

San José Bag Stakeholder Meeting
July 15, 2009 10:00AM

In attendance: Phil Cornish (Friends of GRPG), Jerry Denny (San Jose Flea Market), Servando Perez City of San Jose (Anti-litter and Anti-Graffiti), Emy Mendoza (ESD), Jaclyn D'Arcy (ESD), Natalie Deleon (ESD); on phone Brad Imamura (resident), Laura Reinhard (Save the Bay), Ryan Kenny (American Chemistry Council)

Agenda

1. Outreach
 - a. Flea Market
 - b. Others
2. KCB
3. Summer Work
4. Memo 8/24 CED

Outreach: The main focus of our efforts has been outreach, public education and bag distribution.

-showed Flea Market slides (see below).

Staff visited the Berryessa Flea Market on June 17 to educate flea market vendors on the impact of plastic bag usage. The message was well received by the vendors. Vendors were pleased that the plastic ban would not include plastic bags used to protect produce and meat. According to Jerry Denny, it would be beneficial for staff to reinforce that point. Jerry also commented that permanent vendors were on board with reusable bag usage and could possibly influence the temporary vendors. The week before the visit, a local vegetarian restaurant was also handing out free reusable bags.

Comments from vendors:

- One vendor already charges customers for use of plastic bag
- One vendor had an idea of producing and selling reusable bags
- Vendors pointed out that reusable bags are sold at the flea market but not used
- Vendors: come out one time or they are permanent vendors
- get the idea across to the permanent vendors and then the other one timers will catch on

Recap on the future of the San Jose Flea Market (SJFM)

Some discussion occurred regarding the future of the flea market. The Flea Market is the future site of the BART extension. SJFM is expected to remain at its current location for the next 5-10 years.

-Jerry Denny appreciated that the vendors are informed. Another visit later in the year to get more people to participate should be considered.

How to get the word out to more vendors:

- 1) Maybe giving out fliers along with the contract to vendors would be more effective.
- 2) If Flea Market provides their own reusable bags, the vendors could sell it. This would be good for advertising too.

- 3) If rent for a month, there is a contract they have to sign, stipulations in contract
- 4) Maybe include info on contract about volunteering to help out with plastic bag or survey. Once bags are banned and they are going through process, we can hear back from them and see what problem they have

Was there a language barrier? Bag presentation was done in both Spanish and English.
Working on getting presentation available in Vietnamese

Outreach Community Meetings

- Staff has done presentations at a Mobile Home Park Association and Strong Neighborhood Initiatives groups
- people show a genuine concern and interest, and they like getting reusable bags
- Staff will go to the San Jose Farmers Market this Friday
 - Staff will be conducting a pledge and survey by asking people to sign that they promise to use the bag
 - This will call for public action
- Is there a reward system in place?
 - Some stores are doing raffles and credits for their customers.
 - This is good news for low income families
 - Maybe stores should include a picture of each week's winner so more people are inspired to participate
- Staff will be giving presentations for Community Centers for Seniors, and Senior Housing Facilities.
- Aug 22 Staff will be present at the Salsa Festival
 - Staff will give bags, pledge and survey in Spanish and English
 - This is the target audience; people who may have not heard about reusable bags
- Downtown Farmers Market
 - A lot of people already use reusable bags, it is good for them to know that the city is doing something about it
- Possibility of going to Pumpkins in the Park on October 10
 - Staff will work with Phil Cornish
- CSJ is looking for partnerships to share the sponsorship of these bags

Keep California Beautiful

- KCB has a neutral logo
- They will have "Got Your Bag?" buttons for store clerks (Albertsons, Lucky's, Savemart), window clings for inside of car windshields, and stenciling at grocery store parking lots to remind people to bring your bag.
- Servando Perez suggested using store greeters at Home Depot and Walmart to remind people about reusable bags
- KCB is having a press conference in San Jose on July 31
- ACC has sponsored part of this event
- Working on the "got your bag" campaign in different languages so that everyone is included

Summer Work

Work2Future is hiring people to do litter assessment throughout city. The city is also working with BayRoc on their BYOB campaign. Staff is going out to supermarkets and doing a visual survey of how many people are coming out with reusable/paper/plastic gender how many of each bag, no bag etc. The idea is to do this survey in July and BayRoc will do BYOB campaign in September (23rd is target date). Staff will do survey again in January, same place and time to see if there is a change in consumer behavior. Staff is working with Servando Perez with Anti-litter and Anti-graffiti to look at hot spots in each district as well as hot spots outside of that list. Staff will be doing characterization studies of litter that is picked up. Watershed is doing litter assessments in creeks related to stormwater permits, however going into homeless encampments can only be done with police/ranger escorts. Jerry from Housing, Coastal Cleanup, handles outreach with homeless and offers volunteers who can pick up litter at any creeks in San Jose.

- BayRoc is having a press event for their regional BYOB campaign
- Staff is looking for a San Jose supermarket who could host

Are KCB and BayRoc communicating?

- Yes they are however they have very different resources but are definitely connecting

Memo 8/24 CED

- Staff report is going to be heard by Community and Economic Development on August 24
- The Staff deadline for submission is August 7
- The bag memo describes all options pros and cons for ban and fee on plastic and paper or just public education
- Is the city council going to take action?
 - On Aug 24, CED discusses memo, and may make decision in a particular direction to recommend to Council. Date when it would be heard by Council will be discussed at CED. Staff guesses it could be September 15.
 - Staff is hoping that CED will make a decision on next step, will narrow down options for Council to make a decision.
- State level – on hold, no new legislation, except major issues, bag is a 2-yr bill so it will be heard again 2010
- County level –Palo Alto will have fee on paper by September and is looking into expanding to apply to all retailers. Other jurisdictions are waiting to see what SJ is going to do. This may provide leadership for the rest of county. The county made a recommendation for a ban on plastic and a fee on paper. Every municipality has to make its own decision on it.
- Unincorporated, different direction→ only working on public education for a year, then will look at how much bag use reduction has occurred.
- Cupertino is promoting reusable bags and a “Shop Cupertino” campaign.

*Next meeting is scheduled for July 29, but we don't have issues which need input. Emy will update group about whether or not to meet.

PICTURES FROM San Jose Flea Market (SJFM)



Lots of vegetable bags are used in the produce section of the SJFM. Vegetable bags would not be included in scope of bag action.





They sell reusable bags for shopping, but they don't sell very many of them. Vendors let us know that if City had a more attractive bag available for vendors to sell, they might be more popular.



More reusable bags for sale at SJFM.



Lots of other kinds of items for sale.