



LIMITING SINGLE-USE PLASTIC BAGS THE STEP-BY-STEP JOURNEY

CITY OF LAS CRUCES
SEPTEMBER 21, 2021

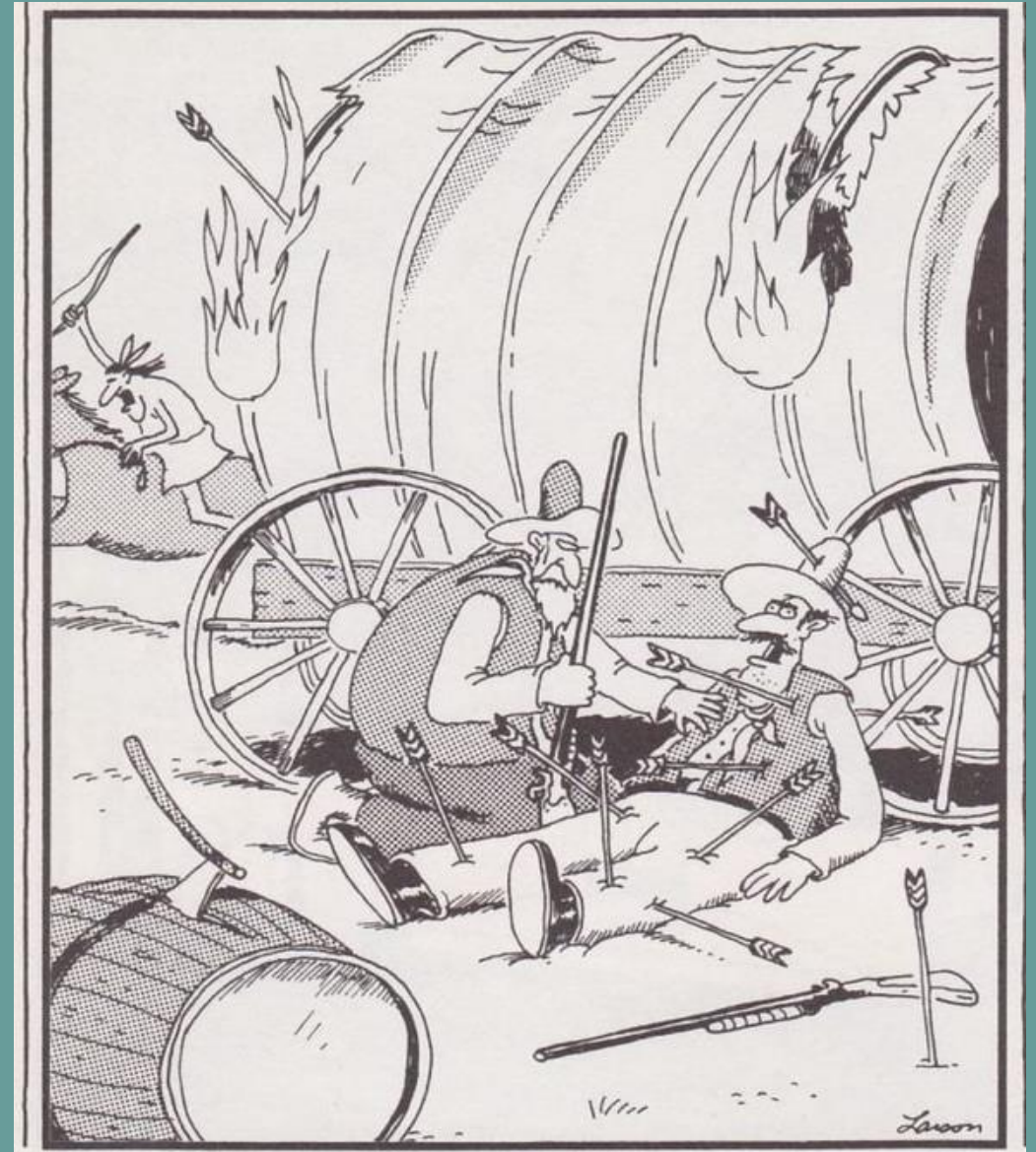
STAKEHOLDERS

Steering Committee

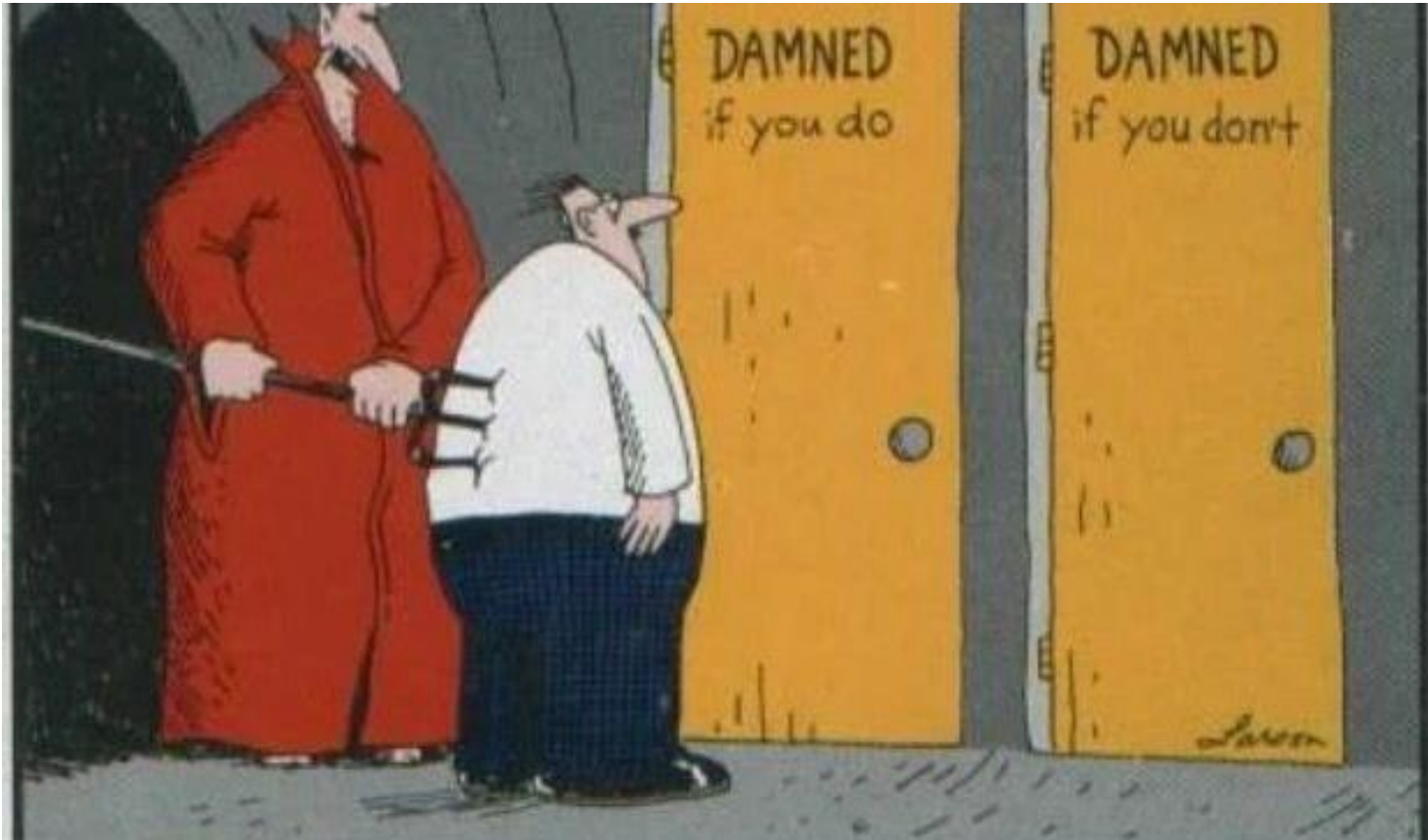
Council Policy Review Committee

Residents

Retailers



"Yeah, Clem. I hurt. But, y'know, it's a good kind of hurt."



STEERING COMMITTEE'S ROLE

Why an ordinance?
What's a plastic bag?
Who is
included/excluded?
Are plastic bags enough?

POLICY REVIEW COMMITTEE'S ROLE

Are we being equitable?

Do we offer an alternative?

Do we charge?



RETAILER SURVEY

87 of 670 retailers responded with only 12 respondents impacted

Reporting: Keeping track of how many bags are used in a quarter will be difficult, especially for small businesses

Fee: Some retailers would rather pay for paper bags themselves than ask customers to pay; some didn't feel it was fair to return 50% of fees collected to the City

Paper Bags: Some retailers expressed concerns about the cost of paper bags and the strength of paper bags



"Well, I laid four Wednesday, three yesterday, and two more today ... of course, George keeps saying we shouldn't count them until they hatch."

RESIDENTS' SURVEY



56% responded that Las Cruces should promote the use of reusable bags through an ordinance.

HOW WOULD AN ORDINANCE PROMOTING USE OF REUSABLE BAGS INFLUENCE YOUR BEHAVIOR?

I would start using a reusable bag	30%
I would continue using a reusable bag	30%
I would use less bags	10%
I would pay the fee	7%
Other: government overreach; protest the ordinance by shopping online and in El Paso.	23%

What makes it difficult for you to use reusable bags when shopping?



-I forget to take them with me - I leave them at home	40%
-I forget to take them with me - I leave them in the car	27%
-It's not at all difficult for me	24%
Other: related to COVID-19 concerns.	18%
-The store I purchase from won't pack my items in my reusable bags or alternatives	16%
-I believe they are unsanitary and/or difficult to clean	15%
-The cost of the reusable bags or alternative	12%

- Spanish and English
- Positive and hopeful message
- Helpful reminders throughout stores and social media to encourage a smooth transition



MARKETING



GREEN CHAMBER OF COMMERCE AND SCSWA SUSTAINABLE BUSINESS AWARDS

- Trash
- recycling
- Business commitment
- green products
- Water reduction
- Energy conservation
- Local purchasing

- What is the largest volume of material you discard or recycle? Can you think of any new market for this material?
- How do you educate your customers about your intentional choices?
- Are there any products you wished you could buy locally?



THANK YOU!

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