

San José Single Use Bag Ordinance



Plastics Pollution
Prevention Summit
February 23, 2011

How it started



San José Adopted Green Vision – 2007

Stakeholders meetings started – 2008



Recycling and Waste Reduction Commission –
December 2008



September 2009, Council directs staff to develop ordinance prohibiting single-use, carryout plastic and paper shopping bags.

Why it started



**Machine jams
cost City
\$1M/year**

Impact at MRF



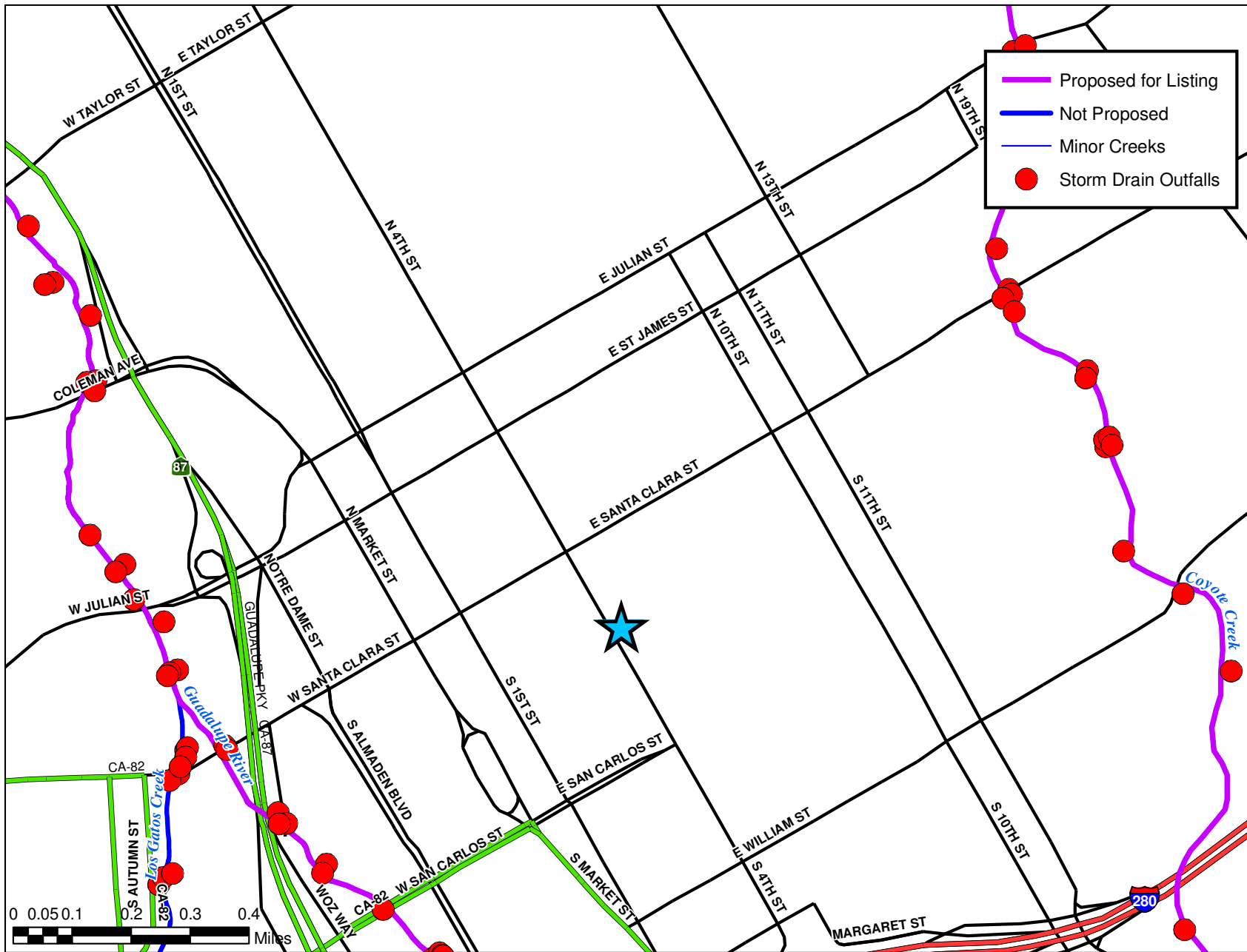
- Dry cleaning bags, clean plastic bags
- Not at curbside
- No impact on litter
- **Bags jam machinery**

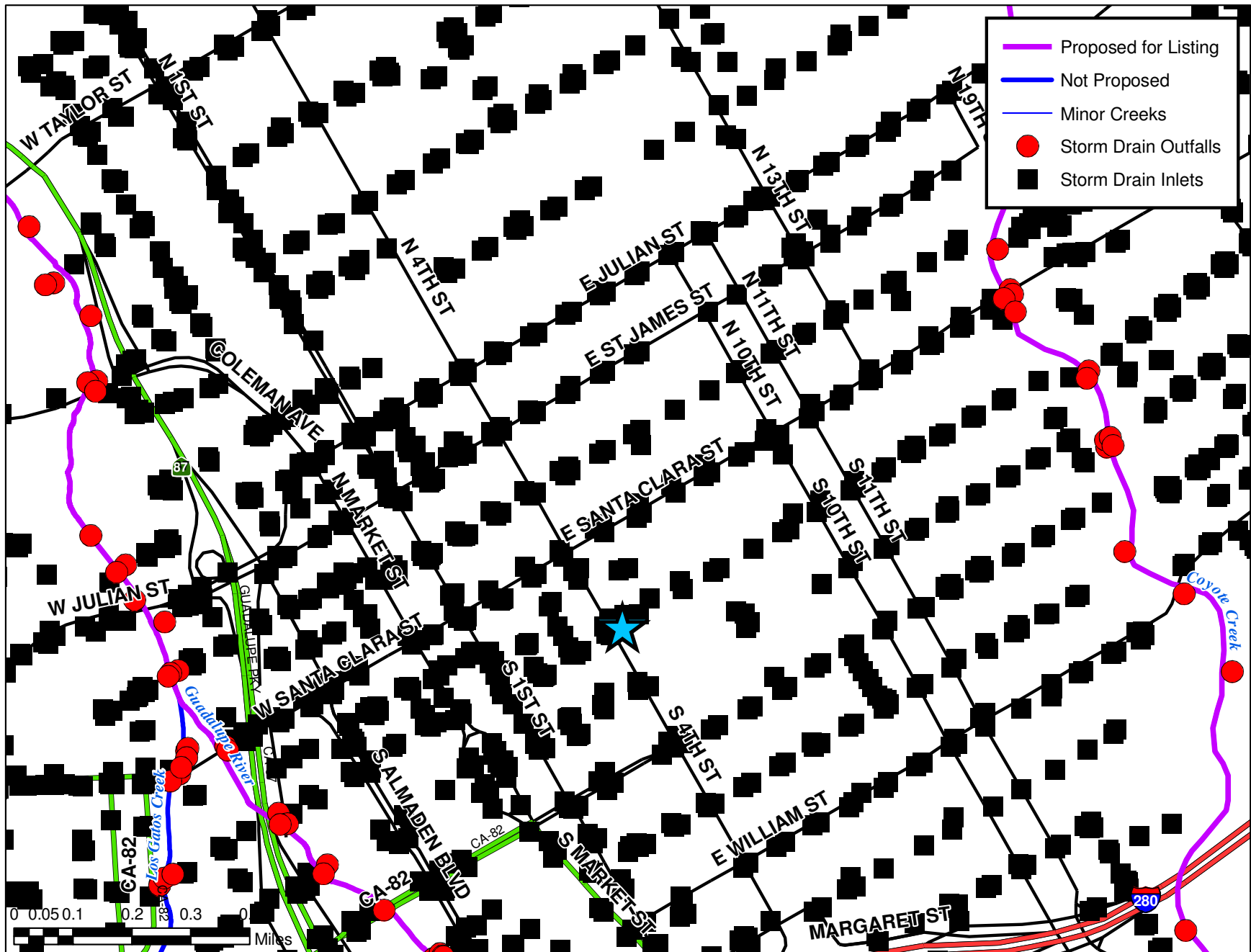
Curbside recycling



Bags jam machinery

Bags stockpiled - no markets





Taking Action

United States

- Washington DC - 5 cent fee on paper and plastic started 1/1/10
- Outer Banks, NC – plastic bags banned 2009
- Brownsville, TX – plastic bags banned 1/1/11
- Alaska: Since 1998, 30 communities banned plastic bags.
- Hawaii: plastic bags banned Kauai and Maui

California

- San Francisco
- Fairfax
- Malibu
- Palo Alto

- LA County
- San Jose

- Manhattan Beach
- Oakland
- Santa Monica

Taking action - 2009

United States

- Alaska
- Austin
- Arizona
- Boston
- Chicago
- Florida
- Lake County
- Maui
- Michigan
- New Jersey
- New York City
- New York State
- 4 New York Counties
- Phoenix
- Portland
- Rhode Island
- Seattle
- Tempe
- Washington DC.
- West Virginia
- Westport

California

- Berkeley
- Encinitas
- Fairfax
- Fresno
- Gilroy
- Los Angeles
- LA County
- Malibu
- Manhattan Beach
- Mendocino County
- Oakland
- Pasadena
- Palo Alto
- Palm Springs
- San Diego
- San Francisco
- San Jose
- Santa Barbara
- Santa Clara County
- 15 Santa Clara County Cities
- Santa Monica
- Solana Beach

Actions around the world

International Actions – Ban or Fee

- Argentina
- Australia (7 cities)
- Bangladesh
- Belgium
- Bhutan
- Brazil
- Buenos Aires
- Canada (8 Cities)
- Chile
- China
- Denmark
- Eritrea
- Ethiopia
- France
- Germany
- Ghana
- Hong Kong
- India
- Ireland
- Israel
- Italy
- Kenya
- Lesotho
- Rwanda
- Somaliland
- South Africa
- Spain
- Taiwan
- Tanzania
- United Kingdom (12 Cities)
- Uganda
- Uruguay
- Zanzibar
- Uganda

Regional Partners for Success

- Santa Clara County Recycling & Waste Reduction Commission
- Santa Clara County Board of Supervisors
- Santa Clara County Cities Association
- BayROC Reusable Bag Campaign



Community Engagement



Conducted regularly scheduled Stakeholder meetings.



Mailed notices to 4,900 businesses.

Held nine community meetings.



Conducted door-to-door outreach to 300 businesses with a focus on small and ethnic businesses.

Community Engagement



Conducted four community engagement meetings with newspaper announcements to the public.



Attended 36 community events, neighborhood association and community meetings.

Distributed over 8,000 bags.



CHAMBER OF
COMMERCE

Contacted all 10 ethnic chambers in San Jose.



Media Events



PW markets

April 2010

In coordination with the Grocer's Association and Keep California Beautiful.



Hai Thanh Market

February 10, 2010 at

In coordination with California Waste Solutions.



Mi Pueblo

October 9, 2010 at

In coordination with California Waste Solutions.

Green Cities California

Press Event November 2010, Sacramento



Assemblywoman Julia Brownley, San Jose Councilmember Kansen Chu and other elected officials.

Milpitas, Santa Clara County (uninc), Fremont, Marin County, Richmond, San Rafael, Santa Cruz (city & county) Sacramento County, Ventura, Culver City



San José Bag Ordinance

- Ban single-use plastic bags
- Prohibit free distribution of paper bags
- Exempt: 40% recycled paper bags
- Paper Bag minimum store charge 10¢



- Applies to all retailers
- Start January 2012

Environmental & legal issues

Environmental Impact Report

- November 2009 Scoping Meeting
- Draft available July 2010
- Final available October 2010

Legal challenges

Prop 26

Cockroaches love
paper bags



Save The
Plastic Bag.com



Bag bans, and fighting back

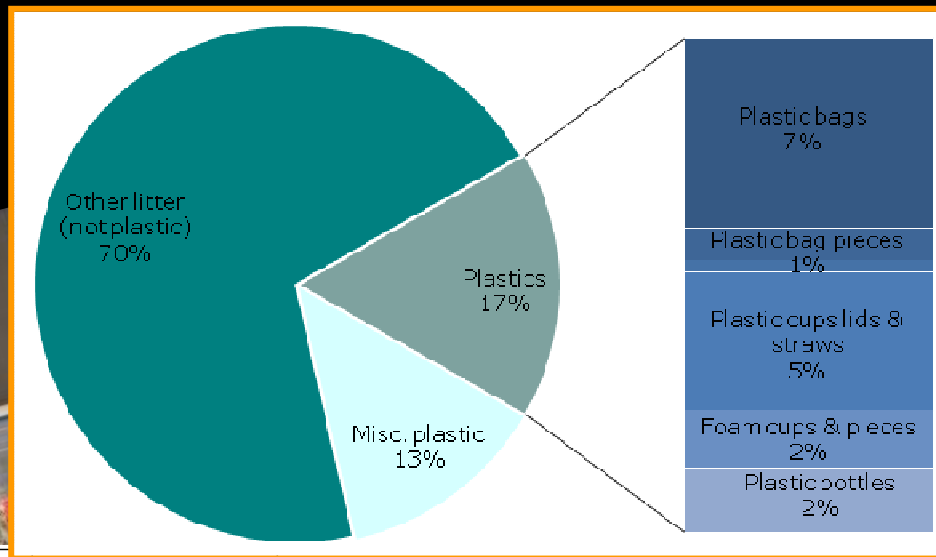


Where is San José



- 11/17 - EIR to Planning Commission
- 11/18 - Proposed Ordinance- Citywide Community Meeting
- 12/14 – City Council Considers Ordinance
- 1/2012 – Ordinance in effect

Nexus study, litter characterization



FINAL REPORT
 City of San José Single-Use Carryout
 Bag Fee Fiscal Analysis

	Store Charge							
	\$0.00	\$0.05	\$0.10	\$0.15	\$0.20	\$0.25	\$0.30	
Single-Use Bag Reduction								
Ireland					91%		92%	
Washington D.D.		50%						
San Jose, CA			81%	86%		90%		
Seattle, WA			70%			87%	95%	
Denmark				60%				
Taiwan			57%					
Australia				75%	85%	85%		
Australia			50%	80%		95%		
Average		50%	65%	75%	88%	89%	94%	

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Communications Goals & Objective

PLANS FOR IMPLEMENTATION IN COMING YEAR:

Goals:

- Ensure the public is aware of the adopted ordinance.
- Accelerate the use of reusable shopping bags prior to the start of the ordinance.



Objective:

Before start date, 50% of consumers will shop with a reusable bag.

Key Strategies

Use public input to guide outreach recommendations.

- ✓ Stores want the City to run an aggressive campaign so that customers will know the bag ban is a City decision not the stores.
- ✓ Nearly all retailers say they would like the City to be responsible for signage at their stores telling customers about the regulation. Many feel the cost for signage should be paid for by the City.

Retailer Toolkit



Store Posters
(Prompt)



Cash register tent cards



Parking lot stencils
(Prompt)

Business Outreach



Letter notifying businesses of the approved ordinance, details of the ordinance, when they should use up their bags and to look for more information about self-certification.



Post announcements in business association newsletters and other free media opportunities to announce the start of the ordinance.



Business self-certification certified letter.

General Public Outreach



OUR CITY FOREST
planting our future

Guadalupe
River Park Conservancy

Point of service bag distribution with signing of a pledge to shop with a reusable bag.

(Prompt & Commitment)



Veggielution



Seek Non-Profit Food Banks to assist with distribution of reusable bags.

(Prompt)

Sacred Heart COMMUNITY SERVICE



CITY OF
SAN JOSE
CAPITAL OF SILICON VALLEY