

Los Angeles County
Supervisor Gloria Molina

“Canvas Bag Project”

Mission: To create a project in unincorporated 1st District areas that encouraged the use of reusable bags, changed behavior for the use of reusable bags and discouraged the use of plastic bags.

The project consisted of:

- 1) An environmental presentation at local elementary schools grades 3-5 in the unincorporated areas of Florence-Firestone, Valinda Corridor, and East Los Angeles given by Supervisor Molina (or staff), DPW and Heal the Bay;
- 2) An incentive program to encourage students to change behavior by having families utilize canvas bags at participating markets.

Three launches:

- 1) Florence-Firestone will commence in late February of 2009 with an ending date in May 2009;
- 2) Valinda Corridor will commence in July 2009 ending in May 2009;
- 3) East Los Angeles will commence in September of 2009 with an ending date in December 2009.

Evaluation: Utilization will be measured by the number of stickers each student receives and a competition will commence amongst participating schools.

Schools Timeline: 10,148 Students

January: Los Angeles Unified School District 3-5 Grade (1,802)

- Florence Avenue: 483
- Lillian Street: 319
- Walnut Park: 500
- Graham: 500

February: Los Angeles Unified School District 3-5 Grades (4,706)

- Belvedere: 570
- Brooklyn: 259
- City Terrace: 183
- Eastman: 689
- Ford: 478
- Fourth Street: 440
- Hamasaki Morris: 218
- Humphrey: 401
- Kennedy: 305
- Rowan: 570

September: Valinda/Bassett Corridor(Bassett Unified/Hacienda La Puente (3,638)

- Valinda 979
- Baldwin Academy: 356
- Grandview: 183
- Valinda: 226
- Wing Lane: 214
- California: 208
- Edgewood Academy: 182
- Sparks: 191
- Sunkist: 270
- Temple: 183
- Van Wig: 264
- Villacorta: 272
- Northam: 287
- Yorbita: 305
- La Seda: 243
- Rorimer: 254

Collection/Incentives

Collection:

- Teachers collected the student's cards and place in their specified envelope. Staff collected and made the award determination.

Incentives:

- Participating student who fills out their cards received a Disney Duffle bag filled small prizes (e.g. Dodger blanket)
- Two students per each region with the highest utilization of the bags won a bike (6 bikes total).
- One classroom per each region (total 3) with the highest utilization won a trip to Los Angeles Dodger and Chivas U.S.A. game.
- The student with the most per each region received an on-field experience at a Los Angeles Dodger game (On field experience: child/family on field prior to the game and meet the players).

Market Participating

- Stater Brothers
- El Super
- Superior
- Food 4 Less
- Super A
- Top Value

Sponsors/Partners

- The Walt Disney Company
- AT&T
- Southern California Gas Company
- Southern California Edison
- Fox Sports Español
- Chivas U.S.A.
- San Gabriel Valley Conservation Corps
- Heal the Bay

Marketing/Press Campaign

Plastic Bags Not Used: 18,000

(approximately) plastic bags in the three areas.

- 4,000 Florence-Firestone
- 7,000 Valinda Corridor
- 7,000 East Los Angeles