

From: ["Mochrie, Paul" <Paul.Mochrie@vancouver.ca>](mailto:Paul.Mochrie@vancouver.ca)

To: ["Direct to Mayor and Council - DL"](#)

Date: 11/29/2021 5:46:22 PM

Subject: [Shopping Bag and Cup By-laws Start January 1, 2022](#)

Attachments: [Memo - Shopping Bag and Cup By-laws Start January 1, 2022.pdf](#)

Dear Mayor and Council,

Please see the attached memo from Lon LaClaire. A short summary of the memo is as follows:

- Public Awareness Campaign for Shopping Bag and Cup By-laws:** This week, the City is launching a public awareness campaign to help residents prepare for the single-use cup and shopping bag by-laws that come into effect on January 1, 2022.
 - The campaign will also support businesses by reminding customers to bring their own shopping bag and cup to avoid fees and reduce waste.
- Toolkits:** In September, staff published a free toolkit to help businesses and not-for-profits comply with the by-laws. Toolkits are available in six written languages.
- Outreach:** On behalf of the City, two consultants are reaching out to businesses, charities and not-for-profits to promote the toolkit and help answer questions about by-law compliance.
- Shopping Bag By-law Support Plan:** In the coming weeks, staff expect to complete and publish a summary report that describes actions taken in 2021, and planned for 2022 to help mitigate potential impacts the shopping bag by-law may have on residents disproportionately affected by income inequality.

If you have any questions, please feel free to contact Lon LaClaire at 604-873-7336 or lon.laclaire@vancouver.ca.

Best,
Paul

Paul Mochrie (he/him)
City Manager
City of Vancouver
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The City of Vancouver acknowledges that it is situated on the unceded traditional territories of the xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish), and səliłwətał (Tsleil-Waututh) Nations.

MEMORANDUM

November 29, 2021

TO: Mayor and Council

CC: Paul Mochrie, City Manager
Karen Levitt, Deputy City Manager
Katrina Leckovic, City Clerk
Lynda Graves, Administration Services Manager, City Manager's Office
Maria Pontikis, Chief Communications Officer, CEC
Anita Zaenker, Chief of Staff, Mayor's Office
Neil Monckton, Chief of Staff, Mayor's Office
Alvin Singh, Communications Director, Mayor's Office
Christina de Castell, Chief Librarian and CEO, Vancouver Public Library
Nick Kassam, General Manager, Real Estate and Facilities Management
Donnie Ross, General Manager, Board of Parks and Recreation
Sandra Singh, General Manager, Arts, Culture and Community Services
Albert Shames, Director, Solid Waste Management and Green Operations
Sarah Hicks, Chief License Inspector
Doug Smith, Director, Sustainability Group

FROM: Lon LaClaire
General Manager, Engineering Services

SUBJECT: Shopping Bag and Cup By-laws Start January 1, 2022

RTS #: N/A

The purpose of this memo is to update Mayor and Council on:

- The upcoming public awareness campaign for the shopping bag and cup by-laws that come into effect on January 1, 2022
- Ongoing education and outreach to help businesses and not-for-profits comply with the single-use item by-laws.
- Actions to mitigate potential impacts the shopping bag by-law may have on residents disproportionately affected by income inequality.

PUBLIC AWARENESS CAMPAIGN

This week, the City of Vancouver is launching a public awareness campaign to help residents prepare for the new single-use cup and shopping bag by-laws. The campaign will also support businesses by reminding customers to bring their own shopping bag and cup to avoid fees and reduce waste.

The campaign will appear on buses and billboards, in local newspapers (print and online), Spotify, and City social media channels until mid-May. Some advertisements will be translated into Chinese and Punjabi for publication in Ming Pao, Sing Tao and The Canadian Punjabi Times newspapers.

The City will also issue a news release on November 30 in line with the start of the campaign, calling on the public to get ready for new single-use cup and shopping bag by-laws.

While the campaign will initially focus on preparing residents for the cup and bag by-laws, the focus will expand in February to also raise awareness about the plastic straw ban (including requirements to protect accessibility) and the by-law for utensils.

We invite Mayor and Council to contribute to raising awareness of the new by-laws via their own channels. We have provided [this folder](#) of social media-ready graphics and messaging to that end.

EDUCATION AND OUTREACH FOR SINGLE-USE ITEM BY-LAWS

Single-use item by-law toolkit

In September, staff published a free toolkit to help businesses and not-for-profits comply with the by-laws and communicate changes to staff, customers, and community members.

Businesses, charities, and not-for-profits can download or order printed toolkit materials at vancouver.ca/reduce-single-use

Toolkit materials include a by-law guide, FAQs, posters, till toppers, menu icon, stickers, window decals, and sample flexible plastic straws. Toolkits can be customized or ordered as a complete set, and are available in English, Chinese (Traditional and Simplified), Punjabi, Tagalog, and Vietnamese.

Notification letters

Three notification letters are being sent to business license holders to remind them of the by-laws. The first was sent in October. The second was sent in November with the business license renewals. A final reminder will be sent in January.

Outreach and education

On behalf of the City, two consultants are reaching out to businesses, charities and not-for-profits to promote the toolkit and help answer questions about by-law compliance:

- hua foundation is reaching out to some 250 Chinese, East Asian and Southeast Asian businesses through a combination of in-person visits and managing a dedicated phone line, with language support in Mandarin and Cantonese (verbal), Simplified and Traditional Chinese (written) and Vietnamese.
- Ideaspace is reaching out to other affected businesses, charities and not-for-profits by activating stakeholder networks, offering presentations/webinars to associations and other amplifier members, and sharing content that organizations can post on their websites and newsletters.

SHOPPING BAG BY-LAW SUPPORT PLAN

When the shopping bag by-law was adopted on November 27, 2019, Council approved a staff recommendation to collaborate with non-profits and social enterprises on the development of a support plan to mitigate potential impacts the by-law may have on residents disproportionately affected by income inequality. (For example, affordability challenges due to the cost of purchasing reusable shopping bags).

In the coming weeks, staff expect to complete and publish a summary support plan that describes actions taken in 2021, and planned for 2022.

Pilots to collect and distribute reusable shopping bags

Between March to July 2021, staff implemented pilots for collecting donated reusable shopping bags and making them available for free through existing non-profit programs:

- Donated bags from residents, businesses and non-profits were collected at Vancouver Zero Waste Centre. The City then partnered with local non-profits to make the bags available for free to residents disproportionately affected by income inequality.
- Over 5,300 bags were distributed through grocery hampers, clothing rooms and other programs.
- Staff learned there is a large supply of second-hand reusable shopping bags available to be donated, and high demand for shopping bags from non-profits.
- The pilots also showed that establishing an ongoing supply chain of donated bags is a complex undertaking, and involves significant labour to prepare donated bags for reuse.

A second collection pilot is planned for 2022 to further explore the opportunities to collect donated bags at Vancouver Zero Waste Centre and provide them to local non-profits on an ongoing basis.

Please contact me if you have any further questions or concerns.



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