only slightly. However, the restaurant may net a gain by spending less on marketing, as their reputation would have been improved.



Source: [eckstutconsulting.com](http://eckstutconsulting.com)

Assuming that you might distrust the source of this pie chart, you may want to ask yourself: “How different would my pie chart be if I used my assumptions for the cost elements?”



The City Council will either pass or reject a Styrofoam ban.



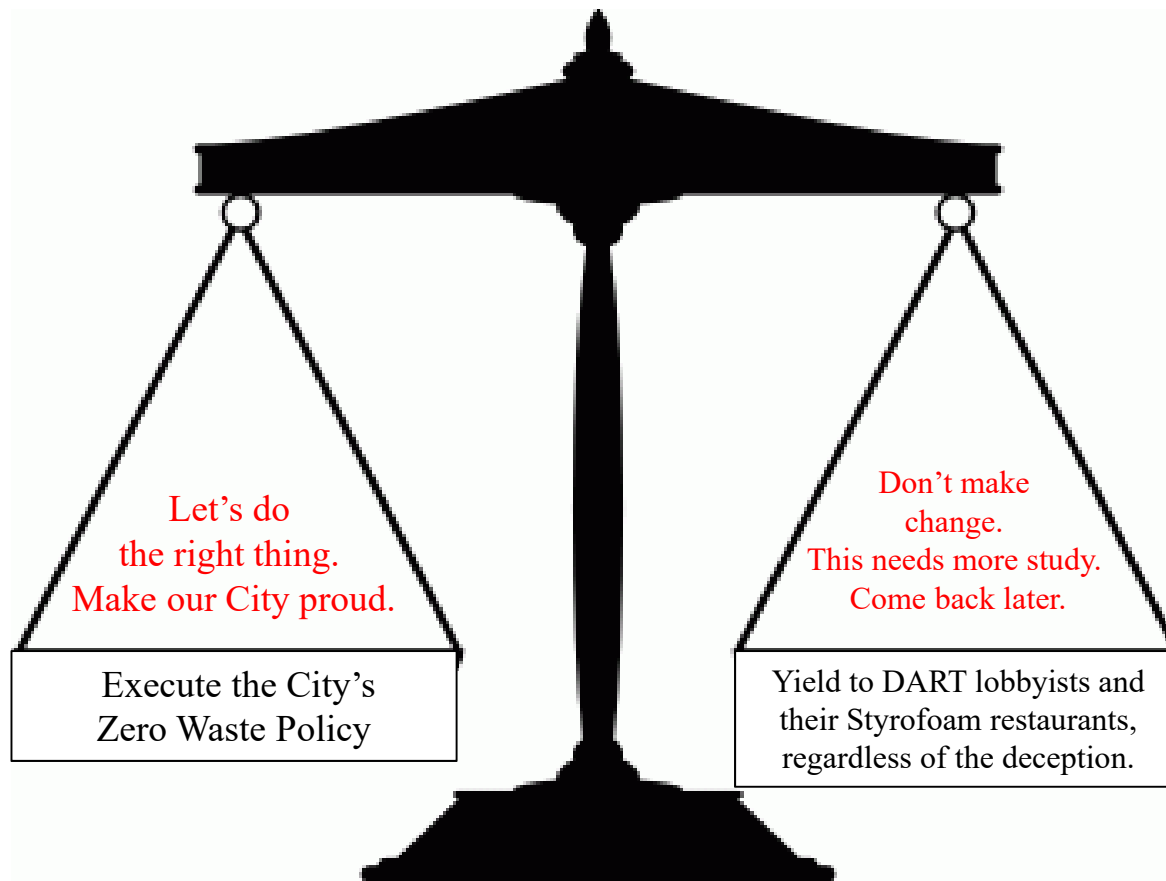
Pasadena Mayor Tornek and City Council Members

Send an email to Mayor Tornek and your Council Member

- Mayor Terry Tornek: [ttornek@cityofpasadena.net](mailto:ttornek@cityofpasadena.net)
- District 1 Tyron Hampton: [tyhampton@cityofpasadena.net](mailto:tyhampton@cityofpasadena.net)
- District 2 Margaret McAustin: [mmcaustin@cityofpasadena.net](mailto:mmcaustin@cityofpasadena.net)
- District 3 John Kennedy: [jkennedy@cityofpasadena.net](mailto:jkennedy@cityofpasadena.net)
- District 4 Gene Masuda: [gmasuda@cityofpasadena.net](mailto:gmasuda@cityofpasadena.net)
- District 5 Victor Gordo: [vgordo@cityofpasadena.net](mailto:vgordo@cityofpasadena.net)
- District 6 Steve Madison: [smadison@cityofpasadena.net](mailto:smadison@cityofpasadena.net)
- District 7 Andy Wilson: [awilson@cityofpasadena.net](mailto:awilson@cityofpasadena.net)

## **Will Pasadena pass a Styrofoam ban ordinance?**

- We need to first get it passed through the Municipal Services Committee on April 26<sup>th</sup>, with a positive resolution to place it on the Council agenda.
- We should push for a unanimous Council vote, but need to secure the vote of at least 5 Councilmembers.
- We need to make this case: Councilmembers should care more about implementing Pasadena's Zero Waste Strategic Plan than bending to the narrow financial interests of the foam industry (DART) and recalcitrant Styrofoam restaurants.



**Will Pasadena pass a Styrofoam ban ordinance?**

# Help our campaign ban “Styrofoam” food and beverage containers in Pasadena

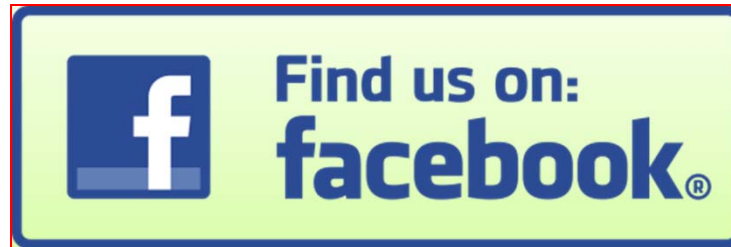
Public testimony (3 minutes):

Tuesday, [April 26](#), 4:00 p.m.

Pasadena City Council Chamber  
City Hall (second floor)

Stand up and urge the Municipal Services  
Committee (MSC Chair Councilwoman Margaret  
McAustin, Mayor Tornek, Councilman Wilson) to  
send the ordinance to the City Council.

How can you help?



Styrofoam Free Pasadena

GOOD TO-GO Campaign

Additional information can also be found on the campaign's website: <http://styrofreepasadena.weebly.com/>