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City Manager's Office

# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Kerrie Romanow

**SUBJECT: BRING YOUR OWN BAG  
OUTREACH UPDATE**

**DATE:** September 19, 2011

Approved

Date

9/23/11

## INFORMATION

On January 1, 2012, the City's Bring Your Own Bag (BYOB) Ordinance begins. All grocery and retail stores in San José can no longer provide single-use carryout plastic bags at checkout. Shoppers will have the option to bring or purchase their own reusable bags. Recycled content paper bags may also be available to purchase for a minimum price of 10 cents each.

The strategic outreach plan presented to Council in December 2010 is underway. Public and retailer education efforts are focused on raising awareness of the new ordinance and accelerating consumer use of reusable bags prior to the start of the ordinance. To ensure that everyone is well informed, City staff is continuing to work with key stakeholders to support and enhance outreach efforts to specific audiences as follows:

### **Consumers**

- Shopping Cart Advertisements - From September through December 2011, advertisements will be placed on shopping carts at several major grocery stores informing shoppers of the start of the ordinance and reminding them to bring their reusable bags.
- Christmas in the Park/Downtown Ice – Staff is working closely with organizers of these two holiday events to leverage these venues as a final push to promote shopping and gift giving with reusable bags.
- Bill Insert – Residents in San José will receive a bill insert with their Recycle Plus bills starting September 13 through November 12, 2011, with information about the start of the new ordinance in English, Spanish and Vietnamese.
- Prompts – A refrigerator shopping list pad and car window cling are available to consumers at reusable bag distribution events (described below) throughout San José to help remind shoppers to bring their reusable bags with them before they leave their home or when they exit their car. The window clings are part of Keep California Beautiful's statewide "Got Your Bags" campaign, in which the City of San José is an outreach partner.

- Reusable Bag Distribution - Reusable bags are being distributed throughout the City at major grocery store chains, pharmacies, and shopping centers. Major shopping centers include Grand Century, Tropicana, Eastridge, Oakridge, Valley Fair, Westgate, and Santana Row. Distribution is being implemented through partnerships with Parks, Recreation and Neighborhood Services Anti-Litter Program, non-profit agencies, Council Offices, waste haulers, environmental groups, watershed protection agencies, food banks, churches, and senior organizations.
- Free Media - Additional outreach will be conducted using free media opportunities such as neighborhood e-newsletters and public service announcements.

### **Retailers**

- Retailer Website – On the City’s BYOB website, there is a section for retailers ([www.sjrecycles.org/bags/retailers.asp](http://www.sjrecycles.org/bags/retailers.asp)) where businesses can prepare for the start of the ordinance with tips and resources such as a list of reusable and recycled content paper bag distributors.
- Retailer Factsheet – Staff is preparing an easy-to-read guide with specific information that retailers need to know to help them comply with the ordinance. This is a summary version of the ordinance that will be distributed in an upcoming direct mail letter.
- BYOB Hotline Phone Number and E-mail Inbox – Retailers and the public can call 408-534-BYOB (2962) or e-mail [bring-ur-bag@sanjoseca.gov](mailto:bring-ur-bag@sanjoseca.gov) and leave a message or e-mail in English, Spanish, or Vietnamese for more information. This hotline and e-mail account is monitored, and timely responses are made by staff after receiving an inquiry. This number and email address are printed on all outreach materials and on the BYOB website.
- Webinar - The California Grocers Association, which represents most of the large grocery store chains in San José, invited the City to conduct a webinar on July 13, 2011, for their membership about the new ordinance. This event was well attended by grocery store managers and many in-depth questions were answered.
- Direct Mail Letter – All retailers in San José will receive a second letter reminding them to prepare for the start of the ordinance, use up their supply of plastic bags, and visit the City’s retailer website for more resources. A similar letter was sent in March 2011 using a mailing list from the City’s business tax information database of all grocery and retail stores in San José. This mailing list has been updated and will be used again.
- Self-Certification Mailing – All retailers will receive self-certification forms with instructions to complete and submit to the City as part of the implementation process. Retailers will be asked to indicate that they have read and understand the ordinance requirements and know that they can always find information on the City’s retailer web site and contact City staff using the BYOB hotline phone number if they have questions or need assistance.

- Posters and Tent Cards – The City will be sending stores tri-lingual window posters and cash register tent cards to retailers in San José to help inform their customers about the City's bag ordinance and start date. Retailers had requested these materials during the stakeholder meetings held by the City to develop the BYOB ordinance.

**Property Managers and Chambers of Commerce**

- Direct Mail Letter – City staff will be sending a letter to a list of 400 property managers and the ten local chambers of commerce to involve them with informing local retailers of the new ordinance, and to offer opportunities to meet with City staff to discuss the new ordinance.
- Presentations - Staff will proactively contact property managers at large retail locations to find ways to keep retail tenants informed and discuss site specific options. A presentation was already given to the vendors at Mineta San José International Airport.

We will continue to keep you updated during the coming months and invite you to let us know of any specific opportunities in your district to help prepare retailers and consumers for the start of the ordinance. Attached are examples of some of the outreach materials.

/s/  
KERRIE ROMANOW  
Acting Director, Environmental Services

For more information, contact Arleen Arimura, Communications Manager, at (408) 975-2557.

**Attachment:**

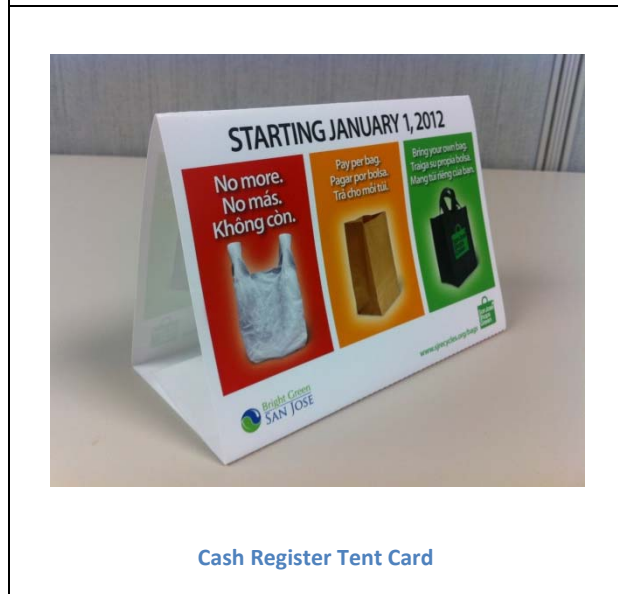
**Bring Your Own Bag Outreach Samples**



Store Poster



Shopping List Pad



Cash Register Tent Card



Reusable Bag



**STARTING JANUARY 1, 2012**

<p><b>No more. No más. Không còn.</b></p> 	<p><b>Pay per bag. Pagar por bolsa. Trả cho mỗi túi.</b></p> 	<p><b>Bring your own bag. Traiga su propia bolsa. Mang túi riêng của bạn.</b></p> 
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[www.sjrecycles.org/bags](http://www.sjrecycles.org/bags)



Shopping Cart Advertisements



In-Car Window Cling



Store Window Cling