

# Memorandum

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CITY SECRETARY  
DALLAS, TEXAS



CITY OF DALLAS

DATE October 25, 2013

Honorable Members of the Quality of Life & Environment Committee:  
TO Sandy Greyson (Vice Chair), Adam Medrano, Rick Callahan, Carolyn R. Davis,  
Lee M. Kleinman

SUBJECT Quality of Life & Environment Committee Meeting Agenda

**Monday, October 28, 2013, 9:00 a.m.\***

Dallas City Hall - 6ES, 1500 Marilla St., Dallas, TX 75201

The agenda for the meeting is as follows:

1. Call to Order  
Dwayne R. Caraway  
Chair
2. Approval of October 14, 2013 Minutes  
Dwayne R. Caraway  
Chair
3. Serving Our Customers:  
311 Customer Service Center & Service Request System  
Margaret Wright  
Asst. Dir., Strategic Customer Services
4. Update on Dealing With Carryout Bags  
Jill A. Jordan, P.E.  
Assistant City Manager
5. Dallas Water Utilities:  
Joint Public Awareness & Education Programs  
Jody M. Puckett  
Dir., Dallas Water Utilities
6. Adjourn  
Dwayne R. Caraway  
Chair

Please let me know if you have any questions.

*Sandy Greyson / N.K.*  
*for*

Dwayne R. Caraway  
Chair

cc: Honorable Mayor and Members of the City Council  
A.C. Gonzalez, Interim City Manager  
Warren M.S. Ernst, City Attorney  
Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Ryan S. Evans, Interim First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Elsa Cantu, Asst. to the City Manager – Mayor and Council

**NOTICE:** A quorum of the Dallas City Council may attend this Council committee meeting.

**\*THE START TIME FOR THIS MEETING WAS CHANGED FROM 9:30 AM TO 9:00 AM**

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of the Texas Open Meetings Act.
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the Texas Open Meetings Act.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the Texas Open Meetings Act.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the Texas Open Meetings Act.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the Texas Open Meetings Act.

# Quality of Life & Environment Committee Meeting Record

**DRAFT**

**Meeting Date:** October 14, 2013

**Convened:** 9:36 a.m.

**Adjourned:** 11:09 a.m.

**Members Present:**

Dwaine R. Caraway, Chair  
Sandy Greyson, Vice Chair  
Adam Medrano  
Rick Callahan  
Carolyn R. Davis  
Lee M. Kleinman

**Members Absent:**

**Briefing Presenters**

Jill A. Jordan P.E.  
Assistant City Manager

**Staff Present:**

Joey Zapata, LaToya Jackson, Casey Burgess, Jill A. Jordan, Frank Camp, John Rogers

**AGENDA:**

1. **Approval of September 23, 2013 Minutes**

**Presenter(s):**

**Action Taken/Committee Recommendation(s):**

A motion was made to approve the minutes of September 23, 2013.

**Motion made by:** Sandy Greyson

**Motion seconded by:** Lee M. Kleinman

**Item passed unanimously:**

**Item passed on a divided vote:**

**Item failed unanimously:**

**Item failed on a divided vote:**

2. **Discussion With Stakeholders on Dealing With Carryout Bags**

**Presenter(s):** Jill A. Jordan

The Chair opened the floor for discussion on the plastic bag agenda item.

Jill Jordan presented the outline for discussion in which individuals citizens, retailers, plastic bag manufacturers, and environmental groups were given time to share their perspectives.

The speakers were: Serrita Kunan; Ken Duble from the Cedars Neighborhood Association; Peter Payton; Ronnie Volkening, President of Texas Retailers Association; Phil Rozenski, Director of Sustainability and Marketing for Hilex Poly; Louis Darrouzet, Vice President of Business Development at cycleWood Solutions; Chad Fowler of International Paper; Harry Davis of the First Unitarian Church Environmental Action Team; Zac Trahan of Texas Campaign for the Environment; Molly Rooke, Conservation Co-Chair of the Dallas Sierra Club; Eduardo Hope of Green Drinks; Edward Harpen; Wilton Munnings, President of Dallas Black Chamber of Commerce.

The Chair thanked the speakers for bringing their concerns before the committee.

The Chair requested that the agenda item be brought back to committee for further discussion.

**Action Taken/Committee Recommendation(s):**

**Motion made by:**

**Motion seconded by:**

**Item passed unanimously:**

**Item passed on a divided vote:**

**Item failed unanimously:**

**Item failed on a divided vote:**

**3. Briefing Memo: Citywide Clean-Up for November 9**

**Presenter(s):**

Joey Zapata updated the committee on the citywide clean-up scheduled for November 9<sup>th</sup>. Neighborhood associations and other community groups have been invited to partake in the biennial activity. The city will assist with scheduled pickups and equipment.

Ms. Davis requested that staff provide city council members with an updating list of districts that will be participating.

**Action Taken/Committee Recommendation(s):**

**Motion made by:**

**Motion seconded by:**

**Item passed unanimously:**

**Item passed on a divided vote:**

**Item failed unanimously:**

**Item failed on a divided vote:**

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**Councilmember Dwaine R. Caraway**

Chair

# Memorandum



DATE October 25, 2013

TO Councilmember Dwaine R. Caraway, Chair  
Members of the Quality of Life & Environment Committee

SUBJECT Serving Our Customers: 311 Customer Service Center & Service Request System

Attached is a briefing that will be presented to you on Monday, October 28, 2013. The briefing focuses on the performance of the 311 Customer Service Center and the Service Request System (also referred to as CRMS).

Please contact me if you have questions.



Jill A. Jordan, P.E.  
Assistant City Manager

Attachment

c: A.C. Gonzalez, Interim City Manager  
Warren M. S. Ernst, City Attorney  
Rosa A. Rios, City Secretary  
Judge Daniel F. Solis, Administrative Judge  
Craig D. Kinton, City Auditor  
Ryan S. Evans, Interim First Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Elsa Cantu, Assistant to the City Manager  
Margaret Wright, Assistant Director, Strategic Customer Services/311



# Serving Our Customers: 311 Customer Service Center & Service Request System

QUALITY OF LIFE & ENVIRONMENT COMMITTEE  
OCTOBER 28, 2013



# Overview of 311 and Service Request System

2

- **311 Customer Service Center**
- **Service Requests via the web**
- **Dallas 311 Smartphone App**
- **Service Request Performance**
- **Upcoming enhancements & trends**

# A Brief History of 311 & Service Requests

3

- **Dallas incorporated 7 major communication centers into unified 911/311 Call Center in 1994**
  - Second 311 Center in the U.S. (after Baltimore)
- **Service Request system (CRMS) implemented in 2002**
  - Service request submission available to residents on the web beginning 2003
- **311 split from 911 in 2008**
  - Recognition of different skill sets needed for 911 calls vs. 311 calls
  - New focus on creating positive customer service experience for callers



# Services Provided by 311 Customer Service Center

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- **311: Information plus intake for non-emergency service requests**
- **Water Customer Service: Billing & payment, start/stop service**
- **Court Services: Information about ticket payment, court dates**
- **Radio Dispatch: Dispatch field crews for urgent services (main breaks, traffic signals out, aggressive dogs, etc.)**

# How do our customers engage with us now?

5

- **By phone: 311 Customer Service Center**
- **On the web: Service Requests via the city's website**  
[www.dallascityhall.com/services/services.html](http://www.dallascityhall.com/services/services.html)
- **Mobile device: Dallas 311 Smartphone App**

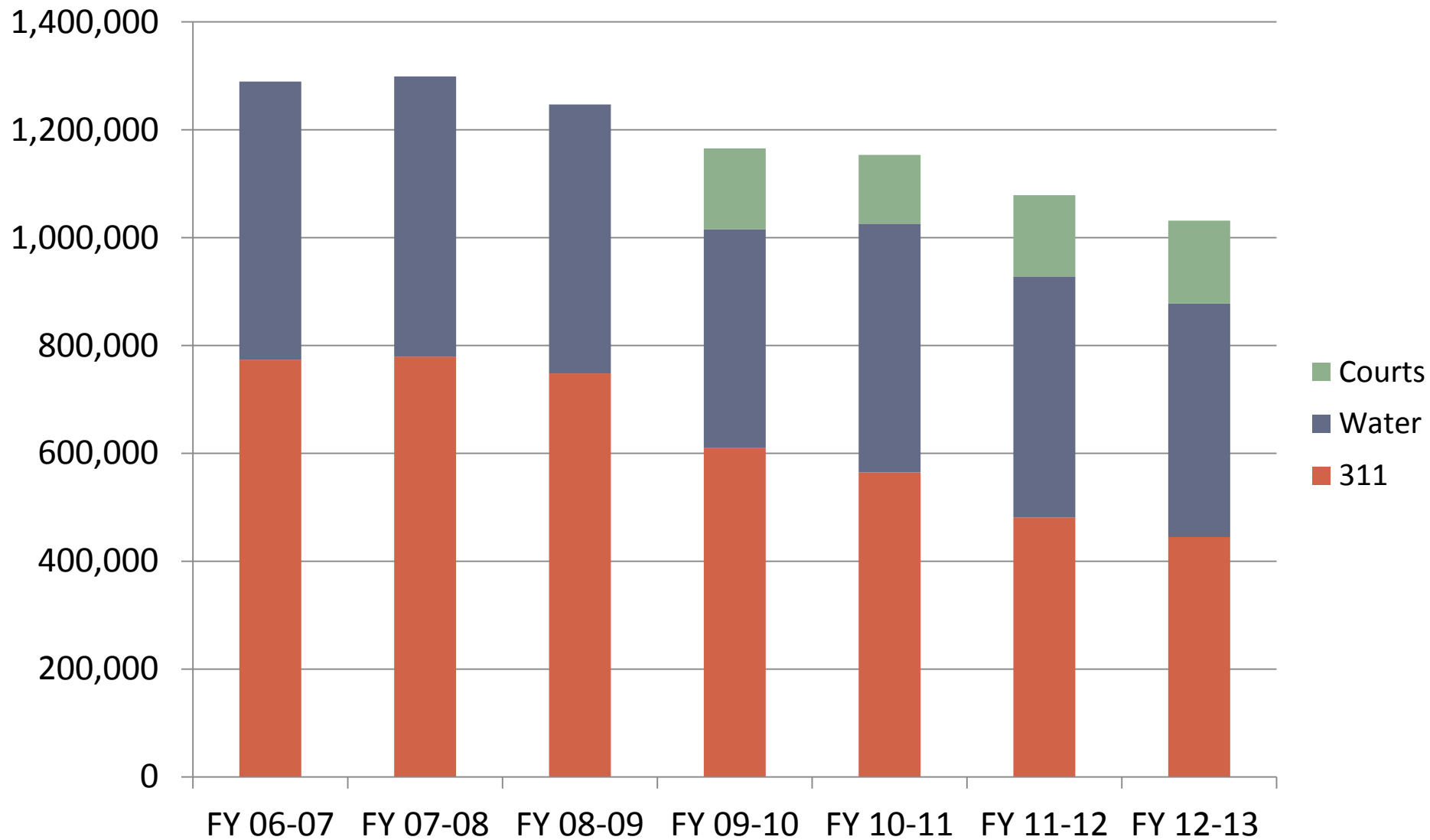
# 311 Customer Service Center Hours of Operation

6

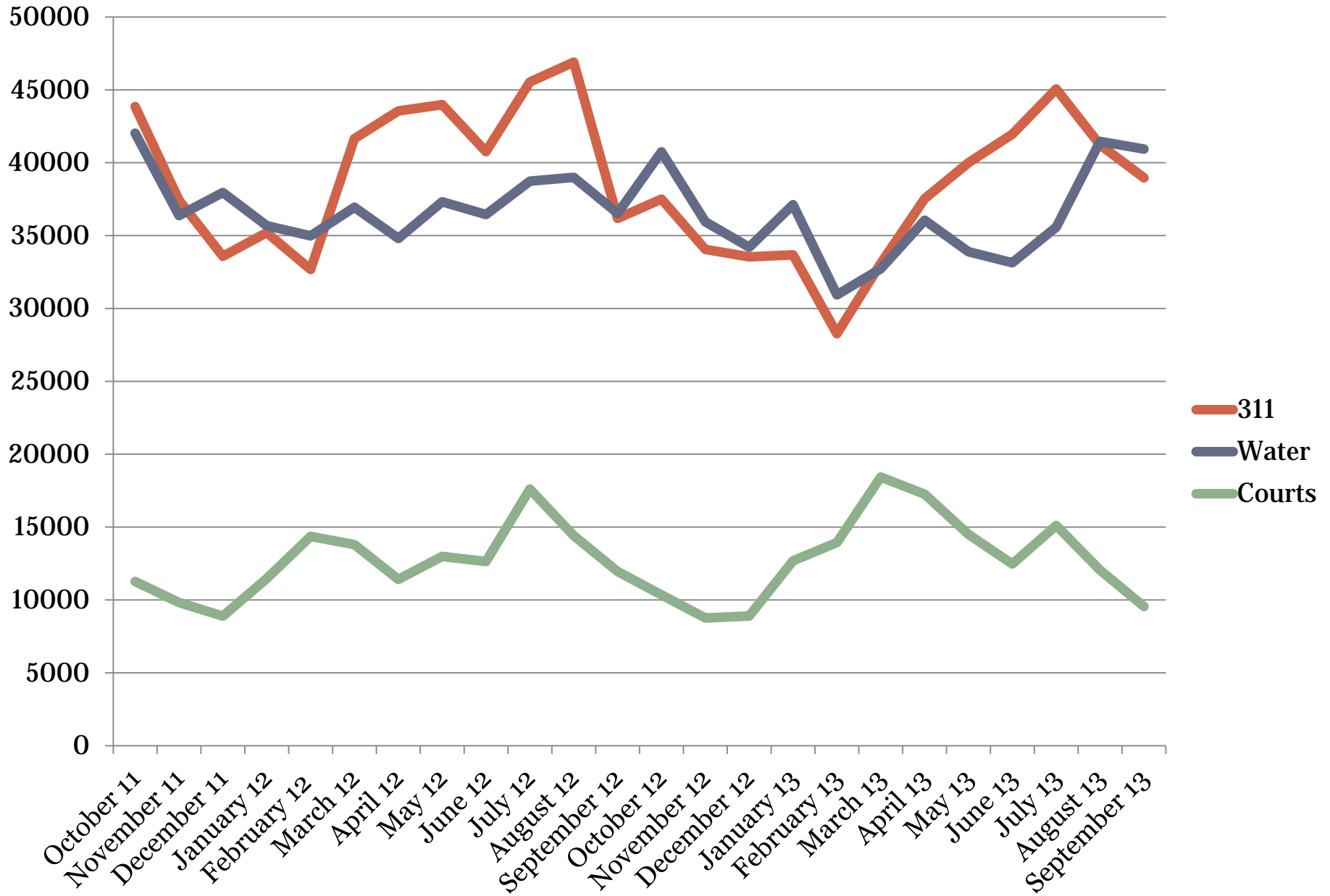
<b>Phone Queue</b>	<b>Hours</b>	<b>Days</b>
<b>311 &amp; Radio Dispatch</b>	<b>24/day</b>	<b>7 days/week</b>
<b>Water Customer Service</b>	<b>8:00 am – 5:00 pm</b>	<b>Monday - Friday</b>
<b>Court Services</b>	<b>8:00 am – 5:00 pm</b>	<b>Monday - Friday</b>

# Call Volume

7



# Monthly Call Trends FY 11-12 and FY 12-13



# Call Trends

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- **Peak days for calls are Mondays, Fridays, and the day after holidays**
- **Peak season for calls**
  - **311:**
    - ✦ Late spring & summer
    - ✦ Impacted by growing season and animal reproduction
  - **Water Customer Service:**
    - ✦ Late summer & early fall
    - ✦ Impacted by summer watering bills
  - **Courts:**
    - ✦ Call spikes generally coincide with warrant round ups

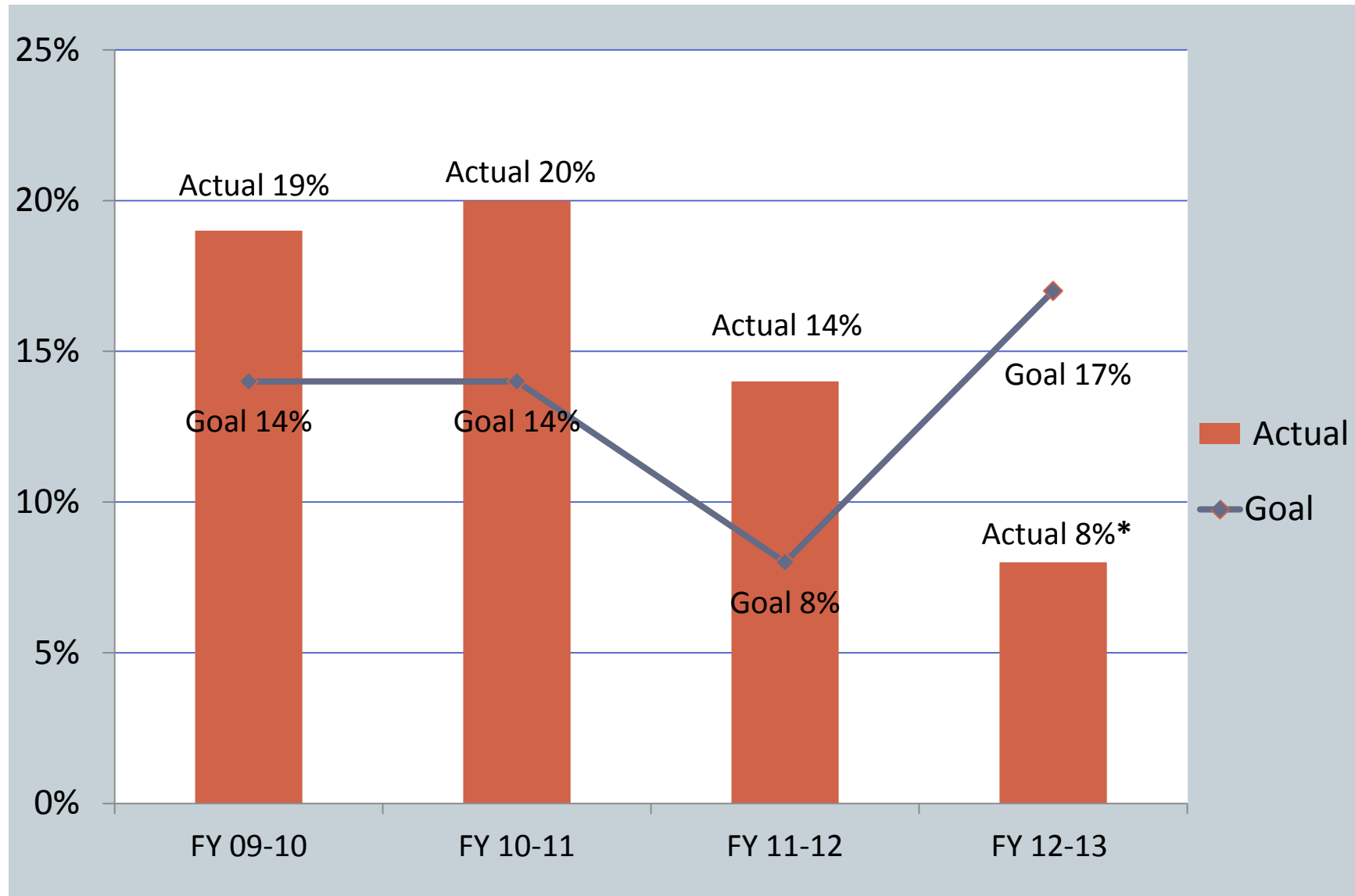
# Call Trends, cont'd

10

- Approximately 47% of calls are for information only (no service request created)
- 10.1 % of calls overall are in Spanish
  - 311: 9.2%
  - Water: 12.5%
  - Courts: 5.6%
- Call volume decreasing over time
  - More information available on-line
  - Residents can submit and check service requests on-line

# 311 Performance: Percent of Callers That Hang Up

11

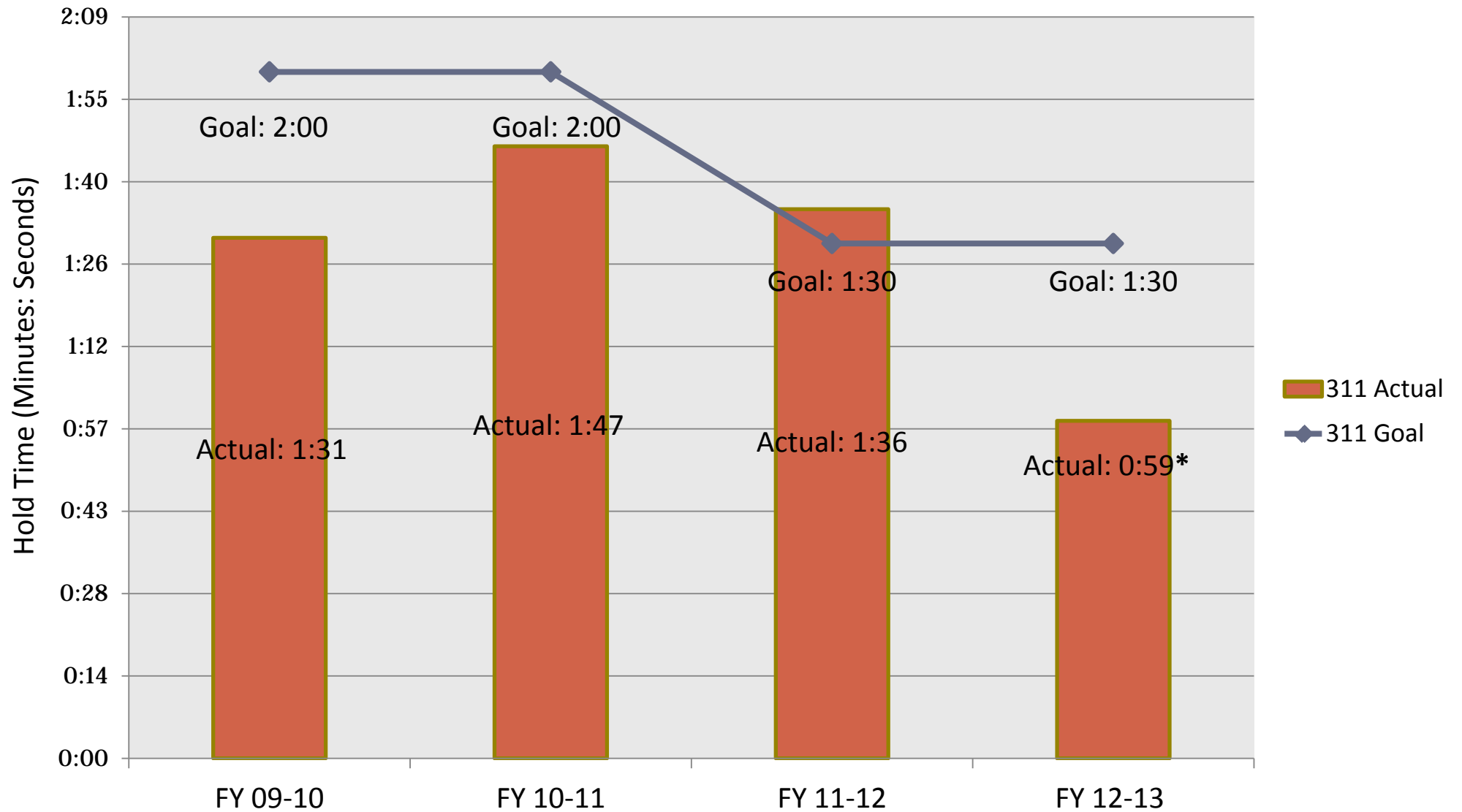


\* For this measure, result that is lower than goal is good



# 311 Performance: Average Hold Time

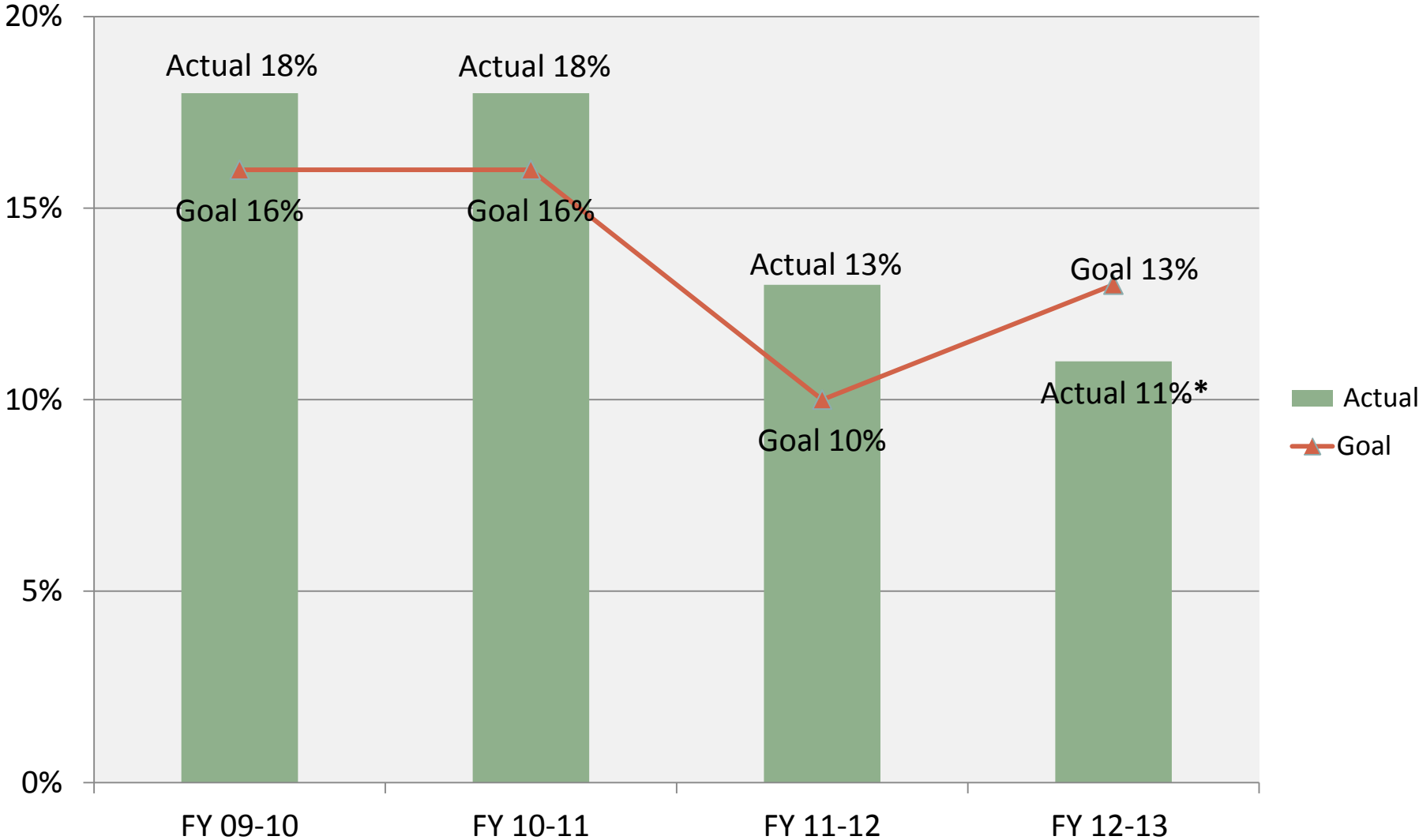
12



\* For this measure, result that is lower than goal is good

# Water Customer Service Performance: Percent of Callers That Hang Up

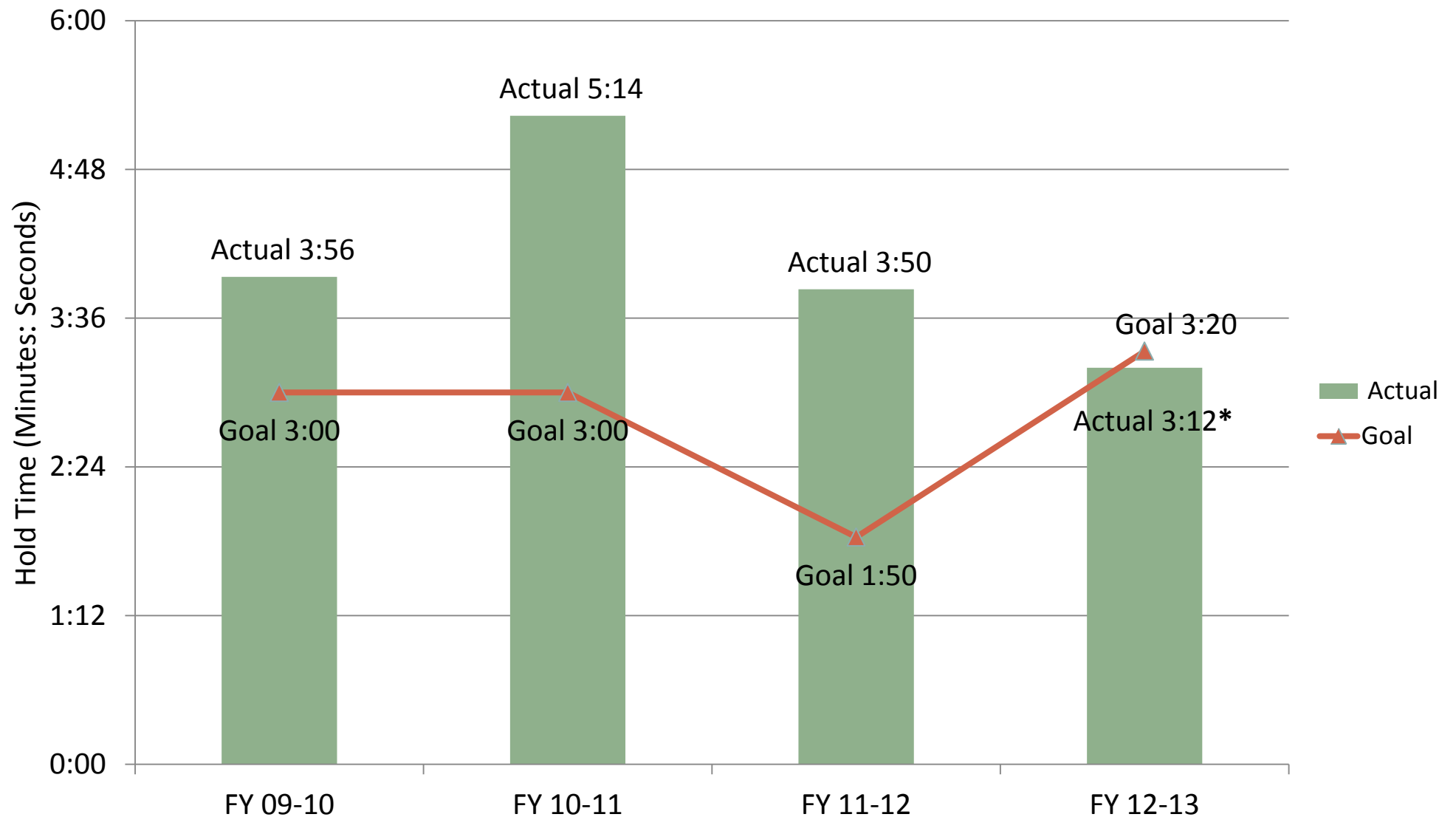
13



\* For this measure, result that is lower than goal is good

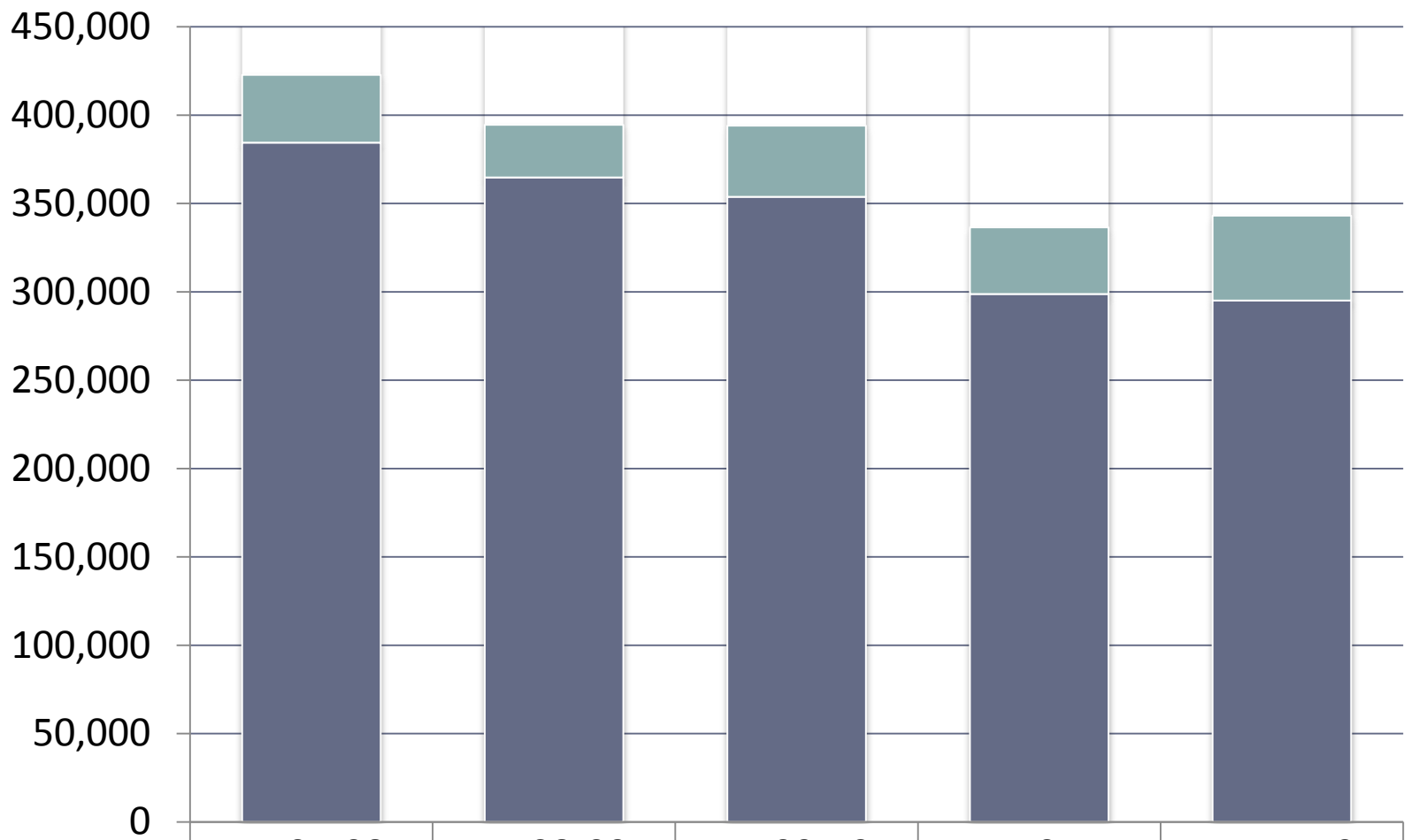
# Water Customer Service Performance: Average Hold Time

14



\*For this measure, result that is lower than goal is good

# Service Request History



	FY 07-08	FY 08-09	FY 09-10	FY 10-11	FY 11-12
Total Service Requests	422,802	394,511	394,055	336,474	348,920
■ SRs input via the website	38,358	29,764	40,279	37,692	48,077
■ SRs input via 311 (and other departments)	384,444	364,747	353,776	298,782	295,073

# Most Common Service Request Types

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- **High Weeds**
  - #1 Service Request for last five years
- **Litter, Roll Cart, and Dead Animal Pickup**
  - In the top five each of the last five years
- **Other common types:**
  - Recycling Roll Cart
  - Loose Aggressive Animals
  - Animal Confined
  - Garbage Missed
  - Obstruction Alley/Sidewalk/Street

# Most Common Service Requests Through Q3 FY 12-13

17

12-13 Rank	SR Type	Volume	Avg Days to Close	Percent Closed on Time
1	High Weeds	24,862	20.7	89.1%
2	Litter	18,126	23.7	86.2%
3	Garbage Roll Cart	13,136	4.2	98.4%
4	Dead Animal Pick Up	12,396	1.7	98.8%
5	Animal - Loose	10,221	20.7	97.0%
6	Animal - Loose Aggressive	7,831	2.6	97.5%
7	Obstruction Alley/Sidewalk/Street	6,788	27.8	93.8%
8	Substandard Structure	6,601	40.4	100%
9	Animal - Confined	6,392	3.4	98.2%
10	Recycling Roll Cart New	6,385	4.1	98.7%
11	Bulky Trash Violations	6,260	11.1	81.6%
12	Signs - Public Right of Way	5,908	1.7	95.1%
13	Garbage - Missed	5,036	1.8	98.4%
14	Graffiti Private Property	4,315	10.1	97.4%
15	Smoke Detector Request	3,875	5.2	98.7%
16	Illegal Dumping	3,772	13	91.1%
17	Junk Motor Vehicle	3,721	43.3	94.2%
18	24 Hour Parking/Parking Violations	3,659	6.9	95.7%
19	Animal - Sick/Injured	3,533	2.2	98.2%
20	Fire Inspection	3,498	24.6	97.5%

# Software Upgrade

18

- **Motorola Citizen Request Management System (CRMS), also called the Service Request system**
- **Go-live August 4, 2013**
- **Improvements for residents and city employees who use the system to create and respond to service requests**
  - More user-friendly
  - Greater functionality



Top 10 Requests...

1. High Weeds
2. Request Garbage Roll Cart (Residential)
3. Litter
4. Dead Animal Pickup
5. Animal - Loose Aggressive CALL 311
6. Obstructed Street/Sidewalk
7. Animal (Confined) CALL 311
8. Recycling Roll Cart New
9. Animal (Loose)
10. Recyclable Collection Missed (Residential)

Service & Information Categories...



Welcome to 311, the City of Dallas connection to city services. You can access most non-emergency services from here, such as graffiti, high weeds, litter, and garbage roll cart replacement.

If you do not find an appropriate service request category on our Web site or are uncertain whether the problem may be hazardous, please call 311. Agents are available 24 hours a day, seven days a week. If you cannot reach us by dialing 3-1-1, you may dial 214-670-3111.

If you have any difficulty entering a service request, please contact us by dialing 3-1-1, and a 311 Customer Service Agent will be glad to assist you.

Search for **City Services**

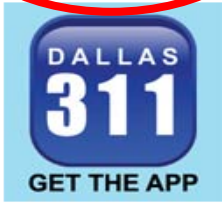
 

Search the **City Knowledgebase**

Residents can search more easily for Service Requests and Information

Check the status of a service request



**Animals & Pets**  
Animal Complaints

**Parks**  
City Parks, Recreation Centers, Youth Activities, Golf, Tennis

**Building & Construction**  
Building Inspections, Codes, Complaints, Permits, Zoning

**Public Safety**  
Fire Prevention, Safety Inspections, Crime Statistics

Check the status of a service request without calling 311

**Graffiti**  
Parks, Buildings, Streets & Bridges, Apartments, Commercial, Signs

**Streets & Traffic**  
Signs, Potholes, Construction, Street Cut Permits

**Health & Environment**  
Food Complaints, Noise Pollution, Air Pollution, Chemical Spill

**Tourism**  
Attractions, History, Resources

**Homes & Housing**  
Homeowner Information, Fair Housing & Rental Rights

**Trash**  
Trash Schedules, Recycling, Landfills, Report Litter, Graffiti

Performance Reports easier to find

**Service Request Performance Reports**  
Check the City's performance on the most common Service Requests by month or year-to-date. Find Service Request Performance Reports for the current year and previous years.

**Parking**  
Pay Parking Tickets Online, Auto Pound, Towing

**Utilities**  
Sign Up For Utilities, Pay Water Bill Online, Storm Water





# 311

# DALLAS

[Status Check](#)[City FAQ](#)[Search](#)[Login](#)[Register](#)

## Create an Account

Registering allows you to track your service requests. It also allows you to store templates to easily request repeat services.

**Email Address**

**Password**

**Re-Type Password**

**Password Hint**

Use a hint to help remember your password. For your security, please do not enter your exact password as your hint.

**Name**

Prefix	<b>* First</b>	M.I.	<b>* Last</b>	Suffix
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Address**  
Street Address

City	State	Zip Code
<input type="text" value="DALLAS"/>	<input type="text" value="TX"/>	<input type="text"/>

<i>Building</i>	<i>Floor</i>	<i>Unit</i>	- include as applicable
<input type="text"/>	<input type="text"/>	<input type="text"/>	

**Phone**

**Ext.**

Frequent users can create an account to store and automatically populate their contact information



# Residents can attach photos, documents, or videos to Service Requests



# Smartphone App for iPhone and Android

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**GET THE APP**

- **16 Service Request types at launch**
  - Most common “visual” types (see Appendix A)
  - Adding a photo helps staff locate issue
- GPS function on Smartphones identifies issue location
- Users can create an account to receive status updates OR remain anonymous

# See It, Snap It, Send It

23

- 4,950 downloads of the app since go-live on September 10
- 2,424 Service Requests submitted via Smartphone
- Based on initial response, two more service request types added
  - Traffic signal
  - Stop sign
- Other cities with Smartphone apps report no decrease in volume of Service Requests submitted via phone or web attributable to the app; the Smartphone app reaches a different audience

# Quality Monitoring: 311 Customer Service Center

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- **Customer Service Agents' and Supervisors' performance evaluated on**
  - Call center metrics
  - “Soft skills”—how we treat the customer
- **Quality Assurance Specialists and Supervisors monitor 11 calls per agent per month, scoring the calls for:**
  - Policy and procedure adherence
  - Efficiency and customer service

# Quality Monitoring: Service Request Resolution

25

- **Each service request type has**
  - Estimated Response time (ERT)—how quickly the service department is on-site to make an initial assessment of the problem
  - Service Level Agreement (SLA)— how long it takes to complete all activities on the request
- **Goal for Service Request on-time closure: 90% of service requests will meet Service Level Agreement**

# Continuous Improvement

26

- **Service Level Agreements (SLA) are periodically reviewed**
  - What is current level of performance?
  - Based on department's performance, can the SLA be reduced?
- **Recommended adjustments to SLAs for top 50 service requests on p. 27-28**

# Service Level Agreement Changes for FY 13-14

27

Rank	Service Request Type	Volume	Original SLA	Average SLA	FY14 SLA
1	High Weeds - CCS	33,751	38	21.1	30
2	Litter - CCS	18,482	38	24.4	30
3	Garbage Roll Cart - SAN	17,588	10	3.3	7
4	Dead Animal Pick Up - SAN	16,456	1	0.8	1
5	Animal - Loose Aggressive - CCS	13,533	3	1.6	3
6	Obstruction Alley/Sidewalk/Street - CCS	9,539	60	33.4	45
7	Animal - Confined - CCS	9,342	3	1.3	3
8	Substandard Structure - CCS	9,129	365	107.8	120
9	Animal - Loose - CCS	9,039	40	18.5	25
10	Recycling ROLL CART NEW - SAN	8,390	10	3.3	7
11	Signs - Public Right of Way - CCS	8,367	7	2.5	5
12	Bulky Trash Violations - CCS	7,895	14	10.2	10
13	Garbage - Missed - SAN	6,798	3	1.4	3
14	Animal - Sick/Injured - CCS	5,922	3	1.2	3
15	Smoke Detector Request - DFD	5,382	30	4.9	10
16	Graffiti Private Property	5,044	90	19	25
17	24 Hour Parking/Parking Violations - DPD	4,753	10	5.1	7
18	Illegal Dumping - CCS	4,734	38	6.5	10
19	Fire Inspection - DFD	4,589	60	29.4	45
20	Junk Motor Vehicle - CCS	4,245	126	45.9	60
21	Street Repair - Routine-STS	4,091	90	18.9	90
22	Illegal Outside Storage - CCS	3,772	38	24.1	30
23	Parking - Unapproved Surface - CCS	3,759	10	4.6	7
24	Recycling - Roll Cart - SAN	3,373	10	3.3	7
25	Animal - Cruelty - CCS	2,818	30	1.9	3



# Service Level Agreement Changes for FY 13-14, cont'd

28

Rank	Service Request Type	Volume	Original SLA	Average SLA	FY14 SLA
26	Recyclable Collection Missed (Residential) - SAN	2,811	3	1.6	3
27	Pot hole - Hazardous -STS	2,730	1	0.8	1
28	Tree down/low limbs - Emergency-STS	2,680	5	0.8	3
29	Substandard Structure Apts - CCS	2,671	365	56.2	90
30	Traffic Signal - Flashing - STS	2,557	4	1.8	4
31	Brush/Bulk Items - Missed - SAN	2,470	10	8.8	10
32	Illegal Land Use (Residential/Business) - CCS	2,414	60	33.5	45
33	Mosquitoes - CCS	2,328	45	29.1	30
34	Traffic Signal - Bulb Out/NonConflict Hd Trn - STS	2,216	10	3.3	7
35	Street Spillage/Debris in Right of Way-Hazardous	2,178	1	0.6	1
36	Open and Vacant Structure - CCS	2,154	30	12.3	15
37	Signs - Other - CCS	2,120	21	9.1	15
38	No Building Permit - CCS	2,060	60	33.2	45
39	Water Conservation Violation - CCS	1,986	7	14.6	10
40	Traffic Signal - Timing - STS	1,974	4	1.9	4
41	Sanitation Crew Compliment/Complaint - SAN	1,967	10	2.1	5
42	Garage Sale - CCS	1,941	7	4	5
43	Illegal Garbage/Placement - CCS	1,855	60	18.8	25
44	Cost Plus - SAN	1,648	10	4.4	7
45	Animal - Noisy - CCS	1,607	30	2.1	7
46	Pot hole Repair Routine - STS	1,560	7	2	5
47	Animal - Bite -CCS	1,525	11	3.5	7
48	Traffic Sign - Maintenance (Other) - STS	1,487	40	7.8	10
49	Traffic Signal - All Out - STS	1,381	4	2	4
50	Alley Repair - Routine-STS	1,312	90	30.9	90

# Monthly Service Request Performance Reports

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- <http://www.dallascityhall.com/scs/customerservicereports.html>
- Report provides data about service request volume and their on-time completion percentage
- Most common 15-20 service requests
  - Monthly and year-to-date activity
  - By Council District and City service area (Northwest, North Central, etc.)

# Additional Quality Monitoring for Service Requests

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## Three tools:

- **Escalation**—Service requests that are approaching their due dates are automatically escalated up the chain of supervision, ultimately to City Manager’s Office
- **Quality Service Requests**—
  - Residents can request “Quality SR”
  - Problem not resolved to resident’s satisfaction, or a repeated problem
  - Quality service requests go straight to department director for attention
- **Late Reports**—Weekly report to City Manager’s Office of service requests that have not been closed on time (see example on p. 31)

# Sample Page from Service Request Late Report

Executive	Total Late Citywide (6/24/2013)	Total Late Citywide (7/1/2013)	Difference from Previous Week	# Late 1-30 Days by ACM	# Late 31-60 Days by ACM	# Late 61-90 Days by ACM	# Late 90+ Days by ACM
A.C. Gonzalez	4	4	0	1	1	2	0
	0.57%	0.50%		25.00%	25.00%	50.00%	0.00%
Ryan S. Evans	0	6	6	6	0	0	0
	0.00%	0.74%		100.00%	0.00%	0.00%	0.00%
Forest Turner	7	14	7	12	2	0	0
	0.99%	1.74%		85.71%	14.29%	0.00%	0.00%
Jill A. Jordan	5	9	4	8	1	0	0
	0.71%	1.12%		88.89%	11.11%	0.00%	0.00%
Joey Zapata	687	769	82	405	88	45	231
	97.31%	95.53%		52.67%	11.44%	5.85%	30.04%
Jeanne Chipperfield	0	0	0	0	0	0	0
	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
City Auditor	1	1	0	0	0	0	1
	0.14%	0.12%		0.00%	0.00%	0.00%	100.00%
City Attorney	0	0	0	0	0	0	0
	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
City Secretary	0	0	0	0	0	0	0
	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
Municipal Judge	2	2	0	0	0	0	2
	0.28%	0.25%		0.00%	0.00%	0.00%	100.00%
<b>Total</b>	706	805	99	432	92	47	234

# Upcoming 311 Enhancements

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- **Customer-focused features for callers:**
  - Speech recognition
  - Post-call surveys
  - Music & message on hold
  - Self-service options
- **Additional enhancements on the “city side” will enable greater efficiencies & quality for agents and management**
  - Examples: “soft phones”, auto-populating customer information, enhanced call monitoring, searchable recorded calls

# Upcoming 311 Enhancements

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- **Work from Home pilot program in 2014**
  - ▶ **Monitoring capability**
  - ▶ **Will be used to address:**
    - ▶ **Recruitment & retention issues**
    - ▶ **Peak call time support**
    - ▶ **Business continuity**

# Emerging Trends in 311

34

- **Consistent service across multiple communication channels**
  - Social media
  - Chat/text
- **Open 311**
  - Making data available for analysis by the public
- **Increased role for 311 during Emergency Management**
  - Provide information received via 311 to command staff
  - Relieve the load on 911
- **Easy visual display of service requests**
  - Mapping tools available to non-technical staff
- **Increased focus on the customer experience**
  - Customers have high expectations regardless of industry

# Help Us Help You!

35

- Spread the word about 311
- Ask your assistants to continue using the Service Request system (CRMS)
- Encourage residents' use of the web & smartphone app
- Give us your feedback
  - Tell us the nature and date/time of calls
  - Call recordings retained for 30 days
  - We listen
- Questions?



# Appendix A--Smartphone App Service Request Types

<i>Category: Animals</i>	<i>Category: Streets &amp; Signs</i>
1. Dead Animal	11. Illegal Sign
2. Loose Animal	12. Stop Sign Knockdown
<i>Category: Trash &amp; Litter</i>	13. Street Obstruction
3. Illegal Dumping	14. Street Repair
4. Litter	15. Traffic Signal
<i>Category: Property Maintenance</i>	<i>Category: Water Issues</i>
5. Graffiti	16. Stagnant Water
6. High Weeds	17. Watering Violation
7. Junk Vehicle	<i>Category: Miscellaneous</i>
8. Open & Vacant House	18. Other
<i>Category: Parking</i>	
9. Parking Violation	
10. Parking on Grass	

# Memorandum



CITY OF DALLAS

DATE October 24, 2013

TO Honorable Members of the Quality of Life & Environment Committee:  
Dwayne Caraway (Chair), Sandy Greyson (Vice Chair), Rick Callahan, Carolyn Davis,  
Lee Kleinman, Adam Medrano

SUBJECT **Update on Dealing With Carryout Bags**

On Monday, October 28, 2013, the Quality of Life & Environment Council Committee will continue discussions regarding carryout bag issues.

The following materials are attached for your review:

1. Summary of Stakeholder Comments from QOLE Meeting October 14, 2013
2. Possible Carryout Bag Options for Dallas
3. The August 21, 2013 briefing to the full Council: Update on Dealing with Carryout Bags

If you have any questions or require additional information, please do not hesitate to contact me.

A handwritten signature in black ink, appearing to read 'Jill Jordan'.

Jill A. Jordan, P.E.  
Assistant City Manager

c: A.C. Gonzalez, Interim City Manager  
Warren M. S. Ernst, City Attorney  
Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Ryan S. Evans, Interim First Assistant City Manager  
Jill A. Jordan, P. E., Assistant City Manager  
Forest E. Turner, Assistant City Manager  
Joey Zapata, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Elsa Cantu, Assistant to the City Manager

# UPDATE ON DEALING WITH CARRYOUT BAGS

Quality of Life and Environment Committee  
October 28, 2013



# POSSIBLE CARRYOUT BAG OPTIONS FOR DALLAS

1. Perform a litter proliferation study to determine the nature of litter in Dallas;
  - City participates in Keep Dallas Beautiful annual litter survey and has engaged stakeholders; importance of this option has diminished.
2. Explore implementing a “Bag The Bag” program like Georgetown’s program;
  - Input suggests recycling collection at retail establishments is more effective.
3. Lobby for legislation to confirm a City’s authority to impose a fee;
  - Brownsville and Kermit have imposed fees to reduce bag use; Corpus Christi is exploring a fee.

# POSSIBLE CARRYOUT BAG OPTIONS FOR DALLAS (continued)

4. Rely on Dallas retailers to voluntarily implement plastic bag reduction and recycling programs;
  - See attached Texas Retailers Association voluntary program labeled Exhibit A.
5. Set up a mandatory program for retailers associated with carryout bags and offer a voluntary “Green Star” program explained in Exhibit B;
6. Pass an ordinance banning single-use bags in Dallas;
7. Some combination of the above.

# EXHIBIT A

## Plastic Bag “Reduce- Reuse- Recycle” Initiative

### Proposal Options

### Voluntary “Reduce-Reuse-Recycle” Program

TRA Code of Best Practices

#### For Grocery Stores/Supermarkets of greater than 30,000 sq. feet

#### Reduce

- Train sales associates to ask if customer needs a bag
- Train sales associates to ask if customer wants a reusable bag
- Train sales associates in efficient bagging techniques
- Provide prominent in-store “Reduce-Reuse-Recycle” signage

#### Reuse

- Offer reusable bags for sale, near check-out stations
- Train sales associates to offer to sell reusable bags
- Provide parking lot signage promoting reusable bag use
- Provide Periodic PA announcements supporting use of reusable bags
- Periodically conduct and promote reusable bag sales

#### Recycle

- Offer only complimentary plastic bags with at least 25% recycled content
- Print on any complimentary plastic bag offered to customers the following message, or message of similar content: “Please Return this Bag to a Participating Retailer for Recycling”
- Provide canisters in prominent storefront location, with Signage
- Train sales associates to remind customers to recycle bags and films in storefront canisters
- Place park bench or other product near canister to illustrate secondary use products made from recycled plastic bags
- Provide periodic PA announcements supporting recycling

#### General

- Adopt and post TRA Code of Best Practices in Store
- Participate in “A Bag’s Life” and publish its website
- Participate in public school education programs and recycling competitions
- Participate with City of Dallas in public education efforts

# EXHIBIT A (continued)

## Plastic Bag “Reduce- Reuse- Recycle” Initiative

### Proposal Options

### Voluntary “Reduce-Reuse-Recycle” Program

TRA Code of Best Practices

#### For Retailers other than Grocery Stores/Supermarkets of greater than 30,000 sq. feet

#### Reduce

- Train sales associates to ask if customer needs a bag
- Train sales associates to ask if customer wants a reusable bag

#### Reuse

- Offer reusable bags for sale, near check-out stations
- Train sales associates to offer to sell reusable bags
- Provide parking lot signage promoting reusable bag use
- Periodically conduct and promote reusable bag sales

#### Recycle

- Offer only complimentary plastic bags with at least 25% recycled content
- Print on any complimentary plastic bag offered to customers the following message, or message of similar content: “Please Return this Bag to a Participating Retailer for Recycling”
- Train sales associates to remind customers to recycle complimentary bags and films at Participating Retailers

#### General

- Adopt and post TRA Code of Best Practices in Store
- Participate with City of Dallas in public education efforts

## EXHIBIT B

### **MANDATORY PROGRAM FOR RETAILERS**

All retail establishments in Dallas above 6,000 square feet in size or that belong to a chain with more than six stores, regardless of size, would:

- have signs in the parking lot and on entrance doors reminding customers to bring their reusable bags;
- have signs in stores that:
  - encourage recycling, reduction, and reuse; and,
  - promote anti-littering.
- train staff on bag reduction strategies, including:
  - efficient bagging techniques; and,
  - asking customers if they need a bag for two items or less.
- sell reusable bags in store;
- use bags, paper or plastic, with a minimum of 25% recycled content in the first year and a minimum of 40% recycled content by year five; and,
- use only bags, paper or plastic, that:
  - identify the store by name;
  - identify the maker of the bag by name;
  - list the recycled content of the bag; and,
  - have language, in English and Spanish, encouraging recycling of the bags.

All grocery establishments in Dallas above 30,000 square feet in size would:

- have bins for collecting and recycling plastic carryout bags and films;
- annually submit data on pounds of plastic bags distributed and collected for recycling;
- adopt and post Texas Retailers Association (TRA) Code of Best Practices in the store\*;
- participate in “A Bag’s Life” and promote its website\*;

\*from [TRA voluntary reduce-reuse-recycle program](#)





## **GREEN STAR OPTIONS**

All establishments wishing to obtain “GREEN STAR” rating would do both:

- register with the City and annually submit data on pounds of plastic bags distributed and collected for recycling;
- develop and implement an anti-litter and recycling public education program which includes signage at checkout areas reminding public not to litter and to recycle; and,

select a minimum of 6 out of 7:

- perform daily cleaning of lots or install litter catchers in storm inlets on property;
- offer an incentive for those bringing their own bags to stores;
- do not use any Styrofoam products in employee areas or for customer take-out;
- buy, at minimum, 40% of their electricity from renewable resources;
- offer recycling receptacles for patrons, employees, and guests to use;
- replace incandescent lighting with LED lighting; and,
- sell reusable bags made in the United States.

Establishments obtaining the “GREEN STAR” rating would be recognized as partners in stewardship to provide a clean, healthy environment with the City of Dallas and be featured on GreenDallas.net.

# UPDATE ON DEALING WITH CARRYOUT BAGS

Dallas City Council  
September 9, 2013



# BRIEFING ORGANIZATION

<b>3</b>	Purpose
<b>4</b>	The Issue
<b>5</b>	Introduction
<b>6</b>	Comparison of Environmental Impacts
<b>7</b>	Voluntary Efforts
<b>13</b>	Impacts Of Litter
<b>17</b>	Current City Of Dallas Litter Efforts
<b>21</b>	Motivation
<b>27</b>	Legislative Efforts
<b>32</b>	Strategies From Other Cities
<b>44</b>	Considerations
<b>46</b>	Options For Dallas
<b>50</b>	Policy Questions
<b>51</b>	Next Step
<b>53</b>	Appendices

# PURPOSE

- Present snapshot of litter issues in Dallas.
- Summarize other municipalities' single-use carryout bag reduction strategies.
- Provide options for dealing with single-use carryout bags.

# THE ISSUE

- Single-use carryout bags:
  - provide a convenience for customers
  - affect community aesthetics
    - become part of the litter stream
  - impact the environment
    - can harm wildlife and consume resources
  - cost considerations

# INTRODUCTION

- Paper bags have been around since the 1850s.
  - provide a convenience to customers
- Paper bags came under scrutiny in the 1970s for their environmental impact.
  - made from trees prior to sustainable forestry efforts
  - “double bagging” requires more resources
- Plastic carryout bags introduced to the supermarket industry in 1977.
  - replaces paper bags to provide a more economical, lighter-weight , and convenient means of carrying groceries away
- Plastic carryout bag market share goes from 4%, in 1981, to 80%, in 1996\*.
  - plastic bags have since come under scrutiny for their environmental impacts.

\* <http://www.bagmonster.com/2011/05/history-of-the-plastic-bag.html>

# COMPARISON OF ENVIRONMENTAL IMPACTS

	PAPER CARRYOUT BAGS	PLASTIC CARRYOUT BAGS
PROS	<ul style="list-style-type: none"><li>• Biodegradable.</li><li>• Made from renewable resources.</li></ul>	<ul style="list-style-type: none"><li>• Requires less energy and water to manufacture and transport.</li><li>• Made from waste by-products of the gas industry.</li></ul>
CONS	<ul style="list-style-type: none"><li>• Require more energy and water to manufacture and transport.</li><li>• Can be littered.</li></ul>	<ul style="list-style-type: none"><li>• Not biodegradable/persistent.</li><li>• Harmful to wildlife.</li><li>• Highly visible, easily wind-blown litter.</li></ul>

See Appendix, slide 63 for details.

# VOLUNTARY EFFORTS

- Some Dallas retailers have implemented voluntary reduction and recycling programs; others have not.
  - bag bins for collecting plastic bags and films
  - selling reusable bags
  - signs to remind shoppers to bring reusable bags
  - incentives offered for bringing own bags
- Voluntary strategies succeed when there is consumer buy-in, acceptable bag alternatives, and collective commitments to product stewardship<sup>1</sup>.
- Usually led by governments in the form of sustained programs or short-term activities (e.g. China began the “No Plastic Bag Day” on the first Tuesday of each month which led to a 40% reduction in plastic bag use between April and December 2006)<sup>2</sup>.

1) <http://www.allaboutbags.ca/reduction.html#2>

2) <http://en.beijing2008.cn/96/33/article212063396.shtml>



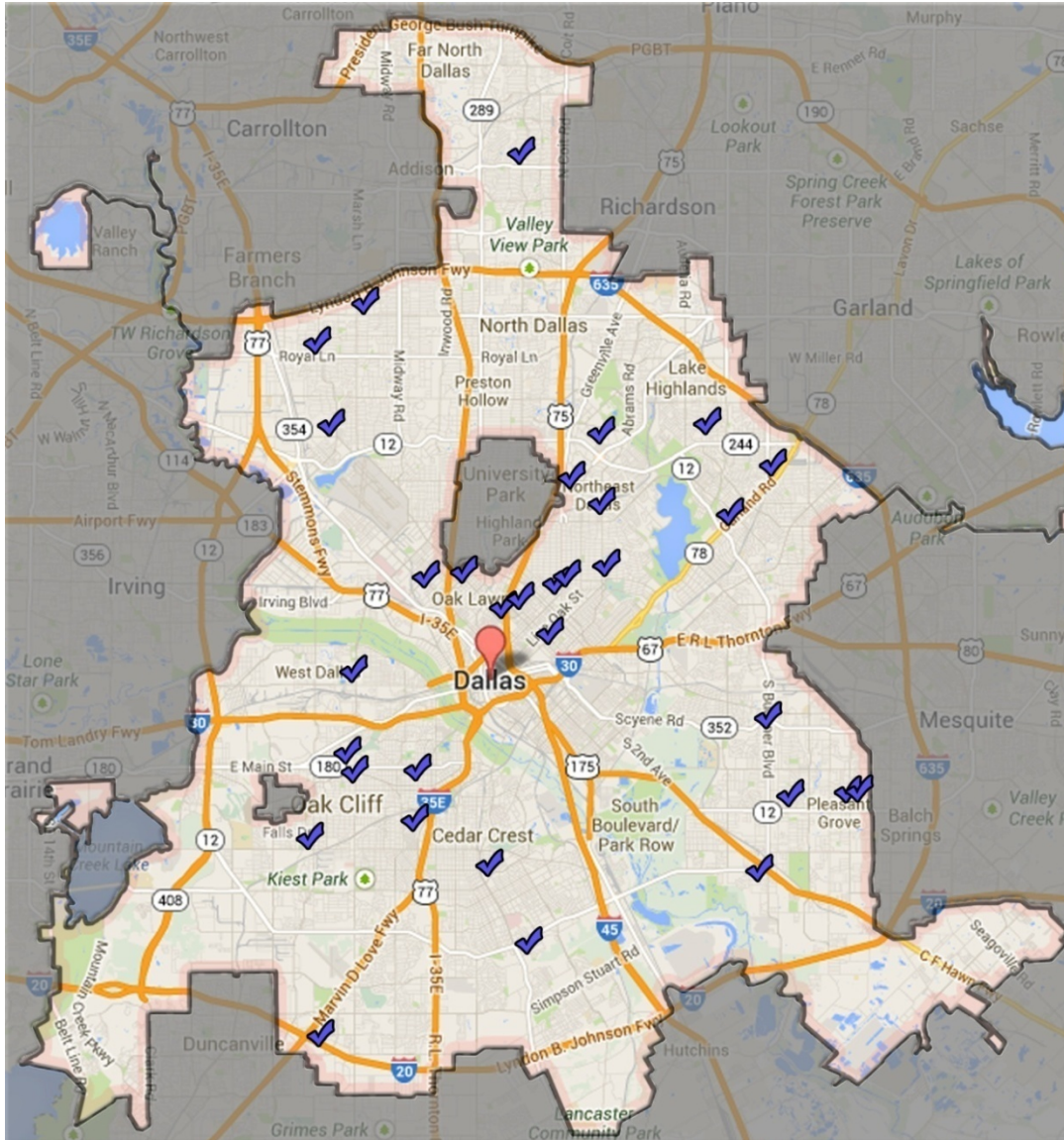
# VOLUNTARY EFFORTS (continued)

- Australia 2003-2005:
  - goal of 50% reduction/50% recycling
  - resulted in 45% reduction/14% recycling
- Los Angeles County 2008-2010:
  - goal of 30% reduction
  - results inconclusive; only 8 stores met minimum participation levels
- Chicago 2008-2012:
  - goal of increase in store participation in reuse/recycling
  - resulted in increase in businesses reporting they did not recycle any bags (95 stores → 486 stores)
- San Francisco 2005-2006:
  - goal of reduction by 10 million
  - results inconclusive; only 1 store reported results

# VOLUNTARY EFFORTS (continued)

- Informal survey of Dallas grocers conducted to determine which stores are offering voluntary reduction strategies.
  - 10 of 32 have signs posted reminding shoppers to bring their reusable bags
  - 14 of 32 offer plastic bag recycling bins on-site
  - 23 of 32 sell reusable bags
  - 9 of 32 offer incentives for customers for bringing and using their own bags

# VOLUNTARY EFFORTS (continued)



Locations of randomly selected, informally surveyed stores in Dallas for voluntary reduction efforts.

STORE	ADDRESS	SIGNS TO REMIND SHOPPERS?	BAG BINS FOR BAG RECYCLING?	SELL REUSABLE TOTE BAGS?	INCENTIVE OFFERED FOR OWN BAGS?
Albertson's	10203 E Northwest Hwy.	ON DOOR		\$1.00 +	5¢ REBATE
Albertson's	320 Casa Linda Plaza	ON DOOR		\$1.00 +	5¢ REBATE
Albertson's	7007 Arapaho Rd.	INSIDE		\$1.00 +	5¢ REBATE
Aldi Grocery Stores	4120 Gaston Ave.	INSIDE (BAG FEE)		\$1.99	
Central Market	5750 E. Lovers Ln.	IN LOT		\$0.79 +	
El Rio Grande Supermarket	10325 Lake June Rd.				
Fiesta Supermarket	11445 Garland Rd.				
Fiesta Supermarket	2951 South Buckner Blvd.			\$1.99 +	
Fiesta Supermarket	3030 S Lancaster Rd.			\$1.00 +	
Fiesta Supermarket	3434 W Illinois Ave.			\$1.00 +	
Fiesta Supermarket	9727 Webb Chapel Rd.			\$0.99	
Foodland	8411 Lake June Rd.				
Hunt Food Store	7932 S. Loop 12				
Jerry's Supermarket	532 W Jefferson Blvd.				
Kroger	4142 Cedar Springs Rd.	IN LOT		\$1.00	
Kroger	4901 Maple Ave.	IN LOT		\$0.99	
Kroger	752 Wynnewood Village	IN LOT		\$1.99	
Minyard's Food Stores	10121 Lake June Rd.				
Minyard's Food Stores	2111 Singleton Blvd.				
Minyard's Food Stores	2130 E. Ledbetter Dr.				
Save-A-Lot	2627 W. Jefferson Blvd.			\$0.99	
Sprouts Farmers Market	11722 Marsh Ln.	ON DOOR		\$0.99	5¢ REBATE
Sprouts Farmers Market	1800 N. Henderson Ave.			\$1.49 +	5¢ REBATE
Super Plaza	10909 Webb Chapel Rd.				
Target	2417 N. Haskell Ave.			\$4.99	5¢ REBATE
Tom Thumb	315 S. Hampton Rd.			\$0.99	
Tom Thumb	6333 E. Mockingbird Ln.			\$2.99	5¢ REBATE
Trader Joe's	2005 Greenville Ave.			\$0.99	RAFFLE DRAWING
Walmart	3155 W Wheatland Rd.			\$1.00 +	
Walmart Neighborhood	2305 N Central Expy.			\$1.00 +	
Walmart Supercenter	6185 Retail Rd.	ON DOOR		\$1.00 +	
Whole Foods	2118 Abrams Rd.			\$1.29 +	5¢ – 10¢ REBATE

 YES/PRESENT

 NO/ABSENT

# VOLUNTARY EFFORTS (continued)

- OTHER RETAILER STRATEGIES

- SAM'S CLUB: No bags available except for bulk item/meat barrier bags. Used boxes available for loose items.
- COSTCO: No bags available except for bulk item/meat barrier bags. Used boxes available for loose items.
- IKEA: No free bags available. Large, reusable bags available for sale.
- ALDI: No free bags available except for bulk item/produce bags. Shoppers are encouraged to bring their own bags; otherwise, plastic and paper bags available for sale.
- TRADER JOE'S: No free plastic bags available except for bulk items/produce/meat bags.

# IMPACTS OF LITTER

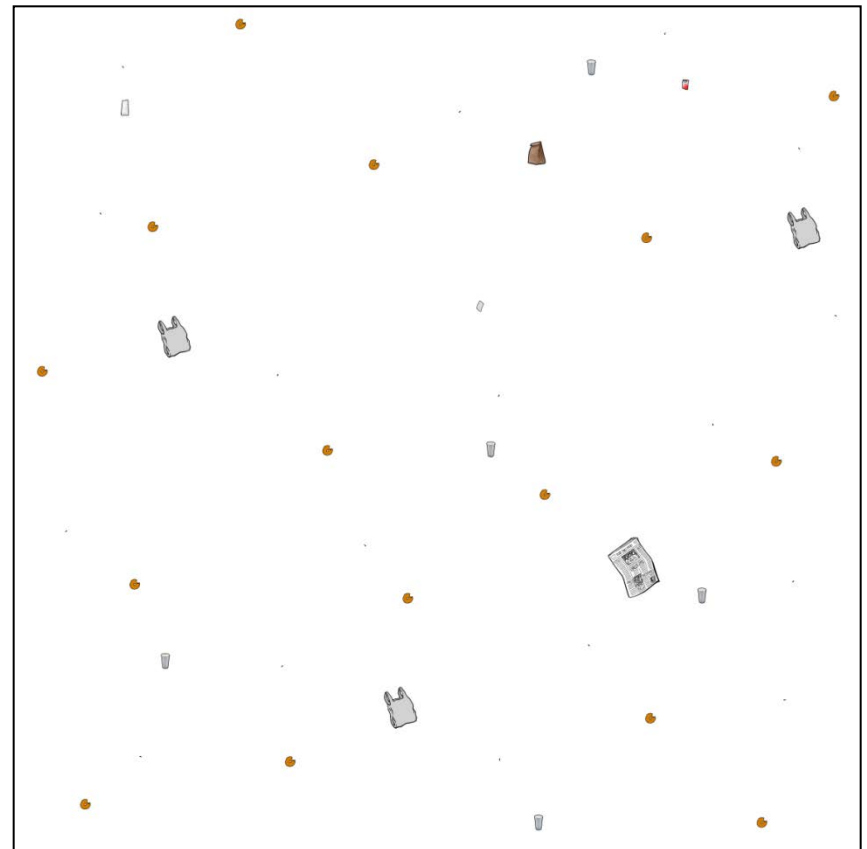
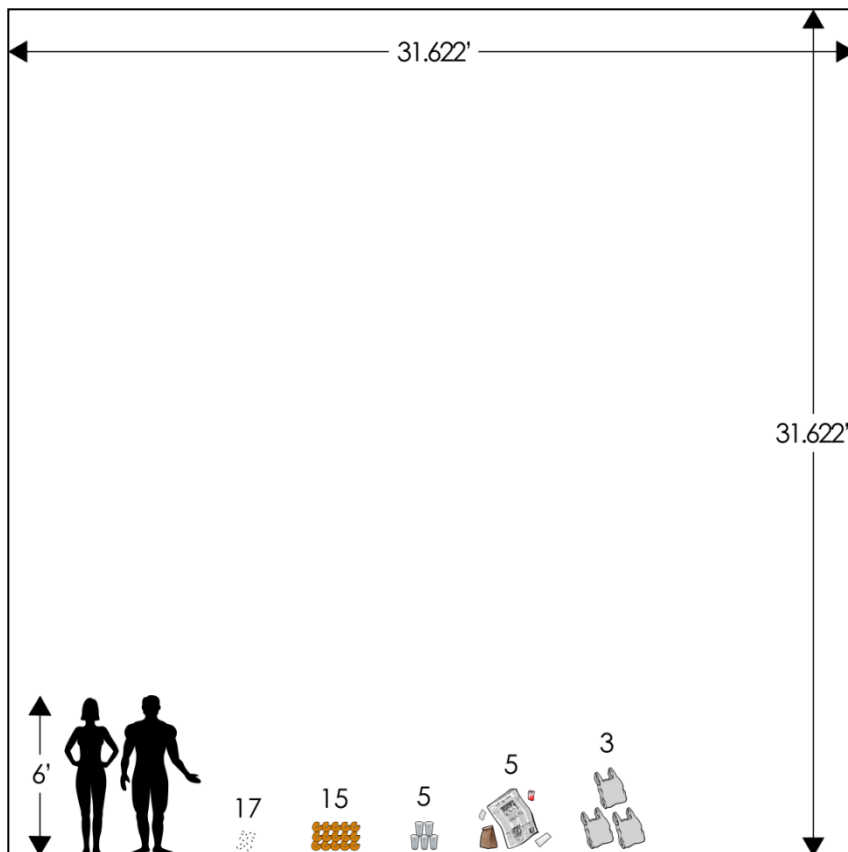
- Keep America Beautiful *2009 National Litter Survey*:
  - 5% of plastic bags are “littered” (not disposed of properly);
  - plastic bags are the fifth most common litter in retail areas; and,
  - plastic bags comprise 0.9% of litter at storm drains while comprising about 0.6% of all litter\*.

## Top Five Littered Items in Retail Areas (count)

Cigarette Butts (17)	Food Scraps (15)	Fast-Food Paper Items (5)	Other Paper Items (5)	Plastic Bags (3)
-------------------------	---------------------	------------------------------	--------------------------	------------------

# IMPACTS OF LITTER (continued)

Representation of litter in retail areas using Keep America Beautiful  
*2009 National Litter Survey* report



# IMPACTS OF LITTER (continued)

The Anacostia Watershed Trash Reduction Plan  
(December, 2008):

<b>% of Litter Observed</b>	<b>Streams</b>	<b>Anacostia River</b>	<b>Land</b>
<b>Plastic Bags</b>	47%	21%	4%
<b>Paper Bags</b>	1%	5%	26%
<b>Food Wraps</b>	25%	26%	26%



# IMPACTS OF LITTER (continued)

- Keep America Beautiful *2009 National Litter Survey*:
  - 93% of homeowners: an unkempt neighborhood would influence home buying decisions;
  - 36% of prospective businesses: litter has an impact on their decision to move or relocate;
  - 18% of prospective businesses: litter is often associated with blight and presents a negative picture of local government; and,
  - 55% of real estate agents: litter would decrease their assessment of a home's value\*.
- Litter in a community decreases property values by 7.4% according to National Association of Home Builders\*.

\* [http://www.kab.org/site/DocServer/Final\\_KAB\\_Report\\_9-18-09.pdf?docID=4561](http://www.kab.org/site/DocServer/Final_KAB_Report_9-18-09.pdf?docID=4561)

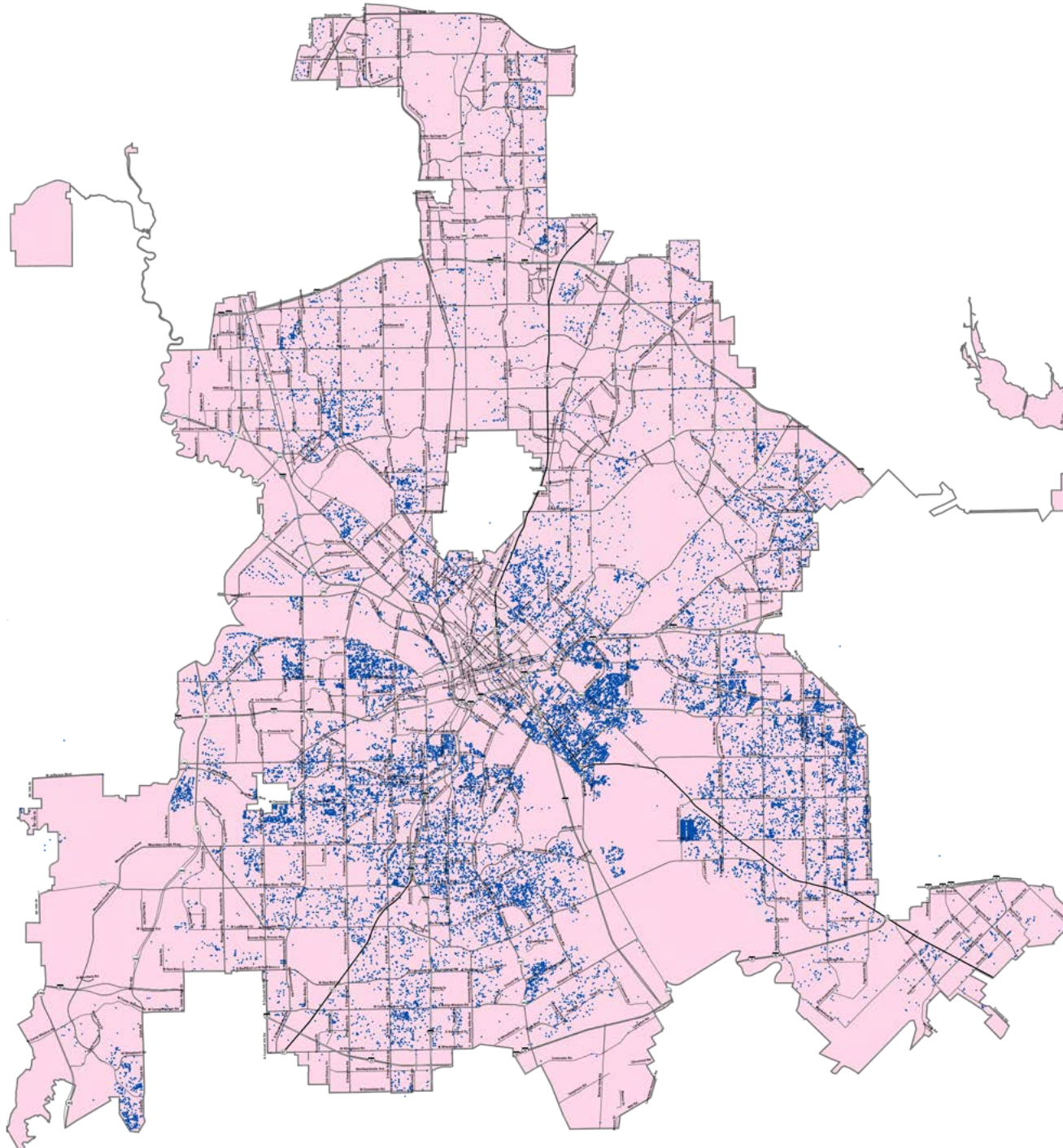
# CURRENT CITY OF DALLAS LITTER EFFORTS

- Litter abatement continues to be a priority for the Dallas City Council to ensure a clean, healthy environment<sup>1</sup>.
- Over the last five years, 311 has received approximately 20,000 litter complaints per year.
- Operation Beautification resulted in:
  - 24 groups collected about 10 tons of trash and brush in May 2012; and,
  - 21 groups collected about 17 tons of trash and brush in November 2012<sup>2</sup>.
- City of Dallas spends approximately \$4 million on litter abatement, annually.

Sanitation Services	Stormwater Management	Reverse Litter Campaign	Park and Recreation	Street Services
\$200,000	\$195,000	\$300,000	\$2,800,000	\$490,000

1) <http://www.dallascityhall.com/pdf/cmo/StrategicPlan.pdf>

2) [http://dallascityhall.com/committee\\_briefings/briefings1212/QOL\\_FallCitywideCleanupReport\\_121012.pdf](http://dallascityhall.com/committee_briefings/briefings1212/QOL_FallCitywideCleanupReport_121012.pdf)



Location of  
litter service  
requests  
between  
10/01/2010  
and  
09/30/2012.

# CURRENT CITY OF DALLAS LITTER EFFORTS (continued)



# CURRENT CITY OF DALLAS LITTER EFFORTS (continued)

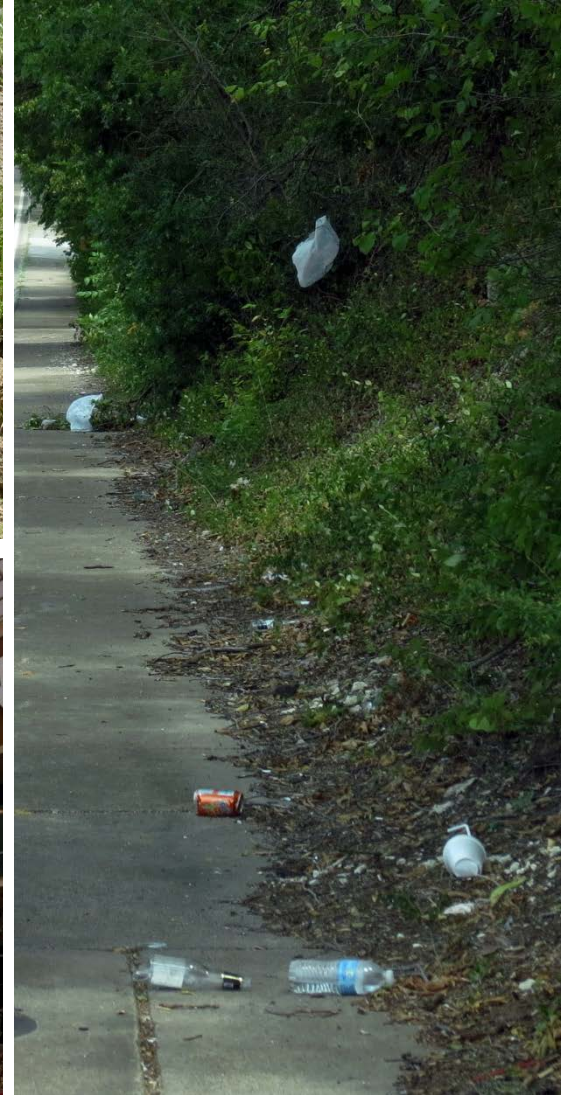


- Trinity Watershed Management conducted informal litter collection study.
  - asked to find costs associated with removing plastic bags from waterways: equipment, work hours, supplies, *et cetera*
  - determined the problem of bags in waterways was getting to the bags
  - four 100 foot linear areas were surveyed
  - costs include cleaning, trimming and removing plastic bags
  - 84 cubic yards of debris were collected
  - average cost of removal per bag: \$8.26

No.	Area	Cost per Area	Approximate # of Plastic Bags
1	Lined Channel Clean Up	\$ 1,279.36	200
2	Earthen Channel Clean Up	\$ 1,919.04	300
3	East River Bank Clean Up	\$ 3,212.88	400
4	Santa Fe Trail Outlook Clean Up	\$ 4,333.33	400

- note: ideal clean up time is winter when foliage is absent

# MOTIVATION



# MOTIVATION: FIVE MILE CREEK



# MOTIVATION: FIVE MILE CREEK





# MOTIVATION: LEDBETTER DRIVE



# MOTIVATION: GARLAND ROAD @ NW HIGHWAY



# MOTIVATION: LAKE CLIFF



# LEGISLATIVE EFFORTS

- Multiple legislative actions statewide and nationwide to reduce single-use carryout bag litter, including eight passed in Texas<sup>1</sup>.
  - Austin – single-use plastic and paper bags are banned
  - Brownsville – \$1.00 fee per transaction for plastic or paper checkout bags
  - Freer – non-compostable plastic carryout bags are banned<sup>2</sup>
  - Fort Stockton – single-use plastic bags banned
  - Kermit – plastic checkout bags will be banned and a 10¢ fee will be placed on paper bags; passed July 2013, effective October 2013<sup>3</sup>
  - Laguna Vista – non-compostable plastic carryout bags are banned<sup>4</sup>
  - South Padre Island – single-use plastic bags banned

1) <http://www.surfrider.org/pages/plastic-bag-bans-fees>

2) [http://www.ci.freer.tx.us/index.php?option=com\\_content&view=article&id=356:ordinance-2012-05-plasticbags&catid=122:ordinances&Itemid=63](http://www.ci.freer.tx.us/index.php?option=com_content&view=article&id=356:ordinance-2012-05-plasticbags&catid=122:ordinances&Itemid=63)

3) [http://www.kermittexas.us/re-klaim\\_kermit/plastic\\_bags\\_q\\_and\\_a.php](http://www.kermittexas.us/re-klaim_kermit/plastic_bags_q_and_a.php)

4) [http://www.uniflexbags.com/assets/baglaws/texas\\_laguna\\_vista.pdf](http://www.uniflexbags.com/assets/baglaws/texas_laguna_vista.pdf)

5) [http://www.sunsetvalley.org/vertical/Sites/%7B8963FD9D-CEFE-410A-A38B-1611D53E7AA1%7D/uploads/Council\\_Minutes\\_02-19-2013.pdf](http://www.sunsetvalley.org/vertical/Sites/%7B8963FD9D-CEFE-410A-A38B-1611D53E7AA1%7D/uploads/Council_Minutes_02-19-2013.pdf)

# LEGISLATIVE EFFORTS (continued)



<http://www.factorydirectpromos.com/plastic-bag-bans>

# LEGISLATIVE EFFORTS (continued)

- 2008: Office of Environmental Quality briefed Transportation and Environment Committee on proposed plastic bag ban.
  - TEC preferred voluntary reduction efforts instead of a ban
  - 2008, December: Stakeholders brought together under goal to: “develop a fun, effective, positive initiative aimed at reducing plastic bag waste and increasing plastic bag recycling”

## LEGISLATIVE EFFORTS (continued)

- 2012, summer: OEQ gathered information on plastic bags at CMO request.
  - interns in IGS helped compile data
  - results presented in Appendix
- 2013, February: Plastic bag proliferation study promised.
- 2013, March: Council member requested DRAFT carryout bags ordinance.

# LEGISLATIVE EFFORTS (continued)

- 2013, June
  - OEQ briefed Quality of Life Committee
  - OEQ briefed Transportation and Environment Committee
  - both Committees asked for briefing to full Council



# STRATEGIES FROM OTHER CITIES

Austin, TX	bans plastic bags <4.0 mil
South Padre Island, TX	bans all plastic bags
Brownsville, TX	ban and fee for plastic bags <4.0 mil
Corpus Christi, TX (proposed)	fee for plastic bags <2.0 mil
Washington, DC	fee for plastic bags >2.5 mil, bans plastic bags ≤2.5 mil
County of Los Angeles, CA	bans plastic bags <2.25 mil, fee for paper bags
Los Angeles, CA	bans plastic bags <2.25 mil, fee for paper bags
Georgetown, TX	collects plastic bags

# AUSTIN, TX

- By ordinance, banned single-use bags.
- Began effort in 2007.
- Ordinance passed March 1, 2012 and became effective March 1, 2013.
- Defines reusable carryout bags allowed under ordinance.
- Provides signage requirements, language requirements, exemptions, and public education campaign.

# AUSTIN, TX (continued)

- Texas Retailers Association v. City of Austin
  - February 25, 2013, lawsuit filed in the District Court of Travis County
  - lawsuit seeks a declaratory judgment that the Austin ordinance violates the Solid Waste Act, in particular the Texas Health and Safety Code: “Sec. 361.0961. RESTRICTIONS ON AUTHORITY OF LOCAL GOVERNMENT OR OTHER POLITICAL SUBDIVISION: (a) *A local government or other political subdivision may not adopt an ordinance, rule, or regulation to: (1) prohibit or restrict, for solid waste management purposes, the sale or use of a container or package in a manner not authorized by state law*”
  - the lawsuit is currently in the discovery phase and there have been no court rulings

# SOUTH PADRE ISLAND, TX

- By ordinance, banned single-use plastic bags.
- Began voluntary reduction in 2011.
- Regulation of plastic bags became mandatory January 2012.
- Defines recyclable paper bags.
- Provides language requirements and exemptions.

# BROWNSVILLE, TX

- By ordinance, imposed a per transaction fee on single-use plastic bags.
- Began effort in 2009 with voluntary ban on plastic bags in 2010.
- Retailers are prohibited from providing plastic checkout bags unless requested by the customer, effective January 2011.
- Defines reusable carryout bags allowed under ordinance and provides provisionary surcharge fee of \$1.00 per transaction for plastic bags otherwise banned.
- Provides reporting/remitting requirements for retailers.
- Retailers may keep up to 5% of fee to offset administrative costs; remaining fee to City for environmental initiatives.

# CORPUS CHRISTI, TX

- Presented to City Council July 30, 2013; vote expected August 2013.
- Proposed ordinance would require retailers that provide plastic bags to charge for the bags or stop using the bags.
- Allows stores to choose between environmental recovery fee of 10¢ per bag or \$1.00 per transaction for plastic bags.
- Retailers may keep up to 5% of collected fees to offset administrative costs; remaining fee to City for environmental initiatives.
- Stores may choose to participate in *Green Star Program* to reduce environmental recovery fee for consumers and reporting/remitting requirements for retailers.

# CORPUS CHRISTI, TX

- *Green Star Program*

- participating businesses may become certified and entitled to charge, collect and remit to the City the plastic bag checkout fees at reduced rates equal to one-half specified.
- participants prepare a work plan in a format specified by the City that:
  - demonstrates a 60% reduction in plastic checkout bags provided to customers;
  - provides trash receptacles outside the business for customer use;
  - performs daily cleaning of parking lots, rear loading docks, areas around dumpsters and adjacent public areas where trash accumulates;
  - provides signage at store entrances and checkout stands encouraging customers to use reusable bags;
  - displays reusable bags at the entrance to the business; and,
  - maintains a training program for employees at checkout counters to encourage the use of reusable bags.

# WASHINGTON, DC

- By Act, businesses must charge customers five cents for every disposable paper or plastic carryout bag.
- “Anacostia River Cleanup and Protection Act of 2009” passed after trash study completed in 2008.
- Defines disposable carryout bag under “Skip the Bag, Save the River”.
- Provides language requirements, exemptions and reporting/remitting requirements for retailers.
- Retailers may keep up to 3¢ of the fee collected based on level of engagement to reduce disposable bag use to offset administrative costs as defined in Act.



# COUNTY OF LOS ANGELES, CA

- By ordinance, banned single use plastic carryout bags at stores in the County unincorporated areas, while requiring retailers charge 10¢ for each paper carryout bag sold to a customer.
- Passed in 2012, effective January 2012.
- Defines plastic carryout bags and recyclable paper carryout bags.
- Retailers may keep all fees collected.
- Provides signage and staff training suggestions, language requirements, reporting requirements for retailers, and activities for which retailers may use collected fees.

# LOS ANGELES, CA

- By ordinance, bans plastic single-use carryout bags and imposes a 10¢ fee on recyclable paper carryout bags.
- Passed June 2013, effective January 2014.
- Defines plastic carryout bags and recyclable paper carryout bags.
- Retailers may keep all fees collected.
- Provides signage and staff training suggestions, language requirements, reporting requirements for retailers, and activities for which retailers may use collected fees.

# GEORGETOWN, TX

- By vendor initiative, implemented “Bag The Bag” program
  - new recycling carts, informational tags, and yellow bags distributed to residents of Georgetown by Texas Disposal Services (TDS); replacements can be obtained for 25¢ per bag
  - bag is stuffed with single use plastic bags by consumers at home, tied off, and placed in recycling cart for collection
  - bag color, thickness, and air hole placement decided based on visibility and compression factors to allow bags to smash and fill with air at the material recovery facility to aid with removal prior to mechanical sorting
  - plastic bags and films are then bundled and sold as commodity



# RESULTS OF OTHER CITIES' EFFORTS

- Washington, DC
  - plastic bag use dropped from an average 22.5 million bags to 3.3 million bags in the first month, down 19.2 million that month
  - 75% of District residents polled indicate that they have reduced bag use since fee introduced in January 2010<sup>1</sup>
  - majority of businesses said bag consumption dropped at least 50% as a result of the fee<sup>1</sup>
  - 58% of business owners and managers said the bag fee has not affected their business at all while 20% said it has affected them positively<sup>1</sup>
- Brownsville, TX
  - eliminated more than 350,000 plastic bags per day<sup>2</sup>
- South Padre Island, TX
  - plastic bag litter markedly reduced
  - 95% of businesses are supportive
  - success realized by keeping the message focused on the benefits of keeping the beaches clear and protection of marine life through the banning of plastic carryout bags

1) <http://fergusonfoundation.org/wp-content/uploads/2012/12/AFF-DC-Research-Memo-2-15-11.pdf>

2) [http://www.nytimes.com/2011/05/08/us/08ttbags.html?\\_r=0](http://www.nytimes.com/2011/05/08/us/08ttbags.html?_r=0)

# CONSIDERATIONS

What you might hear...

- *Plastic bags are only a fraction of the litter stream* –
  - plastic bags are light in weight and therefore a small fraction of the litter stream by weight but they are a higher percentage by surface area, higher by count, and even higher by percentage when compared to all items that are caught in trees
- *Reusable bags can carry bacteria* –
  - studies have confirmed this but the same studies also confirm that normal washing of the bags in the laundry or by hand removes >99.9% of that bacteria
  - DRAFT ordinance allows plastic bags for meat and bulk items; like all items that touch food, wash bags regularly to avoid contamination risk
- *Plastic bags are new and clean inside and keep food clean* –
  - the inside of the bag may be clean; however, consider how many other customers have touched the grocery items being placed in those bags (stocking clerks, curious shoppers, children admiring the packaging)
- *Plastic bags can be used to pick up pet waste* –
  - plastic pet waste bags are exempted and available for sale through retailers
  - several Dallas parks have waste bag stations for pet owners

# CONSIDERATIONS (continued)

You might also hear...

- *Paper bags have a larger environmental footprint than plastic bags* –
  - paper bags require more energy and more water than polyethylene plastic bags during production and recycling (see slide 17), however, when loose in the environment, paper bags compost and return to nature while plastic bags stay snagged on branches and fences
- *Some reusable bags cannot be recycled* –
  - much like with plastic bags and films which are currently recycled by manufacturers in North Texas, industry may discover how reusable bags can be recycled at their end of life
- *If the City passes a single-use carryout bag ordinance, will bread bags, laundry bags, and other plastic wraps still be recycled?*
  - it is hoped that recycling programs currently in place to collect plastic bags and films will remain in place to provide recycling options to Dallas residents and consumers
- *People can hide things in the reusable bags and raise the incidence of shop-lifting* –
  - a quick check of bags at the check-out lane before filling or exiting will determine if anything has been hidden in the bags
  - existing anti-theft devices will still be effective with reusable bags

# OPTIONS FOR DALLAS

1. Perform a litter proliferation study to determine the nature of litter in Dallas (see Appendix, slide 67);
2. Explore implementing a “Bag The Bag” program like Georgetown’s program (see slide 42);
3. Lobby for legislation to confirm a City’s authority to impose a fee;
4. Rely on Dallas retailers to voluntarily implement plastic bag reduction and recycling programs;
5. Set up a “Green Star Program” like Corpus Christi for Dallas retailers (see slide 38);
6. Pass an ordinance banning single-use bags in Dallas (see slides 48 and 49);
7. Some combination of the above.

# OPTION 5: SET UP “GREEN STAR PROGRAM” FOR DALLAS

- Dallas could require all stores that distribute or use plastic bags to:
  - register with the City and annually submit data on pounds of plastic bags distributed and collected;
  - have signs in the parking lot and on entrance doors reminding customers to bring their reusable bags;
  - sell reusable bags;
  - have bins for collecting and recycling plastic carryout bags and films;
  - develop and implement an anti-litter and recycling public education program which includes signage at checkout stands reminding public not to litter and to recycle;
  - train staff on carryout bag reduction strategies including not using bags for single items; and,
  - perform daily cleaning of lots or install litter catchers in storm inlets on property (see Appendix).



# OPTION 6: BAN CERTAIN TYPES OF BAGS

- DRAFT Dallas ordinance, Chapter 9C “CARRYOUT BAGS”:
  - defines terms (§9C-1);
  - prohibits businesses from using or distributing single-use carryout bags (§9C-2,a-b);
  - provides exemptions and variances (§9C-2,c);
  - provides standards for reusable carryout bags (§9C-3);
  - allows designated Director the discretion to approve alternative bag options and methods (§9C-4);
  - requires signage and provides guidance for said signage (§9C-5);
  - allows designated Director the discretion to grant variances from a requirement in Chapter 9C (§9C-6);
  - offers guidance on alternative bag options and methods (§9C-7) and appeals (§9C-8); and,
  - provides violation penalty information (§9C-9).

# OPTION 6: BAN CERTAIN TYPES OF BAGS (continued)

- Ban single-use carryout bags.
- Reusable carryout bags must have handles (except paper bags with height less than 14 inches and width less than 8 inches) and be constructed of:
  - cloth or other washable fabric or durable material woven or non-woven;
  - recyclable plastic greater than 4 mil (0.004 inch) in thickness; or,
  - recyclable paper with a minimum of 40% recycled content on the date of ordinance effectiveness.
- Reusable carryout bag must display language describing the bag's ability to be reused and recycled.
- Businesses must provide prominently displayed signage in English and Spanish.
- Single-use bags exempted from this ordinance include:
  - laundry and garment bags; door hangers; newspaper bags; garbage bags; prescription and medical supply bags; recyclable paper bags at restaurants; single-use plastic bags at restaurants for moisture control; bulk food bags; plastic wraps; moisture barriers; and, bags used by non-profits or other charity to distribute items.
  - Prior to effective date, City commits to engage in public education campaign.
    - staff recommends one year implementation period beginning upon adoption

# POLICY QUESTIONS

- What is the overall objective?
  - continue status quo for convenience?
  - reduce litter/improve aesthetics?
  - protect wildlife and natural resources?
  - promote sustainability with a balanced solution?
- What happens if nothing is done?
- Should the ban be for only plastic or both plastic and paper?
- Are exemptions adequate to allow for consumer needs?
- Should 4 mil (0.004 in) thick plastic be allowed as a reusable bag?
  - thick plastic in storm sewer system could cause blockages and lead to localized flooding
- Should public education campaign include distribution of reusable non-woven bags?
  - 600,000 bags cost about \$372,000 and could be distributed by City

# NEXT STEP

- City Council consideration of options.

Questions?

# APPENDICES

- 54** DRAFT Carryout Bags Ordinance
- 63** Environmental Impacts Of Bags
- 64** Current Bag Usage In Dallas
- 65** Shopping Bags And Pricing
- 66** Paper Bags
- 67** Litter Proliferation Study
- 71** Comparison Of Sampled Ordinances
- 72** Detailed City Ordinances

# DRAFT CARRYOUT BAGS ORDINANCE

ORDINANCE NO. \_\_\_\_\_

An ordinance adding CHAPTER 9C, "CARRYOUT BAGS," to be composed of Sections 9C-1 through 9C-9, to the Dallas City Code, as amended; defining terms; prohibiting business establishments from using or distributing single-use carryout bags; providing for exemptions and variances; providing standards for reusable carryout bags; requiring signage; providing a penalty not to exceed \$500; providing a saving clause; providing a severability clause; and providing an effective date.

WHEREAS, the city of Dallas has a duty to protect the natural environment, the economy, and the health of its citizens; and

WHEREAS, the use of single-use carryout bags has a significant impact on the environment such as contributing to unsightly litter on the streets, sidewalks, trees, bushes, and vacant lots; clogging sewers and drainage systems; and polluting the landscape; and

WHEREAS, single-use carryout bags have significant environmental impacts each year, including hundreds of volunteer hours removing single-use carryout bags from trees, lots, bushes, and roadways; and

WHEREAS, single-use carryout bags have caused the death of well over 100,000 migrating wildlife; and

WHEREAS, it is in the best interests of the health, safety, and welfare of the residents of the city of Dallas to protect the environment by banning the use of single-use carryout bags; Now, Therefore,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the Dallas City Code is amended by adding a new CHAPTER 9C, "CARRYOUT BAGS," to read as follows:



“CHAPTER 9C

CARRYOUT BAGS

SEC. 9C-1. DEFINITIONS.

In this chapter:

(1) BUSINESS ESTABLISHMENT means any commercial enterprise that provides carryout bags to its customers, including sole proprietorships, joint ventures, partnerships, corporations, or any other legal entity whether for profit or not for profit, and includes all employees of the commercial enterprise and any independent contractors associated with the commercial enterprise.

(2) CARRYOUT BAG means a bag provided by a business establishment to a customer typically at the point of sale for the purpose of transporting purchases.

(3) DEPARTMENT means the department designated by the city manager to enforce and administer this chapter.

(4) DIRECTOR means the director of the department designated by the city manager to enforce and administer this chapter and includes representatives, agents, or department employees designated by the director.

(5) REUSABLE CARRYOUT BAG means a carryout bag that is specifically designed and manufactured for multiple reuse and meets the requirements of Sections 9C-3(b) through (d) of this chapter.

(6) SINGLE-USE CARRYOUT BAG means a carryout bag that is not a reusable carryout bag.

SEC. 9C-2. SINGLE-USE CARRYOUT BAGS.

(a) Beginning (effective date of ordinance), no person may provide single-use carryout bags at any city facility, city-sponsored event, or any event held on city property.

(b) Beginning (effective date of ordinance), a business establishment may not provide single-use carryout bags to its customers or to any person.

(c) This section does not apply to the following:

(1) Laundry dry cleaning or garment bags, door-hanger bags, newspaper bags, or packages of multiple bags intended for the disposal of garbage, pet waste, or yard waste.

(2) Recyclable paper bags provided by pharmacists or veterinarians to contain prescription drugs or other medical necessities.

(3) Recyclable paper bags used by restaurants to take away prepared food.

(4) Single-use plastic bags used by restaurants to take away prepared food only where necessary to prevent moisture damage, such as for soups, sauces, salads with dressing, and liquids.

(5) Bags used by a consumer inside a business establishment to:

hardware items:  
(A) contain bulk items, such as produce, nuts, grains, candy, or small

packaged:  
(B) contain or wrap frozen foods, meat, or fish, whether or not pre-

moisture damage to other purchases; or  
(C) contain or wrap flowers, potted plants, or other items to prevent

(D) contain unwrapped prepared foods or bakery goods.

(6) Bags used by a non-profit corporation or other charity to distribute food, grocery products, clothing, or other household items.

**SEC. 9C-3. REUSABLE CARRYOUT BAG STANDARDS.**

(a) A business establishment may provide or sell reusable carryout bags to its customers or any person. A person may provide or sell reusable carryout bags at any city facility, city-sponsored event, or any event held on city property.

(b) A reusable carryout bag must display in a highly visible manner on the bag's exterior, language describing the bag's ability to be reused and recycled.

(c) A reusable carryout bag must have a handle, except that a handle is not required for a reusable carryout bag constructed out of recyclable paper with a height of less than 14 inches and a width of less than eight inches.

(d) A reusable carryout bag must be constructed out of:

non-woven:  
(1) cloth, other washable fabric, or other durable materials whether woven or

(2) recyclable plastic, with a minimum thickness of 4.0 mil; or

(3) recyclable paper that contains a minimum of 40 percent recycled content.

SEC. 9C-4. ALTERNATIVE BAGS AND METHODS.

(a) The director may approve an alternative to the required reusable carryout bag if the director finds that:

(1) the proposed alternative bag provides reusability and durability that is equivalent to or better than the required bag;

(2) the proposed alternative bag meets the minimum reuse testing standard of 100 reuses carrying 16 pounds; and

(3) the manufacturer or distributor documentation of the minimum testing standards provided by the applicant are found sufficient by the director to support the alternative compliance.

(b) The director may approve an alternative compliance method proposed by the applicant to provide emergency access to carryout bags if the method proposed meets the criteria of Subsection (c) and the director finds that:

(1) the applicant has demonstrated a need for an alternative method of compliance;

(2) the proposed alternative method meets the intent of the city council in adopting this chapter, including the elimination of single-use carryout bags; and

(3) documentation of the findings provided by the applicant is found sufficient by the director to support the alternative compliance method.

(c) An alternative compliance method proposed under Subsection (b) must:

(1) be restricted to a time period not to exceed three years, with an annual renewal request and observation;

(2) provide control measures and a corresponding reporting process to prevent continued consumer reliance on the alternative compliance method;

(3) provide a smooth transition to full compliance with this chapter by the end of the alternative compliance time period;

(4) provide signage to clarify consumer options; and

(5) include monthly reporting to the director regarding the effectiveness of the alternative compliance method, including the total alternative bags distributed.

(d) A request for approval of an alternative bag or method must be submitted on a form provided by the director. An application for approval of an alternative bag or method must contain the information required by Section 9C-7 of this chapter.

(e) The applicant has the burden of proof to establish the necessary facts to warrant favorable action by the director.

(f) The director shall evaluate all applications on a case-by-case basis.

(g) The director shall render a decision on a request to use an alternative bag or method no later than 60 days after the request is submitted.

(h) The director shall prepare written findings to support the grant or denial of a request to use an alternative bag or method.

**SEC. 9C-5. SIGNAGE AND OTHER REQUIREMENTS.**

(a) Beginning (effective date of ordinance), a business establishment must provide prominently displayed signage in accordance with this section.

(b) Required signs must be displayed in both English and Spanish.

(c) The specific language on a required sign may be chosen by the business establishment as long as the signs include language explaining all of the following:

(1) The business establishment no longer offers single-use carryout bags in compliance with this chapter.

(2) The options available for carrying purchases from the business establishment.

(3) The benefits of reducing, reusing, and recycling.

(d) An interior sign must be posted no further than six feet from each point of sale.

(e) A business establishment that owns, leases, or controls its customer parking areas shall post and maintain exterior signs with the following requirements:

(1) The signs must include language that reminds customers to bring their own reusable bags.

(2) The signs must be at least 11 inches by 17 inches in area and readable by walking customers.

(3) The signs must be posted so that they are visible to customers with a minimum of one sign for every 50 parking spaces.

(4) If a business establishment requires fewer than 50 parking spaces, it must post one sign at the exterior of the customer entrance, visible to customers entering the business establishment.

(f) The city does not provide the signs required to be posted by this section. It is the responsibility of the business establishment to produce and erect the signs.

SEC. 9C-6. VARIANCE.

(a) The director may grant a variance from a requirement of this chapter only after determining that application of this chapter would:

- (1) cause undue hardship based on unique circumstances; or
- (2) deprive a person or business enterprise of a legally-protected right.

(b) A request for a variance must be submitted on a form provided by the director. An application for a variance must contain the information required by Section 9C-7 of this chapter.

(c) The applicant has the burden of proof to establish the necessary facts to warrant favorable action on the variance request.

(d) The director shall evaluate all applications on a case-by-case basis.

(e) A variance granted under this section must be the minimum departure necessary to address the hardship.

(f) The director shall render a decision on a variance request no later than 60 days after the request is submitted.

(g) The director shall prepare written findings to support the grant or denial of a variance request.

SEC. 9C-7. APPLICATION INFORMATION.

An application for an alternative bag or method under Section 9C-4 of this chapter or a variance under Section 9C-6 of this chapter must contain the following information:

- (1) The applicant's name, address, and telephone number.
- (2) The name and address of the business establishment.
- (3) Whether the request is for an alternative bag or method or a variance.

(4) If the application is for an alternative bag or method, the proposed alternative bag or method, and the duration of use of the proposed alternative bag or method.

(5) If the application is for a variance:

(A) a description of the alleged hardship and a demonstration that the hardship is above and beyond the general transition and conversion issues encountered by other business establishments; or

(B) a description of the legally-protected right of which the business establishment claims to be deprived.

**SEC. 9C-8. APPEALS.**

If the director denies an application for a variance or an alternative bag or method, the decision is final unless the applicant files an appeal with the permit license and appeals board in accordance with Section 2-96 of this code.

**SEC. 9C-9. VIOLATIONS; PENALTY.**

(a) A person who violates any provision of this chapter, or fails to perform an act required by this chapter, commits an offense. A person commits a separate offense each day or part of a day during which the violation is committed, continued, or permitted.

(b) An offense under this chapter is punishable by a fine not to exceed \$500.

(c) The culpable mental state required for the commission of an offense under this chapter is governed by Section 1-5.1 of this code.”

SECTION 2. That prior to the effective date of this ordinance, the city will engage in a public education campaign to inform business establishments and citizens of the requirements regarding carryout bags.

SECTION 3. That the Dallas City Code shall remain in full force and effect, save and except as amended by this ordinance.

SECTION 4. That the terms and provisions of this ordinance are severable and are governed by Section 1-4 of Chapter 1 of the Dallas City Code, as amended.

SECTION 5. That this ordinance will take effect on \_\_\_\_\_, and it is accordingly so ordained.

APPROVED AS TO FORM:

THOMAS P. PERKINS, JR., City Attorney

By \_\_\_\_\_  
Assistant City Attorney

Passed \_\_\_\_\_

CB/DCC/00004

DRAFT

# ENVIRONMENTAL IMPACTS OF BAGS

	PLASTIC (PE – POLYETHYLENE, C – COMPOSTABLE)	PAPER
Aesthetics:	Catch on fences, trees, and other stationary objects. Light enough to float on the breeze at altitude. Can collect water and provide mosquito breeding ground.	Catch on fences, trees, and other stationary objects. Generally blow along ground due to weight but can be carried aloft.
Wildlife Impact:	Over 260 species of wildlife have been reported to ingest or become tangled in plastic debris. Plastic is the most frequently reported material in encounters between debris and marine organisms <sup>1</sup> .	Paper 0.64% of marine debris <sup>1</sup> . Paper composts <sup>2</sup> and poses no threat to wildlife and the environment.
Stormwater Impacts:	Plastic bags can block storm inlets and snag on objects in waterways.	Paper decomposes easily when wet but can cause blockages if present in high amounts at inlets.
Natural Resources:	About 72.5% of the plastic bags in the United States are made in the United States from polyethylene. In the United States, ethylene is made from ethane, a waste by-product of natural gas refining <sup>2</sup> . Plastic bags and film can be recycled into plastic bags.	Made from trees (paper) and corn (glue) which are replanted and re-grown, creating a need to preserve forest land. A typical acre of trees will capture 5,880 pounds of CO <sub>2</sub> each year. Trees provide more than 65% of the energy needed to create paper <sup>3</sup> .
Solid Waste:	81.2% of plastic bags are landfilled <sup>4</sup> .	65.4% of paper bags are landfilled <sup>4</sup> .
Energy use for production, use, and disposal of 1,000 grocery bags <sup>4</sup> .	457 M joules (PE) – 1,219 M joules (C)	922 M joules
Gross energy use for production, fuel, transport, and feedstock of 1,000 grocery bags <sup>4</sup> .	509 M joules (PE) – 1,380 M joules (C)	2,622 M joules
	<b>PER 1,000 BAGS</b>	<b>PER 1,000 BAGS</b>
Weight <sup>5</sup> :	15 pounds	140 pounds
Diesel used to ship <sup>5</sup> :	0.06 gallons	0.58 gallons
Air emissions <sup>5</sup> :	1.62 pounds	3.225 pounds
Petroleum used <sup>5</sup> :	1.62 pounds	3.67 pounds
BTUs required <sup>5</sup> :	649,000	1,629,000
	<b>PER 1,500 BAGS</b>	<b>PER 1,000 BAGS</b>
Greenhouse Gas Emissions (CO <sub>2</sub> e) <sup>6</sup> :	0.04 tons (PE) – 0.18 tons (C)	0.08 tons (30% recycled fiber)
Fresh Water Usage <sup>6</sup> :	58 gallons (PE) – 1017 gallons (C)	1004 gallons (30% recycled fiber)

1) <http://www.thegef.org/gef/sites/thegef.org/files/publication/cbd-ts-67-en.pdf> 2) <http://www.savetheplasticbag.com/ReadContent667.aspx>

3) <http://www.internationalpaper.com/documents/EN/IPG/PaperVsPlastics.pdf>

4) <http://www.plasticbagfacts.org/PDFs/Life-Cycle-Assessment-for-Three-Types-of-Grocery-Bags.pdf>

5) <http://www.interplas.com/packaging-earth-friendly-recyclable-plastic-bags> 6) <http://www.sanjoseca.gov/DocumentCenter/View/2215>



# CURRENT BAG USAGE IN DALLAS

Carryout bags at other retailers (not an exhaustive list of Dallas retailers)

7-11	Plastic	Dollar Tree	Plastic	PotBelly	Paper
American Hero	Paper	Family Dollar	Plastic	QuikTrip	Plastic
Arby's	Paper	Home Depot	Plastic	RaceTrac	Plastic
Baker Bros.	Plastic	In 'n Out	Paper	Rudy's	Paper
Big Lots!	Plastic	Jack In The Box	Paper	Sonic	Paper
Boston Market	Plastic	Jimmy John's	None	Subway	Plastic
Burger King	Paper	KFC	Plastic	Taco Bell	Plastic
Cane's	Plastic	Kohl's	Plastic	Taco Bueno	Plastic
Chili's	Both	Lenny's	Plastic	Taco Cabana	Plastic
Chipotle	Paper	Long John Silver's	Plastic	Taco Casa	Both
Church's	Plastic	Lowe's	Plastic	Talbot's	Both
Circle K	Plastic	McDonald's	Paper	Target	Both
Corner Bakery	Both	Macy's	Both	Walmart	Plastic
Dairy Queen	Paper	On The Border	Plastic	Wendy's	Both
Del Taco	Paper	Panda Express	Plastic	Whataburger	Both
Dillard's	Both	Pei Wei	Plastic	Which Wich	Paper
Dollar General	Plastic	Popeye's	Plastic	Williams Chicken	Plastic



# SHOPPING BAGS AND PRICING

- There are 42 “Bag Suppliers” within 50-miles of 75201 zip code.
- Sampling of size and pricing of bags that would comply with DRAFT ordinance (subject to changing):
  - 10”x5”x13” 4 mil plastic bag is \$0.42<sup>1</sup> per unit;
  - 16”x6”x15” 4 mil plastic bag is \$0.476<sup>2</sup> to \$0.53<sup>1</sup> per unit;
  - Bring Back Bag (Austin ordinance compliant) \$0.11 to \$0.13 per wave top unit (order minimum 100,000) and, \$0.22 to \$0.25 per soft loop handle unit (order minimum 15,000)<sup>3</sup>;
  - 12”x7”x17” 70 lb. paper bag (40% recycled content, glued handles) is \$0.15 to \$0.12 per unit<sup>4</sup>;
  - 12”x8”x14” reusable non-woven polypropylene shopping bag, \$1.30 to \$1.45 per unit<sup>5</sup>;
  - 13”x15”x10” reusable non-woven polypropylene shopping bag, \$1.19 to \$1.69 per unit<sup>6</sup>;
  - 16”x6”x12” reusable non-woven polypropylene shopping bag, \$1.30 to \$2.15 per unit<sup>7</sup>;
  - and,
  - 12.625”x13”x8.75” reusable non-woven polypropylene shopping bag, \$0.86 to \$4.29 per unit<sup>8</sup>.

1) Innovative Packaging Group; 2) Uline; 3) Roplast Industries; 4) PaperMart; 5) Associated Bag; 6) Logo Expressions, Inc.; 7) Big Promotions!; 8) Discount Mugs

# PAPER BAGS

- Paper shopping bags were randomly collected from nine Dallas grocers in July 2013.
  - eight had bags with ordinance compliant language
  - six had bags with ordinance compliant recycled content for the first year (40%)
  - four had bags with ordinance compliant handles

Store	Location	Language	Content	Handles	 Icon	 SFI
Super Plaza	10909 Webb Chapel	Yes	Not given	No	Yes	Yes
Minyard's	2111 Singleton Blvd	No	Not given	No	Yes	Not shown
Tom Thumb	6333 E. Mockingbird Lane	Yes	40%	No	Yes	Yes
Kroger	4901 Maple Avenue	Yes	Not given	No	Yes	Yes
Aldi	4120 Gaston Avenue	Yes	40%	No	Yes	Not shown
Albertson's	7007 Arapaho Road	Yes	40%	Yes	Yes	Not shown
Sprout's	1800 N. Henderson Avenue	Yes	40%	Yes	Yes	Yes
Central Market	5750 E. Lovers Lane	Yes	40%	Yes	No	Not shown
Trader Joe's	2005 Greenville Avenue	Yes	40%	Yes	Yes	Yes

# LITTER PROLIFERATION STUDY

- Characterize forms of litter found in study zones in Dallas.
  - type, composition, source, amount
- Solicit stakeholder suggestions on abatement practices for the litter characterized in the study.
- Provide data to decision makers working to reduce pollution in Dallas and the Trinity River watershed.
- Identify trends that may be impacting litter amounts.
  - include activities which create, move, collect, and remove litter from our landscape, such as events, weather, and civic, church, and youth group clean up efforts

# LITTER PROLIFERATION STUDY: NEXT STEPS

- The Office of Environmental Quality will lead this effort.
- The litter proliferation study timeline will be announced publicly.
- Partner with an academic institution to secure guidance on methodology and provide third-party objectivity.
- Stakeholders will be sought to help provide information, data, and input.

# LITTER PROLIFERATION STUDY: TIMELINE

- Office of Environmental Quality will announce litter proliferation study timeline, fall 2013.
- City staff will solicit and identify stakeholders, June – September 2013.
- Determine survey and litter characterization methods with academic partner, September – October 2013.
- Identify study zones, September – October 2013.

# LITTER PROLIFERATION STUDY: TIMELINE

(continued)

- Initiate surveys of study zones, fall 2013.
  - repeat surveys at regular intervals
  - conduct litter characterization after each survey
- Conduct stakeholder meetings at regular intervals.
- Conclude surveys and litter characterizations, fall 2014.
- Solicit and compile stakeholder positions, fall 2014.
- Present information to City Manager, fall 2014.

City	Plastic (thickness in mils)			Bulk	Product	Paper	Eater y	Credit	Details
	<2.5	<4.0	>4.0						
CA, Calabasas						10¢ *	Paper	Up to retailers	Low-income exemption. Store keeps fee. * NOG, 40PC, 100R, LANG.
CA, Long Beach						10¢ *			Store keeps fee. * NOG, 40PC, 100R, 100C, LANG.
CA, Los Angeles						10¢ *			Low-income exemption. Store keeps fee. Reusable may be plastic ≥2.25 mil. * 40PC, 100R, NOG, LANG
CA, San Francisco	<2.25	10¢ ‡	10¢ ‡			10¢ *	◇ Oct 2013		Low-income exemption. Store keeps fee. ‡ >125 uses, 22#, 175 ft, cleanable x100, LANG. * 100R, NOG, 40PC, LANG. ◇ Take-out orders only; not dine-in “doggy” bag.
DC, Washington		5¢ ‡	5¢ ‡			5¢ *	Paper		<b>Skip the Bag, Save the River</b> program. Stores eligible to keep up to 3¢ of fee; 1¢ outright, 2¢ if rebate offered, 3¢ if in-store campaign. ‡ 100R, LANG. * 40PC, 100R, LANG.
OR, Corvallis						5¢ *	Both		Low-income exemption. Store keeps fee. * 40PC, 100R, 100C.
TX, Austin			*			*	Both *		Retailers <u>may</u> set fee for reusable. * 100R, LANG.
TX, Brownsville	\$1.00 ◇	\$1.00◇				*	Paper‡		<b>Resaca waterways</b> program involved. LANG city-wide. ◇ 5% to retailer; rest to City environmental programs. * NOG, 40PC, 100R, 65#. ‡ non-reusable plastic okay.
TX, South Padre						*			* NOG, 40PC, 100R, LANG.
WA, Seattle	<2.25					5¢ *	Both		Low-income exemption. Store keeps fee. * Large bags (1/8 barrel), 40PC, LANG.

Allowed

Fee

Banned



# AUSTIN: CARRYOUT BAGS ORDINANCE

- 2007, April 19: Austin City Council passed Resolution No. 20070419-026
  - directed the City Manager to evaluate and recommend strategies for limiting the use of non-compostable plastic bags and promote the use of compostable and reusable checkout bags
- 2008, April 10: Austin City Council passed Resolution No. 20080410-048
  - adopted a voluntary plastic bag reduction plan in lieu of an ordinance banning plastic bags to reduce the number of plastic bags entering the City's solid waste stream by half (50%) within 18 months
    - the TRA reported a 74% increase in recycling of plastic bags and film and a 20% decrease in the amount of plastic bags purchased by retailers in the time period
  - Austin Solid Waste Services Department tasked with implementing a pilot program to offer customers the opportunity to recycle plastic bags at curbside; discontinued the 5,000 household pilot after 3 months citing low participation rates, increased collection costs, low volumes of material, limited potential for adequate return on investment, and presence of easily accessible recycling drop-off sites available to the community
- 2010, June 24: Austin City Council passed Resolution No. 20100624-079
  - directed the City Manager to determine the cost to Austin taxpayers of processing plastic bags in the waste stream and report the information to City Council on or before September 23, 2010
- 2011, August 4: Austin City Council passed Resolution No. 20110804-021
  - directed the City Manager to draft, process, and bring forward for Council consideration by November 2011, an ordinance providing a comprehensive phase-out of single-use bags offered at retail check-outs within the city limits of Austin
  - the City Manager was further directed to engage retail stakeholders and concerned citizens in the development of the draft ordinance
  - resolution cited that the data collected at the conclusion of the pilot program showed that the voluntary plan reduced the use of plastic bags by approximately 20%, failing to reach the goal of a 50% reduction

# AUSTIN: CARRYOUT BAGS ORDINANCE

(continued)

- Ordinance adopted by the City of Austin on March 1, 2012, and effective March 1, 2013.
- Reusable carryout bags must have handles (except paper bags with height less than 14 inches and width less than 8 inches) and be constructed of:
  - cloth or other washable fabric or durable material woven or non-woven;
  - recyclable plastic greater than 4 mil (0.004 inch) in thickness; or,
  - recyclable paper with a minimum of 40% recycled content on March 1, 2013, and a minimum of 80% recycled content by March 1, 2014.
- Single-use bags are bags not meeting the reusable carryout bag definition.
- Reusable carryout bag must display language describing the bag's ability to be reused and recycled.
- Businesses must provide prominently displayed signage in English and Spanish.
- Single-use bags exempted from this ordinance include:
  - laundry bags; door hangers; newspaper bags; garbage bags; pet waste bags; yard waste bags; prescription and medical supply bags (if recyclable within City of Austin residential recycling program); recyclable paper bags at restaurants (if recyclable within City of Austin residential recycling program); single-use plastic bags at restaurants for moisture control; bulk food bags; plastic wraps; moisture barriers; and, bags used by non-profits or other charity to distribute items
- Austin program administered by Austin Resource Recovery (formerly Solid Waste Services).
- One year period between adoption date and effective date for full implementation of Ordinance in which Austin spent \$850,000 on public education campaign.
  - <http://www.kvue.com/news/Final-informational-meetings-on-bag-ban-190172541.html>

# SOUTH PADRE ISLAND: PLASTIC BAGS

- 2011, all year: Voluntary plastic bag regulation to reduce impacts on the environment.
- 2012, January: Regulation of Plastic Bags became mandatory.
  - bans distribution of plastic bags at the point of sale
  - allows distribution of recyclable paper bags
    - contains no old growth fiber; 100% recyclable; contains minimum of 40% post-consumer recycled content; displays words “reusable” and/or “recyclable” and/or universal recycling symbol on outside of bag; and, provides documentation to show compliance
  - exempted from this Ordinance:
    - paper bags at restaurants; paper prescription and medical supply bags; paper bags for carry-out beverages or liquor sales; garment or laundry bags; and, plastic bags provided to effect food safety
- No legal action noted to date.

# BROWNSVILLE: PLASTIC BAGS ORDINANCE

- 2009, December: Passed Ordinance 2009-911-E prohibiting the use of plastic bags in the City and creating an Environmental Advisory Committee, a stakeholder group.
  - EAC comprised of four Brownsville grocers, four Brownsville committees, one Brownsville shopping center, one Brownsville City Commissioner, and, one other Brownsville business
  - met once a week until the Ordinance became effective in January 2011
- 2010, all year: Voluntary ban on plastic shopping bags in preparation for mandatory ban of plastic bags on January 5, 2011.
- 2011, January: Business establishments are prohibited from providing plastic bags and shall only provide reusable bags.
  - exempted from this Ordinance:
    - paper bags at convenience stores; paper bags at restaurants; prescription and medical supply bags; paper bags for carry-out beverages or liquor sales; garment or laundry bags; plastic bags provided to effect food safety; and, plastic bags provided in exchange for provisionary surcharge fee of \$1.00 per transaction

# BROWNSVILLE: PLASTIC BAGS ORDINANCE (continued)

- Provisionary surcharge fee included in ordinance as a means to allow consumers who may have forgotten their reusable bag or who prefer single-use bags to purchase carryout bags for transport of goods from retailers. Fee is \$1.00 per transaction whether one bag is needed for a few items or multiple bags are needed for several items.
- Fees that are collected by retailers are remitted to the City. The retailers are allowed to keep up to 5% of each \$1.00 fee to help offset administrative costs.
- The “BYOB – Bring Your Own Bag” program has generated \$1.4 million in provisional surcharge fees since January 2011 which have been used toward environmental programs, recycling, and clean-up initiatives.
- No legal action to date.

# CORPUS CHRISTI: DRAFT PLASTIC CHECKOUT BAGS

- Re-presented to Corpus Christi City Council July 30, 2013.
- Council is set to vote on the ordinance at the end of August 2013\*.
- Plastic checkout bag is defined as:
  - any bag that is 2 mils (0.002 inches) or thinner; and,
  - provided by a business to a customer typically at point of sale for the purpose of transporting goods after shopping.
- Reusable bag is specifically designed and manufactured for multiple reuse and is made of:
  - cloth or other washable fabric;
  - other durable material suitable for reuse; or,
  - durable plastic more than 2 mils (0.002 inches) thick.
- Corpus Christi program administered by Solid Waste Department.
- An environmental recovery fee will be established for customers making purchases from businesses utilizing plastic checkout bags.
  - fee shall be either 10¢ per plastic bag or \$1.00 per transaction
  - fee shall be reduced by one-half if business is certified in *Green Star Program*
  - fees shall not be charged for plastic checkout bags used for unprepared meat, poultry, or fish
- The fees imposed by this ordinance shall take effect on April 1, 2014.
- The City shall maintain a telephone hotline for persons to report violations of this ordinance. The City shall also audit businesses for compliance.

\* <http://www.kristv.com/news/plastic-bag-debate-continues/>

# CORPUS CHRISTI: DRAFT PLASTIC CHECKOUT BAGS (continued)

- *Green Star Program* shall be established by the Director of the Solid Waste Department wherein participating businesses may become certified and entitled to charge, collect and remit to the City the plastic bag checkout fees at reduced rates equal to one-half specified.
  - participants prepare a work plan in a format specified by the City and approved by the Director of Solid Waste Operations that:
    - demonstrates a 60% reduction in plastic checkout bags provided to customers;
    - provides trash receptacles outside the business for customer use;
    - performs daily cleaning of parking lots, rear loading docks, areas around dumpsters and adjacent public areas where trash accumulates;
    - provides signage at store entrances and checkout stands encouraging customers to use reusable bags;
    - displays reusable bags at the entrance to the business; and,
    - maintains a training program for employees at checkout counters to encourage the use of reusable bags.
- Businesses utilizing plastic checkout bags, whether or not certified in Green Star Program, shall register with the Solid Waste Department prior to collecting fees required under ordinance.
- Each business shall make an election of either the per bag fee or the per transaction fee at the time of registration. If no election is made, the per bag fee will apply. Businesses may request to change collection election in writing with conditions.
- Fees shall be paid by the customer and collected by the business at the time of purchase. Total amount of any fees charged for plastic checkout bags will be reflected on the customer receipt.

# CORPUS CHRISTI: DRAFT PLASTIC CHECKOUT BAGS (continued)

- Fees collected during each calendar month shall be remitted to the Solid Waste Department by the 20<sup>th</sup> day of the following calendar month unless that business collects less than \$250 each month and elects to file quarterly at which time such fees will be remitted by the 20<sup>th</sup> day of the month following the calendar quarter.
  - businesses may deduct and retain an administrative fee equal to 5% of the fees collected to offset the costs incurred under the program
  - each remittance shall be accompanied by a report in the form required by the City stating the total number of plastic checkout bags sold or the total number of transactions if fee assessed per transaction, the volume of plastic checkout bags purchased, and the number of reusable bags sold during the period
  - a late fee of \$100 shall be assessed for each month the fees are unremitted past the due date
- Fees remitted to the City under this ordinance may be used for:
  - giveaways of free reusable bags; public education on reducing plastic checkout bag use; hiring of more code enforcement officers and other City employees to enforce City ordinances; cleanup programs of shorelines, storm drains, streets, parks, and dumping areas; reduction of residential solid waste/garbage pickup charges; payment of the administrative fee to participating retailers; and any other use approved by the City Council.
- Any violations shall be subject to punishment as follows:
  - first violation: written warning shall be issued, no fine;
  - subsequent violations: \$100 first violation in a calendar year; \$200 for second violation in the same calendar year; or, \$500 for each additional violation in the same calendar year;
  - no more than one citation shall be issued to a business within a 7-day period; and
  - a violation under this subsection is a Class C misdemeanor.



# WASHINGTON, DC: BAG LAW

- 2009: “Anacostia River Cleanup and Protection Act of 2009” (“Bag Law”) passed.
  - resulted from a trash study done on the Anacostia River that indicated that disposable plastic bags were one of the largest sources of litter in the Anacostia River; and,
  - aims to reduce pollution in District of Columbia waterways while raising funds to clean and protect them.
- 2009: “Anacostia River Cleanup and Protection Clarification Emergency Amendment Act of 2009” passed.
  - allowed retail establishments a grace period to deplete existing stock of nonconforming plastic and paper disposable carryout bags
- 2010, January: “Skip the Bag, Save the River” campaign goes into effect.

# WASHINGTON, DC: BAG LAW (continued)

- Disposable carryout bags made of plastic must:
  - be 100% recyclable;
  - be made from high-density polyethylene code 2 or low-density polyethylene code 4; and,
  - display language to the effect of “please recycle this bag” in a highly visible manner on the bag exterior.
- Disposable carryout bags made of paper must:
  - be 100% recyclable;
  - contain a minimum of 40% post-consumer recycled content; and,
  - display language to the effect of “please recycle this bag” in a highly visible manner on the bag exterior.
- A consumer making a purchase from a retail establishment shall pay at the time of purchase a fee of 5¢ for each disposable carryout bag. Fees retained shall not be classified as revenue and shall be tax-exempt.
- Retailers shall keep 1¢ of the 5¢ fee; provided the establishment offers a reusable bag credit to consumers (of no less than 5¢ per bag), it shall retain an additional 1¢. Remaining amount of each fee shall be paid to the Office of Tax and Revenue and deposited in the Anacostia River Cleanup and Protection Fund.
- Bags exempted from this Ordinance include:
  - laundry bags; door hangers; newspaper bags; garbage bags; pet waste bags; yard waste bags; prescription and medical supply bags; paper bags at restaurants; reusable carryout bags; bags for carrying a partially consumed bottle of wine

# COUNTY OF LOS ANGELES: PLASTIC & RECYCLABLE PAPER CARRYOUT BAG LAW

- Ordinance revised by the Board of Supervisors of the County of Los Angeles on November 16, 2010, and effective for all on January 1, 2012.
- Ordinance adds a chapter to Los Angeles County Code and regulates the use of plastic carryout bags and recyclable paper carryout bags and promotes the use of reusable bags within unincorporated areas of the County of Los Angeles at:
  - full-line self-service retail stores with gross annual sales of \$2,000,000 or more that sells a line of dry grocery, canned goods, or non-food items and some perishable items; stores of at least 10,000 square feet of retail space that generates sales or use tax and that has a pharmacy licensed pursuant to Chapter 9 of Division 2 of the Business and Professions Code; or, a drug store, pharmacy, supermarket, grocery store, convenience food store, foodmart, or other entity engaged in the retail sale of a limited line of goods that includes milk, bread, soda, and snack foods, including those stores with a Type 20 or 21 license issued by the Department of Alcoholic Beverage Control.
- Plastic carryout bags, as defined, may not be distributed and recyclable paper carryout bags carry a 10¢ charge.
- Plastic carryout bags are defined as any bag made predominantly from petroleum or biologically based sources like corn or other plant sources.
  - includes compostable and biodegradable bags but **does not include** reusable bags, and produce or product bags (any bag without handles used exclusively to carry produce, meats, or other food items to the point of sale inside a store or to prevent such foods from coming into direct contact with other purchased items)
- Recyclable paper carryout bags are defined as any bag meeting the following requirements:
  - contains no old growth fiber; 100% recyclable and contains a minimum of 40% post-consumer recycled material; capable of composting per American Society of Testing and Materials (ASTM) standard D6400; acceptable in curbside programs in the County; displays the name of the manufacturer, the country of manufacture, and percentage of post-consumer recycled material used; and, displays the word “Recyclable” in a highly visible manner on the outside of the bag.

# COUNTY OF LOS ANGELES: PLASTIC & RECYCLABLE PAPER CARRYOUT BAG LAW (continued)

- Reusable carryout bags must:
  - have handles and be manufactured for multiple reuse and has a minimum lifetime of 125 uses meaning capable of carrying 22 pounds 125 times over a distance of 175 feet; has a minimum volume of 15 liters; is machine washable or made from material that can be cleaned or disinfected; does not contain lead, cadmium, or any other heavy metal in toxic amounts as defined by state and federal laws; has printed on the bag or a tag permanently affixed the name of the manufacturer, the country of manufacture, a statement that the bag does not have lead, cadmium, or any other heavy metal in toxic amounts, and the percentage of postconsumer recycled material used; and, if made of plastic is at least 2.25 mil (0.00225 inch) in thickness.
- Any store that provides a recyclable paper carryout bag to a customer must charge the customer 10¢ for each bag provided, except as otherwise provided in the chapter.
- No store shall rebate or otherwise reimburse a customer any portion of the 10¢ charge, except as otherwise provided in the chapter.
- All stores must indicate on the customer receipt the number of recyclable paper carryout bags provided and the total amount charged for the bags.
- All monies collected by a store will be retained by the store and may be used only for any of the following:
  - costs associated with complying with the requirements of the chapter; actual costs of providing recyclable paper carryout bags; or, costs associated with a store's educational materials or educational campaign encouraging the use of reusable bags, if any.
- All stores must report quarterly to the Director of Public Works the total number of recyclable paper carryout bags provided; the total amount of monies collected for providing recyclable paper carryout bags; and, a summary of any efforts the store has undertaken to promote the use of reusable bags in the prior quarter. Fines may apply if reporting is not done timely.

# COUNTY OF LOS ANGELES: PLASTIC & RECYCLABLE PAPER CARRYOUT BAG LAW (continued)

- All stores must provide reusable bags to customers either for sale or at no charge.
- No part of the chapter prohibits customers from using bags of any type that they bring to the store themselves or from carrying away goods that are not placed in a bag in lieu of using bags provided by the store.
- Each store is encouraged to educate its staff to promote reusable bags and to post signs encouraging customers to use reusable bags.
- All stores must provide at point of sale, free of charge, either reusable bags or recyclable paper carryout bags or both, at the store's option, to any customer participating in either the California Special Supplemental Food Program for Women, Infants, and Children pursuant to Article 2 of Chapter 1 of Part 2 of Division 106 of the Health and Safety Code or in the Supplemental Food Program pursuant to Chapter 10 of Part 3 of Division 9 of the Welfare and Institutions Code.
- The Director of Public Works has primary responsibility for enforcement of this chapter. The Director is authorized to promulgate regulations and to take any and all other actions reasonable and necessary to enforce this chapter, including, but not limited to, investigating violations, issuing fines and entering the premises of any store during business hours. The Director of the Department of Agricultural Commissioner/Weights and Measures and the Director of Public Health may assist with this enforcement responsibility by entering the premises of a store as part of their regular inspection functions and reporting any alleged violations to the Director of Public Works.
- Stores that violate or fail to comply after a written warning notice has been issued for that violation shall be guilty of an infraction. If a store has subsequent violations that are similar in kind to the violation addressed in the written warning notice, the following penalties will be imposed:
  - a fine not exceeding \$100 for the first violation; a fine not exceeding \$200 for the second violation; or a fine not exceeding \$300 for the third and subsequent violations after the written warning notice is given.

# LOS ANGELES: PLASTIC & RECYCLABLE PAPER CARRYOUT BAG LAW

- Ordinance passed on June 25, 2013 by the Council of the City of Los Angeles applying to retail establishments within the City of Los Angeles and shall become operative on January 1, 2014 for full-line self-service retail stores with gross annual sales of \$2,000,000 or more that sells a line of dry grocery, canned goods, or non-food items and some perishable items and, stores of at least 10,000 square feet of retail space that generates sales or use tax and that has a pharmacy licensed pursuant to Chapter 9 of Division 2 of the Business and Professions Code; and operative on July 1, 2014 for any drug store, pharmacy, supermarket, grocery store, convenience food store, foodmart, or other entity engaged in the retail sale of a limited line of goods that includes milk, bread, soda, and snack foods, including those stores with a Type 20 or 21 license issued by the Department of Alcoholic Beverage Control.
- Ordinance seeks to increase waste diversion from landfills, promote recycling, and reduce litter.
- Plastic carryout bags, as defined, may not be distributed and recyclable paper carryout bags carry a 10¢ charge.
- Plastic carryout bags are defined as any bag made predominantly from petroleum or biologically based sources like corn or other plant sources.
  - includes compostable and biodegradable bags but does not include reusable bags, and produce or product bags (any bag without handles used exclusively to carry produce, meats, or other food items to the point of sale inside a store or to prevent such foods from coming into direct contact with other purchased items)
- Recyclable paper carryout bags are defined as any bag meeting the following requirements:
  - contains no old growth fiber; 100% recyclable and contains a minimum of 40% post-consumer recycled material; displays the name of the manufacturer, the country of manufacture, and percentage of post-consumer recycled material used; and, displays the word “Recyclable” in minimum 14-point type.

# LOS ANGELES: PLASTIC & RECYCLABLE PAPER CARRYOUT BAG LAW (continued)

- Reusable carryout bags must:
  - have handles and be manufactured for multiple reuse and has a minimum lifetime of 125 uses meaning capable of carrying 22 pounds 125 times over a distance of 175 feet; has a minimum volume of 15 liters; is machine washable or made from material that can be cleaned or disinfected; does not contain lead in an amount greater than 89 ppm nor total heavy metals (lead, hexavalent chromium, cadmium, and mercury) in any amount greater than 99 ppm, unless lower heavy metal limits are imposed by state and federal laws; has printed on the bag or a tag permanently affixed the name of the manufacturer, the country of manufacture, a statement that the bag does not have lead, cadmium, or any other heavy metal in toxic amounts, the percentage of postconsumer recycled material used, if any, and bag care and washing instructions; and, if made of plastic is at least 2.25 mil (0.00225 inch) in thickness.
- Any store that provides a recyclable paper carryout bag to a customer must charge the customer 10¢ for each bag provided, except as otherwise provided in the article.
- All stores must indicate on the customer receipt the number of recyclable paper carryout bags provided and the total amount charged for the bags.
- All monies collected by a store will be retained by the store and may be used only for any of the following:
  - costs associated with complying with the requirements of the article; actual costs of providing recyclable paper carryout bags; and, costs associated with a store's educational materials or educational campaign encouraging the use of reusable bags, if any.
- All stores must report quarterly to the Director of Public Works the total number of recyclable paper carryout bags provided; the total amount of monies collected for providing recyclable paper carryout bags; and, a summary of any efforts the store has undertaken to promote the use of reusable bags in the prior quarter. Quarterly reports must be filed no later than thirty days from the end of the quarter for which the report is made.

# LOS ANGELES: PLASTIC & RECYCLABLE PAPER CARRYOUT BAG LAW (continued)

- All stores must provide reusable bags to customers either for sale or at no charge.
- No part of the article prohibits customers from using bags of any type that they bring to the store themselves or from carrying away goods that are not placed in a bag in lieu of using bags provided by the store.
- Each store is urged to educate staff to promote reusable bags and to post signs encouraging customers to use reusable bags.
- All stores must provide at point of sale, free of charge, either reusable bags or recyclable paper carryout bags or both, at the store's option, to any customer participating in either the California Special Supplemental Food Program for Women, Infants, and Children pursuant to Article 2 of Chapter 1 of Part 2 of Division 106 of the Health and Safety Code or in the Supplemental Food Program pursuant to Chapter 10 of Part 3 of Division 9 of the Welfare and Institutions Code.
- The Department of Public Works has primary responsibility for enforcement of this article. The Department is authorized to promulgate regulations and to take any and all other actions reasonable and necessary to enforce this article, including, but not limited to, investigating violations, issuing fines and entering the premises of any store during business hours. If the Department determines that a violation has occurred, it will issue a written notice that a violation has occurred and the potential penalties that will apply for future violations.
- Stores that violate any requirement of the article after a written warning notice has been issued the following penalties will be imposed:
  - a fine not exceeding \$100 for the first violation; a fine not exceeding \$200 for the second violation; or a fine not exceeding \$500 for the third and subsequent violations after the written warning notice is given.



# Memorandum



CITY OF DALLAS

DATE October 25, 2013

TO Honorable Members of the Quality of Life & Environment Committee:  
Dwayne R. Caraway (Chair), Sandy Greyson (Vice-Chair), Rick Callahan,  
Carolyn R. Davis, Lee M. Kleinman, Adam Medrano

SUBJECT **Dallas Water Utilities: Joint Public Awareness and Education Programs**

On Monday, October 28, 2013, the Committee will be briefed on the City of Dallas Water Utilities joint public awareness and education programs. The briefing material is attached for your review.

Please let me know if you have any questions or need additional information, please let me know.

A handwritten signature in black ink, appearing to read 'Forest E. Turner'.

Forest E. Turner  
Assistant City Manager

Cc: The Honorable Mayor and Members of the City Council  
A.C. Gonzalez, Interim City Manager  
Warren M.S. Ernst, City Attorney  
Judge Daniel F. Solis, Administrative Judge  
Rosa A. Rios, City Secretary  
Craig D. Kinton, City Auditor  
Ryan S. Evans, Interim First Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
Joey Zapata, Assistant City Manager  
Charles M. Cato, Interim Assistant City Manager  
Theresa O'Donnell, Interim Assistant City Manager  
Jeanne Chipperfield, Chief Financial Officer  
Frank Libro, Public Information Officer  
Elsa Cantu, Assistant to the City Manager – Mayor and Council

# Dallas Water Utilities: Joint Public Awareness and Education Programs



Quality of Life & Environment Committee  
October 28, 2013

# Briefing Purpose

- Provide background and approach regarding Joint Public Awareness and Education Programs
  - Provide details on program effectiveness
  - Provide details regarding upcoming agenda items
- Seek Committee recommendation for Council support of:
  - Public Awareness Campaign items
  - Environmental Education Initiative (EEI)

# What are the Joint Programs?

- Water Conservation Public Awareness
  - MOU with Tarrant Regional Water District
- Grease Abatement “Cease the Grease” Public Awareness Program
- Environmental Education Initiative (EEI)
  - Water Conservation and Solid Waste Recycling
    - Partners with Dallas ISD and Richardson ISD

# Strategic Plan Foundation for Water Conservation

- State Water Conservation Plan -mandated by state legislation
  - Minimum requirements include
    - Updated plans required every five years to include five and ten year targets
    - Continuing Public Education Information Program for water conservation
    - Water rate structure that is cost based and discourages excessive water use
    - Coordination with Regional Planning Group
- City of Dallas Five-Year Strategic Plan on Water Conservation
  - Serves as a road map to help us meet State mandates
  - Serves as a major component of the City's long range water supply strategies

# Water Conservation Strategic Planning

- Water Conservation plays an integral role in the City's long range water supply and environmental initiatives
  - Long Range water supply assumptions include water use reduction through all conservation programs of 29 billion gallons annually
    - Equivalent to the permitted yield for Lake Ray Hubbard
  - Currently achieving approximately 53% of 2060 goal
- Impact on current operations allows for:
  - Cost avoidance of approximately \$4M related to the use of power and chemicals for treatment and delivery
  - Extends current available water supplies

# Water Conservation Strategic Planning

- City of Dallas Water Utilities (DWU) first Strategic Plan was adopted by City Council in 2005 included water conservation goals for a five-year period ending in FY 2009
  - Plan included programs and budgets to achieve the goals
  - Proposed goal of 1% per year reduction in gallons per capita (GPCD)
- Strategic Plan was updated and adopted in 2010 for period ending FY 2015
  - Built on the accomplishments from the 2005 plan
  - Proposed new reduction goal of 1.5% GPCD

# Water Conservation Program History

- 1980's : Water conservation programs consisted of public education and outreach
- 2001: Adopted ordinance prohibiting water waste and added conservation tiers to rate structure
- 2002: Public awareness campaign launched
- 2005: Adopted Five-Year Strategic Plan
- 2009: Began joint public awareness campaign with Tarrant Regional Water District
- 2010: Five-Year Strategic Plan updated
- 2012: Amended ordinance limiting outdoor watering to a maximum of twice weekly







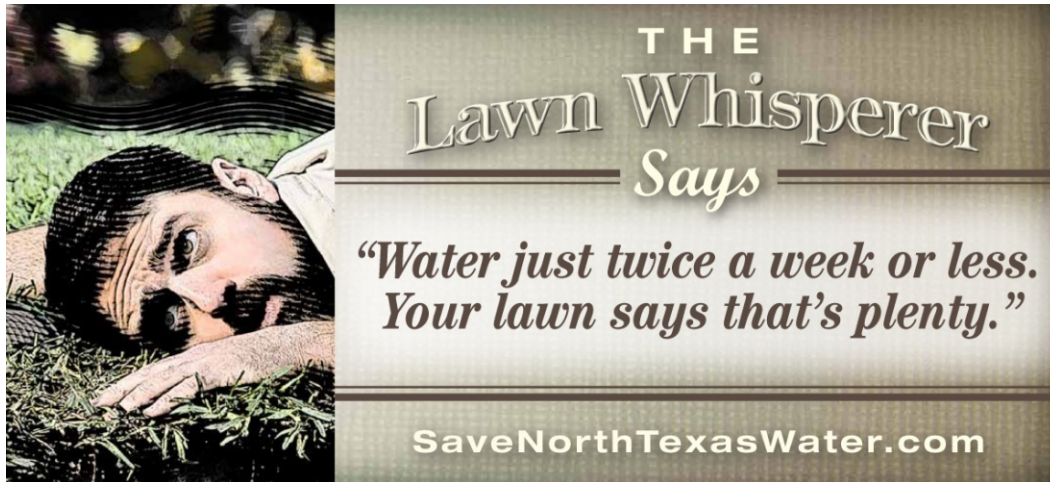
# Public Awareness Program

# Public Awareness Components

- Grassroots and multi-media outreach used to heighten public awareness on wise water usage
- Proposed five-year term (\$4.759M) for services includes-
  - Special Events & Promotions
  - Brochures & Bill Inserts
  - Web Site
  - Media Campaign
  - Consumer Research
  - Regional Efforts
- Memorandum of Understanding (MOU) between the City of Dallas and the Tarrant Regional Water District for creative development for the Water Conservation Public Awareness Campaign (five-year term - \$750K)

# Creative Partnership with Tarrant Regional Water District

- Since 2009, shared messaging across Dallas and Tarrant counties speaks with one voice to conserve, doubling message coverage
- Creative development cost split between two agencies



- Television
- Radio
- Newspaper
- Billboards
- Bus signs
- Internet ads
- Social Media




**City of Dallas Water Utilities  
Public Awareness Campaign Benchmark  
Surveys 2003-2012**

# Survey Rationale

- Surveys have been conducted since 2003
- Three key metrics tracked
  - Ordinance Awareness
  - Advertising Campaign Recall
  - Reports of behavioral changes
- These data are analyzed through a time series model to determine the effectiveness of the media campaign

# Water Conservation Summary

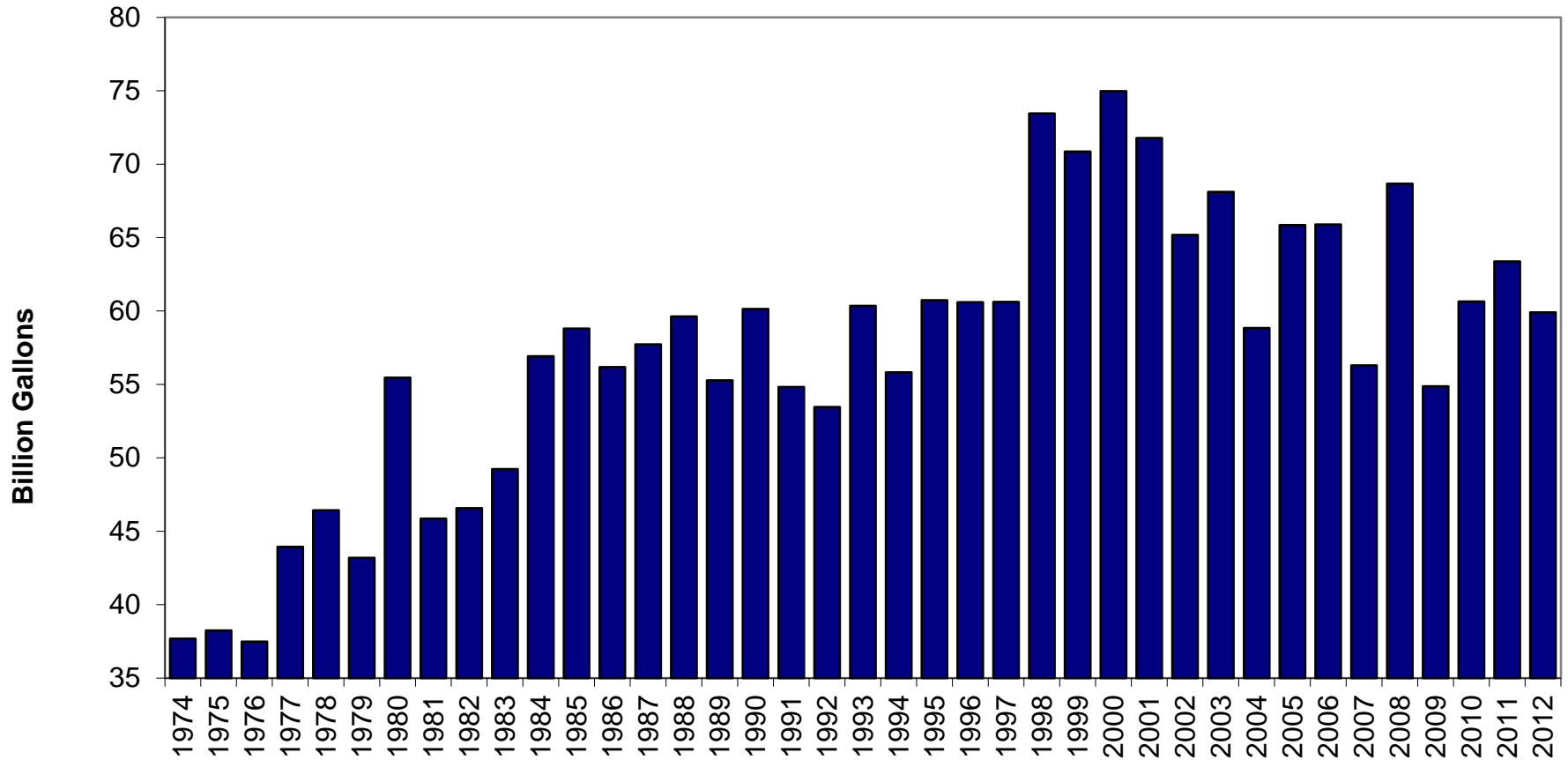
- Annual Campaign Surveys have shown-
  - Public awareness of the watering ordinance has increased from an average 60% in 2003 to 77% in 2012
  - Increased public awareness of general conservation from an average of 59% in 2003 to 65% in 2012.
  - Knowledge from the public awareness campaigns has significantly effected customers' actions as evidenced by reported behavioral changes from an average 46% in 2003 to 69% in 2012
- Dallas' public image strengthened as result of consistent messaging and positive results
- Dallas' retail GPCD (gallons per capita per day) has decreased from 247 in 2002 to 204 in 2012



# **Measuring the Results**

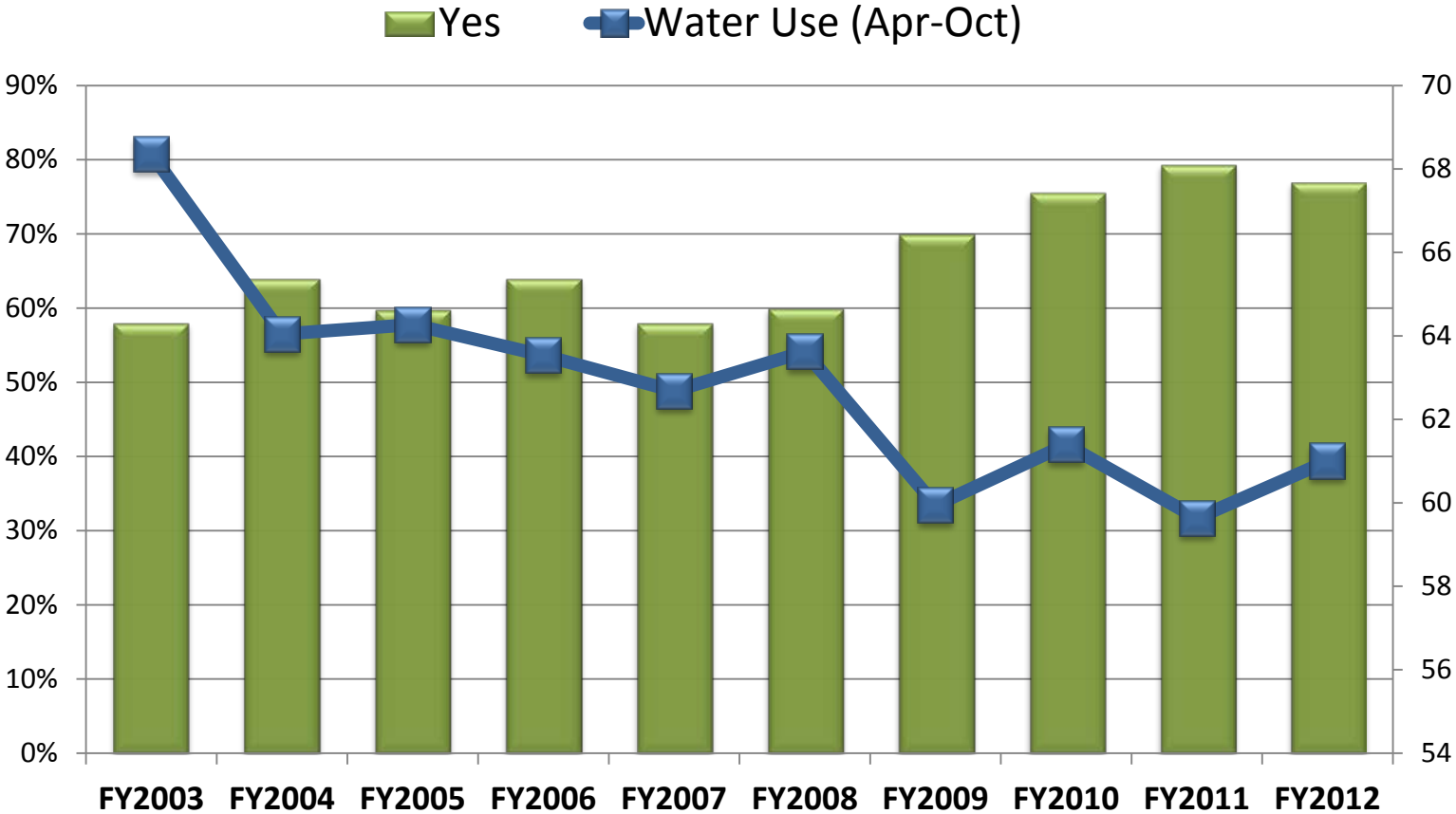
## **2003 - 2012**

# Water Consumption Trend (April - October)

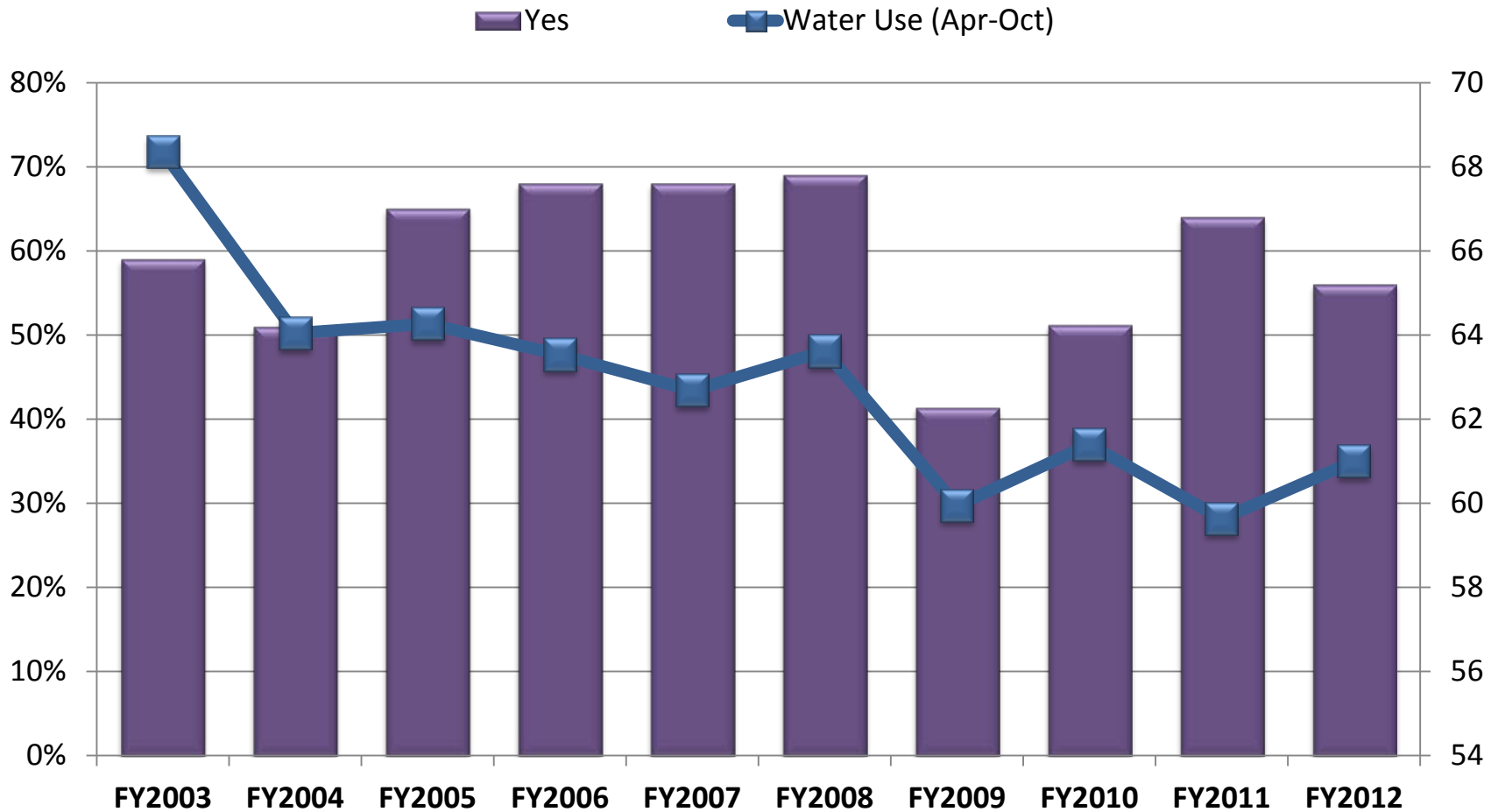




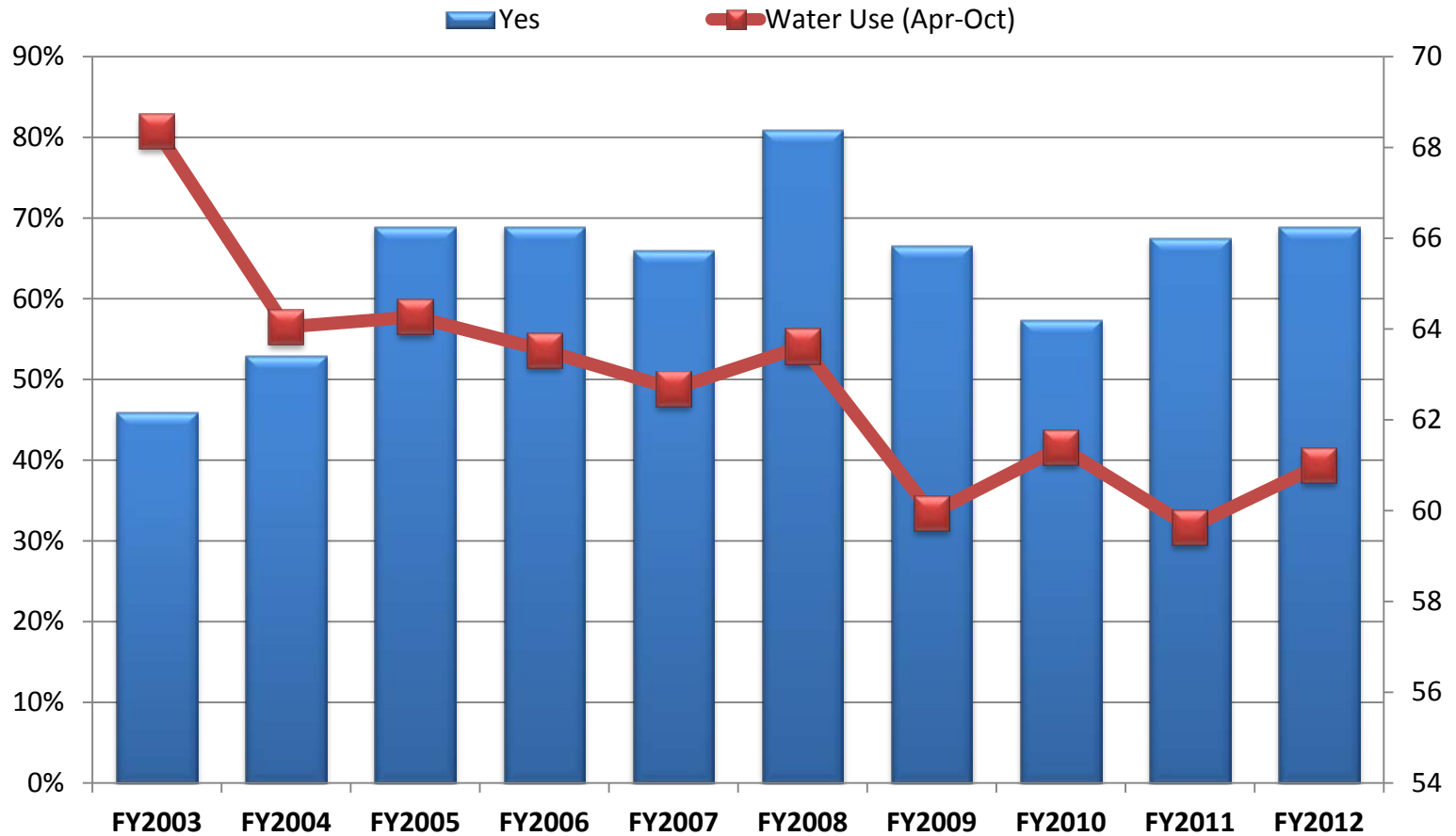
# Ordinance Awareness vs. Water Use



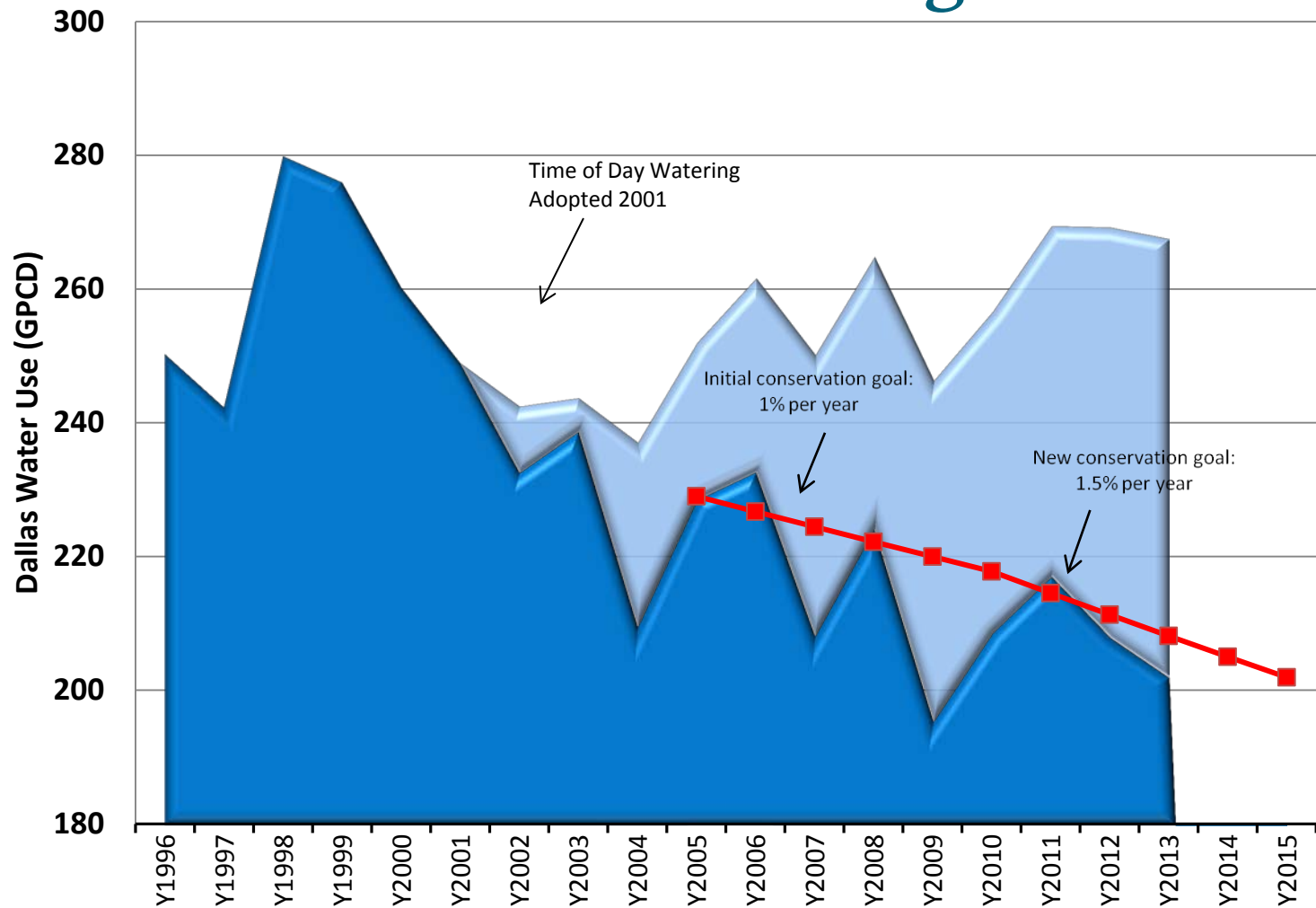
# Advertising Recall vs. Water Use



# Reported Behavioral Changes vs. Water Use



# Per Capita Water Use With and Without Conservation Programs



Note: Preliminary numbers for 2013

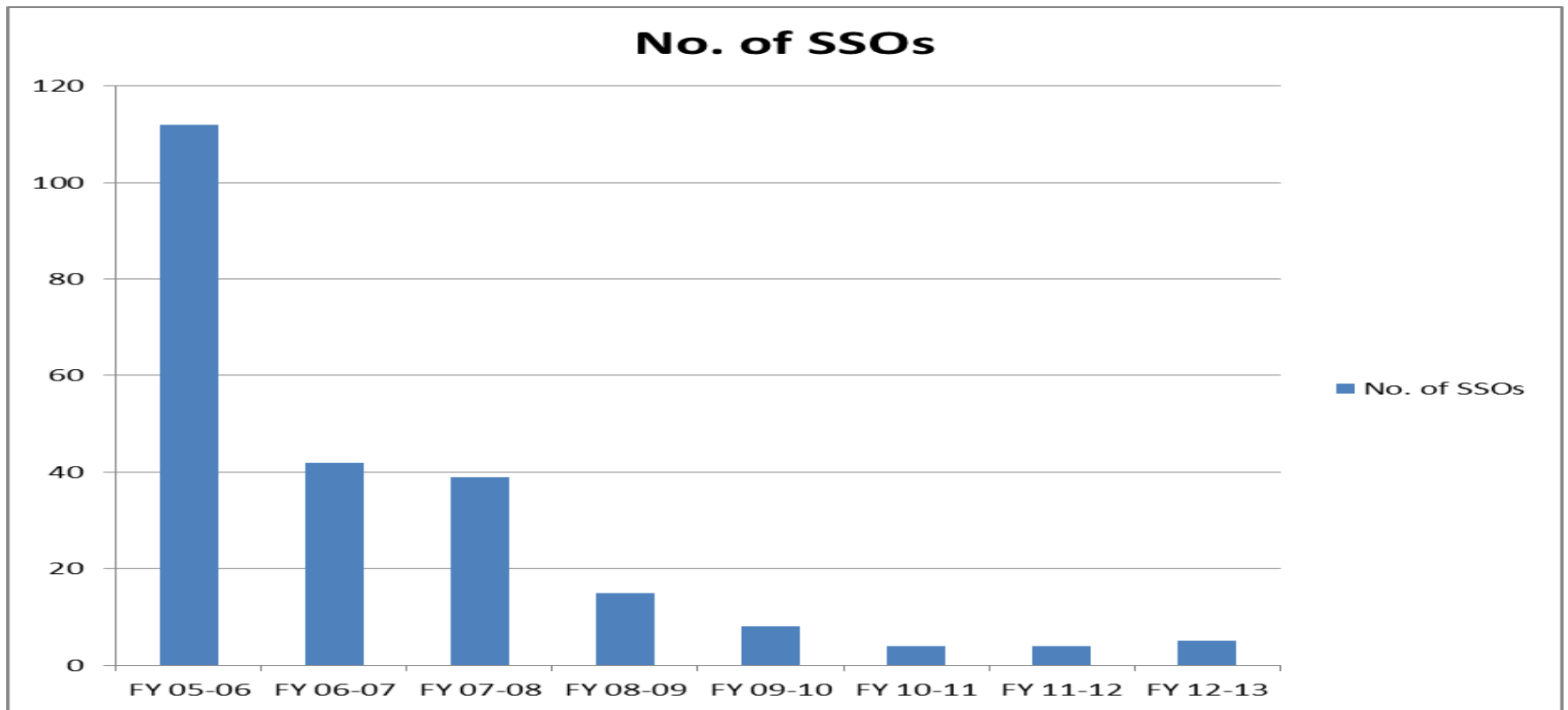
# Grease Abatement Public Awareness Campaign “Cease the Grease”



# “Cease the Grease” Public Awareness Program

- City of Dallas Water Utilities entered into a voluntary Sanitary Sewer Overflow (SSO) Initiative Agreement with the Texas Commission on Environmental Quality (TCEQ) to reduce grease related SSOs
  - Sanitary Sewer Overflows (SSOs) are defined as “discharges of sewage from the wastewater collection system”
- The 10 year agreement/program, which began in 2007 and is administered by TCEQ, requires DWU to meet annual infrastructure, education and proactive maintenance goals
- Over the past five years, annual funds have been used toward the promotion of the “Cease the Grease” program
- Approximately 75% of dry weather overflows were caused by **grease** accumulation in sewer pipes
- Since the inception of this program, grease related sanitary sewer overflows have been reduced by over 90%

# Grease Related SSOs



# “Cease the Grease” Public Awareness Program

- Program effectiveness – 93% surveyed aware that grease can clog drains – message shift to emphasize recycling
- In addition to educating the public in not pouring grease down the drain, the program launched an innovative used cooking oil recycling program in 2010
  - Recycling drop off locations supplement electricity generation at Southside Cogeneration facility
  - From 2010 through 2013, over 10,000 gallons of cooking oil was collected
- Program proposed funding is \$1.554M over five-year period



# Environmental Education Initiative



# Environmental Education Initiative

- EEI Program promotes the importance of water conservation and solid waste diversion/recycling through:
  - English and bilingual hands-on classroom activities
  - Interactive teacher workshops
  - Community outreach activities
  - Included in DISD science curricula since 2010
- Since 2008 the EEI program has:
  - Provided water conservation and waste diversion lessons to over 115,000 students
  - Assisted over 1,280 teachers in staff development program



**R**ICHARDSON ISD

# Environmental Education Initiative

- Proposed contract includes the following school and community based programs:
  - 600 water conservation and solid waste recycling classroom presentations yearly for grades K-5
  - 60 water conservation and solid waste recycling classroom presentations yearly for grades 6-8
  - Workshop training for 300 teachers annually in an effort to broaden the overall program reach
  - Implementation of existing City of Dallas Team Water Works (TWW) program for youth grades 7-12 as a year-round program
  - Expand presence in community programs by participating in a minimum of 4 educational and or environmental community events annually
  - Development and implementation of new high school programs for grades 9-12
- The EEI Programs is included in the 2010 Strategic Plan, the State required Water Conservation Plan and the City of Dallas Local Solid Waste Plan (2013)



# Agenda Items for Consideration

- Seek Committee approval to move the following items forward:
  - Authorize a five-year service contract for public awareness campaigns for water conservation and grease abatement – Burson-Marsteller LLC, most advantageous proposer of four - Not to exceed \$6,313,000 - Financing: Water Utilities Current Funds (subject to annual appropriations)
  - Authorize an amendment to the “Memorandum of Understanding Public Awareness Campaign” between the City of Dallas and the Tarrant Regional Water District for the continuation of and creative development of the water conservation public awareness campaign for the next five years - Not to exceed \$750,000 - Financing: Water Utilities Current Funds (subject to annual appropriations)
  - Authorize a five-year service contract for Environmental Education Initiative programs for Water Utilities and Sanitation Services – University of North Texas, most advantageous proposer of two - Not to exceed \$3,014,270 - Financing: Current Funds (\$1,279,455) and Water Utilities Current Funds (\$1,734,815) (subject to annual appropriations)

# Appendix

- 2012 Survey - Water Conservation Campaign Highlights
- November 12, 2013 Agenda Item - Draft Environmental Education Initiative
- City Auditor Letter - Reslogix



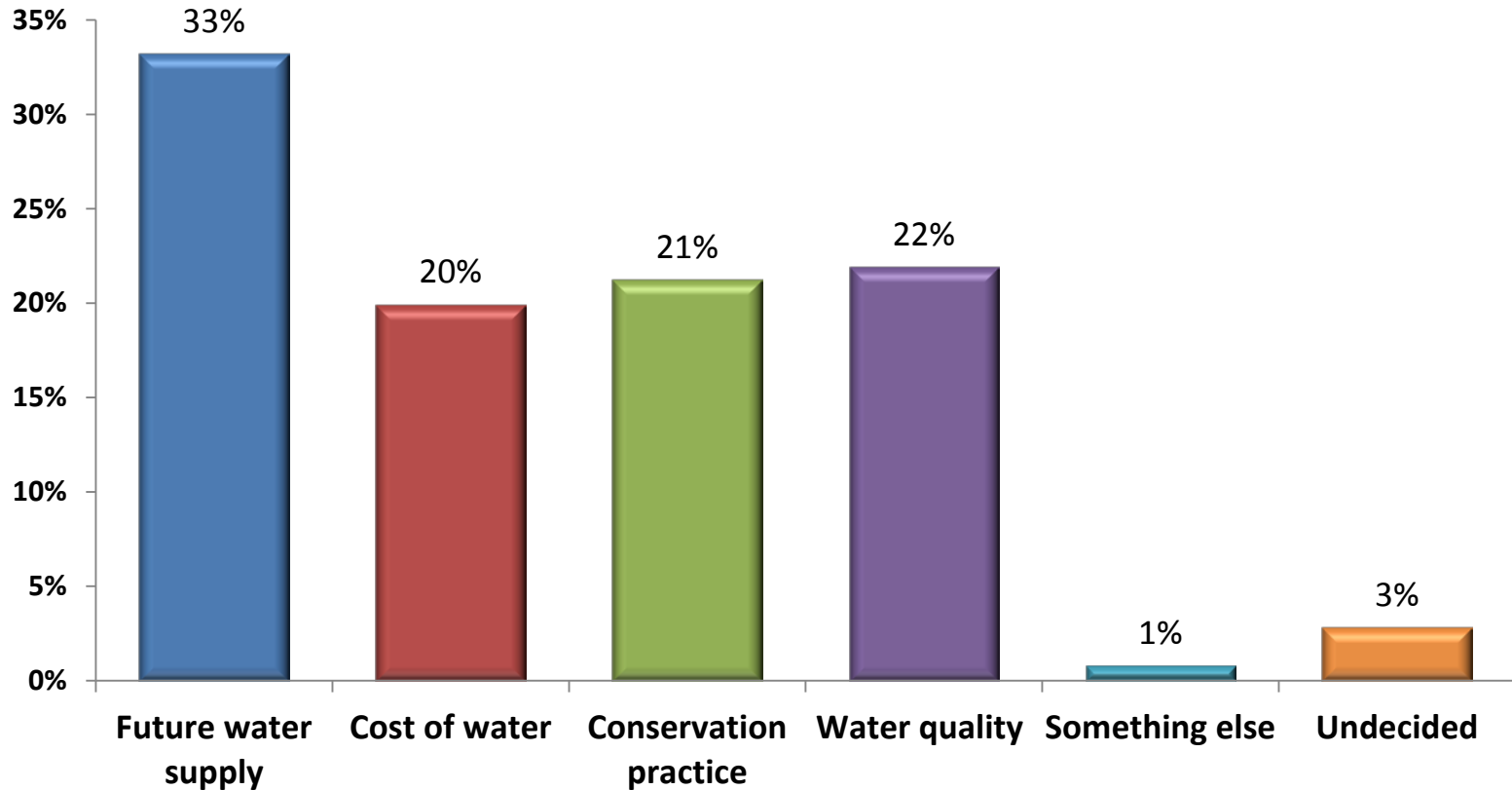
# **2012 Water Conservation Campaign Benchmark Survey Highlights**

# 2012 Survey Parameters

- Survey conducted over one week period in September
- 602 interviews conducted
  - 402 telephone
  - 200 online surveys
- Diverse mix of age and ethnicity
  - 35% of respondents over 65 years old
  - 34% of respondents were 45 to 64 years old
  - 28% of respondents 44 years old or younger
  - 58% white, 27% African-American or Black, 8% Hispanic or Mexican-American and 7% other or refused to answer

# Single Most Important Water Issue

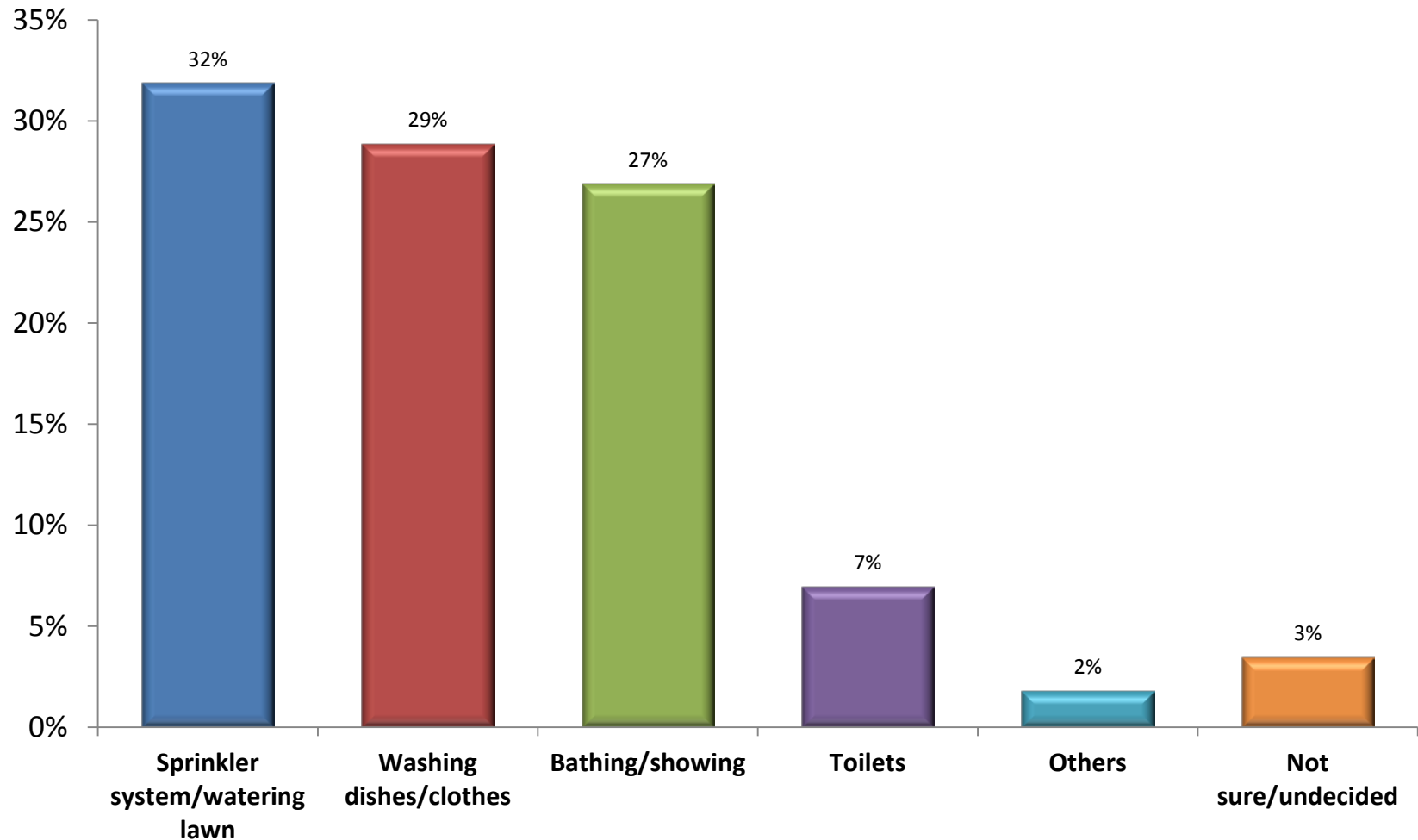
Which of the following do you feel is the single most important water related issue facing your area of Dallas today?





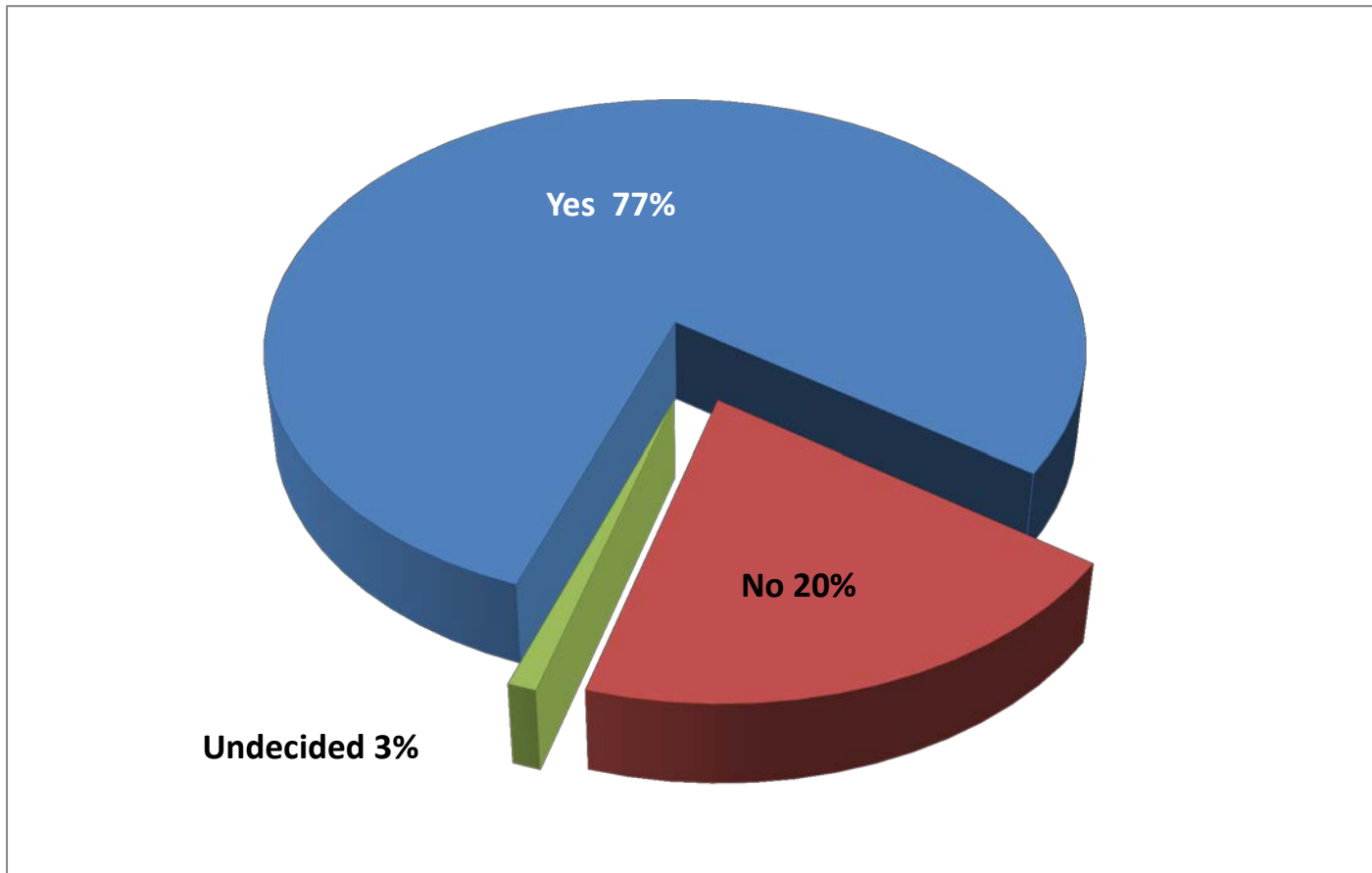
# Perception of Residential Water Use

Which of the following accounts for the largest percentage of water use at your residence?



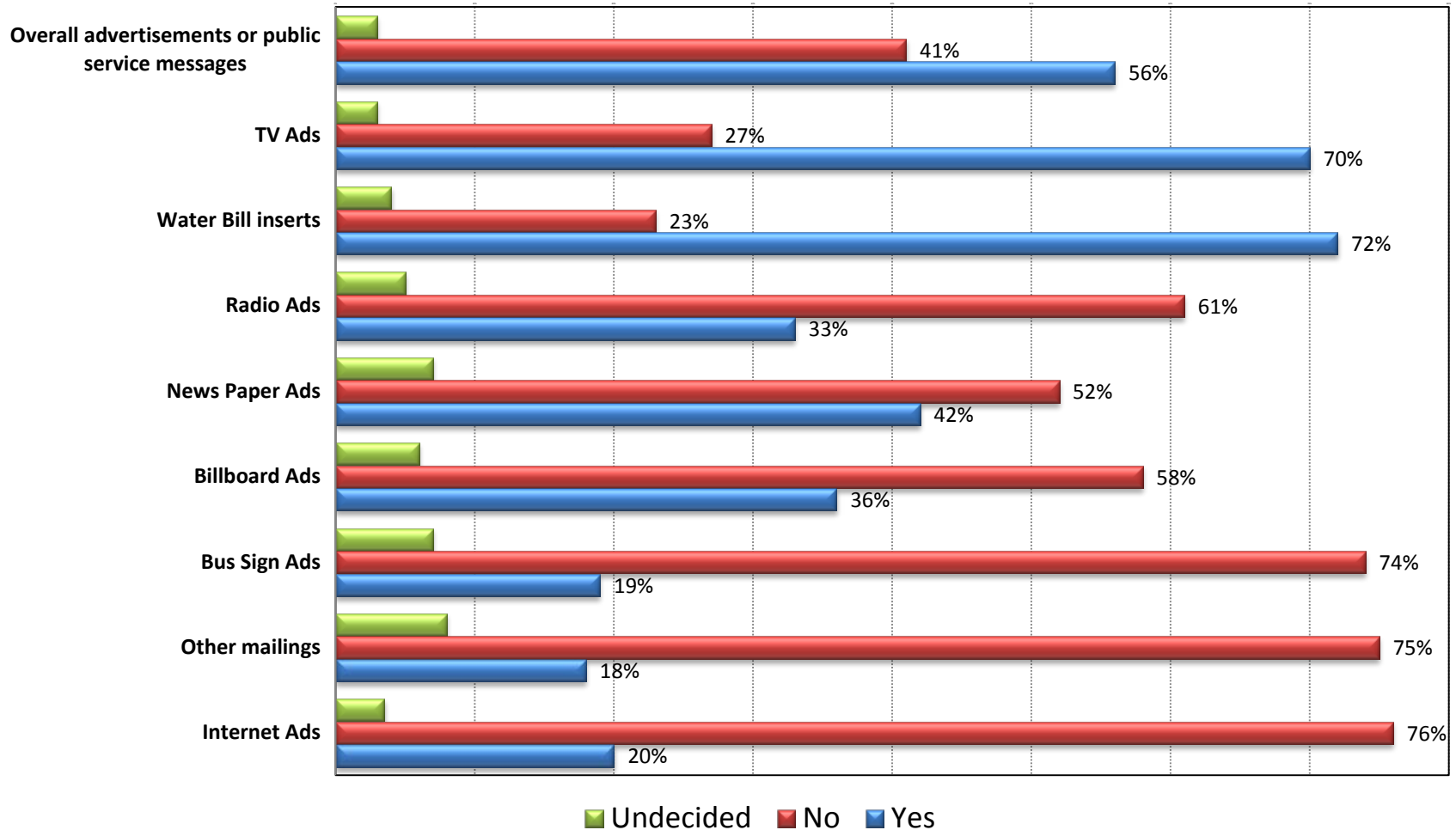
# Ordinance Awareness

Have you heard, seen, or read anything lately about the City of Dallas prohibiting the watering of lawns between the hours of 10 a.m. and 6 p.m. from the months of April to October?



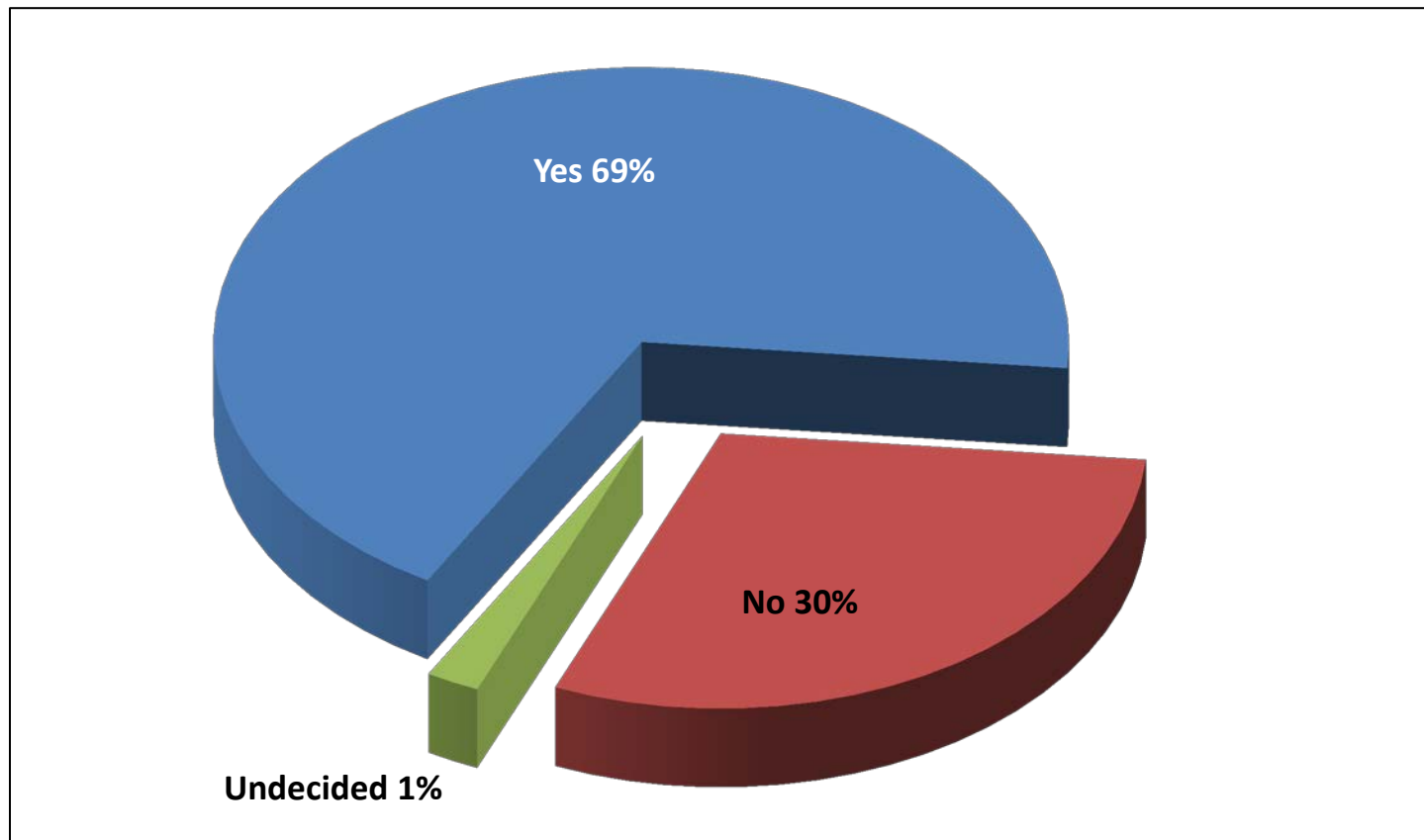
# Advertising Campaign Awareness

Can you tell us where you have seen, read or heard ads or message relating to water conservation and saving water?  
Have you seen, read or heard any advertisements or public service message recently related to saving water or water conservation?



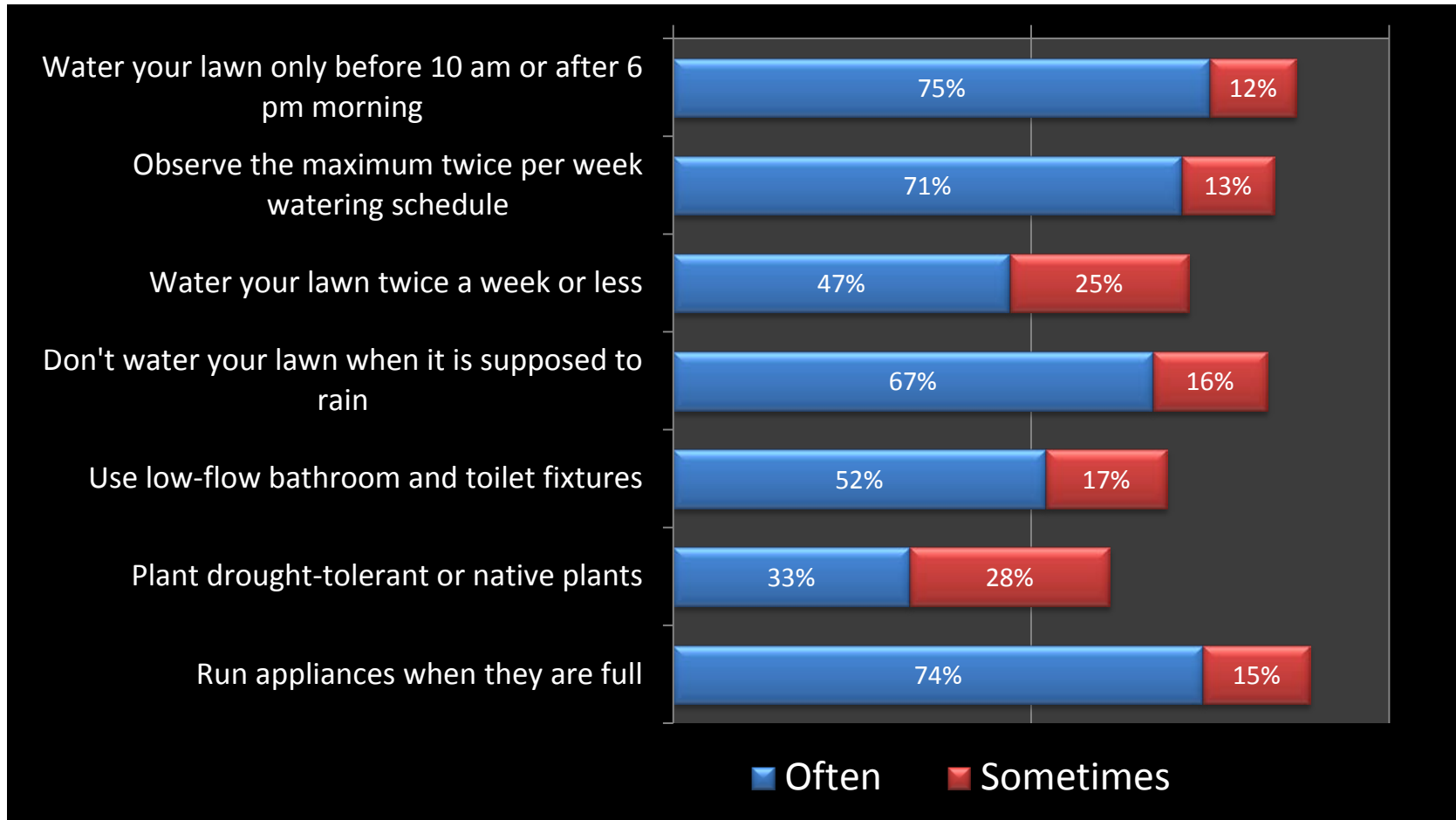
# Perceived Behavioral Changes

Over the past few years, have you changed your behavior as it relates to water use as a result of what you have read, heard or seen from public service watering guidelines messages and educational tips?



# Water Conservation Actions Taken

Whether you take these water conservation actions?



**KEY FOCUS AREA:** Efficient, Effective and Economical Government

**AGENDA DATE:** November 12, 2013

**COUNCIL DISTRICT(S):** All

**DEPARTMENT:** Business Development & Procurement Services  
Sanitation Services  
Water Utilities

**CMO:** Jeanne Chipperfield, 670-7804  
Forest E. Turner, 670-3390

**MAPSCO:** N/A

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**SUBJECT**

Authorize a five-year service contract for Environmental Education Initiative programs for Water Utilities and Sanitation Services – University of North Texas, most advantageous proposer of two - Not to exceed \$3,014,270 - Financing: Current Funds (\$1,279,455) and Water Utilities Current Funds (\$1,734,815) (subject to annual appropriations)

**BACKGROUND**

This action does not encumber funds; the purpose of a service contract is to establish firm pricing for services, for a specific term, which are ordered on an as needed basis.

This service contract will provide Environmental Education Initiative (EEI) programs for Water Utilities and Sanitation Services. The purpose for these programs are to teach, create and enhance behavior changes in thousands of school-age children residing in the City. Education efforts shall also include environmental stewardship governing water conservation and recycling efforts offered by the City. The programs are designed to appeal not only to the students but also to their parents and community.

The contractor’s primary responsibility is to augment current departmental efforts focus on increasing City wide solid waste diversion recycling efforts identified in the City’s Solid Waste Management Plan and water conservation efforts identified in the 2010 Five-year Strategic Plan on Water Conservation.

To date EEI programs have effectively reached a diverse student population in classroom settings, trained and collaborated with teachers and administrators, developed and implemented environmental education classroom curricula and performed various community outreach programs.

## **BACKGROUND (Continued)**

In the past five years, the EEI programs have served all council districts in the following manner:

- Provided water conservation and waste diversion lessons to over 115,000 elementary and middle school students
- Assisted over 1,280 teachers through interactive workshops
- Reached approximately 235,000 residents through environmental community events and activities

During the next phase of these programs, the University of North Texas (UNT) will continue to assist the City with programs currently offered in the Dallas Independent School District (DISD) and other school districts serving children who reside in Dallas. There will be greater outreach within DISD for the EEI program and UNT will continue the summer internship program at the Dallas campus for selected high school students. Students will learn from and work under the Science, Technology, Engineering and Math initiative.

The EEI program promotes the importance of water conservation and solid waste diversion-recycling to school aged children through English and bilingual hands-on classroom activities, interactive teacher workshops and community outreach activities.

A four member evaluation committee was selected from the following departments:

- Sanitation (1)
- Water Utilities (1)
- Trinity Watershed Management (1)
- Business Development and Procurement Services (1)

Business Development and Procurement Services only evaluated cost.

The successful proposer was selected by the committee based on a total score of 85 points using the following criteria:

- |                    |           |
|--------------------|-----------|
| ● Experience       | 35 points |
| ● Price            | 30 points |
| ● Project Approach | 20 points |

As part of the solicitation process and in an effort to increase competition, Business Development and Procurement Services (BDPS) used its procurement system to send out 937 email bid notifications to vendors registered under respective commodities. To further increase competition, BDPS uses historical solicitation information, the internet, and vendor contact information obtained from user departments to contact additional vendors by phone.

## **BACKGROUND (Continued)**

Additionally, in an effort to secure more bids, notifications were sent by the BDPS' ResourceLINK Team (RLT) to 25 chambers of commerce, the DFW Minority Business Council and the Women's Business Council – Southwest, to ensure maximum vendor outreach.

## **PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)**

On September 17, 2008, the City Council authorized a sixty-month professional services contract, with one twelve-month renewal option, to promote long-term, sustainable environmental stewardship through water conservation and recycling education among local area school-age children by Resolution No. 08-2513.

## **FISCAL INFORMATION**

\$1,279,455.00 - Current Funds (subject to annual appropriations)  
\$1,734,815.00 - Water Utilities Current Funds (subject to annual appropriations)

## **M/WBE INFORMATION**

182 - Vendors contacted  
182 - No response  
    0 - Response (Bid)  
    0 - Response (No bid)  
    0 - Successful

937 - M/WBE and Non-M/WBE vendors were contacted

## **ETHNIC COMPOSITION**

### University of North Texas

White Male	1163	White Female	1291
Black Male	114	Black Female	147
Hispanic Male	157	Hispanic Female	226
Other Male	201	Other Female	145

## **PROPOSAL INFORMATION**

The following proposals were received from solicitation number BMZ1310 and opened on June 5, 2013. This service contract is being awarded in its entirety to the most advantageous proposer.

\*Denotes successful proposer



**PROPOSAL INFORMATION (Continued)**

<b><u>Proposers</u></b>	<b><u>Address</u></b>	<b><u>Score</u></b>	<b><u>Amount</u></b>
*University of North Texas	1155 Union Circle #305250 Denton, TX 76203	74.30%	\$3,014,270.00
Reslogix, LLC	8615 Freeport Parkway #175 Irving, TX 75063	59.00%	\$2,107,320.00

Note: The successful proposer was selected by the committee based on a total score of 85 points.

**OWNER**

**University of North Texas**

V. Lane Rawlins, President  
Warren Burggren, Provost  
Kristi Lemmon, Senior Director of Research Services  
Britt Krhovjak, Post Award Manager

November 12, 2013

**WHEREAS**, on September 17, 2008, the City Council authorized a sixty-month professional services contract, with one twelve-month renewal option, to promote long-term, sustainable environmental stewardship through water conservation and recycling education among local area school-age children by Resolution No. 08-2513;

**NOW, THEREFORE,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:**

**Section 1.** That the City Manager is authorized to execute a service contract with the University of North Texas (227764) for Environmental Education Initiative programs for Water Utilities and Sanitation Services for a term of five years in an amount not to exceed \$3,014,270.00, upon approval as to form by the City Attorney. If the service was bid or proposed on an as needed, unit price basis for performance of specified tasks, payment to the University of North Texas shall be based only on the amount of the services directed to be performed by the City and properly performed by the University of North Texas under the contract.

**Section 2.** That the City Controller is authorized to disburse funds in an amount not to exceed \$3,014,270.00 (subject to annual appropriations).

**Section 3.** That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.



City of Dallas

October 18, 2013

Felice Cambridge  
C/O Reslogix, LLC  
8615 Freeport Parkway, #175  
Irving, Texas 75063

The City of Dallas' (City) Office of the City Auditor (Office) has reviewed Reslogix's formal complaints against the City's Environmental Education Initiative (EEI), for which Reslogix submitted a proposal. The first complaint states that even though Reslogix underbid the incumbent EEI provider, the University of North Texas (UNT), by \$1.4 million dollars, UNT was announced as the "low bid" and would be awarded the EEI contract subject to City Council approval. Reslogix alleges this gives UNT "a 15 year monopoly on the Initiative and a significant windfall based on the amount of its bid."

The Office reviewed the issue and found that the EEI Request for Proposal (RFP) was not a "low bid" award but a "most advantageous" award, explaining how UNT, in spite of a higher cost proposal, could be the recommended awardee. The information reviewed indicates the City followed the proposal award method outlined in the RFP, resulting in UNT being determined the "most advantageous" provider.

The second complaint states that Reslogix "would have won the award by receiving the most evaluation points if the City had evaluated the Bidders according to its own policy." Reslogix alleges that "the City simply threw out the criteria evaluating the status and compliance of the bidders with the City's Business Inclusion and Development (BID) program...." The Office's investigation established that the BID criteria will be included in BDPS' recommendation of the EEI award.

The Office has investigated your allegations and was unable to substantiate your complaints regarding any manipulation of the bid process.

Sincerely,

Craig Kinton  
City Auditor

C: Honorable Mayor Michael Rawlings  
Honorable Jerry Allen, Chairman – Budget, Finance & Audit Committee  
A.C. Gonzalez, Interim City Manager  
Jeanne Chipperfield, Chief Financial Officer