



INTERNAL MEMO

CITY OF BEND

TO: ERIC KING AND COUNCIL SUBCOMMITTEE ON PLASTIC BAG BAN ORDINANCE (BRUCE ABERNETHY, BARBARA CAMPBELL, SALLY RUSSELL)

FROM: GILLIAN OCKNER

DATE: OCTOBER 23, 2018

RE: CITY ESTIMATED COST FOR ORDINANCE IMPLEMENTATION

As discussed at the subcommittee meeting on October 2, 2018, effective implementation of an ordinance that both encourages shoppers to bring reusable bags to retail establishments while also eliminating single-use plastic carryout bags from retail establishments requires outreach and engagement of both the retail establishments and their customers. I have met with our Communications Director and Business Advocate to provide the following estimated City cost for ordinance implementation.

We assumed that the outreach and engagement effort would be focused in a six month period from January – June 2019. We used our experiences and best practices from other outreach and engagement projects we have undertaken to frame this implementation effort. We agreed that there would need to be two campaigns: 1) Business Outreach and Engagement and 2) Community Outreach and Engagement.

1) Business Outreach and Engagement

Internal Project Management - Approximately 100 hours of staff time. This would require reallocation of the Bend Business Advocate's time.



This campaign would be focused on communication to the affected retail establishments subject to the regulations described in the ordinance. Outreach communications include:

- Broad messaging to business community about the ban to help cultivate ambassadors in the community who can help with ongoing education
- Targeted outreach by North American Industry Classification System (NAICS) code and business registration information about compliance
- Targeted outreach to specific retailers where there are concerns about undue hardship
- Web page development and maintenance to provide frequently asked questions and ongoing information to existing and new retail establishments about the ban

In addition to the business outreach communications this campaign would include business engagement events. These events could include:

- Open houses for retail establishments to learn about compliance with the ban
- Reusable bag drives to allow retail establishments to promote their store, engage their customers in the change by giving away branded reusable bags, and allow the City to provide information about the ban*

*City cost associated with bag drives would be printing costs for an information handout from the City and, if desired, reusable bags with the Bend logo printed on them. City staff attendance at events is to be determined.

Other Oregon cities have provided retailers with materials to explain bag ban policies to customers via branded material such as stickers. These materials were not included in a cost breakdown. Costs to the retail establishments for similar outreach and engagement was not evaluated.

2) Community Outreach and Engagement

Internal Project Management – Approximately 100 hours of cumulative staff time to develop manage the community outreach and engagement campaign. This would



require reallocation of the Senior Policy Analyst and Communications Department staff time. Staff's responsibilities would include:

- Developing strategic communications plan that identifies audiences, messengers, outreach tools, tactics and timelines
- Developing key messages and designing coordinated graphic ads, the creative branding component of messaging
- Writing and distributing press releases
- Developing an outreach video
- Posting content on social media and engaging/responding with community response
- Developing web page content focused on community/shoppers

The Communications staff are significantly limited in their capacity to develop these tools in house during the first half of 2019. The Communications Director advised that this project could be done in-house with the hours and work elements described above if we waited until the second half of next year. This would save the cost for contracting with an external vendor.

If Council chooses to move forward with adopting an ordinance that begins implementation in January of 2019, the Communications staff would instead need to contract out some of the work elements described above. They anticipate spending approximately 10 hours directing and overseeing an external vendor's work to create communications tools, supported by an additional 10 hours from the Senior Policy Analyst to provide subject matter expertise to inform the development of the communications tools by a contractor.

The estimated cost for contracting with an external vendor to help develop the communications tools for this campaign including the strategic communications plan, design the brand/image for the campaign, create the ads and identify ad placement is \$12,000. This is based on 80 hours of labor to create the outreach campaign at an estimate of \$150 per hour, which is the middle of our current communications vendors' hourly rates.



In either scenario, we would also need to buy ad space to disseminate the messaging created for this campaign. Based on similar projects the Communications Director estimates this would cost approximately \$15,000.

In support of the events such as the bag drives described above, we would need to print postcards with information about the ban. It costs the City approximately \$200 to print 1,000 postcards of this type.

We feel it is important to also highlight the necessity of **Council's Role** in participating in outreach events, speaking on the City Edition video, providing their input on press releases, responding to requests for interviews from the media and providing ongoing outreach and responses to concerned members of our community as this change takes effect.

In summary, while the perception among the subcommittee at their first meeting was that this would be an "easy" regulation to move forward with at this time, it is not without cost or impact to other existing priorities.

