

Dear Business Owner,

On January 7, 2019, the Jackson Town Council approved an ordinance establishing disposable bag requirements. While the ordinance's focus is on plastic bags, the intent is not to have shoppers switch to paper bags, but to encourage and make it easier for shoppers to switch to reusable bags. The Town of Jackson is committed to a 60% waste diversion goal, preserving Jackson's unique environmental resources, and promoting practices that are sustainable to our natural environment.

Effective on **April 15, 2019**, no grocer or large retailer (19,000 ft² or greater) within the Town of Jackson shall provide single-use disposable plastic bags (less than 4 mil thick) to a customer at the point of sale. Grocers and large retailers shall collect a twenty cent (\$.20) waste reduction fee for each disposable paper bag or reusable plastic bag (4 mil or greater) provided to a customer at the point of sale.

Effective on **November 1, 2019**, no retailer or retail store within the Town of Jackson shall provide single-use disposable plastic bags (less than 4 mil thick) to a customer at the point of sale. All retailers and retail stores shall collect a twenty cent (\$.20) waste reduction fee for each disposable paper bag or reusable plastic bag (4 mil or greater) provided to a customer at the point of sale.

As outlined in the ordinance, each grocer, large retailer, retailer, and retail store shall retain ten cents (\$.10) of the twenty cent (\$.20) waste reduction fee it collects. The remaining ten cents (\$.10) shall be remitted to the Town of Jackson each quarter, no later than the following dates: April 30th, July 31st, October 31st, and January 31st.

The Town of Jackson's Finance Department will be handling retailer payment of the waste reduction fees. Online payment is the preferred option. Please visit the Town of Jackson's website at www.townofjackson.com and click the "Online Payments" option located on the homepage or go to <http://townofjackson.com/333/Pay-a-Bill-or-Ticket> and click the Quick Link to "Pay a Disposable Bag Fee." When submitting a payment, please enter your business license number in order to track and report your payment. If paying by check, please include your business license number on the memo line.

Mail checks to:
Disposable Bag
P.O. Box 1687
Jackson, WY 83001.

For any waste reduction fee payment questions, please email questions to: disposablebag@jacksonwy.gov or call 307-733-3932.

All waste reduction fees collected by the Town of Jackson will be remitted to the Teton County Integrated Solid Waste and Recycling Division (ISWR). ISWR will use these fees primarily for the purchase of reusable bags for distribution to businesses and to the public as well as for education and outreach for this program.

To view the complete ordinance, please visit the Town of Jackson's website at www.townofjackson.com. Once on the homepage click on "Government" in the top bar. When the drop down menu appears click on "Plastic Bag Ordinance" in the right hand column.

Plastic Bag Ordinance – Key Takeaways

- The plastic bag ban does NOT apply to; dry-cleaning bags, newspaper bags, door hanger bags or bags sold in packages containing multiple bags intended to enclose garbage, pet waste, or yard waste.
- The plastic bag ban does NOT apply to bags used by consumers inside grocers, larger retailers, retailers and retail stores to package bulk items including fruit, vegetables, nuts, grains candy or small hardware items; or contain or wrap fresh or frozen meat or fish; or contain or wrap flowers or potted plants; or contain unwrapped prepared foods or unwrapped bakery goods.
- The plastic bag ban does NOT apply to bags provided by pharmacists to contain prescription drugs.
- Retail establishments affected by this ordinance do NOT include: fast food restaurants, art galleries, art fairs, and vendors at a farmers' market, excluding any of the vendors' associated with permanent business locations(s).
- Restaurants are allowed to distribute disposable paper bags or reusable plastic bags (4 mil or greater) without collecting a twenty cent (\$.20) waste reduction fee.

Both the Town of Jackson and ISWR are confident that cooperation from our business community will ensure a smooth implantation of this ordinance. If any business would like assistance from ISWR in the form of training and education materials and/or support, please contact Becky or Carrie at 307-733-7678.

Thank you,

Town of Jackson

Here are some tips from retailers in other communities that have also implemented plastic bag bans:

BEFORE THE ORDINANCE EFFECTIVE DATE:

Begin to display signs in visible locations such as cashier stations and entry doors to let customers know that single use plastic bags will no longer be available as of April 15, 2019 or November 1, 2019, respectively.

Preparing your front-line employees to help customers make the shift to reusable bags is key, both so they understand why the community supported the ban and how they can play an important role in implementation, to benefit both your company and the community.

Front-line employees can immediately begin to ask customers, *“Did you bring a bag you would like me to use?” “Would you like to purchase a reusable bag?” “Do you need a bag?”* instead of automatically giving them out.

CHANGING CUSTOMER BEHAVIOR:

Here are some additional strategies others have used to encourage their customers to use reusable bags.

- Display reminders in store parking lot/windows: *“Don’t forget to grab your reusable bags!”*
- Give a reusable bag away for free if the customer makes a purchase over a set amount.
- Have store-brand bags act as permanent coupons for 5% off all purchases.
- Donate 5 cents to a local non-profit organization for each reusable bag used to pack customer purchases.
- Give a discount of 5-15 cents for each reusable bag used to pack customer purchase.

RETAILER BENEFITS:

- When shoppers bring their own bags, it can lead to a cost savings for you because you will not have to purchase, store and distribute as many carryout bags to customers.
- Just like shoppers, you will also be helping our community reduce the environmental and resource impacts of paper and plastic carryout bag production, which benefits us all.
- Bring your own bag programs can offer you an inexpensive way to create brand awareness and do some local advertising by offering your own reusable bag.