

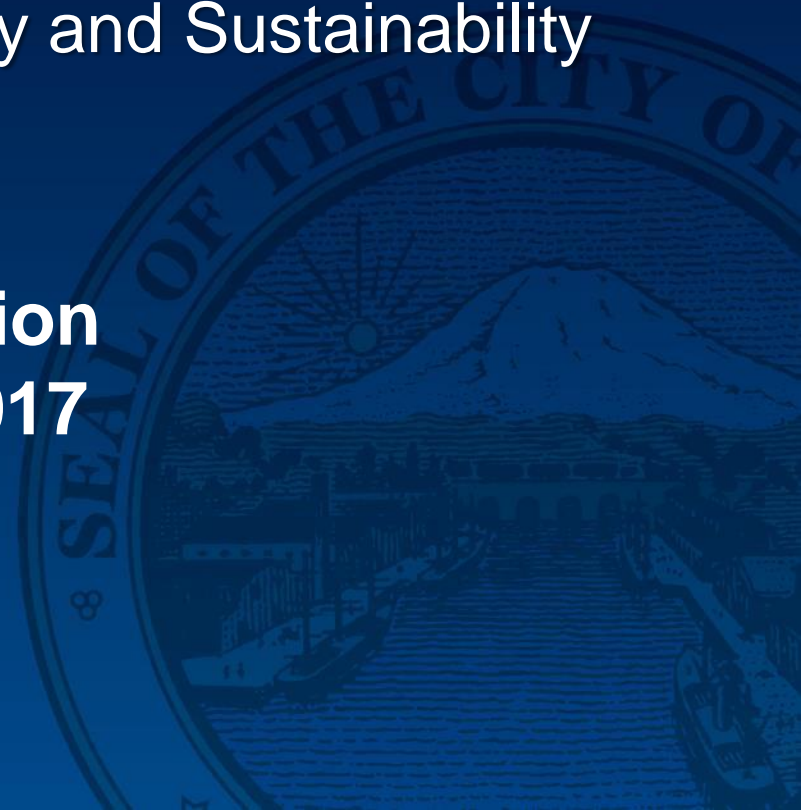
Bring Your Own Bag Ordinance Implementation Update

City of Tacoma

Environmental Services

Office of Environmental Policy and Sustainability

Study Session
JUNE 6, 2017
ITEM #



Overview

- **BYOB Ordinance effective July 12, 2017**
- **Update on progress towards preparing shoppers and businesses for BYOB**



Background

- Intended to encourage people to bring their own checkout bags, NOT pay fee
- Benefits solid waste system, reduces litter, and protects wildlife



Retailer Engagement

- **Direct Communication**
 - 1st letter; August 2016
 - 2nd postcard; April 2017
 - 3rd mailing; June 2017
- **Open House**
 - June 6th at 6:30pm at The Nature Center
- **Chamber newsletter**
- **Direct visits to high need businesses**

Business District Presentations

- Cross District Association May 16
- Stadium BD May 17
- Hilltop Business Association May 18
- Downtown Merchants Group June 1
- Ruston-Pt Defiance BD June 1
- South Tacoma BD June 8
- 6th Ave Business District Assoc. June 13
- Lincoln BD June 21
- Community Council of Tacoma June 22
- Old Town, Dome, Fernhill, Proctor TBD

Retailer Resources

- Poster *
- Point of Sale Sign *
- Bag Reminder Sign
- Corral Sign
- Static Window Cling
- FAQ

* *Translations available*



Shopper Resources

- Ordered 20,000 reusable bags
 - Coordinating giveaways with social service organizations
 - THA
 - Food Banks
 - Community Centers
 - Other non-profits/
community groups
 - Grocery store tabling
 - Sustainable Tacoma Commission
 - Surfrider
 - 311 Customer Support Center



Shopper Resources

- Door Hanger
- Window Cling
- Shopping List
- FAQ
- Potential Share-a-Bag Exchange Sites



Shopper Outreach

- Utility Bill Insert
- Multifamily Postcard
- Rainiers Series Insert
- On-Hold Messaging
- EnviroTalk Newsletter
- Television/Video/Radio
 - PSAs
 - TV Tacoma
- Social Media
- Press Releases
- School e-flyers
- BYOB Listserv
- Newspapers
- Pierce Transit





Event Outreach

■ Information & Limited Bag Giveaways:

- Cheney Stadium July 1/2
- Tacoma Pride July 8
- Art on the Ave July 9
- Ethnic Fest July 29-30
- Proctor Arts Fest Aug. 5
- McKinley Hill Street Fair Aug.19
- Hilltop Street Fair Aug. 26
- Farmers Markets July
- Point Defiance Zoo July

Neighborhood Presentations

- North End NC June 5
 - Northeast Tacoma NC June 15
 - Lighthouse Senior Center June 20
 - Beacon Senior Center June 21
 - New Tacoma, South Tacoma TBD
- East End, South End, West End

Enforcement

- Complaint-based through TacomaFIRST 311
- Educational visits & follow-up letters by Solid Waste Route Supervisors
- Enforced by ES Environmental Compliance
 - 3 consecutive complaints prompts a Notice of Violation process

Next Steps

- BYOB effective July 12, 2017
- Continued implementation
- Reporting & Evaluation
 - Retailer's paper bag sales
- In 2018, staff will conduct an evaluation of impacts on shoppers, retailers, and the environment
 - Emphasis on low income and communities of color shoppers

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