



HERMOSA BEACH
CHAMBER OF COMMERCE
AND VISITORS BUREAU

8/25/15 AGENDA, ITEM 3a: BAG BAN ORDINANCE
SUPPLEMENTAL LETTER FROM HERMOSA BEACH CHAMBER OF
COMMERCE SUBMITTED TO THE CITY MANAGER'S OFFICE ON
8/25/15 AT 10:34AM

24 August 2015

Hermosa Beach City Council

Mayor Pro Tem Carolyn Petty, Councilmembers Hany Fangary, Michael DiVirgilio, Peter Tucker, Nanette Barragan

Hermosa Beach City Staff

Tom Bakaly, City Manager; Elaine Doerfling, City Clerk

Re: City Ordinance on Banning Plastic Bags for Select Retail and Establishing Ten-Cent Convenience Fee for Paper Bag Distribution

On Aug 25, the Council votes to ban the use of plastic bags for select retail classes and impose a ten-cent fee on any purchase for which the customer requests a paper bag. The Hermosa Beach Chamber of Commerce and Visitors Bureau pursued feedback from our membership and received ***positive responses to restrict plastic bags in Hermosa Beach.***

However, most members ***largely opposed the surcharge for paper bags.***

The Chamber submits herein alternative solutions to be considered in lieu of a per-purchase penalty for paper bags. We collected ideas directly from members and hope that Council and Staff will adopt recommendations other than the fee.

Some or several recommendations can work in tandem, noting that not every retailer has the internal resources or financial means to employ the same options. The Chamber encourages as many retailers as possible to execute the plastic bag ban as an opportunity to both participate in Hermosa's green strategy and to promote their business as partners in that commitment.

Please evaluate among the proposals offered:

Reusable Bags

- Create a Community-themed reusable bag available for purchase at events, City Hall, retailers, the Chamber, etc.
- Credit any purchase by ten cents when customer presents a reusable bag.
- Provide contact information for reusable bag manufacturers so retailers can design their own bags, which creates a promotional/marketing benefit. City establishes an annual reward or recognition program for retailers who participate.
- Recognize regular/recurring customers with branded reusable bags.



Ten-cent Convenience Fee

- Allow retailer to individually determine whether to pass on the customer or to absorb the paper bag fee.
- Eliminate paper bag fee altogether. Tracking, reporting, audit and enforcement consumes City resources and is detrimental to City/business relationships.
- Advocate retailer creativity to design and implement individual incentive programs within their means for customers to use fabric bags.
- Substitute renewable-source or biodegradable bags for paper when bag is requested.

Creative Sourcing

- Compostable or Eco-bags, customizable totes, canvas/fabric/nylon
- Attachable handles
- Baskets
- Vendors at forefront of alternative packaging

Advantages to imaginative solutions?

Visionary Solutions...

- ... Keep business local. The more restrictive the policy and usage fee, the less likely residents are to continue to shop here.
- ... Allow retailers to implement unique and interesting incentives to customers to change their shopping behavior.
- ... Get people sharing information and possibilities.
- ... Send a constructive message to those impacted by the ordinance.
- ... Promote voluntary compliance and participation.
- ... Are motivating and more enjoyable to sustain.
- ... Encourage education and positivity over criticism about why a change has happened.

HBCCVB found the suggestions from members meaningful, reasonable and highly compatible with Hermosa Beach's carbon neutrality initiatives. It is our hope that Council in turn provides retailers the context to select and apply a variety of innovative choices.

Respectfully,

Kimberlee MacMullan
President/CEO
HBCCVB