

## Single Use Plastics Ban - Communications and Rollout Plan

### Communication with businesses

- Informational postcard/mailer
- One pager - summarize ordinance and include case studies
- Presentation to BID Advocacy Committee by Sustainability Director
  - Friday August 23rd
- Borough Webpage
- Visits to businesses - now and again prior to implementation
  - Council members, SAC, Sustainability Director
  - Special efforts for businesses without a permanent, physical presence
    - Food trucks - campus and special events
      - Coordinate w. Parks & Rec for special events
    - Farmers Market
- Window cling
  - Non-plastic version: <https://www.plastiprint.com/eco-friendly-products>
- Point of sale display - Distribute counter-top "tent tables"
  - Bi-lingual
  - Digital version available via download on website
  - Example: [https://www.vistaprint.com/marketing-materials/table-tents?xnid=TopNav\\_Table+Tents\\_Advertising\\_Marketing+Materials&xnav=TopNav](https://www.vistaprint.com/marketing-materials/table-tents?xnid=TopNav_Table+Tents_Advertising_Marketing+Materials&xnav=TopNav)
- Borough will accept unused inventory for recycling

### Communication with residents

- Informational postcard/mailer (same as above)
- Borough Webpage
- Printed newsletter article - link to website
- Website homepage "Bulletin Board" - link to webpage
- Borough and Mayor's Social Media - link to webpage
- Tabling at Community events by SAC
  - Partner with community groups
- 202 and 322 electronic billboards - check if there is ability/requirement to do PSAs

The following elements are necessary to complete the above efforts - more info below:

Item	Description	Completed by	Budget
Postcard/Mailer	ordinance info, timeline, FAQ, link to website	Sep 2019	\$725
1 Pager	ordinance info, timeline, FAQ, link to website, case studies - digital and limited print	Sep 2019	\$75
BID Presentation	Present ordinance info, timeline, FAQ, case studies	August 2019	N/A
Newsletter Article	ordinance info, timeline, link to website, case studies	TBD	N/A
Webpage	ordinance info, timeline, FAQ, link to ordinance, exemption request process/form	Sep 2019	N/A
Bag Exchange	collect donated, clean bags. Located at Borough Hall, moved to Farmer's market Saturdays <a href="https://media.shelf-awareness.com/theshelf/2019_Edit_Content/vermont_bag_exchange_031519.jpg">https://media.shelf-awareness.com/theshelf/2019_Edit_Content/vermont_bag_exchange_031519.jpg</a>	Nov 2019	\$50
Printed Bags	bags printed and distributed by Borough - distributed to affordable and senior housing, churches, community centers, library, etc. Initial order of ~500 distributed before Holidays	Nov 2019	\$1,500
Point of Sale Displays	printed bilingual "table tent" and digital versions	May 2020	\$450
<b>TOTAL</b>			<b>\$2,800</b>

Distribution of Bags to:

- Denny Reyburn
- Church St. Towers
- Mary Taylor House
- Safe Harbor
- WC Food Cupboard
- 2nd Reading
- Apts for Modern Living
- Hannum Gardens
- The Hickman
- Barclay Friends
- Melton Center
- Library

Process

- Created at SAC meeting 8/8
- Present plan to ACT 8/14
- Present to Council 8/20
- SAC committee to review design, ordering, distribution of materials
  - Would like to use Clean & Green branding throughout
- SAC and/or Sustainability Director to provide regular status reports to Council until ordinance effective date