

WHEREAS, on November 1, 2018, the Hopewell Borough Council adopted Ordinance No. 826, "An Ordinance amending the "Revised General Ordinances of the Borough of Hopewell, 1975," County of Mercer, State of New Jersey, by amending Chapter III entitled, "General Police Regulations" by adding a new Section 3-28 relating to the use of single-use plastic bags in the Borough; and

WHEREAS, in accordance with 3-28.3, an education plan was requested to be developed; and
WHEREAS, the Hopewell Borough Council tasked the Economic Development Committee to develop the plan; and

WHEREAS, the Economic Development Committee worked with local businesses and non-profit organizations, including primarily The Watershed Institute to create the plan and to assist businesses with transitioning from single-use plastic bags to more sustainable practices; and


WHEREAS, the attached "Hopewell Borough Economic Development Committee Single-Use Plastic Bag Education Plan" has been presented to the Hopewell Borough Council for acceptance:

NOW, THEREFORE, BE IT RESOLVED by the Borough Council of the Borough of Hopewell as follows:

1. The Hopewell Borough Economic Development Committee Single-Use Plastic Bag Education Plan is hereby accepted.
2. The date of April 22, 2020, also known as the 50th Anniversary of Earth Day in the United States of America, shall be deemed to be the effective date of the enforcement period of Ordinance No. 826.

BE IT FURTHER RESOLVED that the Borough Council of the Borough of Hopewell does hereby extend its appreciation to the volunteer members of the Economic Development Committee, staff members of The Watershed Institute, numerous other community volunteers and business owners for their commitment to the preparation and implementation of the Hopewell Borough Economic Development Committee Single-Use Plastic Bag Education Plan and for their commitment to using alternatives to single-use plastic bags in Hopewell Borough and beyond our borders.

ATTEST:



Michele Hovan
Borough Administrator/Clerk



Paul Anzano
Mayor



Hopewell Borough Economic Development Committee Single-Use Plastic Bag Education Plan

In late 2018 Hopewell Borough passed Ordinance 826 (the “Ordinance”) to begin the process of curtailing the environmentally unsustainable overuse of single-use plastic shopping bags at point of sale locations. The Economic Development Committee was tasked with working with area businesses and nonprofits like The Watershed Institute to create an education plan (the “Education Plan”) and to assist businesses with transitioning away from single-use plastic bags to more sustainable practices. Only after the Borough Council’s review and satisfaction of the Education Plan would Hopewell Borough commence the enforcement of regulations requiring the use of reusable, paper or other alternatives to single-use plastic bags in certain situations.

The Education Plan is meant to (1) assist businesses in transitioning to sustainable alternatives to single-use plastic bags, (2) educate the public and businesses on the ecological reasoning for changing our practices, (3) provide actual alternatives to single-use plastic by distributing reusable bags to businesses and residents and (4) create an awareness campaign to remind consumers to use their reusable bags. Based on timing of the Education Plan’s components as set forth herein, the Economic Development Committee recommends that the Borough Council set a prospective effective date for enforcement of April 22, 2020, which is the 50th Anniversary of Earth Day.

An outline of the implementation of each of the four elements of the Education Plan, which has been developed and implemented with the Watershed Institute is below:

- 1) Direct Outreach to Businesses
 - a) Letter to businesses (sent December 2019)
 - b) Information session / hearing (January 2020 BC meeting)
 - c) Point of sale collateral for businesses to put near cash register

- 2) Outreach to Residents and Shoppers
 - a) informational / explanation page on the Borough Website
 - b) Social media campaign linking to the Borough’s website, including a clever message and hashtag (#HopewellBYOBags #HopewellGotYourBags #HopewellGoesGreen)
 - c) A printable PDF flyer explaining they ecology and the requirements of the ordinance, with an emphasis on “remembering” to bring your reusable bags
 - d) Participation at tabled community events, with materials at HV Green Team and Watershed tables
 - i) Hopewell Harvest Fair

- ii) Cruise Night
 - e) Partnership with Hopewell Elementary School / HVRSD for back to school outreach and educational programming for students
 - f) Remember Your Bag “pledge” agreement for students and residents
- 3) Distribution of reusable bags
- a) Give away at tabled events with materials
 - b) Provide at informational and “re use” kiosks at train station and elsewhere
 - c) Directly to businesses?
- 4) Awareness campaign to ensure continued use of reusable bags
- a) Parking Lot signage to (durable “no parking” size and sandwich boards that double as distribution stations by the addition of a hook, recycled materials are suggested) – See Exhibit A for possible locations and B for signage information
 - b) Placard or countertop piece for retailers to place near cash registers to explain bag program
 - c) Informational kiosk at the train station (possible second location?) that acts as a bag distribution point and plastic recycling location

List of action items to produce and/or procure:

- 1) Finalize / approve plan by EDC - complete
- 2) Present plan to Borough Council – January 2020 meeting
- 3) Draft letter to businesses – sent December 2019
- 4) Confirm enforcement date – Proposed 4/22/2020 to be recommended to BC January 2020
- 5) Design signage – in progress
- 6) Design flyer – complete and distributed
- 7) Develop programming with HES – in progress

Exhibit A

Prospective Locations for Signage

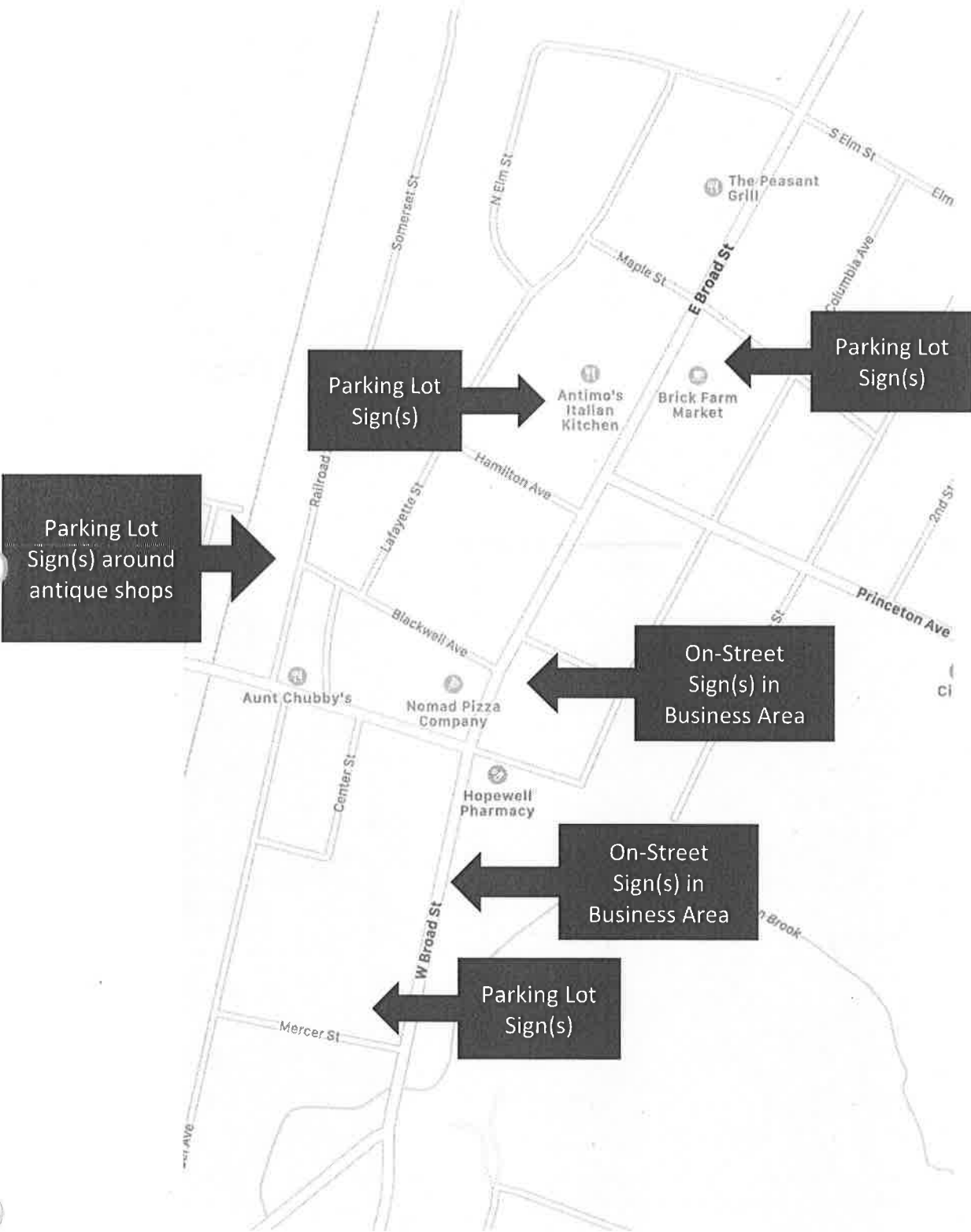


Exhibit B

Information for Signage



Mock up of potential parking lot sign at <https://www.myparkingsign.com/> (left)



Possible A-Frame signs to double as bag distribution points with the addition of a hook to hold bags.

