



CITY OF KIRKLAND

Department of Public Works

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MEMORANDUM

To: Kurt Triplett, City Manager

From: Tracy Durnell, Education and Outreach Specialist
Jenna Higgins, Recycling Programs Coordinator
John MacGillivray, Solid Waste Programs Supervisor
Kathy Brown, Public Works Director

Date: January 22, 2016

Subject: Study Session Briefing – Plastic Bag Reduction Policy Update

RECOMMENDATION

It is recommended that the City Council receive a briefing at its February 2nd study session on the status of the implementation of the City's plastic bag reduction policy ordinance.

BACKGROUND

At its [February 17, 2015 meeting](#), the City Council passed an [ordinance](#) (Kirkland Municipal Code Chapter 16.05) banning retailers from providing disposable plastic carry-out bags to customers after March 1, 2016. Upon the effective date, retailers also must charge customers a minimum of five cents per large paper bag (1/8 barrel). No fee is required for smaller paper bags. Bags used by customers inside stores to package bulk items such as fruit, vegetables, nuts, grains, candy or small hardware items are still allowed, as are bags to wrap frozen foods, ice cream, meat or fish, flowers and other items where dampness is a problem. Newspaper and dry-cleaning bags are allowed as well. Further, retailers are restricted from providing thicker plastic bags that are not machine washable. This restriction was included to prevent retailers from circumventing the spirit of the ordinance by substituting thicker, disposable plastic bags for the restricted thinner bags.

On November 4, 2015, staff provided the Public Works, Parks, and Human Services Committee with an update on the implementation of the ordinance and debuted a pair City-produced of public service videos.

POLICY IMPLEMENTATION

At its February 3, 2015 meeting prior to the enactment of the ordinance, the City Council received a briefing on the proposed [communications plan](#). The plan included specific education and outreach tasks for single family and multifamily residents and for approximately 200 retailers affected by the new policy. The plans are included as *Attachments A and B*. All of the tasks listed in each timeline have been completed through the end of January 2016.

Pending Residential Outreach Tasks

Several tasks remain to be completed in February which were intentionally clustered immediately before and after the effective date of the ordinance to heighten public awareness and remind impacted retailers of the new regulations. The following table lists the remaining residential outreach tasks to be completed or ongoing tasks such as the distribution of reusable bags or presentations to neighborhood associations. To date, approximately 3,000 out of a supply of 7,500 reusable bags have been distributed to residents, low-income housing, and Hopelink.

Pending Residential Outreach Tasks		
Task	Description (if any)	Timeline
News Release		Last week of February
Currently Kirkland Feature		February or March
Big Belly Posters		February
Reusable Bag Giveaways		Ongoing
Neighborhood Associations	Staff presentations	Ongoing, as invited
Multifamily Reminder Postcard		Second week of February
Facebook, Google, Twitter Ads		February
Comcast Advertisement	City-produced video	Beginning of February/End of February
Single Family Newsletter	Billing insert	February and March

Over the course of the summer, the City filmed several public service announcements which will be played in Comcast’s Kirkland service area at the beginning and end of February. In addition, these videos are played on KGOV and KLIFE channels, and promoted online. Links to the videos are listed below.

1. Bring Your Bag Kirkland PSA - Conservation Fairy at Home: <https://youtu.be/YcRDvT9QXWI>
2. Bring Your Bag Kirkland PSA - Conservation Fairy Grocery 1: https://youtu.be/5oa_StbzucA
3. Bring Your Bag Kirkland PSA - Conservation Fairy Grocery 2: <https://youtu.be/KbFfYrIiaxA>
4. Bring Your Bag Kirkland PSA – Informational: <https://youtu.be/9BBPJSYxFfM>
5. Bring Your Bag Kirkland PSA – Juanita Market: <https://youtu.be/ITipc7MYQxc>

Pending Retailer Outreach Tasks

There are approximately 200 retailers that will be affected by the new policy and each will receive a reminder postcard in mid-February. Staff will also be making additional secondary visits to about 30 major retailers in February to remind managers and employees of the new regulation and to offer free reusable bags to be distributed at checkstands and free point-of-sale signage. Posters and additional resources for all retailers are available online on the [City’s Bring Your Bag webpages](#) and by request.

Pending Retailer Outreach Tasks		
Task	Description (if any)	Timeline
News Release		Last week of February
Second Staff Visits to Major Retailers	Approximately 30	Mid-February
Reminder Postcard	Approximately 200	Mid-February
Point of Sale Posters		Mid-February
Reusable Bag Distribution	Checkstands/Tabling	February and March

BUDGET STATUS

The City Council approved a budget of \$40,585 from the Solid Waste Fund to be expended before the effective date of the ordinance. Below is an itemized list of actual and projected expenditures. The project is expected to come in approximately \$12,000 under budget.

Plastic Bag Policy Budget Expenditures		
Item	Description (if any)	Cost
Business Packet and Postcards		\$1,369.31
Reusable Bags	7,500 (two colors)	\$7,821.53
Residential Postcard Handouts		\$190.53
Big Belly Posters		\$1,003.70
Public Storage Space	For reusable bags	\$874.39
Kirkland Reporter Ad		\$697.10
Comcast Ads	February/March	\$4,453.00
Multifamily Postcard		\$5,900.00
Facebook, Twitter, Google Ads		\$500.00
Business Reminder Postcards		\$270.00
Staff Hours	Education and Outreach Specialist	\$5,000.00
Total Expenditures		\$28,079.56
Budget		\$40,585.00
Remaining Budget		\$12,505.44

NEXT STEPS

After the effective date of the ordinance, staff will rely upon complaints from consumers and businesses to identify retailers who are out of compliance. Before pursuing compliance through the City's established code enforcement process, staff will visit these retailers to remind them of the regulations and seek voluntary compliance. Over the course of 2016, staff will continue to offer free reusable bags to residents and provide ongoing education and outreach through a variety of methods to include the Kirkland Conserves social media channels, market booths, neighborhood association meetings, and newsletters.

PLASTIC BAG REDUCTION POLICY BUSINESS OUTREACH SCHEDULE

ATTACHMENT B

