

ENERGY AND THE ENVIRONMENT
MOTION
Drink LA

The mantra of the environmental community is "reduce-reuse-recycle." Recycling is important and we should increase recycling throughout the City, however, our first focus should be on how to reduce the waste we generate.

The bottled water industry has exploded in recent years. In 2002, almost six billion gallons of bottled water were sold in the U.S., representing an increase of nearly 11 percent over 2001. Americans paid \$7.7 billion for bottled water in 2002, according to the consulting and research firm Beverage Marketing Corporation. Bottled water is the fastest-growing segment of the beverage industry. As a result, we are generating an ever increasing pile of little plastic bottles that need to be dealt with.

Partly due to perception, partly due to taste, people avoid tap water. One way to reduce the waste generated by bottled water is to increase our City's consumption of tap water. Home filters can accomplish that by providing peace of mind to cautious consumers while eliminating any tastes and odors the water might pick up in the pipes.

Here in Los Angeles, we are fortunate to have some of the cleanest and purest water available provided to us for about a quarter cent a gallon by the Department of Water and Power. Our tap water is subject to more testing and is held to higher safety standards than most bottled waters, and yet our residents continue to pay hundreds of times more to drink bottled water.

I THEREFORE MOVE that the that Council request the Department of Water and Power prepare a report for the Energy and the Environment Committee within 60 days detailing what can be done to educate the public about the various filtration technologies available, including, but not limited to reverse osmosis and the benefits, drawbacks and costs associated with each technology.

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