



Plastic Bag & Litter Reduction

Presentation IV | February 19, 2013

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City Council Meeting- Feb. 21, 2012

- ▶ Conduct an Online Residential Survey- completed
- ▶ Complete Quarterly Litter Index Surveys- continue
- ▶ Plastic Bag Education Campaign- ongoing
- ▶ Improvements to the Litter Ordinance- completed
- ▶ Increased Enforcement Efforts to Current Ordinance- completed
- ▶ Plastic Bag Ordinance- outreach and education continues





City Council Meeting- May 1, 2012

- ▶ Online Survey Results
- ▶ Results of Litter Index Surveys- Results:
 - (1) Cigarette Butts (2) Styrofoam (3) Plastic & plastic bag pieces
- ▶ Keep America Beautiful Community Appearance Surveys
- ▶ Municipal Court Cases
- ▶ Community Discussions
- ▶ Next steps for Solid Waste Operations
 - Hiring Additional Litter Enforcement Officers
 - Designing Education Campaign
 - Keep it Clean, Corpus Christi!
 - Hiring a Recycling Educator for Corpus Christi Schools
- ▶ Promote a Voluntary Skip the Bag Campaign



City Council Meeting- October 23, 2012

- ▶ Overview of all Stakeholder Meetings
- ▶ Partnership Commitments
- ▶ Developments from the Corpus Christi Recyclery
- ▶ Program Content and Timelines for the Keep it Clean Campaign





Corpus Christi Recyclery

- ▶ Collect 1-2 tons per day
- ▶ Challenges remain with film clogging machinery
- ▶ Bales continue to be contaminated in trucks with liquids and other dirty non- recycled materials (residual)
- ▶ Market commodities fluctuate- currently no market
- ▶ Currently sitting on 100+ tons





Stakeholder Meetings

- ▶ Meeting I **June 21, 2012.** Goal: To meet interested stakeholders, outline plastic bag challenges at City Recyclery, gauge existing plastic bag programs, and brief the group on the City's *Keep it Clean* campaign.
- ▶ Meeting II: **July 19, 2012.** Goal: To determine the level of support for engagement in proposed city strategy by all stakeholders, particularly retailers. Toured Corpus Christi Recyclery to better understand and see plastic bag and plastic film challenges.
- ▶ Meeting III: **August 17, 2012 .** Hosted a moderated meeting with the following desired outcomes: Reduce plastic bags in Corpus Christi; increase reusable bag usage; decrease litter; improve marketability for recycled plastic bags; garner investment and commitment of retailers.
- ▶ Meeting IV: **September 27, 2012.** Conducted a final moderated meeting with retailers to determine “buy-in” to the program and commitment to achieve outcome mentioned above.
- ▶ Meeting V: **November 30, 2012.** Invited strategic group together to glean reporting form and other plastic bag and litter measures.
- ▶ Meeting VI: **December 18, 2012.** Purpose of this meeting was to notify retailers about City staff's concerns in lack of participation and determine next steps.





Program Content and Timeline

- ▶ Appoint a program oversight committee comprised of stakeholders and city staff- ***November 2012***
- ▶ City/Retailer Educational Campaign – ***November 2012***
 - ▶ ***Training of retailer staff begins***
- ▶ Recommended revisions to City Litter Ordinances (Chapter 21)
- ▶ Retailer Strategy Implementation – ***November 2012***
 - ▶ ***Plastic bag distribution counts begin***
 - ▶ ***Recycled bag counts begin***
 - ▶ ***Reusable bag usage counts begin***
- ▶ Corpus Christi Educator Start – ***March 2013***
- ▶ Next Quarterly Litter Index Completion – ***April 2013***
- ▶ Quarterly Benchmarks – ***April 2013, Aug. 2013, Dec. 2013***
- ▶ Decision to continue with recommended initiative, or alter strategy – ***February 2013***



Partnership Commitments- “Plastic Bag Challenge” Texas Retailer’s Association & TREX



School	# of Students	Nov	Dec	Jan	Total	Total per Capita
Evans Elementary	450	0	0	0	0	0.0
Collegiate HS	400	0	0	0	0	0.0
Crockett	580	2677	1420	12,498	16595	28.6
Yeager Elementary	400	379	1850		2229	5.6
South Park Middle School	434	0	0	0	0	0.0
Los Encinos Special Emphasis School	405		247	332	579	1.4
Robert Wilson Elementary	580	0	0	0	0	0.0
Cullen Middle School	550	0	0	0	0	0.0
Shaw SES	580	0	2000	0	2000	3.4
Woodlawn Elem	436		5000	5000	10000	22.9
Driscoll Middle School	811	0	445	0	445	0.5
Zavala Special Emphasis School	855	310	1425	842	2577	3.0
T.G. Allen Elementary	460	0	0	0	0	0.0
Moody High School	2000	0	436	0	436	0.2
First Baptist School	171	0	0	0	0	0.0
Hamiln Middle School	710	0	0	5000	5000	7.0
Roy Miller HS and Metro Preparatory Academy	1270	0	0	0	0	0.0
Metro Elem School of Design	645		8000	4729	12729	19.7
Mary Carroll High School	2250	0	0	1500	1500	0.7
Montclair Elementary	358				0	0.0



Reporting Form



Plastic Carryout Bag Ordinance City of Corpus Christi Municipal Code Chapter 21 Quarterly Report Form

This form must be completed and signed by a responsible agent or officer of the store location, and must be submitted no later than 30 days after the end of each quarter.

Store Name: _____

Address: _____

Date: _____

Reporting Quarter: (Check one) :

- ☐ Q1 (January 1 - March 31)
☐ Q2 (April 1 - June 30)
☐ Q3 (July 1 - September 30)
☐ Q4 (October 1 - December 31)

Number of reusable bags sold: _____

Initial quarterly baseline of plastic bags distributed to customers:

Number of plastic bags distributed to customers: _____

Percentage returned to your store for recycling: _____

Efforts undertaken to promote the use of reusable bags by customers in the prior quarter: *You may attach related printed outreach material, photos, or videos (or internet web links) for City use in promoting store efforts.*

- ☐ Provided reminders to customers about bringing their reusable bags with them.
☐ Provided incentives to encourage reusable bags.
☐ Prominently displayed reusable bags in the store.

☐ Displayed flyers, posters, or banners to make customers aware of the benefits of using reusable carryout bags.

☐ Undertook efforts to make the public aware of the impacts of littered bags on the environment.

What are your methods for determining the effectiveness of your plastic bag recycling campaign? _____

What incentives does your store have in place for using reusable bags?

☐ Other: _____

"I confirm that the information provided is accurate and complete."

Signature

Store Location Responsible Agent/Officer Name (Print)

Store Corporate Representative Name (Print)

Please send the completed form to via email to: AngelaMR@cctexas.com, or
City of Corpus Christi, Solid Waste Operations, 2525 Hygeia, Corpus Christi, TX 78404
Tel: ((361) 826-3673 Fax: (361) 826-1971



Retailer Green Star Program

- ▶ Interview Local Retailers about Litter Efforts
 - ▶ How many trash receptacles are onsite?
 - ▶ How often are they emptied?
 - ▶ How often are parking lots picked up of litter?
 - ▶ How many plastic bags are handed out per quarter?
 - ▶ Are reusable bags available?
 - ▶ Are recycling measures in place?
- ▶ Compliance, extra efforts are rewarded as City of Corpus Christi GREEN STAR Retailer
 - ▶ Publicity
 - ▶ Door Clingers
 - ▶ Green/Clean Up Onsite Events



Litter Ordinance Updates Enforcement/Education Efforts



- ▶ Litter Ordinance Updates
 - ▶ Clearly defining definitions
 - ▶ Special Event Litter Control and Recycling Plans
- ▶ Code Enforcement Officers- online February 2013
- ▶ CC Recycling Educator- online March 2013





QUESTIONS & Policy Direction

- Continuation of the voluntary education/awareness campaign with the retailers
- Implementation of a plastic bag initiatives similar to other cities, but reward local retailers who are meeting participation requirements of the education campaign with a waiver of the requirements of the plastic bag fee program
- Implementation of a plastic bag transaction program

