

OUTREACH PLAN

Expansion of Ban of Polystyrene Products, Single-use Plastics, Balloons, etc.

Activity	Personnel Responsible	Target Audience	Timing	Status
Distribute Business Feedback Survey. Assess feedback.	City Staff	Downtown Hermosa Beach Association, Chamber of Commerce, Certified Green Businesses, Friday Farmer's Market	September – November 2019	Accomplished and ongoing
Meeting with California Restaurant Association	City Staff	California Restaurant Association and its members. Coordinate future outreach and education	Met with staff in September 2019	Accomplished and ongoing
Meeting with select local businesses to discuss impacts and potential cooperation	City Staff	Select Local Businesses	November 2019	Coming soon
Illustrated guide for alternative products	City Staff and Consultant	All affected businesses and City website. Distributed by staff and via Clean Bay inspection program (see below)	Ready for distribution by January 1, 2020	Draft in development.
Storm water / Clean Bay Restaurant inspections	City Staff and Consultant	All restaurants. Mandatory annual inspection that will assess compliance	January – April 2020	Coming soon
City website and social media update. Newspaper ads, community groups, bill blurbs	City Staff, Community Partners, Waste Hauler	General Public	December 2019	In development
Update GoHermosa! App with ordinance information	City Staff	General Public	January 2020	Coming soon
Utilize Green Business Certification Program outreach	City staff and Consultant	Local businesses. Distribution of outreach and education materials to select businesses	November 2019 and ongoing	Ongoing
Outreach at Community Events	City Staff	General Public	December 2019 and ongoing	Ongoing
Purchase Sample Products	City Staff	General Public and Businesses. Could be distributed to educate and promote program	January 2020 and ongoing	Researching