

From: [City Web](#)
To: [Hudgins, Ariel](#)
Subject: Public Comment for Environmental Advisory Commission Meeting on April 13, 2021 on Agenda Item Waste Management
Date: Sunday, April 11, 2021 5:18:34 PM

Public Comment for Environmental Advisory Commission Meeting on April 13, 2021 about agenda item Waste Management

Select one City legislative body for the comment Environmental Advisory Commission

Meeting Date April 13, 2021

Agenda Item Waste Management

Name Jay Whittaker

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City Pasadena

State CA

Zip Code 91104

Comments (under 200 words) With the enactment of AB 1826, the Mandatory Commercial Organics Recycling Bill, and SB 1383, The Short-Lived Climate Pollutants Bill we have a responsibility to reduce the organics that get landfilled, and to cut down on the greenhouse gasses that enter our atmosphere. Beginning January 1, 2022 residents of Pasadena will be able to place organic waste into their yard waste carts. The question is, will people know to do it, and will they

remember to do it? I spoke with Gabriel Silva the Environmental Programs Manager of the City of Pasadena and asked him how that would be addressed. He said there would be fliers sent out, an information campaign. It has been proven that information campaigns don't work. What we need is a Community Based Social Marketing Campaign to get residents to recycle their food waste. Mr. Silva said this was too expensive. Yet, the Recycle Bill and the Recovery Bill, both bipartisan bills that have been put before congress and have a good chance of becoming law, will allocate millions of dollars toward public education on recycling. If the city were to apply for one of these grants, we could pay for a CBSM campaign.

**I consent
to have
my
comment
read out
loud
during the
meeting.** Yes
