



SINGLE-USE BAG ORDINANCE

IMPLEMENTATION REPORT

December 16, 2014

Report Prepared by the Sustainable Santa Fe Commission

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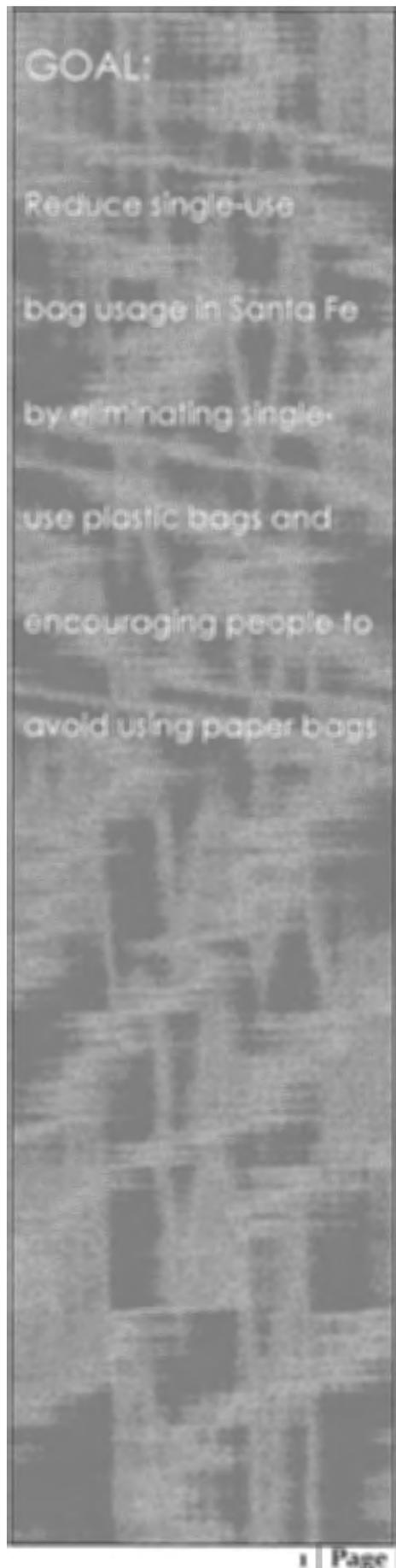
SINGLE-USE BAG ORDINANCE

Implementation Report

BACKGROUND

The City of Santa Fe passed Ordinance 2013-29 eliminating the single-use plastic bags from most retail stores and requiring a ten cent fee for single-use paper bags over a specific size. Subsequently it was discovered that the fee, as written in the ordinance, was beyond the City's authority to require and was eliminated through Ordinance 2014-08, making the implementation of the fee optional at the discretion of each retail store. The rules governing cities' authority differ from state to state. Here in New Mexico, Santa Fe does not have the authority to require a third party (retail stores) to collect a fee for bags. The City Attorney was directed to explore all available options within the authority of Santa Fe as a Home Rule NM City.

The ordinance, as amended, went into effect on February 27, 2014. The Environmental Services Division was charged with collecting data regarding the financial impact to stores and the Sustainable Santa Fe Commission was charged with developing this report on the progress and effectiveness of the ordinance one year from its effective date on February 27, 2015. In order to provide information that would be helpful in resolving the increased use of paper bags due to the elimination of the fee, the following report has been prepared ahead of schedule and includes recommendations to mitigate paper bag use.



INTENT

Reducing the impacts of solid waste involves reducing the volumes of waste, reusing waste materials several times, and recycling the remainder, in that order. The greatest reduction in impacts comes from the hierarchy of these actions. Reusing shopping bags therefore has a greater reduction in impacts than recycling single-use bags. This ordinance is intended to promote the use of reusable bags as much as possible.

SUMMARY OF FINDINGS

The Ordinance has effectively eliminated the use of single-use plastic bags in Santa Fe's retail stores. Retail stores across the City have complied with the Ordinance by no longer providing single-use plastic bags at the checkout counter. Most stores continue to offer single-use paper bags for free, some stores implemented a small fee for paper bags to encourage reusable bag use and recoup the difference in cost between plastic and paper, and a few stores eliminated the use of all single-use bags and only offer free boxes or reusable bags for sale at the checkout for customers.

The research conducted found that people have largely exchanged using single-use plastic bags for single-use paper bags when they were available for free with little increase in reusable bags. While small retail stores that were surveyed did not experience significant financial burden due to the ordinance, some of the City's larger retail stores indicated that they have been financially impacted. The increased cost for large stores is a result of the high volume of sales at these stores each day and the increased volumes of paper bags used for customer's purchases due to the elimination of single-use plastic bags. The unit cost of a single-use paper bag is higher than that of a single-use plastic bag.

Implementation of the ordinance has not resulted in significant public complaint. The majority of the 60 customers, who were randomly surveyed at four of the largest retail grocers in Santa Fe as part of the research for this report, were either indifferent or supported the implementation of a 10 cent fee on paper bags in order to encourage reusable bag use and dis-incentivize paper bag use so long as the fee was used for an environmental fund. Both customer respondents and store manager respondents articulated the need for more customer education – through signage, advertising, and incentives/disincentives in order to increase the use of reusable bags.

Though the number of people currently bringing reusable bags is a small percentage of overall store customers (11-18% observed and self-reported), the number of people bringing reusable bags appears to be increasing over time. While this does not meet the goal of significantly reducing single-use bag usage, it has reduced the number of plastic bags that can get into the environment which then persist over time. Paper bags are less likely to blow into the environment and when they do, they readily breakdown. Therefore, while the ordinance has not met all the goals it was designed to meet, it has reduced the amount of plastic in the environment.

RECOMMENDATIONS

The Sustainable Santa Fe Commission recommends that the City:

1. Adopt and implement a service fee to discourage the use of paper bags and encourage the use of reusable bags.
2. Use the proceeds from the service fee to fund recycling education programs that encourage the use of reusable bags; provide additional reusable bags to the public at no charge; and fund a program administered by the City that provides an environmental benefit to the general public.
3. Require retail stores to both train their staff about the ordinance and display signage reminding customers to bring their own bags. Retailers should be able to choose whether to print the signage made available through Environmental Services for free or to design their own signage. Parking lot signage should be encouraged as well as signage at the door.

METHODOLOGY

The City did not have baseline data that measured single-use plastic or paper bag use before the Ordinance. Nor was the City able to collect comprehensive quantitative data on single-use paper bag use after the Ordinance was implemented. The reason for this limitation is that information about single-bag use is tied to sale volumes and many of the large retail store establishments in the City made it clear that they would be unable to provide this proprietary information due to the need to protect their “trade secrets”. Therefore, the methodology developed by the City and partners in reviewing the Ordinance’s impact has significant limitations. The City relied upon the observed impacts of the Ordinance as communicated by retail store management and customer surveys. The data collected is not statistically significant and cannot be extrapolated to the City as a whole. However data collected does provide insights into the ways in which some stores view the impact and the behaviors and opinions of some of the customers who have been impacted.

Vendor Data

The Environmental Services Division developed the following methodology for collecting qualitative data from retail stores to assess the impacts of the ordinance. Stores were contacted during two separate interview times, at two and four months after implementation of the ordinance. The City was divided into three geographical areas: downtown and surrounding area, mid-town, and southside. Thirty two stores were selected to be surveyed, ten to eleven in each of the three areas. The first survey was conducted 2 months after implementation and a second was conducted 4 months after implementation.

During the Ordinance's development, some members of the community expressed concern that small businesses would experience financial hardship as a result of the Ordinance. Therefore, the Environmental Services Division wanted to assess the Ordinance's impact on those stores specifically. The first survey focused on medium and small retailers that are locally-owned and typically have only location. Ten retail stores that are large users of single-use bags from across the City were added to the second survey. The survey questions from the first survey focused on the financial impacts and perceptions of the public's feelings towards the ordinance. The same questions were asked a second time during the subsequent survey in order to identify changes. However the second survey also included additional questions to understand how the ordinance was being implemented internally at the business and to get any data available regarding actual reductions in single bag use. Survey respondents were store managers at these establishments. The Environmental Services Department identified managers as a credible source due to their relationship with purchasing single-use paper bags, their role managing staff, and managing communications and messaging throughout the store. A survey of Ordinances throughout the country found that this methodology was used by many cities across the country in order to assess the impact of their Ordinances which can be found at <http://www.surfrider.org/pages/plastic-bag-bans-fees>.

That report found that only 26 percent used reusable bags or no bags which was down from 29 percent prior to the ban. It also reported that in cities with a 25 cent fee for all single-use bags, nearly 90 percent of shoppers use no bags or use reusable bags. [Monterey Herald, 2/28/14]. Other cities with bag ordinances either have a fee on all single-use bags (4%) or have banned all single-use bags (2%).

Customer Data and Vendor Observations

Between 6 and 7 months after implementation of the ordinance, Earth Care Youth Allies program leaders who serve as the Youth Advisory Board to the Sustainable Santa Fe Commission and who participated actively in the development of the Ordinance and its passage conducted surveys at four large chain grocery stores in Santa Fe in order to determine the effectiveness of the plastic bag ban in serving the purpose for which it was created. Surveyors asked questions about customers' knowledge of the plastic bag ban, their opinions on how it could be better implemented, etc. They also tallied the observed prevalence of paper bags and the behaviors of cashiers at the stores. Surveyors visited each establishment on two separate occasions once during the week after work hours and once during the weekend in order to collect data during the busiest store hours. A total of 60 voluntary interviews with customers were conducted – 15 at each store.

The Questions

Store Survey 1:

1. Have you seen a financial impact, either positive or negative, as a result of the ban?
2. Are you providing paper bags? If so, are you charging a fee? If so, how much?
3. About what percentage of your customers are bringing in their own bag?
4. Have you had complaints from your customers about the ban? If so, about what percentage of your customers have voiced complaints?
5. Is there anything else that has resulted from the ban that you would like to tell us?

Additional questions included in Store Survey 2:

6. Did your checkout staff receive training about the ordinance? If so, in what format and by whom?
7. Do your checkout staff ask customers if:
 - a. They'd like a bag before bagging their items with a paper bag?
 - b. They brought their own bag before bagging their items with a paper bag?
 - c. Both
 - d. None of the above – they automatically bag customers merchandise unless the customer asks them not to or offers a reusable bag.
8. Does your store make cardboard boxes available at the checkout? Why or why not?
9. Has your store incorporated signage at the checkout?
10. Has your store incorporated signage in the parking lot?
11. What additional support can the City provide in order to increase usage of re-usable bags from your vantage point?

Customer Survey:

1. Are you aware that the City of Santa Fe passed a reusable bag ordinance, last year? It banned single-use plastic bags, and encouraged community members to use re-usable shopping bags, in order to reduce waste and promote environmental stewardship. a. Yes or b. No
2. Have you seen this logo before? a. Yes or b. No
3. How often do you bring a reusable bag?
 - a. Never
 - b. Occasionally
 - c. Most of the time
 - d. All of the time
4. Does the checkout staff ask you if you would like a bag before they started bagging?
 - a. Never
 - b. Rarely
 - c. Some of the time
 - d. Most of the time
5. What could the store do to help you use fewer paper bags? (For example: parking lot signage, checkout counter signage, more reusable bags for sale, store incentives, offering re-usable boxes in the front of the store.)
6. How would you feel if the city imposed a small fee, like other cities, on paper bags to encourage people to bring their own?
 - a. Bad idea
 - b. Don't care either way
 - c. Good idea
7. Would you prefer if part, or all, of the bag fee went to a community environmental fund?
 - a. No
 - b. Does not matter
 - c. Yes

Results

Limitations of Analysis

This research does not include a statistically significant sample and therefore cannot be extrapolated to retail practices across Santa Fe. However, it does provide qualitative insight into some of the benefits as well as some of the issues and limitations of the current Ordinance. Questions relating to how stores are implementing the ordinance help us understand the context for how effective the ordinance is at meeting its goal of reducing single-use bag usage.

Key Findings

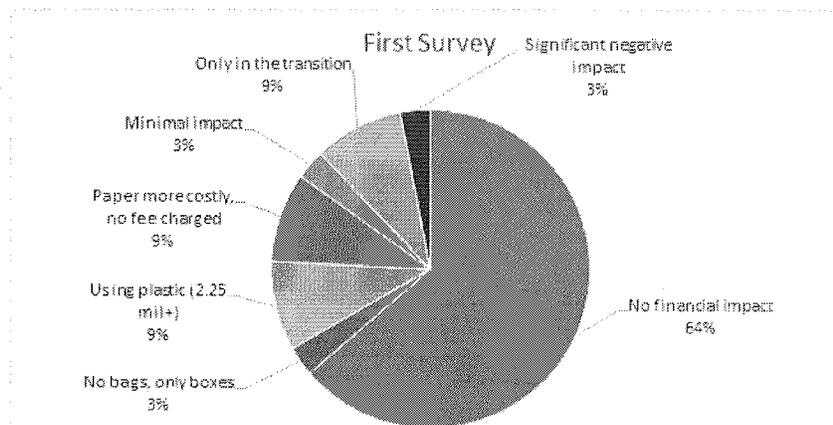
- Stores with the highest percentage of customer's that bring their own bags provided their staff with at least some training.
- Stores with greater training and internal outreach to their customers tended to report fewer complaints.
- Some of the smaller stores reported a significant financial impacts as a result of the ordinance. Most of the stores that are large users of single-use bags reported significant financial impacts due to the increased demand for paper bags which are more costly.
- Between the first and second survey, the percentage of people bringing their own bags increased. This indicates that customers are getting into the habit of remembering to bring their bags.
- Most people are either in favor of a fee on paper bags or are indifferent (62%). Almost all of the people surveyed thought that any fee should be used for a community environmental fund or had no option what the funds should be used for (89%).

DATA AND ANALYSIS

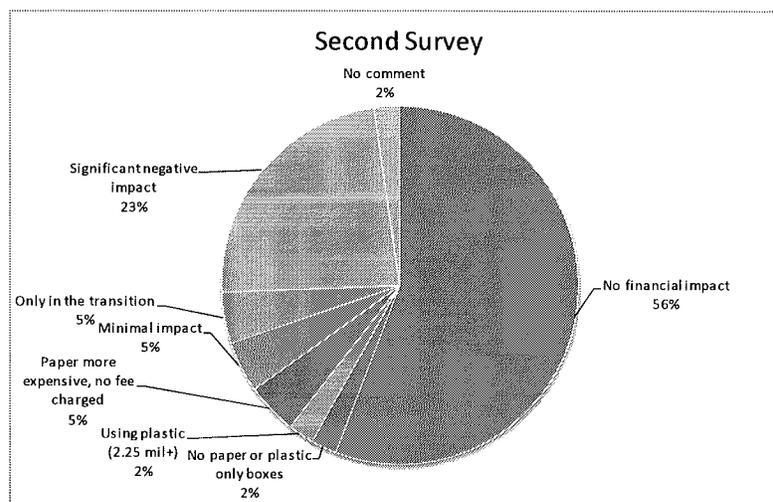
Financial Impact

Stores were asked: Have you seen a financial impact, either positive or negative, as a result of the ban?

SMALL AND MEDIUM RETAIL STORE SAMPLE: The first survey did not include stores that are large users of bags as in large grocery stores and large hardware stores. This data shows no or minor financial impacts from the banning of plastic bags. While 9% of respondents reported minimal impact (3%). Impact during the transition to implement the Ordinance (9%), only 3% of the small and medium retailers surveyed reported “significant negative impact”.



SAMPLE INCLUDING STORES THAT ARE LARGE USERS OF SINGLE-USE BAGS: The data from the second survey, which included the large users, shows a large jump in the “significant negative impact” response. This is a direct result of the feedback from those stores that are now required to use large volumes of paper bags to bag customers’ purchases.



Store Operations

Stores were asked: Did your checkout staff receive training about the ordinance?

Most stores did not provide any formal training to their staff. Those that did usually included this training in their regular staff meeting. Only six percent of those that provided training posted that information for their employees to refer to later. forty four percent of those that did provide some kind of training did not say how that training was conducted.

38% Stores that provided staff training

62% Stores that did not provide staff training

Type of Training Provided:

50% Provided training during staff meeting

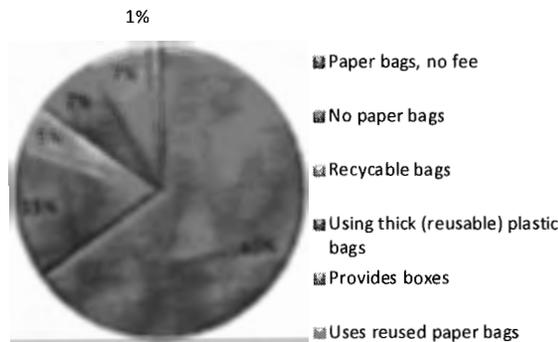
6% Posted information

44% Training format not identified

Stores were asked: Are you providing paper bags? If so, are you charging a fee?

None of the stores surveyed charged a fee at the time the interviews were conducted. Some large users had started out charging a ten-cent fee but rescinded the fee after receiving customer complaints. Many of the comments received ask that a fee be required to enable stores to recoup the costs of paper bags and encourage bag use reductions across the board. Most of the stores that don't provide paper bags instead provide plastic bags that meet the requirements for being reusable.

Total Both Surveys



	Number of Stores					
	Paper bags, No Fee	No paper bags	Recyclable bags	Thick plastic bags	Provides boxes	Reused paper bags
Survey #1	23	7	2	3	4	1
Survey #2	33	6	2	3	2	0

Stores were asked: Does your store make cardboard boxes available at the checkout?

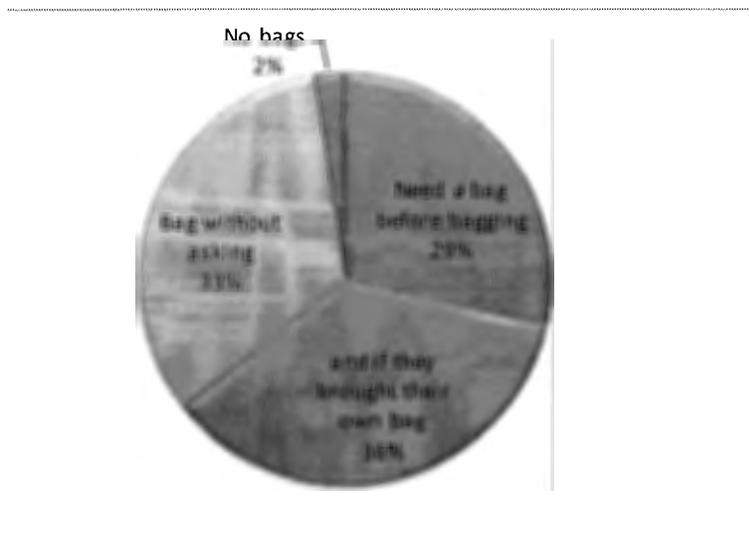
56% YES 44% NO

More than half of stores make cardboard boxes available at the checkout. However, in most cases those were made available upon request only when customers were purchasing multiple bottles of drinks, usually wine. A few stores provide them for any purchase. The stores in the survey that do not provide boxes did not provide information about why they do not make boxes available. Given that all stores receive merchandise in cardboard boxes and most pay for their disposal (either through trash or recycling pickup fees), there appears to be the potential to encourage them to offer boxes for more types of purchases. This may be an effective way to encourage waste reduction through "Re-use".

Stores were asked: Do your checkout staff ask customers if:

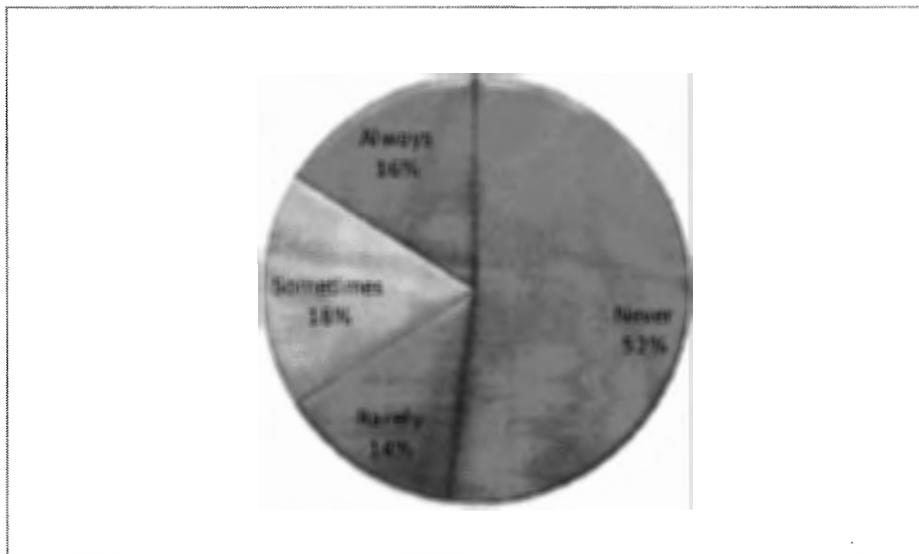
- a. They'd like a bag before bagging their items with a paper bag?
- b. They brought their own bag before bagging their items with a paper bag?
- c. Both
- d. None of the above – they automatically bag customers merchandise unless the customer asks them not to or offers a reusable bag.

Most stores (65%) reported that checkout staff ask customers if they need a bag before bagging their purchases. More than half of those also reported that checkout staff ask if customers brought their own bag. About a third of stores reported that checkout staff bag purchases in paper bags without first asking customers if they need or want that bag. Only 2 percent of stores reported that they provide no bags to customers.



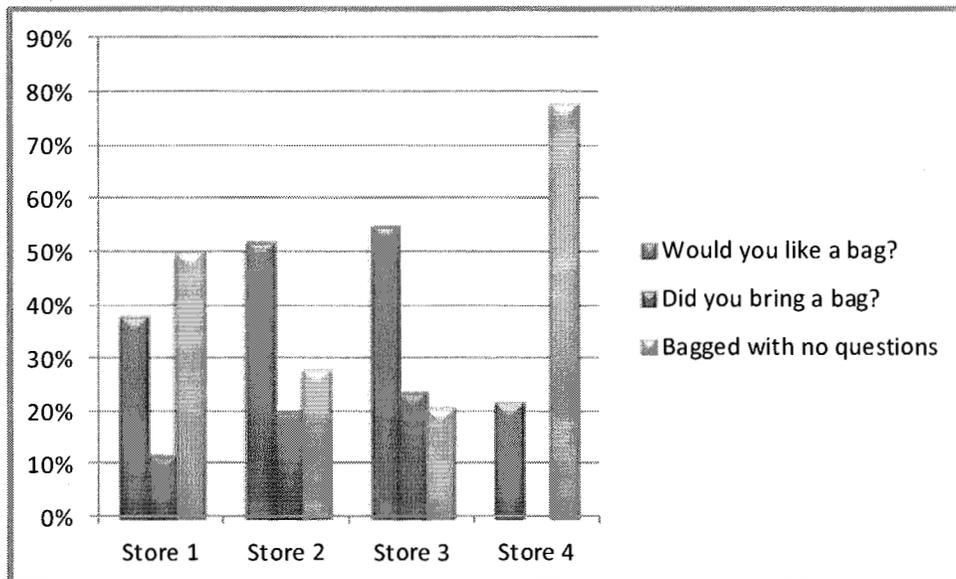
Customers were asked “Did the checkout staff ask you if you would like a bag before they started bagging?”

Most people experience store staff bagging without inquiring if the customer wants a bag or brought a reusable bag or would prefer no bag. Signage at the checkout could remind store staff to ask the customer what their bagging preference is as well as reminding customers to provide their reusable bags to the staff as they start the checkout process.



Observation: Percent of checkout staff asking customers if they would like a bag, if they brought a bag, or if they bagged without asking any questions.

Most store staff asked the customers either if they would like a bag or if the customer brought a reusable bag. Also, most customers did not recall being asked if they wanted a bag or if they had brought one. It seems that reminders about encouraging reusable bag use need to be put in place to raise the consciousness of both store staff and customers.



Customer Ordinance Awareness

Customers were asked: Are you aware that the City of Santa Fe passed a reusable bag ordinance last year?

89% YES 11% NO

Community outreach and news coverage of the ordinance was effective at letting people know the ordinance was coming. There was a six month delay in the effective date of the ordinance to allow the City to conduct outreach which included tabling at stores, reusable bag giveaways, newspaper ads and radio ads.

Customers were shown the “Bag to Differ” logo and asked: Have you seen this logo before?

43% YES 55% NO

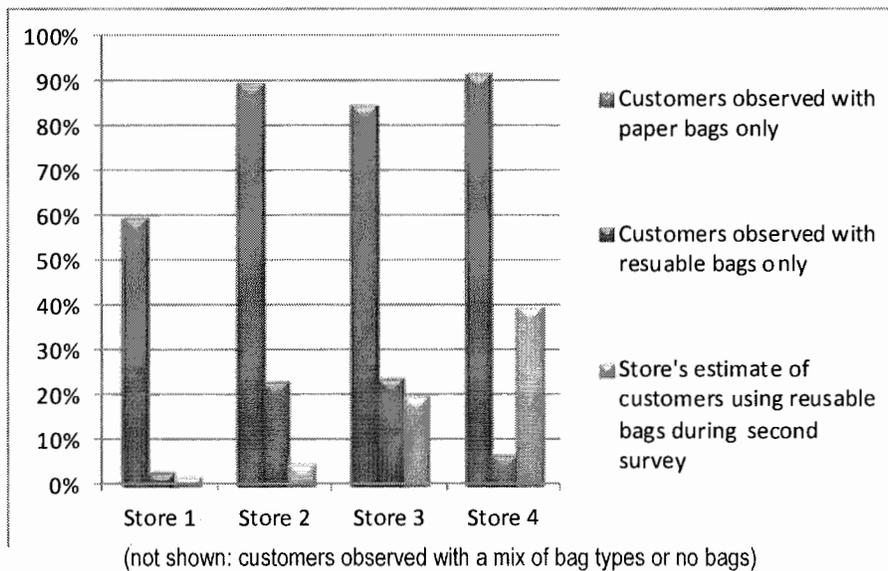


To facilitate the outreach and to help the stores develop signage, the City developed a logo and tag line “Bag to Differ.” The materials include artwork for signs that stores could put in their parking lots, at their entries and at the checkout to remind people, however, those stores that did develop signage used their own artwork almost if not exclusively. The City also made buttons that checkout clerks could wear to remind customers of the ordinance.

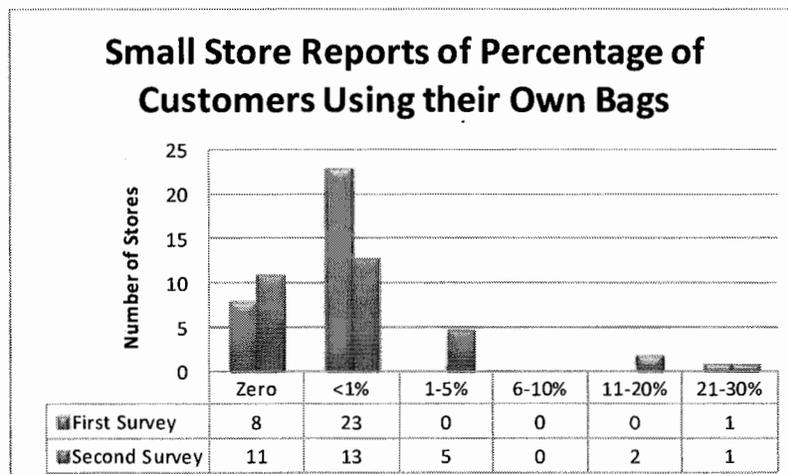
Customer Reusable Bag Use

Stores were asked and observations were made: About what percentage of your customers are bringing in their own bag?

While stores reported very few people bring their own bags, the number they report increased between the first and second surveys and again by the third survey and observation. The four large chain retail grocery outlets surveyed and observed during the third data collection were included in the earlier surveys. At all grocery stores the vast majority of people used only paper bags. The data observed generally tracks with the data supplied by the stores and over time the percentage of people using reusable bags has slowly been increasing. However, without a disincentive to using paper bags, the percentages will likely remain low.

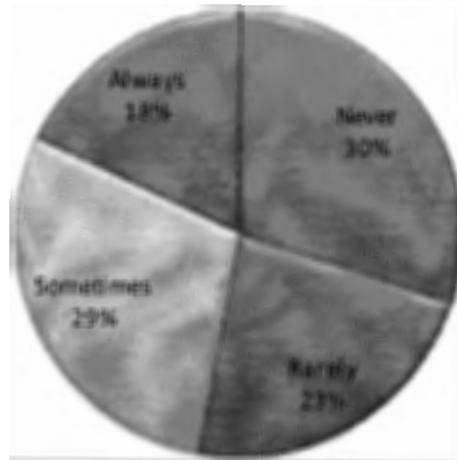


Smaller stores reported generally low numbers of people using their own bags as well, however, the data show the numbers increasing somewhat over time. This may reflect people getting into the habit of bringing their own bags more often. As for grocery stores, without a disincentive to using paper bags, these percentages will also likely remain low.



Customers were asked: How often do you bring a reusable bag?

Customers' data generally tracks with the data that stores provided and that were observed. While 29% of customers reported sometimes bringing their reusable bag, only 18% of customers reported always bringing their re-usable bags. The majority of customers, (53%) reported rarely or never bringing their reusable bag. Also, it appears that the number of people reporting sometimes or always bringing their own bag is higher than was either reported by stores or observed during the surveys. Likely, people report what their goals are regarding reusable bag use. This is consistent with the slow but steady increase in reusable bag use reported and observed over the three data collection times as people begin to remember their bags more often.



How to Encourage Reusable Bag Use

Stores were asked: Has your store incorporated signage at the checkout?

7% YES 93% NO

Very few stores are providing signage at the checkout to inform customers of the ordinance and explain why plastic bags are no longer available. Graphics for signage was made available by the Environmental Services Division that stores can download and use free of charge. While we don't have a mechanism to track if anyone has down-loaded the graphics, none have been seen by staff. The signage that has been placed has been created by the stores and is consistent with the graphics and signs used by those stores for other purposes.

Stores were asked: Has your store incorporated signage in the parking lot?

5% YES 95% NO

Even fewer stores have incorporated signage in the parking lot. Some stores don't have control over the signage in the parking lot where the lot is shared with several stores and the land owner controls that area.

Observation: Signage of reusable bags or of ordinance. Location and content

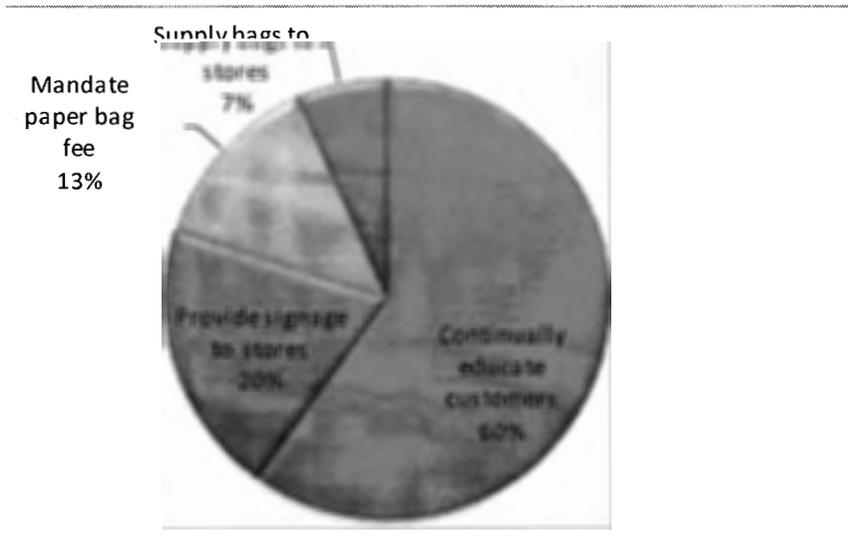
Signage outside of store: NONE

Signage inside store: 25% (1 out of 4)

Very little signage was observed to remind people that the ordinance exists or to remember to bring reusable bags. As noted later, both stores and customers indicate that signage reminders would assist in increasing reusable bag use.

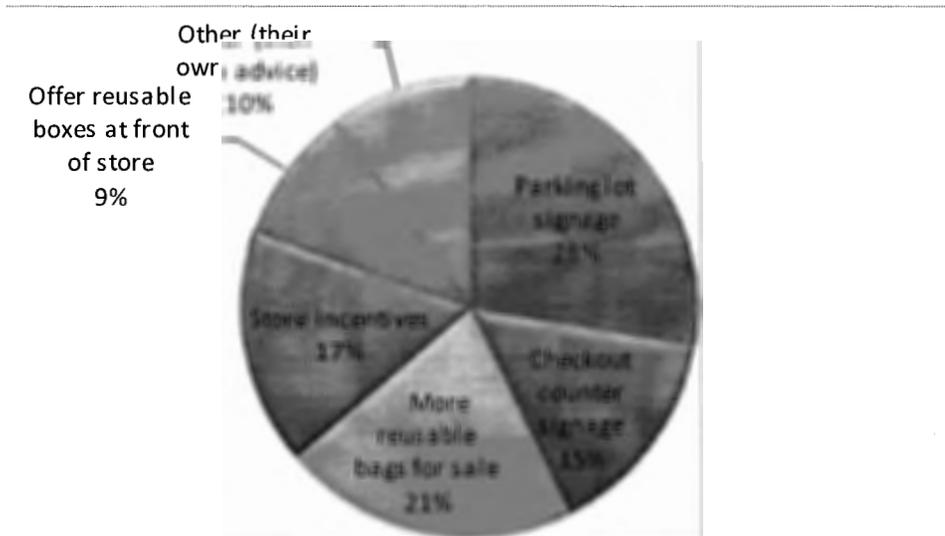
Stores were asked: What additional support can the City provide in order to increase usage of re-usable bags from your vantage point?

Continual education and outreach was the most common form of support stores cited the City could provide to help with the Ordinance implementation. While the City provided graphic materials for stores, it didn't provide actual signage. Few stores have added their own signage in the parking lot which would typically need to be metal to withstand the elements though several have developed their own signage inside the stores. Requiring a mandatory fee for paper bags continues to be a common theme. Some stores requested the City supply them with bags (paper or reusable).



Customers were asked: What could the store do to help you use fewer paper bags?

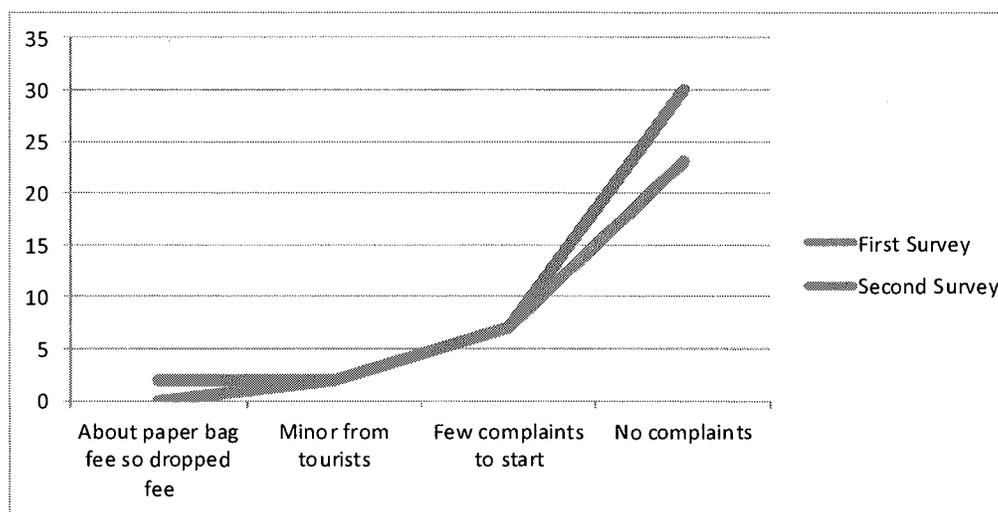
Reminders and making alternatives easily available at the stores were the greatest incentives identified that stores could do to help reduce paper bag usage.



Feedback on Implementation

Stores were asked: Have you had complaints from your customers about the ban? If so, about what percentage of your customers have voiced complaints?

The percentages of people complaining remained fairly stable between the first and second survey. Since we didn't stipulate during the second survey if they had received additional complaints since the first survey, the second survey answers may have been referring to complaints from the initiation of the ordinance. Since the second survey includes large users and since the percentage of complaints remained about the same, it does not appear that grocery and hardware stores received more complaints than other stores. The second survey includes the data showing stores that tried to implement a fee for paper bags but then stopped due to customer complaints.



Stores were asked: Is there anything else that has resulted from the ban that you would like to tell us?

Comments from the first survey ranged from suggestions for future regulations including allowing a greater amount of time to prepare due to long-lead times for ordering supplies to both disallowing all types of plastic bags to reporting that customers say that they reuse thin plastic bags and would like to still get them. Once the ordinance had been in effect for a while, the second survey found more recommendations for Ordinance updates such as a mandatory paper bag fee as well as reporting the incentives they are using to promote reusable bag use. Stores continue to hear that customers used plastic bags for other uses and miss them.

Comments from First Survey:

Customers want to use plastic bags for other uses (10%)

Using boxes (6%)

Using reusable (thick) plastic bags (6%)

Carryout produce bags with handles working well

Finds plastic bags in the river

Comments from Second Survey:

Need mandatory paper bag fee (10%)

Complaints that plastic bags have other uses (7%)

Has incentive/reward program for bags brought in (5%)

People take merchandise without any container

People are now aware of the requirements

Next Steps

Customers were asked: How would you feel if the City imposed a small fee, like other cities, on paper bags to encourage people to bring their own?

“Good idea” or “Don’t care: 62%

“Bad idea”: 38%

While most people think a fee is either a good idea or don’t care either way, a significant percentage of people believe it would be a bad idea.

Customers were asked: Would you prefer if part or all of the bag fee went to a community environmental fund?

“Yes” or “Doesn’t matter”: 89%

“No”: 11%

If a fee is assessed to paper bag usage, an overwhelming percentage of people surveyed believe it should be used to fund environmental projects within the community.

Conclusions

The Commission found that the Ordinance has effectively eliminated the use of single-use plastic bags in Santa Fe's retail stores. This has resulted in positive waste reduction outcomes. However, without any disincentive to use paper bags, the effectiveness of the Ordinance is clearly compromised as customers replace single-use plastic bags with single-use paper bags which have different but significant negative impacts on the environment and also are more expensive for retail stores to provide free of charge.

The Commission conducted a survey of existing Ordinances banning the use of plastic bags and found that the vast majority are paired with a paper bag fee or charge in order to achieve the desired waste reduction and reuse objectives without increasing the marginal cost to retailers. A review of the cities listed on that website, and checked against updates at the Cities' websites, found that most, 74 percent, ban plastic bags with some exceptions and have a fee on paper bags ranging from 5 to 25 cents. Twenty percent ban plastic and allow paper as Santa Fe's current ordinance does. Of those, we were able to find only one, Carmel, California, that had done an evaluation of single-use bag reduction as a result of the ban which was done by a non-profit organization called Save Our Shores. That study found that slightly fewer people used reusable bags after the Ordinance implementation than before. Its conclusions included a recommendation to implement a fee on paper bags.

The Commission surveyed the all Ordinances found to see what the revenue from the fee is used for and found the following practices by other communities.

- 1) Litter mitigation programs including
 - a. The installation of stormwater filtration infrastructure
 - b. River cleanup crews
 - c. Community cleanup events
 - d. Education about litter mitigation
 - e. A very successful program in Washington D.C. goes towards the Anacostia River Clean Up and Protection Fund which are used to implement watershed education programs, stream restoration projects, and trash collection projects and to purchase and distribute reusable bags.
- 2) Recycling Education Programs
- 3) Website and Educational Communications about Ban and the Impacts of Single-Use bags (and plastic products in general) and the benefits of re-using, reducing, and recycling
- 4) Reusable Bags for Free Distribution
- 5) Fee is retained by store and used to cover costs (in several communities the full fee is retained by the stores, other communities have varying amounts retained by store).
 - a. To cover the cost of reporting for program
 - b. To cover the cost of staff training

- c. To cover the cost of recycling centers at the store
- d. To cover the cost of signage in the parking lot and store entrance reminding customers to bring their bags
- e. To cover the cost of re-usable bags distributed either at cost or for free!

The Sustainable Santa Fe Commission recommends that the City:

1. Adopt and implement a service fee to discourage the use of paper bags and encourage the use of reusable bags.
2. Use the proceeds from the service fee to fund recycling education programs that encourage the use of reusable bags; provide additional reusable bags to the public at no charge; and fund a program administered by the City that provides an environmental benefit to the general public.
3. Require retail stores to both train their staff about the ordinance and display signage reminding customers to bring their own bags. Retailers should be able to choose whether to print the signage made available through the Environmental Services Division for free or to design their own signage. Parking lot signage should be encouraged as well as signage at the door.

APPENDIX A
Stores surveyed

Survey #1:

Downtown Area:

Store Name	Address	Date Surveyed
Alpine Builders Supply	493 W. Water Street	05/27/2014
Camera Shop	109 E. San Francisco St.	05/27/2014
Chile Shop	109 E. Water Street	05/27/2014
Cliff's Packaged Liquor Store	903 Old Pecos Trail	05/27/2014
Cupcake Clothing	322 Montezuma Ave	05/27/2014
Double Take	320 Aztec Street	05/27/2014
Running Hub	527 W. Cordova Rd.	05/27/2014
Kaune Food Town	511 Old Santa Fe Trail	05/22/2014
Payne's Nurseries Inc.	304 Camino Alire	05/27/2014
Wild Birds Unlimited	518 W Cordova Rd. B	05/27/2014

Mid-Town Area:

Store Name	Address	Date Surveyed
Ace Hardhware	2006 Cerrillos Rd 1	05/21/2014
Batteries Plus	1609 Saint Michaels Drive	05/22/2014
All Seasons Gardening	1228 Parkway Dr. E	05/28/2014
Empire Builders Supply Co Inc.	1802 Cerrillos Rd.	05/22/2014
Ary's Fashion	2864 Cerrillos Rd	05/28/2014
Jackalope	2820 Cerrillos Rd.	05/28/2014
FedX Office	730 Saint Michaels Dr.	05/28/2014
The Candyman	851 Saint Michaels Dr 2d	05/28/2014
State Beauty Supply	1522 Cerrillos Rd	05/28/2014
Big Joe Tru Value Hardware	1311 Siler Rd	05/23/2014
Big 5 Sporting Goods	2864 Cerrillos Rd	05/28/2014

Southside Area:

Store Name	Address	Date Surveyed
Allsup's Convenience Store	4200 Airport Road	06/06/2014
Fastenal	1365 Rufina Circle	06/03/2014
CARQUEST Auto Parts	1209 Siler Road	05/23/2014
Contenta Consignment	2907 Agua Fria St	06/03/2014
Mini Super Decicias	4641 Airport Rd 6	06/06/2014
Paisanos Food Store	Cerrillos Road	06/03/2014
Rodeo Plaza Liquors	2801 Rodeo Rd B12	06/06/2014
Ultra Beauty	Zafarano Dr A	05/23/2014
Wet Seal	4250 Cerrillos Rd	05/23/2014
Radio Shack	4250 Cerrillos Rd	05/23/2014
Bootbarn	4250 Cerrillos Rd	05/23/2014

Survey #2:

Downtown Area:

Store Name	Address	Date Surveyed
Alpine Builders Supply	493 W. Water Street	07/10/2014
Camera Shop	109 E. San Francisco St.	07/10/2014
Chile Shop	109 E. Water Street	07/10/2014
Cliff's Packaged Liquor Store	903 Old Pecos Trail	06/30/2014
Cupcake Clothing	322 Montezuma Ave	07/10/2014
Double Take	320 Aztec Street	07/10/2014
Running Hub	527 W. Cordova Rd.	07/10/2014
Kaune Food Town	511 Old Santa Fe Trail	06/30/2014
Payne's Nurseries Inc.	304 Camino Alire	07/14/2014
Wild Birds Unlimited	518 W Cordova Rd. B	07/14/2014

Mid-Town Area:

Store Name	Address	Date Surveyed
Ace Hardhware	2006 Cerrillos Rd 1	07/15/2014
Batteries Plus	1609 Saint Michaels Drive	07/15/2014
All Seasons Gardening	1228 Parkway Dr. E	07/15/2014
Empire Builders Supply Co Inc.	1802 Cerrillos Rd.	07/15/2014
Ary's Fashion	2864 Cerrillos Rd	07/15/2014
Jackalope	2820 Cerrillos Rd.	07/15/2014
FedX Office	730 Saint Michaels Dr.	07/15/2014
The Candyman	851 Saint Michaels Dr 2d	07/15/2014
State Beauty Supply	1522 Cerrillos Rd	07/15/2014
Big Joe Tru Value Hardware	1311 Siler Rd	07/15/2014
Big 5 Sporting Goods	2864 Cerrillos Rd	07/15/2014

Southside Area:

Store Name	Address	Date Surveyed
Allsup's Convenience Store	4200 Airport Road	07/17/2014
Fastenal	1365 Rufina Circle	07/15/2014
CARQUEST Auto Parts	1209 Siler Road	07/17/2014
Contenta Consignment	2907 Agua Fria St	07/17/2014
Mini Super Decicias	4641 Airport Rd 6	07/17/2014
Paisanos Food Store	Cerrillos Road	07/18/2014
Rodeo Plaza Liquors	2801 Rodeo Rd B12	07/18/2014
Ultra Beauty	Zafarano Dr A	07/18/2014
Wet Seal	4250 Cerrillos Rd	07/18/2014
Radio Shack	4250 Cerrillos Rd	07/18/2014
Bootbarn	4250 Cerrillos Rd	07/18/2014

Survey #2 continued:

Large Users:

Store Name	Address	Date Surveyed
K Mart	1712 St. Michaels Dr	07/01/2014
Walmart	3251 Cerrillos Rd	07/01/2014
Albersons	3542 Zafarano Dr	07/01/2014
Smiths	2308 Cerrillos Rd	07/01/2014
Whole Foods	753 Cerrillos Rd	07/07/2014
Trader Joes	530 W. Cordova Rd	07/07/2014
Lowe's (food store)	1700 St. Michaels Dr	07/01/2014
Home Depot	952 Richards Ave	07/01/2014
Lowe's (hardware store)	3458 Zafarano Dr	07/01/2014
Sprouts	3201 Zafarano Dr	07/01/2014

Observational Data Locations:

Store Name	Address	Date of Observations
Walmart	5701 Herrera Dr	10/07/14 + 10/11/14
Albertsons	3542 Zafarano Dr	10/07/14 + 10/11/14
Smiths	2110 South Pacheco St	10/08/14 + 10/11/18
Sprouts	199 Paseo de Peralta Dr	10/08/14 + 10/11/18

APPENDIX B

Community Outreach Conducted

Environmental Services Division (ESD) staff contracted with an advertising firm to develop a logo and graphics for signage and other reminders of the ordinance prior to its implementation. Below are some of the images developed and made available to store for free for their use in communicating with their customers.



CITY OF SANTA FE
REUSABLE BAG
BAGS ARE 100% FREE, FORTHEMAD AND
RECYCLED. MOST CITY BAGS ARE RECYCLED. CONTACT
WWW.BAGTODIFFERSANTAFE.COM



ESD Staff:

Conducted 15 tabling sessions at stores

Handed out 20,000 reusable bags and information about the bag ordinance

Provided bags to the Food Depot for people receiving their services

Reusable bags were also given out at several City office locations and at other community events

ESD staff wore t-shirts with the "bag to differ" logo and answered questions posed by community members

ESD sent bill inserts (the lower 2 images) in all City utility bills during the month prior to the Ordinance implementation start

ESD made buttons (round image with "ASK ME") and wore them before and after implementation

Buttons were also given to stores for their staff and community members

Radio ads and print ads were run before and after implementation start