

Plastic Bag Ban Advocacy



www.saveSFbay.org



Protect, Restore, Celebrate



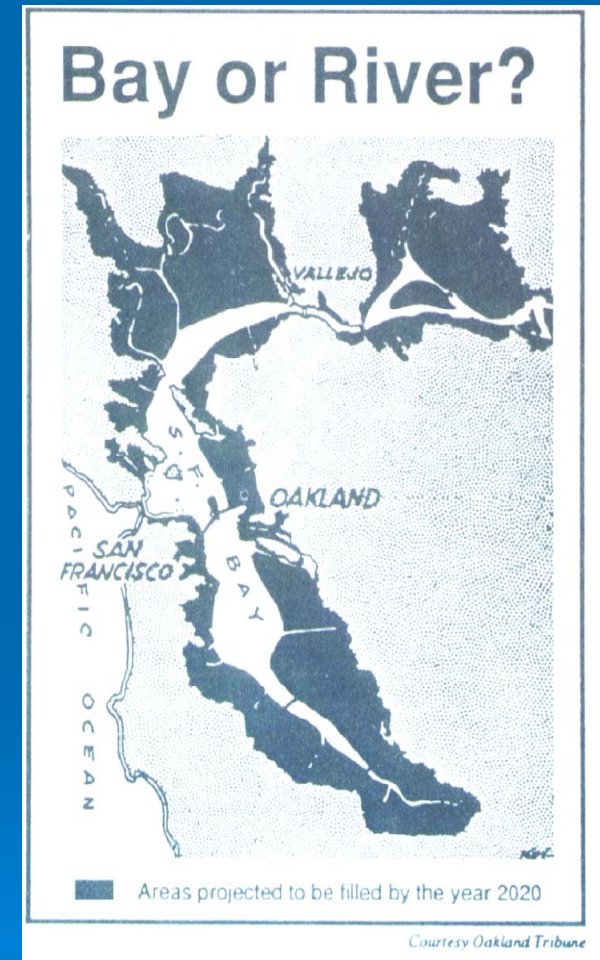
Kay Kerr, Esther Gulick
and Sylvia McLaughlin

- Founded in 1961, as "Save San Francisco Bay Association"
- The City of Berkeley wanted to double its size by filling in the Bay
- UC Berkeley faculty donated their time to Save The Bay's campaigns
 - "The Future of San Francisco Bay"
– Mel Scott



Bay or River?

- **McAteer-Petris Act, 1965**
 - Legislative moratorium against placing fill in the Bay
- **The Bay Conservation and Development Commission (BCDC), 1969**
 - Protection of the Bay
 - Regulate shoreline development
 - Ensure public access



Army Corp projection for the Bay in 2020 (1959)



Improve Bay Water Quality



**Goal: Zero Trash Discharge
From Stormwater by 2022**

**Created Clean Bay Project
in 2009 to address trash
and plastic debris pollution**

- Plastic bag ban and fee ordinances
- Polystyrene ban ordinances



15,000 plastic bags were removed from the Bay in one day.

SAVE THE BAY
Learn more at saveSFbay.org




Provide Information for Decision Makers

www.saveSFbay.org/municipal-resources

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SAVE THE BAY
San Francisco Bay's leading champion since 1961.

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MUNICIPAL RESOURCES

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Municipal Resources

Clean Bay Project Partnerships

The Clean Bay Project is a suite of the most effective pollution prevention programs developed and implemented by municipalities that Save The Bay recommends all cities adopt. Save The Bay will work with cities to implement programs by providing:

- Case studies with model ordinances, cost estimates and expert contact information
- Knowledge-sharing events for city staff to discuss program topics
- Information for city councils
- Sample outreach materials
- Increased community visibility

Programs may already be in place to greater or lesser degrees in some municipalities. In this case, Save The Bay can provide assistance with improving program effectiveness, increasing

[Environmental Education](#)
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[Municipal Resources](#)
[Healthy Bay Beaches](#)



Participate in the Process

- Meet with staff and elected officials
- Give public comment
- Attend public meetings and stakeholder meetings



Community Outreach: Media



- LTEs
- Editorial Boards
- Press Conferences

City of Oakland Press Conference on Plastic Bag Ban Ordinance, January 2008



Community Outreach: Coalition Building

- **Businesses, Chambers of Commerce**
 - Willow Glen Business District, San Jose/Silicon Valley Chamber of Commerce
- **Environmental Organizations**
 - Coordinated efforts
- **Community Groups**
 - Neighborhood Associations



Community Outreach: Online Organizing and Social Media



Save The Bay (San Francisco)

San Jose passed the bag ban on a 10-1 vote! It's a huge victory for San Jose and the entire San Francisco Bay.

December 14, 2010 at 9:33pm · Unlike · Comment



You, Allison Chan, Jessica Castelli, Kathy Duong and 50 others like this.



Brian Hiatt thanks, from the north bay!

December 14, 2010 at 9:51pm · Like



Robert Ignis Yeeeeeees!

December 14, 2010 at 9:52pm · Like



Tualatin Riverkeepers And they put a pretty stiff charge on paper bags to reduce their consumption. Way to go SJ!

December 14, 2010 at 9:52pm · Like



Daniel Foor Great work everyone at Save the Bay for your hand in this! Cheers to all our aquatic relations who will be quietly benefiting from this in years to come as we go about our everyday lives. Yay!

December 14, 2010 at 10:16pm · Like



Paul Revier "Do you know the way to Save The Bay?" The Bay Area's largest Bay front city, San Jose, has now joined with San Francisco (and Oakland, Fremont and Palo Alto) to help protect San Francisco Bay from over one million discarded - and long-lasting - plastic bags. Way to go, San Jose...and on a 10-1 vote! San Jose does the Bay Area proud.

December 15, 2010 at 3:09am · Like

Write a comment...



Outreach Campaign: *"The Bay vs The Bag"*

The Bay vs. The Bag | Save The Bay (San Francisco) - Windows Internet Explorer

http://www.savesfbay.org/bay-vs-bag

bay vs bag

The Bay vs. The Bag | Save The Bay (San Francisco)

THE BAY vs THE BAG

A Project Of **SAVE THE BAY**

The Dirty Truth

3,800,000,000
Plastic Bags Used in the Bay Area Every Year


1,000,000+
End Up in the Bay Every Year

100!
Bags for Every Seal, Duck and Pelican Combined

Check Out the Movie

[Donate Now](#)

The Bay vs. The Bag



0:00 / 2:09

[Spread the Word!](#) [Get the Embed Code](#) [Share It!](#)

Bay vs. Bag

Only One Side Can Win

Take Action to Stop Plastic Bag Pollution Today! GO ►

Get updates about the campaign:

About the Campaign

[Media Center](#)



Outreach Campaign: Bay Trash Hot Spots

BAY TRASH

HotSpots 2010: 225 Creeks & Shorelines!

A Project Of **SAVE THE BAY**



All 225 Bay
Trash Hot Spots

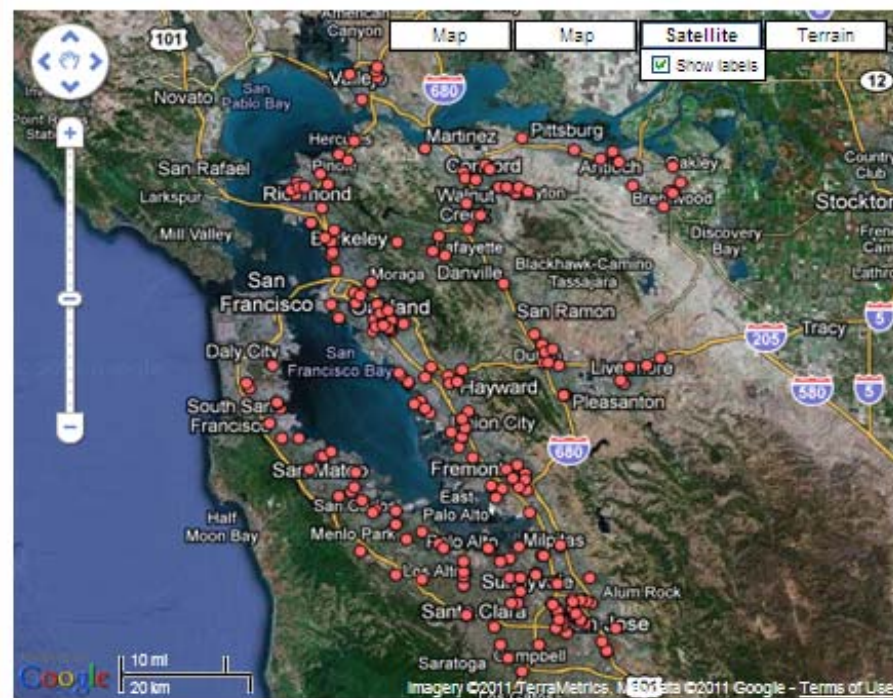


Help us Adopt a
Site — Vote Now



These sites violate
the Clean Water Act

Save The Bay names 225 Hot Spots polluted by trash



Vote now!

Save The Bay will adopt
a hot spot & clean it up.

**You Decide
which one »**



Spread The Word

F Felicia Borrego Madsen, Kate Berry and 70 others like
this. Unlike



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What You Can Do

Advocate

Tell your city to reduce pervasive trash such as plastic bags, Styrofoam and cigarette butts.

Volunteer

Help us clean up and restore Bay wetlands to benefit people and wildlife.

Reduce

Learn how you can reduce your impact on our great natural treasure.



For More Information About Save The Bay

www.saveSFbay.org

510-452-9261