



**MAYOR ROBERT GARCIA**  
CITY OF LONG BEACH

September 14, 2021

The Honorable Gavin Newsom  
Governor, State of California  
State Capitol, Room 1173  
Sacramento, CA 95814

**RE: Support for SB 343 (Allen)—Environmental Advertising: Recycling Symbol**

Dear Governor Newsom,

On behalf of the City of Long Beach, I urge your signature on SB 343. This bill proposes to improve labeling requirements for recyclable materials. As a coastal city with seven miles of beaches and two rivers, the City recognizes the impact consumer product labeling has on the environment.

In May 2018, the Long Beach City Council unanimously approved the addition of Chapter 8.63 to its Municipal Code prohibiting businesses from using single-use food and beverage containers made of polystyrene, non-recyclable, and non-compostable materials for prepared food distribution. As of October 2020, all retail and commercial food containers in Long Beach are free of polystyrene and rigid polystyrene #6. The ordinance aims to prevent waste, decrease single-use disposable materials, and remove a challenging litter item from the waste stream. SB 343 will make it easier for consumers to understand which single-use containers may be recycled.

Due to global changes in the recycling processing industry, the City and its partners evaluated ways to keep the City's residential and commercial recycling program efficient, resulting in the modification of the City's residential and commercial recycling program's guidelines. The revised collection criteria reduces contaminants, facilitates recovery of all eligible recyclable goods, and reduces processing costs. Statewide clarification to product labeling, as SB 343 proposes, will benefit the City's recycling process.

The City supports legislation to promote an environmentally responsible approach to consumer goods, including recycling. SB 343 would assist proper waste disposal, making it easier to recycle correctly in Long Beach and throughout the State. Given these reasons, the City requests your signature on this bill.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Garcia".

Mayor Robert Garcia  
City of Long Beach

cc: The Honorable Speaker Anthony Rendon, State Assembly  
The Honorable Lena Gonzalez, State Senate, 33<sup>rd</sup> District  
The Honorable Tom Umberg, State Senate, 34<sup>th</sup> District  
The Honorable Steven Bradford, State Senate, 35<sup>th</sup> District  
The Honorable Mike Gipson, State Assembly, 64<sup>th</sup> District  
The Honorable Patrick O'Donnell, State Assembly, 70<sup>th</sup> District