

Plastic Pollution Reduction Act (HB21-1162)

Implementation and best practices for the upcoming bag fee for a sustainable lifestyle



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Housekeeping

- Please ask your questions in the Zoom chat and we will hold them until after the presentations.
- Please turn on your video for today's speakers.
- If we don't get to all the questions, we will follow-up after the presentation to make sure we answer everyone's questions.



Today's Speakers

Holly Pummell, Senior Sustainability Specialist, City of Fort Collins

Ashley Pace, Senior Sustainability Specialist, City of Fort Collins,

Jamie Harkins, Sustainability Sr. Manager, City of Boulder

Marty Pool, Sustainability Manager, City of Durango



Fort Collins local Ordinance vs. State Law

Fort Collins	State
Impacts large grocers	Impacts all retailers
Starts May 1, 2022	Staggered implementation – 2023 and 2024
10-cents per paper bag	10-cents per paper bag
60-40 split (City-grocer)	60-40 split (City-grocer)
Bans plastic bags (immediate)	Bans plastic bags (phased), and bans polystyrene containers
Exempts all income-qualified program participants	Exempts Federal and State food assistance programs

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Fort Collins Engagement



Community tactics

- Tabling/events
- Making reusable bags
- Distributing reusable bags



Impacted business tactics

- Resource website
- Short informational videos
- Presentation/attending meetings
- Office hours
- Opt-in/out form



Fort Collins Partnerships



Impacted businesses



Community organizations



Cities/counties

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Fort Collins Enforcement

- **Education & Support**

- Website with resources and City support

- **Compliance checks**

- Check-out stands and self-check-out stations for use of disposable plastic bags
- Check-out stands and self-check-out stations for charges imposed on paper bags
- Verification of bag charges for curbside and delivery customer purchases

- **Impacted businesses remitting bag fees to the City**

- **Issues/Concerns can be reported through the following**

- Access Fort Collins (the online citizen portal)
- Nuisance hotline
- Service Area Request (a request from a City Council member)
- Emails
- Direct phone calls

*Note: Grocer fee revenue plans is something Fort Collins requires from grocery stores for our local Ordinance, and they will submit one every year from 2022-2025, and then for each 4-calendar year after.



Fort Collins Enforcement Process

Educational
letter

Notice of
Violation

Citation



Fort Collins Best Practices



Collaborating with partners



Translating all outreach materials



Wide-reaching communications campaign



Free reusable bag giveaways*

*Note: For the first phase of the State law, we will be redistributing reusable bags.

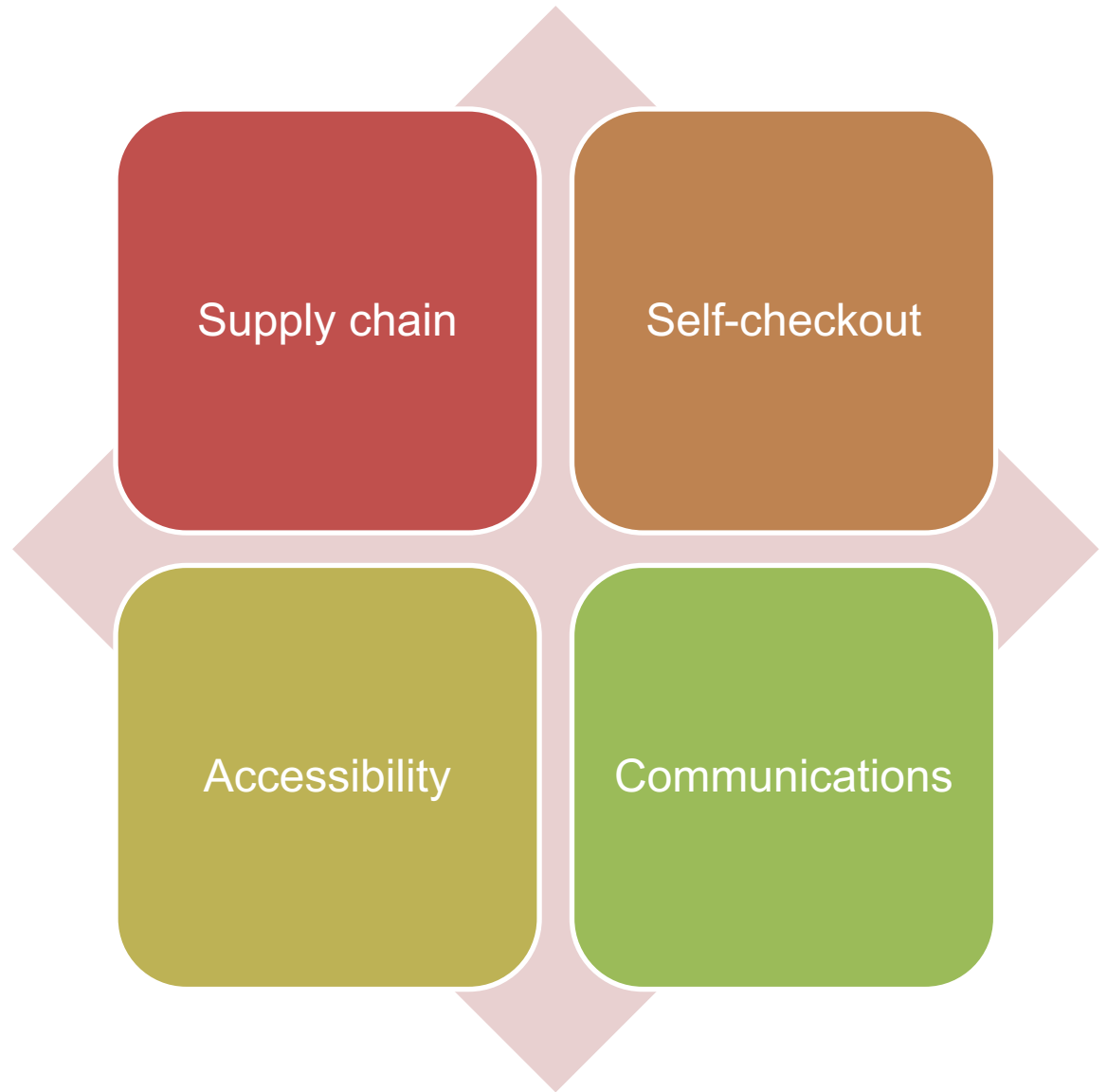
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Fort Collins Challenges



Fort Collins Communications

Budget Scenarios	Recommendation Context	Communications Tactics	Cost	Anticipated due date/ money needed	Anticipated release date/ run dates
No Cost - \$0	-Reaches mainly those already tuned in to City channels and Coloradoan readers	Newsletter (FoCo Env, Citynews, Fort Shorts, Utility newsletter, Other department newsletters (EHO, Chamber of Commerce))		Nov. 1	Nov 15, Dec. 1, Dec. 15, Jan. 1
		Press Release/ call Coloradoan		Dec. 1	Dec. 13
		Social Media (native posts)		Dec. 1	Dec. 10- Jan. 10
		Media Kit to share with partners/ recycling ambassadors/ CAP folks		Dec. 1	Dec. 10
		Spotlight/ FCTV Bulletin		Dec. 1	Dec. 1
Low Cost - \$1-3K	-Reaches minimum saturation in the community -One touch to potentially affected businesses (shares further resources online) -Greater reach on social and with partners using video	All no cost activities +	\$0.00		
		Utility Bill Insert	\$700	Oct. 17	Nov. 1
		1 mailed business postcard	\$2,000	Nov. 1	Nov. 15
		Video Production with FCTV (\$50/hr)	<\$1,300	Nov. 1	Dec. 13
		Translation and interpretation	\$500	Oct. 10	ongoing
Medium Cost - \$3-10K	-Would ensure businesses get information more than once -Use at least one large scale tactic to reach those not typically tuned into City communications or the Coloradoan	All small-scale activities +	<\$3,000		
		Additional business postcards OR one letter	<\$2,000	Dec. 1	Dec. 15
		1-2 strategies from the large list	<\$5,000		
High Cost - >10K	-For harder to reach community members that are not typically tuned into City communications -This is recommended for a more equitable distribution of information that affects everyone in Fort Collins and those who shop here	All small and medium-scale activities +	<\$10,000		
		Outdoor Trans Fort Ads	\$5,000	Dec. 1	Jan. 1- Feb. 31
		KUNC/LaJota/Iheart	>\$3,000	Dec. 1	Dec. 1- Jan. 31
		YouTube ads	TBD	Nov. 15	Dec. 1- Jan. 31
		Spotify/Pandora Ads	\$5,000	Nov. 15	Dec. 1- Jan. 31
		Third business mailer	\$4,000	Dec. 31	Feb. 1
		Posters/ flyer lady	\$200	Nov. 15	Dec. 1- Dec. 31
		Rackcard distribution in public spaces	\$100	Nov. 1	Nov. 15- Jan. 10
CSU Life ad	\$500	Nov. 1	Nov. 15		
		Coloradoan advertorial	\$3,000	Dec. 1	Dec. 18

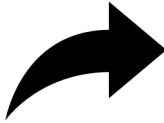


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Before Jan. 1

Colorado Bag Fees in 2023

More stores in Colorado will charge a 10-cent bag fee.



Starting January 1, 2023, large retail and food stores in Colorado will start charging 10 cents for all plastic and paper carryout bags. The fee does not apply to those participating in state and federal food programs.

Avoid bag fees by bringing your reusable bags wherever you go or forgoing bags altogether!

Get tips and learn about state and local policies to reduce plastic pollution at ourcity.fcgov.com/plastics.

City of Fort Collins **BAG TO THE FUTURE**

Auxiliary aids and services are available for persons with disabilities. | 20-24659

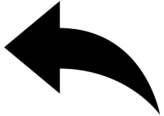
Fort Collins Communications

Shoppers



REUSABLE IS THE FUTURE.
MAKE THE SHIFT TO REUSABLE BAGS TODAY.

FCGOV.COM/PLASTICS



After Jan. 1

YOUR STORE MAY NEED TO CHARGE BAG FEES IN 2023

STARTING JANUARY 1, 2023, LARGE RETAIL STORES ACROSS COLORADO WILL BE REQUIRED TO CHARGE A 10-CENT FEE FOR PAPER AND PLASTIC CARRYOUT BAGS.

The City of Fort Collins has identified this requirement will likely apply to your store. Visit fcgov.com/plastics for:

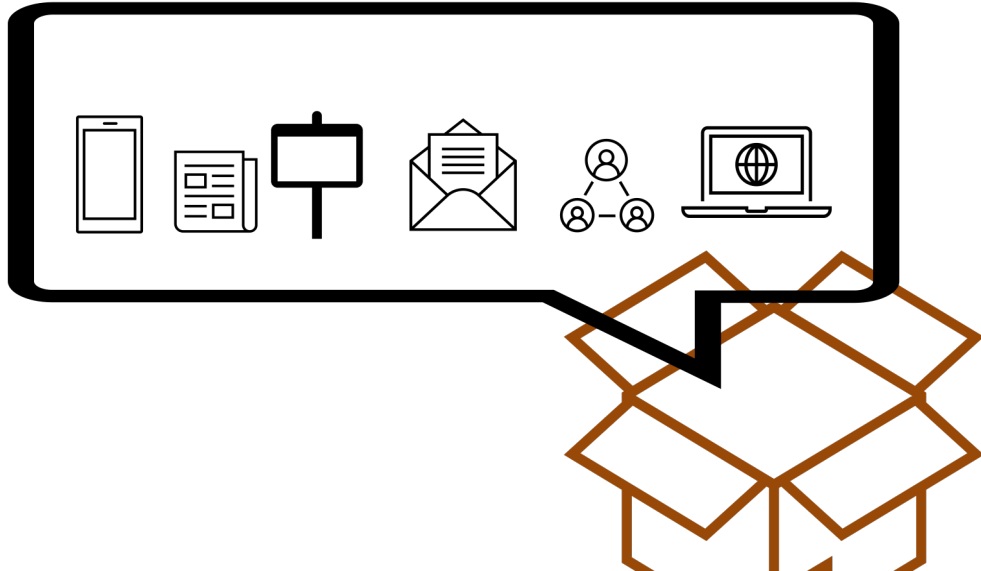
- Short videos about what to expect, how to remit fees, and more.
- Resources to inform your customers of bag fees.
- A form to request personalized assistance for your business.



Fort Collins Communications

Businesses

fcgov.com/plastics | recycling@fcgov.com | (970)-221-6600



Contact Info

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City of Boulder

- Disposable Bag Fee adopted in 2012, implemented on July 1, 2013
- 10-cent fee on on paper & plastic checkout bags at all food stores, regardless of size (currently 33 stores)
- 60/40 split (city/store)
- Similar exemption for low income individuals



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Boulder Fee Experience

- Resulted in 69% reduction in bag use at applicable stores in first year, that reduction level has remained consistent
- Bag use and revenue has been very consistent
- Community pays the bag fee on 4-4.5 million bags annually, with about \$65,000/quarter of revenue (with seasonal swings)
- High compliance without much active enforcement (one assessment for non-remittance to date)



DISPOSABLE BAG FEE RETURN

Period Covered:	Thru	Due Date:	Account#	Business Name:
1. Number of disposable bags distributed:				
2. Disposable bag fee rate is \$0.10 per bag				
Total fees due (Line 3 times rate):				
3. Excess fees collected:				
4. Total fees:				
5. Vendor fee is 40.00%				
Vendor fee deducted (Line 4 times vendor fee %)				
6. Total disposable bag fees due and payable: (Line 4 minus 5)				

Name and Address of Remitter

"I hereby certify, under penalty of perjury, that the statements made herein are true and correct to the best of my knowledge and belief."
Preparer's Signature

CITY OF BOULDER, DEPARTMENT OF FINANCE, SALES/USE TAX DIVISION

REMITTER'S COPY

Period Covered:	Thru	Due Date:	Account#	Business Name:
1. Number of disposable bags distributed:				
2. Disposable bag fee rate is \$0.10 per bag				
Total fees due (Line 3 times rate):				
3. Excess fees collected:				
4. Total fees:				
5. Vendor fee is 40.00%				
Vendor fee deducted (Line 4 times vendor fee %)				
6. Total disposable bag fees due and payable: (Line 4 minus 5)				

Sample Bag Fee Return Form



City Revenue Uses

- Fee administration/collection
- Initial education campaign and ongoing educational efforts
- Reusable bags for community and food banks
- Infrastructure for Boulder County Recycling Center to address plastic bag contamination
- Plastic bag compactor for the Center for Hard-to-Recycle Materials
- Green Bag Giveaway
- PPRA allowed uses are much broader!



Best Practices - Businesses

- Clear communication—direct from city and through partners (Chamber of Commerce, etc.)
- Resources on dedicated website
 - Signs – large and small formats for point-of sale
 - FAQ document
 - Cashier training materials
 - Postcard for cashiers to hand out
 - Sample collection form

**The City of Boulder requires
this store to charge 10¢ on all
disposable checkout bags.**



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Best Practices - Community

- Broad community education
- Bag design contest
- Reusable bag giveaways at community events, tables outside grocers, food banks, government and non-profit partners, some door-to-door canvassing in low income neighborhoods
- Messaging is important (no need to pay the fee)



PPRA Impacts

- Need to address difference in applicable stores (food stores only vs. “large stores” in PPRA)
- Communication to all stores about changes, “small store” exemption, & phasing of Boulder’s expanded fee (may be an approach other cities are interested in)
- Update store resources/signs
- Renewed community education & bag giveaway efforts
- Exploring options for “bag banks” & lending/borrowing programs



Contact Info

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Historical Context in Durango - 2013

Council passed a \$0.10 grocery store bag fee ordinance

Petitioners got a repeal on the ballot, gathering 500+ signatures

Repeal passed 56% in favor of no bag fee

Still weighs heavily on the community conversation

<https://www.durangoherald.com/articles/bag-fee-decision-could-go-to-voters/>

<https://www.durangoherald.com/articles/voters-reject-grocery-bag-fee/>

Voters reject grocery bag fee



City Council enacted ordinance

By Chuck Slothower Staff reporter

Tuesday, Nov 5, 2013 12:58 Updated Tuesday, Nov. 5, 2013 5:29



Sustainability Office

Response to HB21-1162

Research & outreach exploring two main themes:

- Improving effectiveness
- Avoiding confusion (business & customer)

One Potential Innovation

Turn the automatic small business exemption into exemption by request

Small business community not on board citing administrative burden either way:

- applying for the exemption, or
- managing bag fees if they didn't

Where We're at Now

No plans for a local ordinance at this time

Reviewed spreadsheet of ~1,000 business licenses and determined ~50 businesses that will be impacted

Luckily, already have 500-1,000 bags on hand from a previous campaign

Plan Moving Forward: Short-Term

- Post FAQs and create informational material for businesses & customers
- Get reusable bags to people – especially those more financially burdened (bag brigades?)
- Reach out to GM's of stores to offer standardized resources (signage, postcards for cashiers, etc.) – start with largest/obvious and work down the list
- Firm-up fee remittance process

Plan Moving Forward: Longer-Term

- Encourage small businesses to go bag-less and celebrate
- Continue to refine how to get reusable bags to people
- Refine enforcement, if needed
- Solve the plastic crisis (TBD?)

Contact Info

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Questions?

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