



STOP WASTE
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Reusable Bag Ordinance: Ordinance Expansion Language



City Council Meetings



Overview

- Successful countywide bag ordinance currently in place;
- Potential expansion of ordinance to a larger set of stores;
- StopWaste staff providing background and overview of amended ordinance language to council/sustainability committees;





- StopWaste is a public agency governed by:
 - Alameda County Waste Management Authority
 - Alameda County Source Reduction and Recycling Board
 - Energy Council
- StopWaste helps Alameda County's businesses, residents and schools:
 - Waste less and recycle more
 - Use energy, water and other resources more efficiently

The Alameda County Waste Management Authority

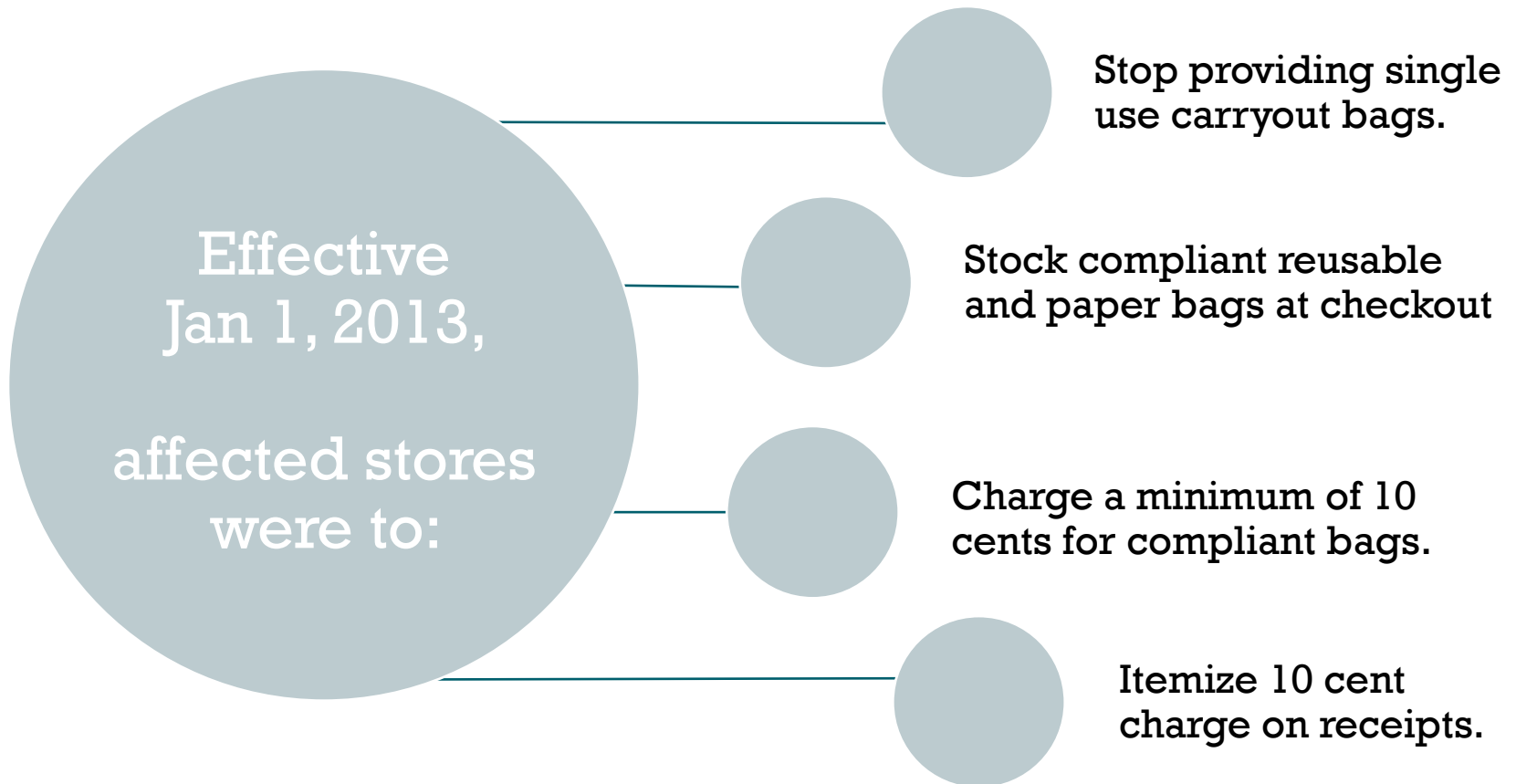
- WMA is a joint powers agency formed in 1976 by an agreement among:
 - the County of Alameda
 - each of the fourteen cities in the county,
 - two sanitary districts that provide refuse & recycling collection services.
- Funding is provided by
 - per-ton disposal
 - waste import mitigation fees
- 17-member board composed of elected officials appointed by each member agency.
- Authority to adopt ordinances, including the Reusable Bag Ordinance 2012-2.

Stores Currently Affected by the Ordinance

- 1288 affected stores, primarily including:
 - Grocery Stores
 - Drug Stores
 - Liquor stores
- Also includes:
 - Stores that sell milk, bread, soda **AND** snack foods (all four items)
 - **AND/OR** alcohol (Type 20 or 21 license) in Alameda County.



ORDINANCE 2012-2 Adopted by WMA - January 2012



Outreach Campaign to Stores & General Public



BEGINNING JANUARY 1, 2013



Don't FORGET me.  ReusableBagsAC.org

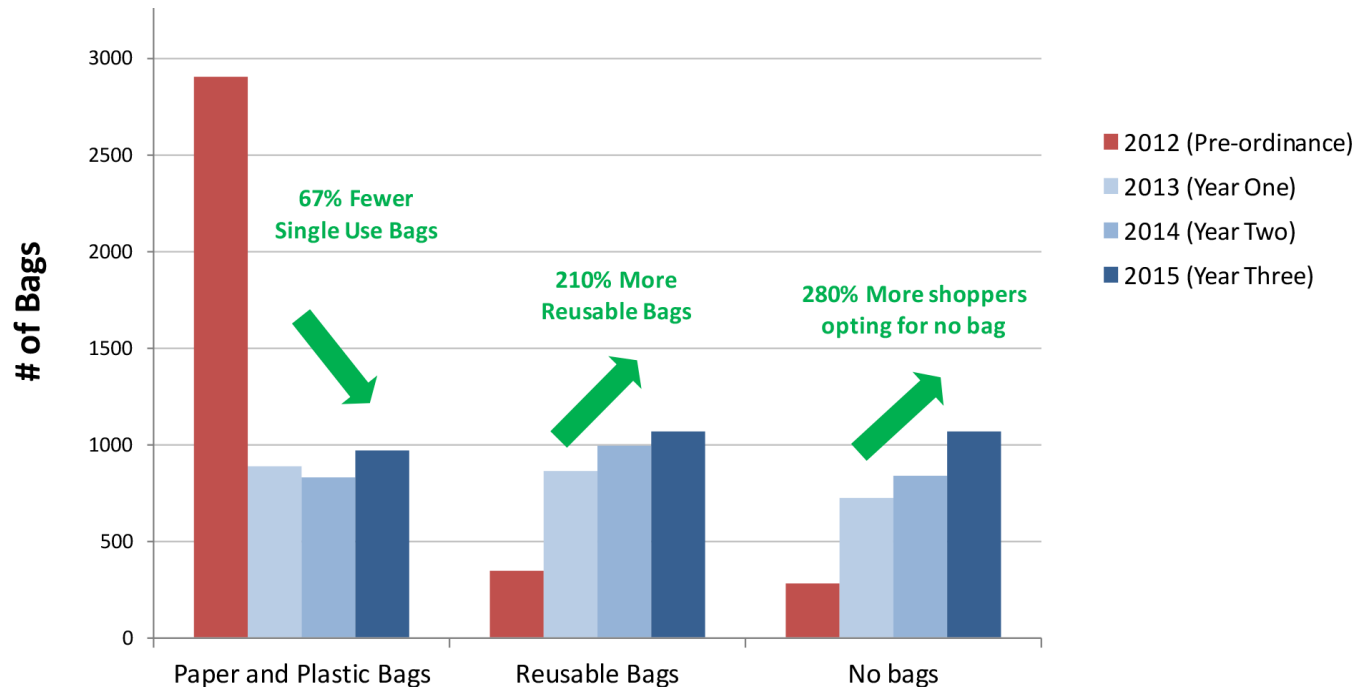
Reasons for the Bag Ordinance

- Reduce litter in our local waterways;
- Promote use of reusable bags to prevent waste;
- Save cities money on litter and storm drain cleanup;
- Decrease the number of bags going to landfill.



Ordinance Effectiveness

- Bag Purchasing survey of 70 stores shows decline by 85%
- Number of shoppers bringing reusable bags, or not using a bag at all, has more than doubled
- Stores are participating with a compliance rate of 90%

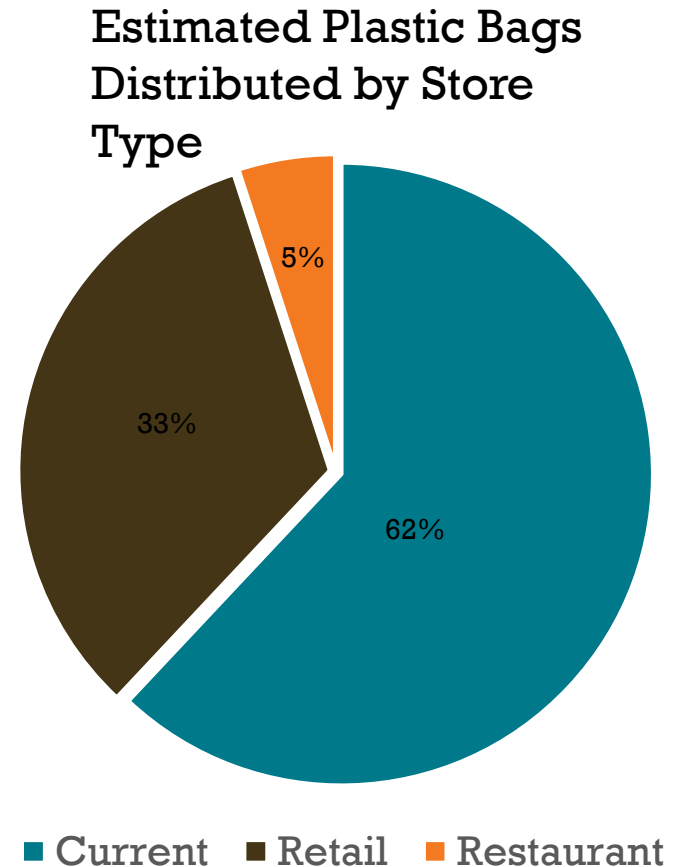


Potentially Affected Stores

STORE TYPE	EST # OF STORES
Currently Affected	1,300
All other Retail	9,000
Restaurants	4,000
Total – Alameda County	14,300

Expansion Potential

- Approximately 764 million bags distributed every year, estimate capturing 62% with currently affected stores



Rationale for Expansion

- Neighboring cities/counties have implemented ordinances that affect all retail and restaurants
- Ordinance successful at reducing the number of bags distributed at point of sale



WMA Directives

- **Draft Ordinance Expansion Language with the following parameters:**
 - **Expansion to affect all retail stores and restaurants.**
 - **Retail stores same requirements:**
 - Charge a minimum of 10 cents per compliant bag
 - Itemize receipt of bag charge
 - **Restaurants to be phased in 6 months after retail stores with different requirements:**
 - Compliant paper bags can be distributed at no charge
 - Minimum 10 cents charge for compliant reusable bags
 - Itemize receipt of bag charge

Synopsis of Ordinance Amendments

- Revised Definition of Eating Establishment and Store (Pages 3 and 4)
 - Affects food trucks and vendors who distribute food in bags
 - Captures all types of retail stores
- New exemptions
 - Eating Establishments do not charge for paper bags (Page 6)
 - Farmers' markets (page 7)
- Complaint based
 - Switch from inspection based to complaint based

Proposed Timeframe for Adoption

- April-July 2016 Presentations to city councils
- September 2016 First Reading by WMA, approve EIR
- October 2016 Second Reading by WMA ,all member agencies automatically opted in
- December 2016 Any member agency opting out must do so by resolution by 12.9.16
- May 2017 Ordinance effective for new retail stores
- November 2017 Ordinance effective for all restaurants/eating establishments

A note about SB 270

- Governor signed into law September 30, 2014
- American Progressive Bag Alliance successfully suspended via referendum
- General Election Ballot - November 6, 2016
- Alliance working on second ballot measure which would direct bag charges for environmental uses and not to stores.
- **No impact on our ordinance**



Progressive Bag Alliance
ad derails SB 270



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Questions?



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