

Introduction

The City of Nanaimo wishes to ban the use of single-use plastic carry out bags. At the Nov. 26, 2018 Committee of the Whole meeting, Council passed the following motion:

“that Council direct Staff to prepare a bylaw to regulate the use of single use checkout bags using the City of Victoria’s bylaw as a model and prepare a consultation plan for Council’s review.”

Background

Single-use plastic bags create a public nuisance and incur public costs to manage and dispose of. It is estimated that approximately 3 billion plastic bags are used each year in Canada. Less than 75% of the single-use plastic bags that are used in British Columbia are captured in the recycling stream.

Currently, film plastics are collected at depot locations and handled in their own stream, so as not to contaminate other recyclables and to ensure that film plastics do not damage recycling equipment.

The portion of plastic bags that are not recycled are generally understood to be either: re-used as a garbage container, stored indefinitely in the household. These ultimately find their way to the landfill for disposal. Another portion of plastic bags that are not recycled are lost into the environment where they can cause costly damage to public infrastructure: trapped in landscaping, wrapping around pumping equipment, and blocking storm drains.

The City of Victoria recently implemented a bylaw regulating the use of single-use bags (including paper and plastic) which successfully survived a court challenge.

Under the Community Charter, municipalities have the right to regulate business, and the City of Victoria case confirms that right with respect to regulating the use of single-use carry out bags.

Objectives

The objective of this stakeholder engagement will be to:

- Inform the public and retailers of the proposed regulatory changes;
- Gather feedback to ensure a smooth implementation of the regulations; and
- Upon approval, educate and inform public and retailers of the specific regulations.

Audiences

- Nanaimo residents
- Residents outside the City of Nanaimo who shop in the City
- Retailers within the City
- Media


Communications and Engagement Strategy – Regulation Development

- Consult - Listen and Learn

This strategy is appropriate as Council has taken a decision on overall policy direction. However, the implementation needs to be localized. Specific feedback on the proposed Bylaw

City of Nanaimo - Single-Use Carry-out Bag Regulation
Communications Plan for Consultation and Implementation

and implementation details will be requested from the community and stakeholders regarding: educational support, timing and transition, enforcement.

<u>IAP2 Spectrum of Public Participation</u>				
Inform	Consult	Involve	Collaborate	Empower
				
March – June 2019				
Receive written feedback from retailers				
Host a business roundtable with the assistance of the Nanaimo Chamber of Commerce				
Receive written feedback from the public				
Receive input from the public on the Bylaw at an open Council meeting				

Communications Anchors

Action Item	Responsibility	Cost Estimate	Lead Time	Launch	Details
Graphic Design	Contractor	\$2,000	2 wks	March	
Key Messages	Staff	In-house	1 wk	March	
Webpage	Staff	In-house	2 wks	March	
Video	Staff	In-house	2 wks	March	
Story Map	Staff	In-house	1 wk	March	

Communications Tactics - Retailers

Action Item	Responsibility	Cost Estimate	Lead Time	Launch	Details
Outreach through NCoC	Staff / Chamber of Commerce	n/c	1 wk	March	
Roundtable	Facilitator	\$2,000	1 mo	April	

Communications Tactics - Residents

Action Item	Responsibility	Cost Estimate	Lead Time	Launch	Details
Web page	Staff	In-house	3 wks	March	
Print Advertising		\$2,000	3 wks	March	Local papers, leaflets
Media Relations	Staff	In-house	3 wks	ongoing	
Social Media	Staff	\$250	1 wk	March	
Radio		\$2,000	3 wks	March	30 x 30 sec spot

Communications and Engagement Strategy – Regulatory Implementation

- Inform

This strategy is appropriate for the implementation, as the goal is to provide transition support to both residents and retailers as the new regulations move through the implementation phase.

Communications Tactics - Retailers

Action Item	Responsibility	Cost Estimate	Lead Time	Launch	Details
Print Material	Staff	In-house	1 mo	September	
Video	Staff	In-house	1 mo	September	

Communications Tactics - Residents

Action Item	Responsibility	Cost Estimate	Lead Time	Launch	Details
Promotional bags	Staff	\$5,000	2 mo	September	Sample bags
Print Advertising		\$1,000	1 mo	September	Local papers, leaflets
Media Relations	Staff	In-house	1 wk	September	
Social Media	Staff	\$100	1 wk	September	

City of Nanaimo - Single-Use Carry-out Bag Regulation
Communications Plan for Consultation and Implementation

Radio		\$1,000	2 wks	September	30 x 30 sec spot
-------	--	---------	-------	-----------	------------------

Timeline

