



# UPDATE

## ENCOURAGING THE USE OF REUSABLE BAGS BY BANNING SINGLE-USE PLASTIC BAGS



Stephanie Scafa-Zero Waste Analyst  
Building and Permit Services-PDD



# Overview of Presentation

1. History
2. Bring Your Bag Campaign
3. Update on Implementation
4. Discussion





# Brief History

**October 22, 2012:** Council adopts Ordinance



**May 1, 2013:** Ordinance goes into effect



**July 8, 2013:** Council discusses the effect of the five-cent paper bag fee

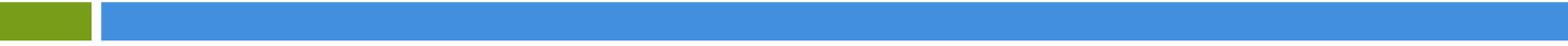


**November 13, 2013:** Six-month evaluation of original ordinance





# Bring Your Bag Campaign



**Start the Habit**  
Keep Eugene Clean & Beautiful!

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Informational Materials

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### Contact Information

#### Waste Prevention and Green Building Program

**Stephanie Scafa**  
Zero Waste Analyst  
Atrium Building  
99 W. 10th Ave.  
Eugene, OR 97401  
Ph: 541-682-5652  
Fx: 541-682-5593

[Email](#)

## Plastic Bags in Eugene

### Bring Your Bag, Eugene!

Eugeneans use an estimated 67 million single-use plastic carryout bags each year. Single-use plastic carryout bags may offer short-term convenience, but they have long-term costs in terms of litter and impact on wildlife and the environment. In an effort to promote reusable shopping bags and reduce litter, the City of Eugene will implement a ban on single-use plastic carryout bags in all retail establishments within city limits beginning May 1, 2013.

All retail businesses, including grocery stores, departments and clothing stores, convenience stores and local markets located within the Eugene city limits will be required to provide only recycled paper bags or reusable bags as carryout bags for customers.

Key elements of the ordinance are outlined in our [Retailer FAQ](#) and [Shopper FAQ](#).



### Spotlight

#### Reusable Bag Events!



[Click here for more information](#)

### Quick Links

- [Reusable Bag Ordinance](#)
- [Administrative Order](#)
- [Retailer FAQ](#)
- [Shopper FAQ](#)
- [File a Complaint](#)

[View All](#)



YOUR LOGO HERE



# Start the Habit

## Keep Eugene Clean & Beautiful!

New Eugene Bag Policy begins May 1



**CHOOSE  
Reusable!**

Please bring reusable bags when you shop.



**Think before  
purchasing.**

Stores are required to charge 5¢  
for paper carryout bags



**Plastic bags  
are gone.**

Lightweight plastic carryout  
bags are no longer allowed.

## Remember your reusable bags and keep them clean!

Beginning May 1, 2013. ALL retail businesses in the Eugene city limits will be required to provide only recycled paper bags or reusable bags as carryout bags for customers.

### Remember Your Reusable Bags:

- ⇒ Always start your shopping list with "Bring Bags"
- ⇒ Keep a collapsible bag in your purse, backpack, or briefcase
- ⇒ Keep bags in your vehicle

### Keep Your Reusable Bags Clean:

- ⇒ Cloth reusable bags should be washed in a washing machine using laundry detergent and dried in the dryer or air-dried.
- ⇒ Plastic-lined reusable bags should be wiped using hot water and soap and air-dried.
- ⇒ Check that both cloth and plastic-lined reusable bags are completely dry before storing them.
- ⇒ Always put raw meats into a disposable plastic bag before putting them in a reusable bag. When using reusable bags, keep meats, fresh produce, and ready-to-eat foods separated from other food products.
- ⇒ Clean any reusable bags used for carrying food before using for other purposes such as carrying books or gym clothes.

More information is available on the City's website,  
[www.eugene-or.gov/plasticbags](http://www.eugene-or.gov/plasticbags), or by calling 541-682-5652.

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**Start the Habit**  
Keep Eugene Clean & Beautiful!





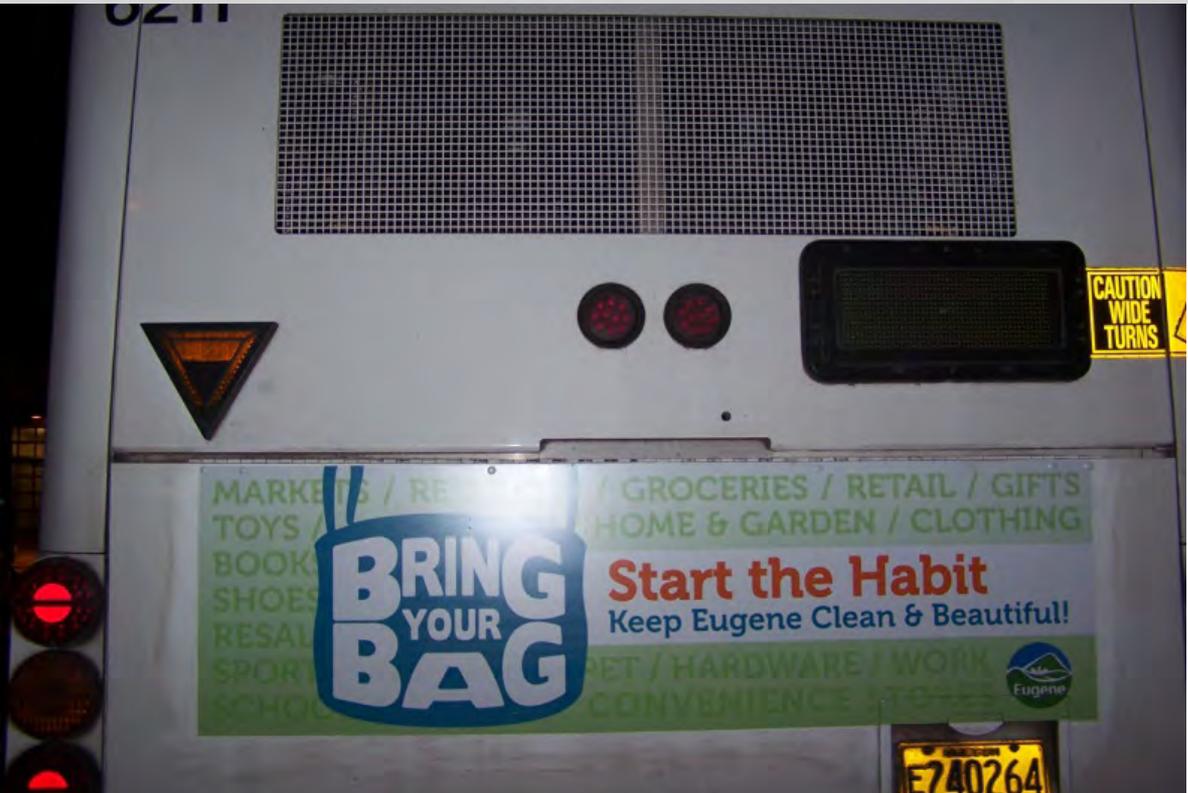
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# Start the Habit

Keep Eugene Clean & Beautiful!

New Eugene Bag Policy begins May 1





# Media

Press  
coverage



## The Register-Guard

NEWS LOCAL NEWS

LOCAL NEWS

### Eugene's plastic bag ban gets off to smooth start

For most businesses and the city, the new law causes few complaints



# Business Information Sessions



50  
retailers  
reached  
in two  
sessions



# Implementation





# Implementation

- Business Hardship Exemptions: 17 exemption requests received – all have been approved
- Code implementation: One formal complaint received to date – follow-up with the retailer and concerned party



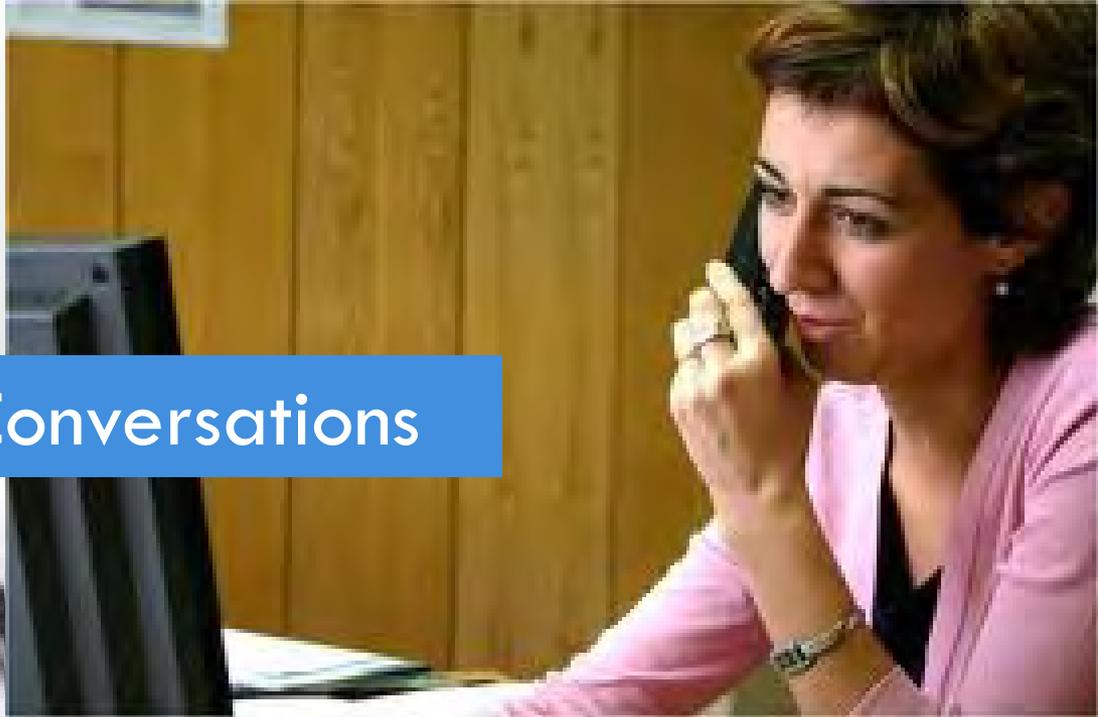


Does the ban on single-use plastic carryout bags encourage the use of reusable bags?

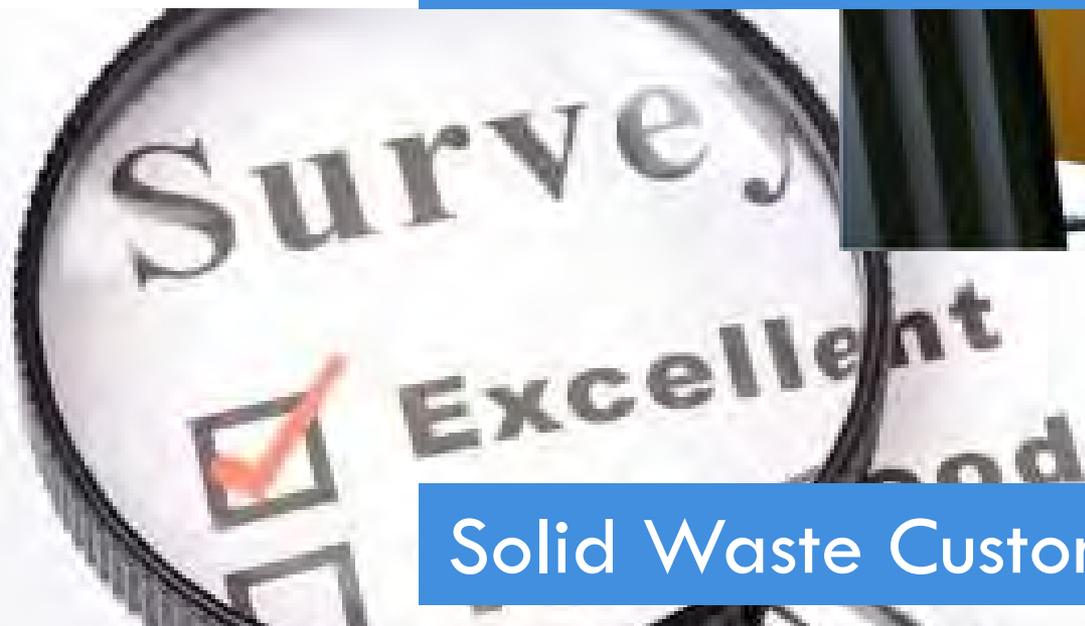




Consumer Intercept Survey



Retailer Conversations



Solid Waste Customer Satisfaction Survey



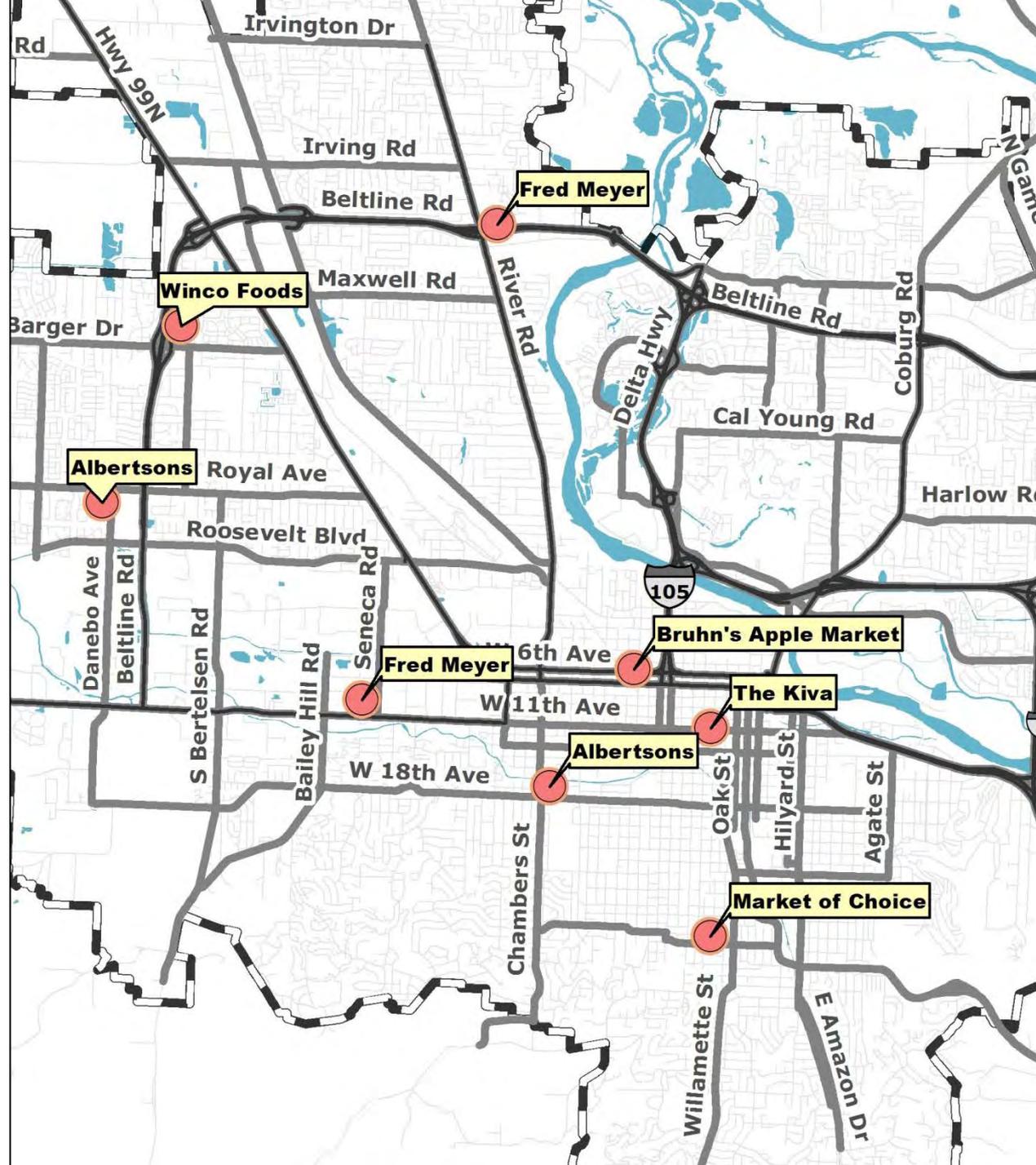
# Implementation

## Customer Intercept Survey



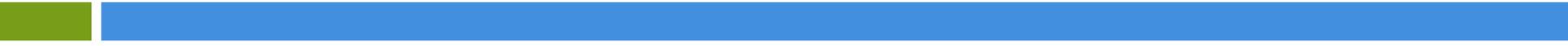
## Eight locations chosen:

- Fred Meyer (Santa Clara)
- Winco Foods (Bethel)
- Albertsons (18<sup>th</sup> Avenue)
- The Kiva (Downtown)
- Albertsons (Royal Avenue)
- Market of Choice (29<sup>th</sup> Avenue)
- Bruhn's Apple Market (Whiteaker)
- Fred Meyer (West 11<sup>th</sup>)



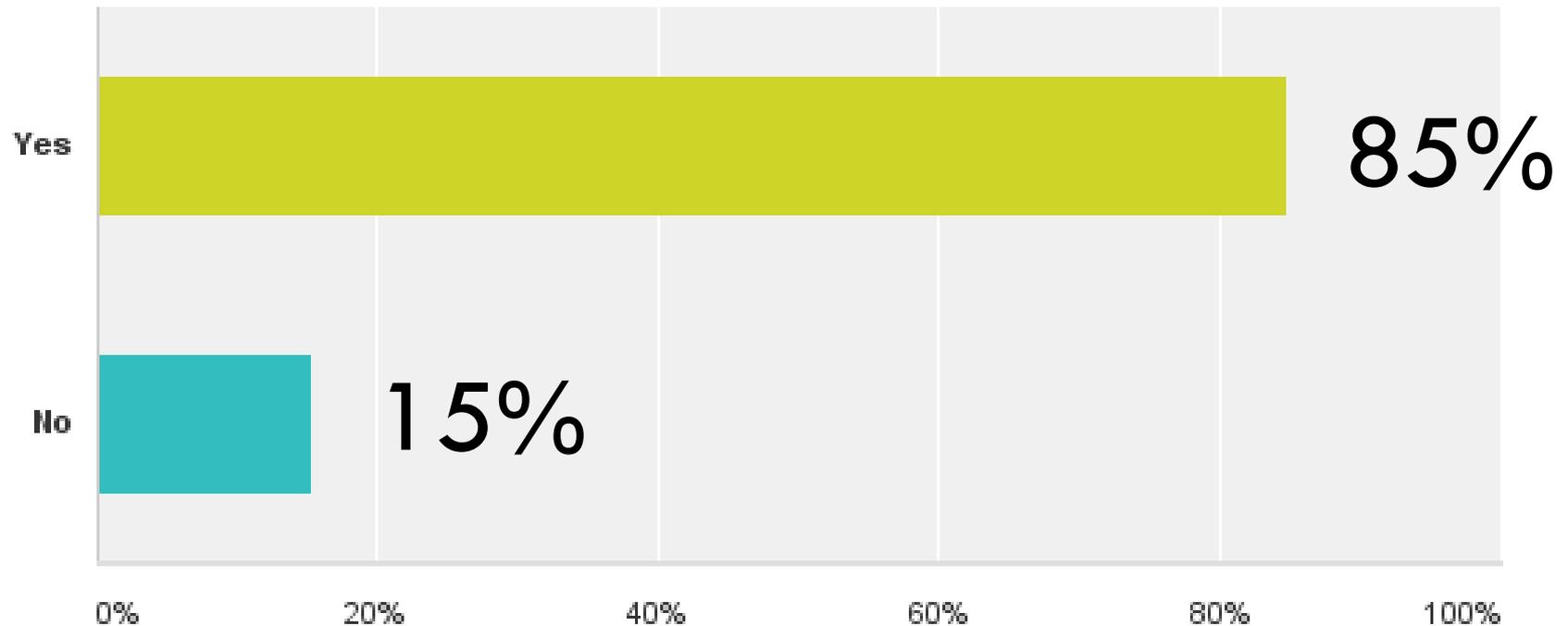


# Findings from the Community



**Were you aware of the plastic bag ban before it went into effect?**

Answered: 169 Skipped: 4

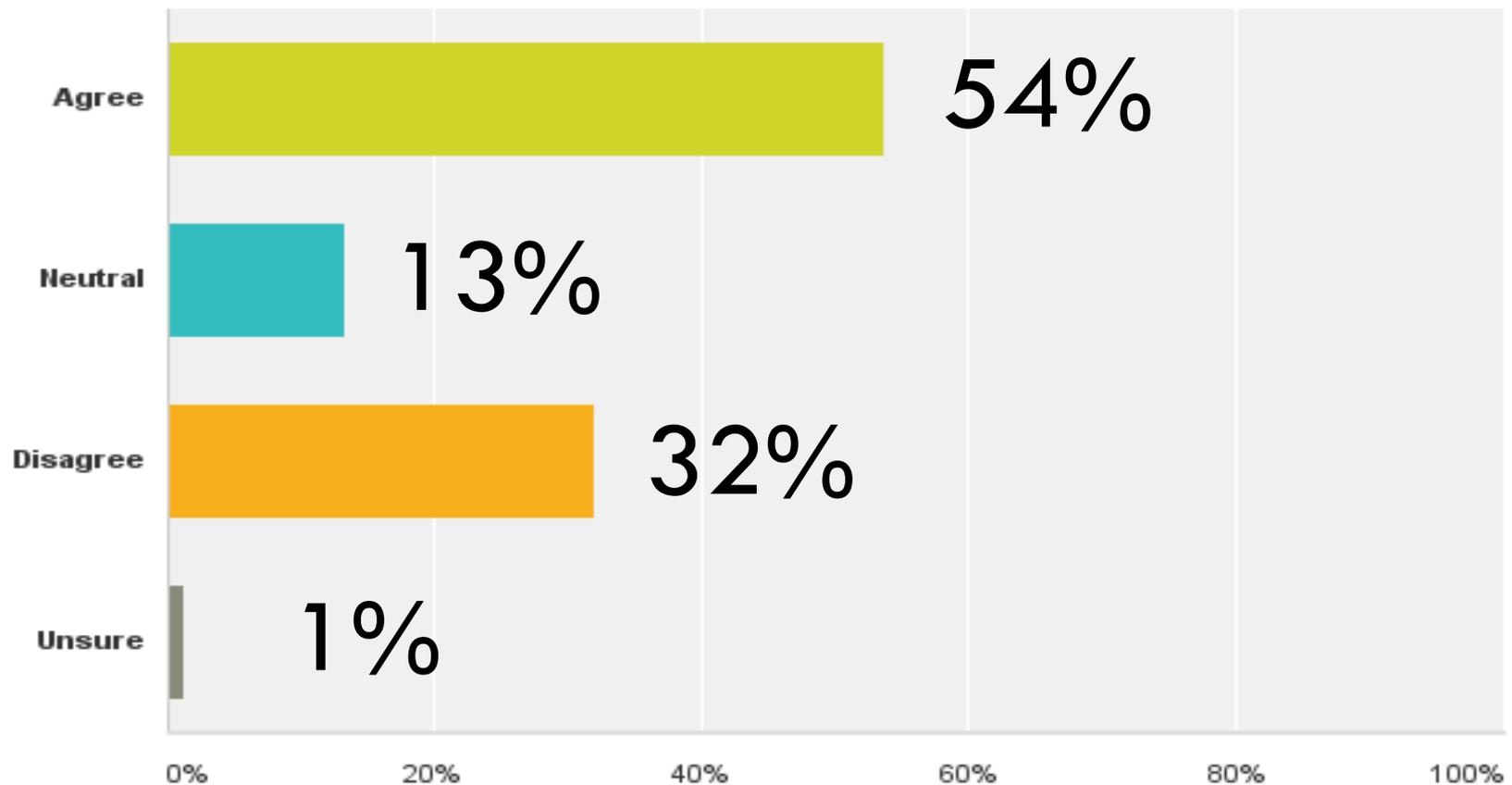




# Findings from the Community

## What is your opinion of the ban?

Answered: 166 Skipped: 7

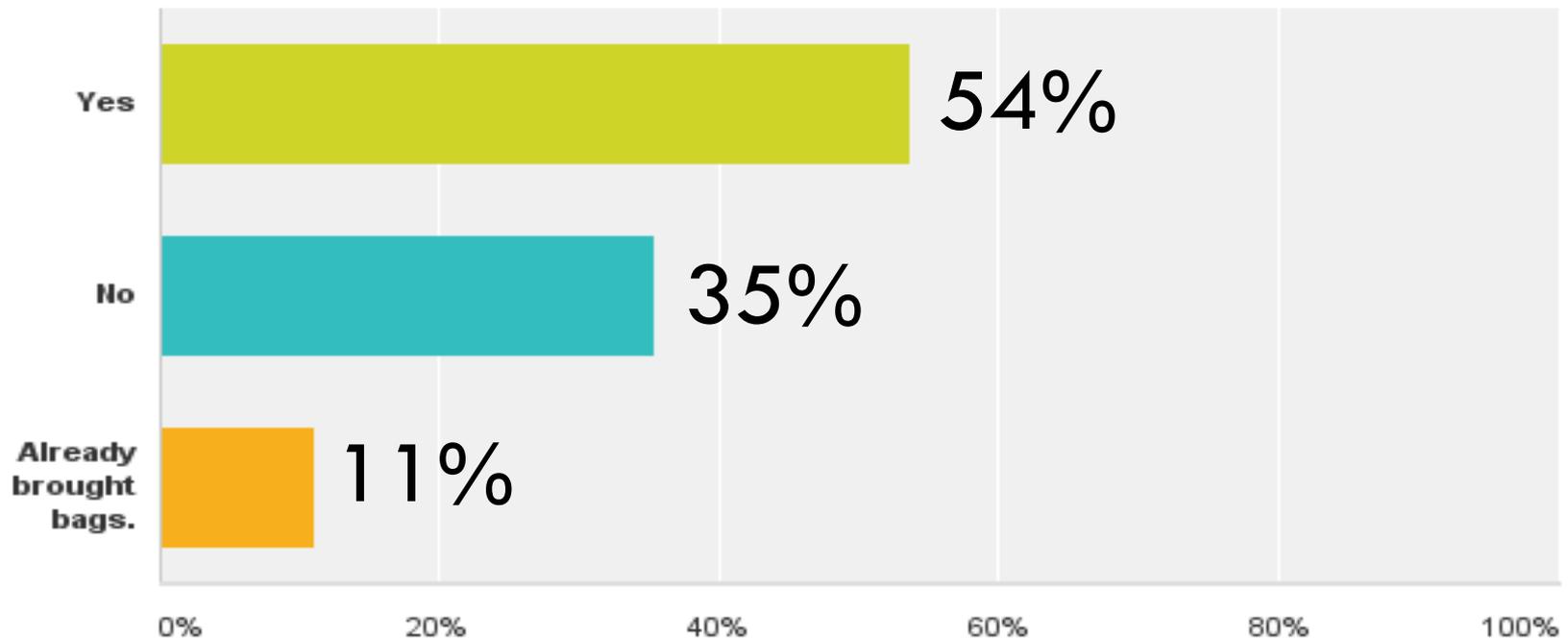




# Findings from Community

**Does the bag ban prompt you to bring your bag more often when you shop?**

Answered: 170 Skipped: 3

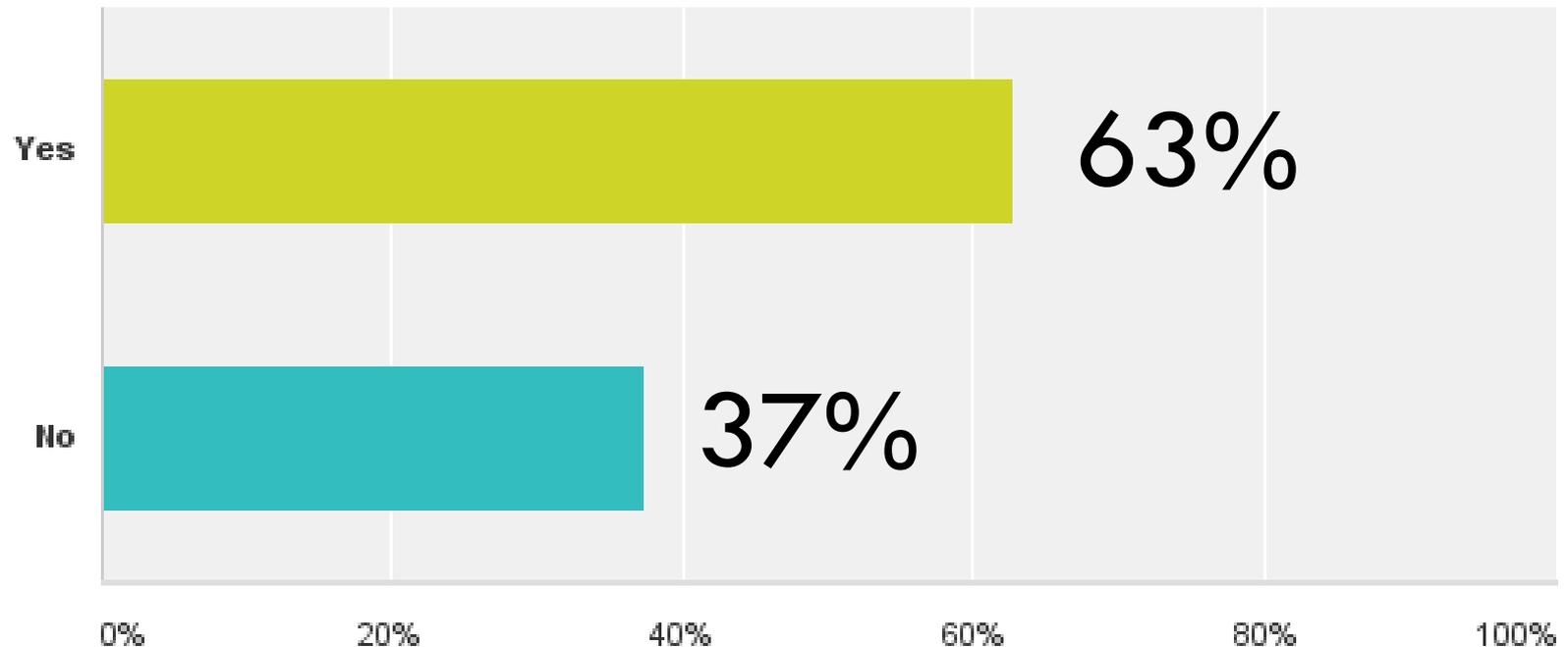




# Findings from Community

**In your opinion, does the five cent paper bag fee encourage people to bring their own bags to the store?**

Answered: 171 Skipped: 2





# Retailer Conversations

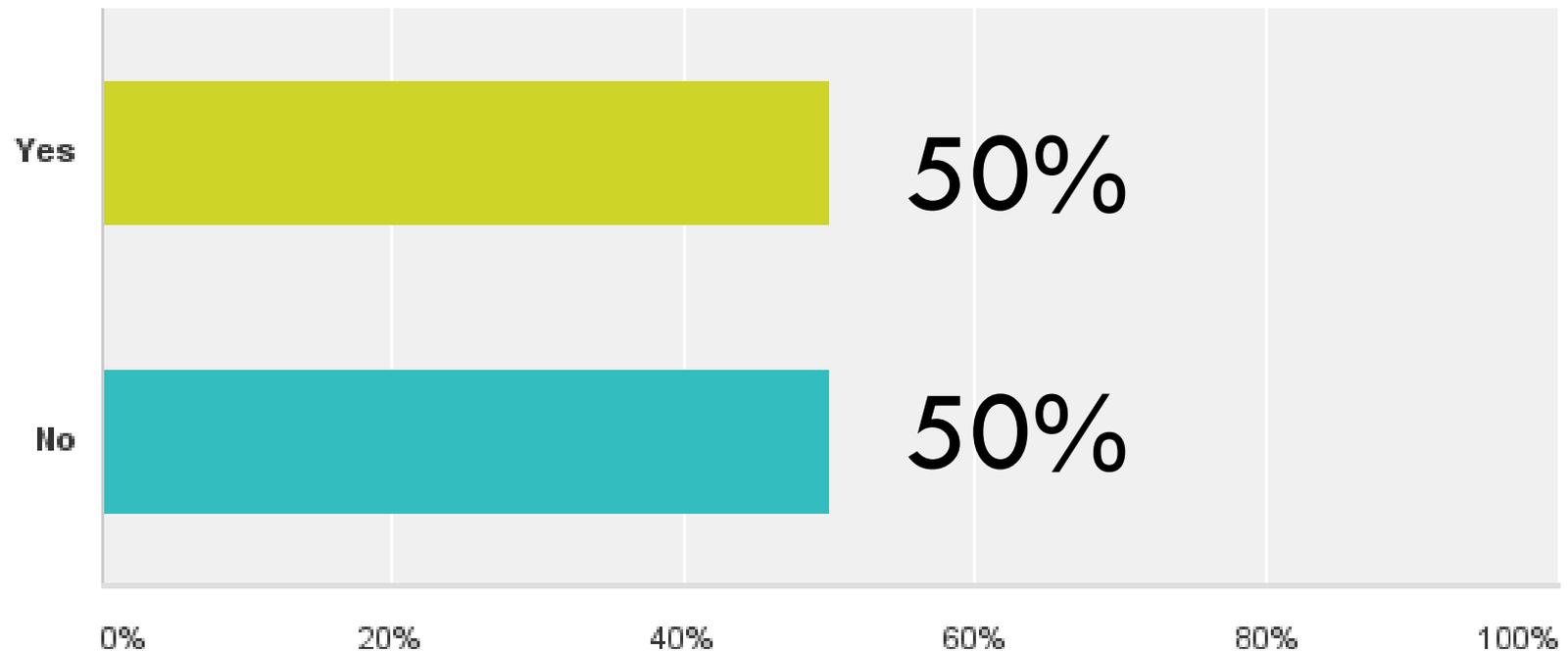




# Findings from Retailers

**Did you have concerns about the bag ban before it went into effect?**

Answered: 150 Skipped: 1

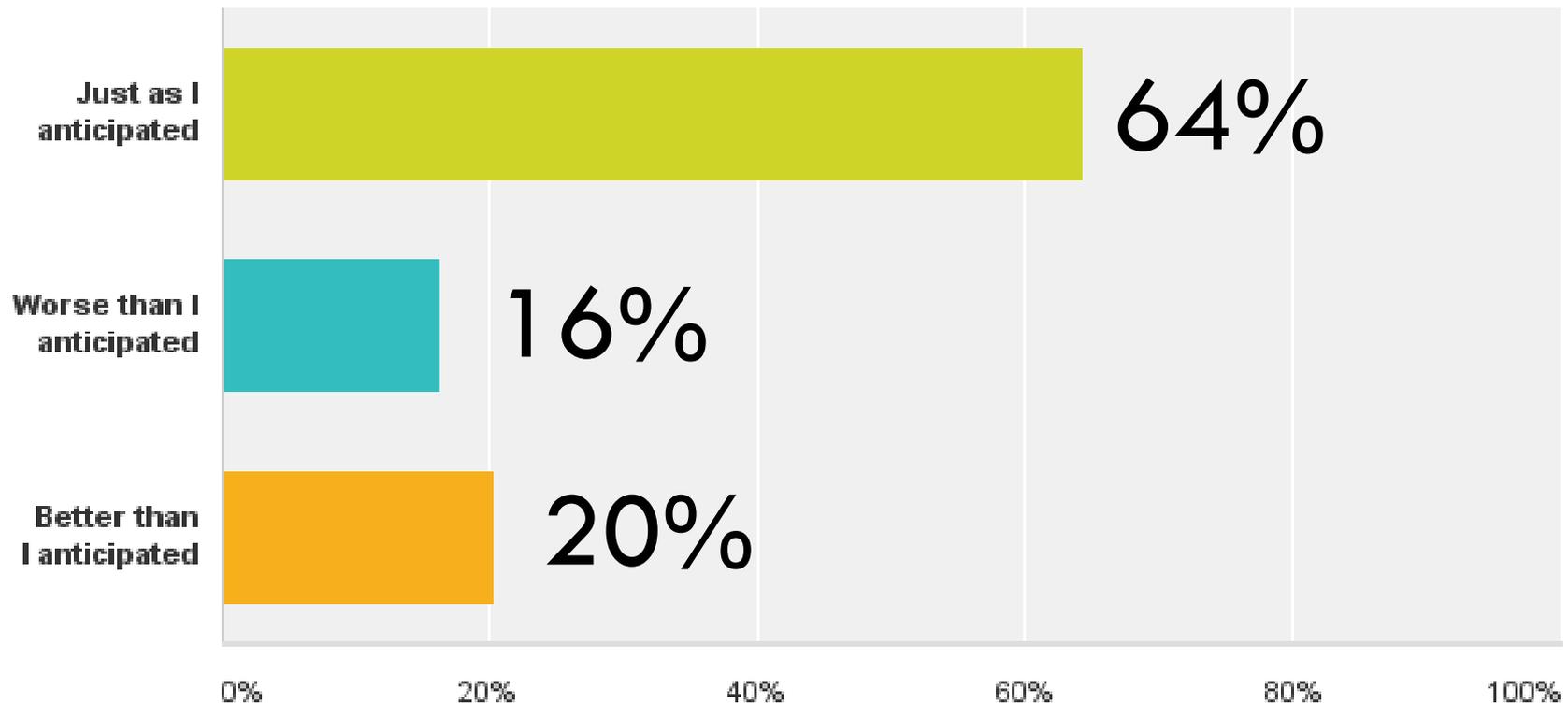




# Findings from Retailers

**Now that the ban has been in effect for six months, have you experienced those concerns?**

Answered: 123 Skipped: 28



# Findings from Retailers

What shifts have you seen in your customers' use of bags?  
(Retailers marked all that apply):

86% reported that people are carrying items out of the store without bags

60% said that more people are bringing their own bags

40% stated that more customers are buying paper bags for five cents

23% said that more people are buying reusable bags

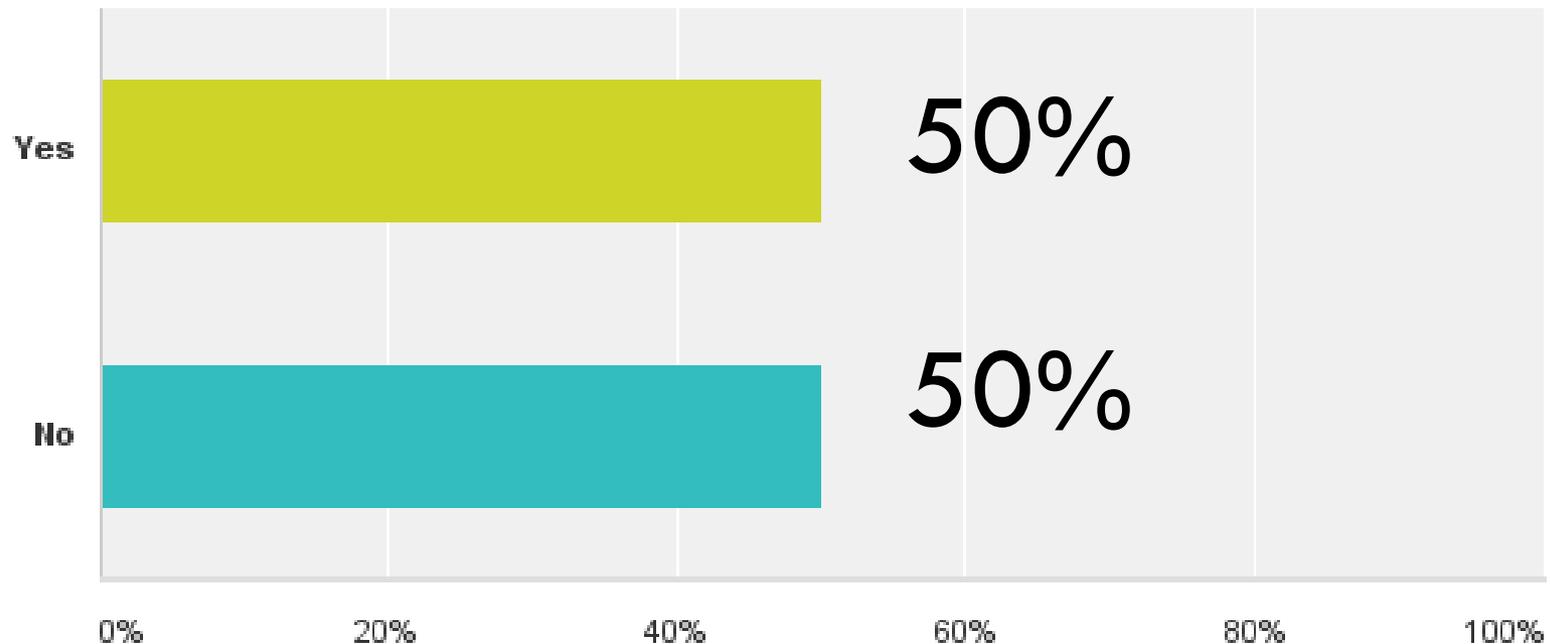




# Findings from Retailers

**In your opinion, does the five cent fee encourage people to bring their own bags to the store?**

Answered: 144 Skipped: 7

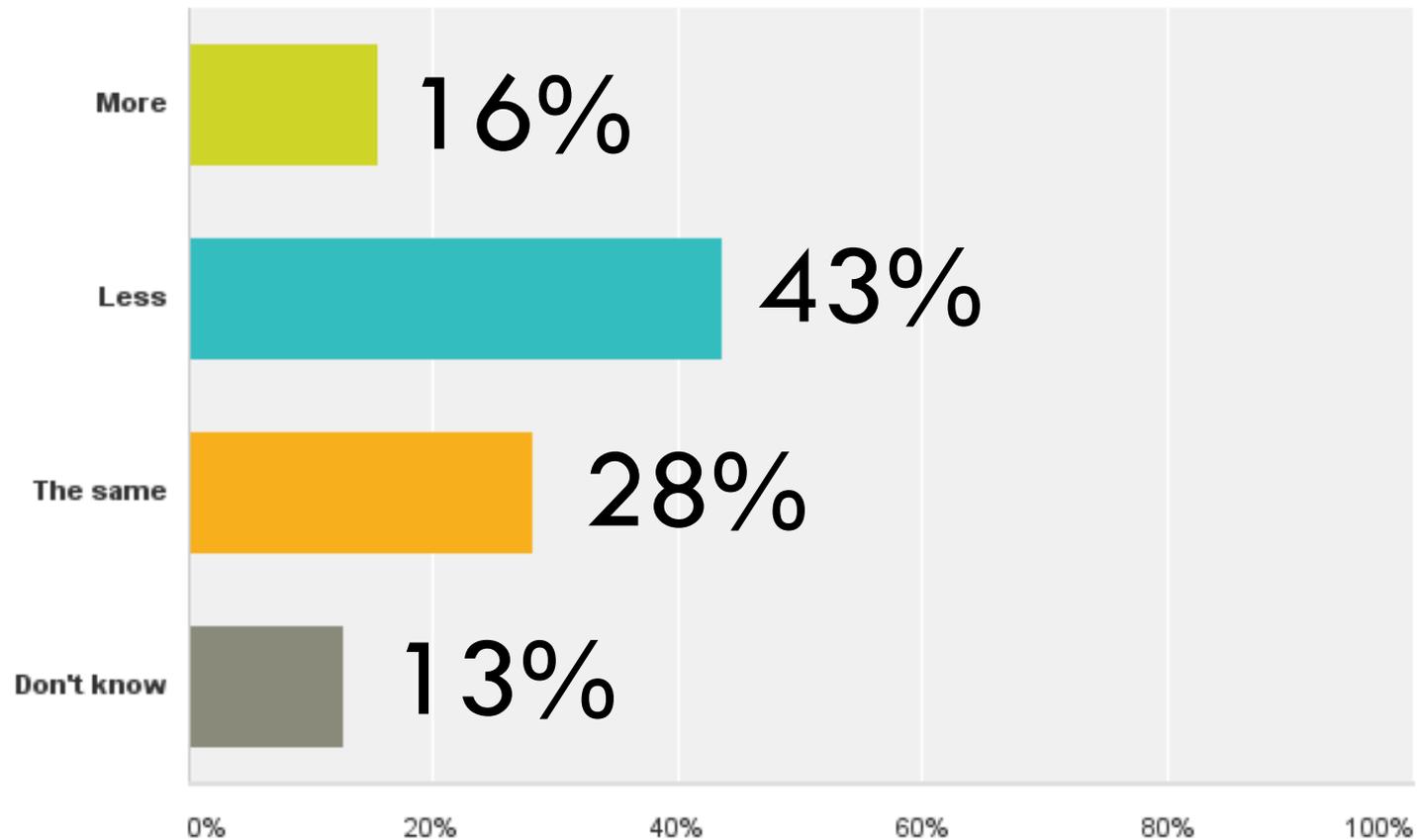




# Findings from Retailers

Do you spend more, less, or the same amount of money on bag orders since the ban was implemented?

Answered: 149 Skipped: 2

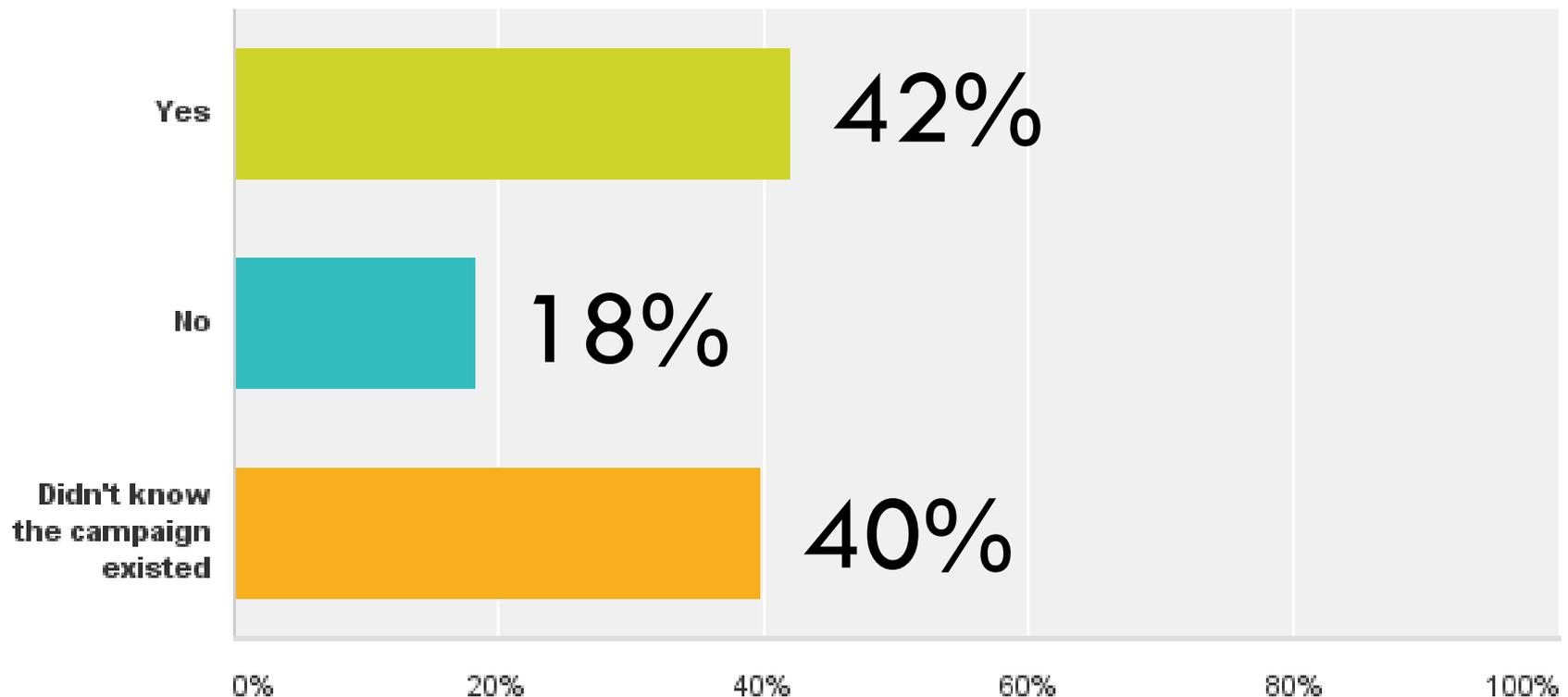




# Findings from Retailers

**Did you find the City of Eugene Bring Your Bag informational campaign and educational outreach materials helpful?**

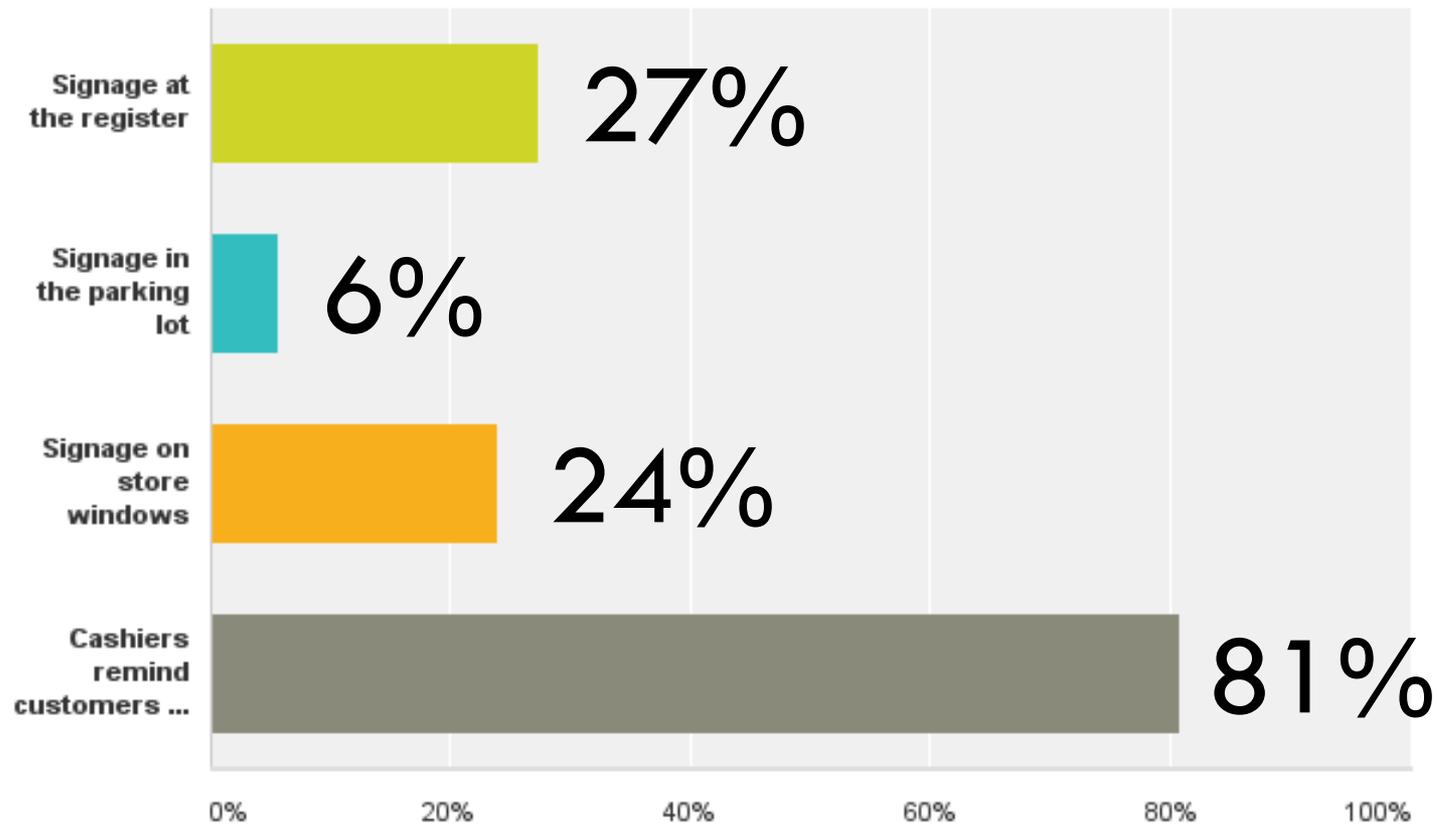
Answered: 148 Skipped: 3



# Findings from Retailers

How does your business help customers remember to bring bags when they shop? (Mark all that apply)

Answered: 88 Skipped: 63





# Top Themes from Retailers

- ❑ Good program/support
- ❑ Customer complaints/irritation
- ❑ Do not support the nickel charge
- ❑ Product issues re: protection, size, etc.
- ❑ Inconvenience for retailer and/or customer
- ❑ Loss of customers
- ❑ Should be voluntary, not mandatory
- ❑ Theft/loss prevention/shoplifting
- ❑ Higher cost of paper bags

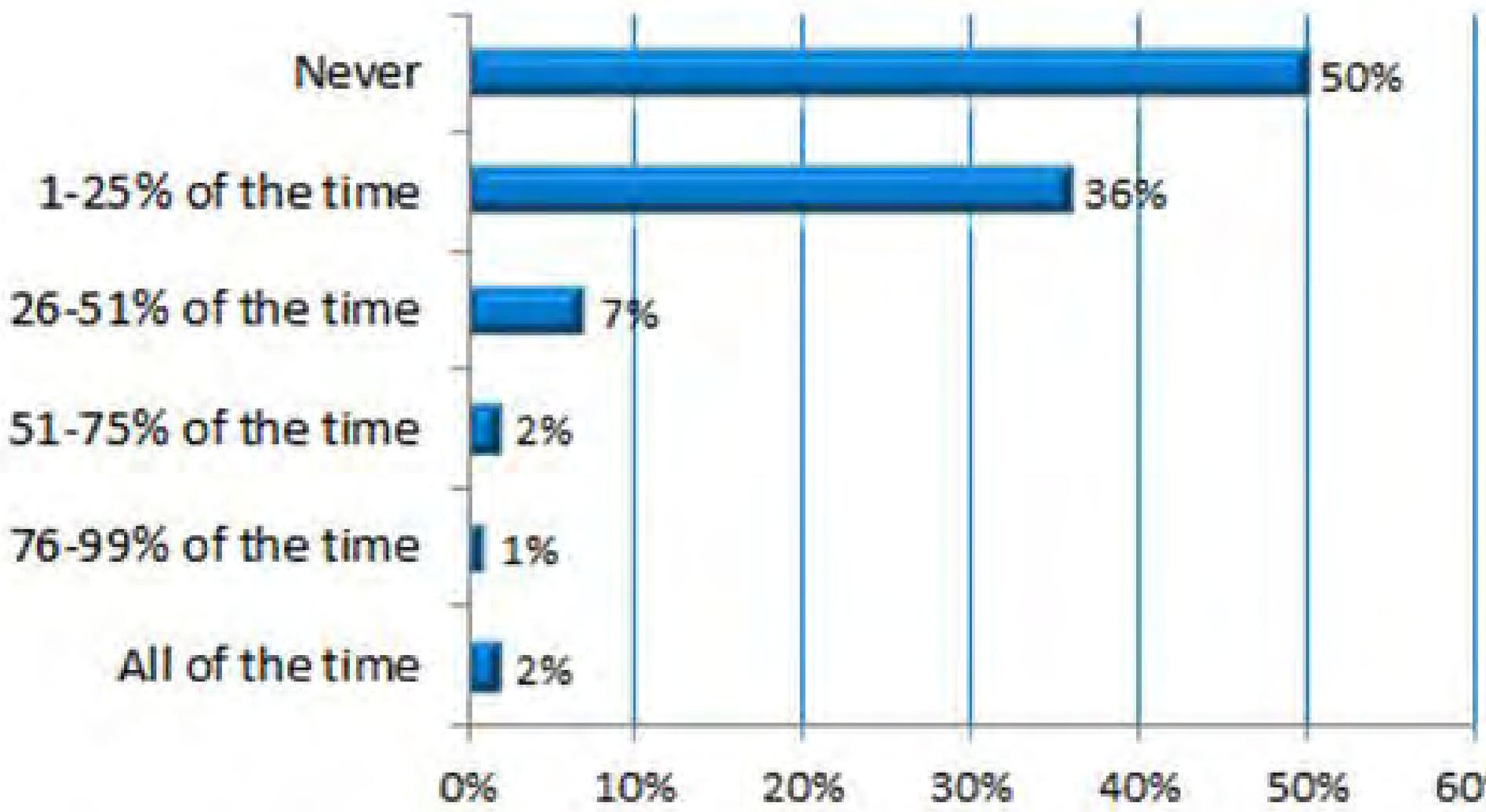




# Solid Waste Customer Satisfaction Survey



# Frequency of Purchasing a Bag When Shopping:





Does the ban on single-use plastic carryout bags encourage the use of reusable bags?





# Final Thoughts





# Discussion





# Findings from Retailers

**Have the number of complaints increased or decreased since the May 1 implementation date?**

Answered: 88 Skipped: 63

