



Opt In Program Allows Businesses to Spur Change *Local Stores Can Voluntarily Join Plastic Bag Ban & Paper Bag Fee Initiative*

STEAMBOAT SPRINGS, COLORADO-September 16, 2019-The City of Steamboat Springs offers retailers interested in spurring change when the new plastic bag ban and paper bag fee starts in the city on October 1, 2019, a new Opt In Program that allows local stores to jump on board and *give plastic the sack*.

“While this ordinance requires the elimination of plastic carry out bag in the five large markets within the city, we heard loud and clear that other retailers were interested in not only showing their support but walking the walk too,” said Winnie DelliQuadri, assistant to the city manager. “This program gives them a vehicle to participate and be a part of something bigger across the community.”

Stores interested in the Opt In Program can voluntarily pledge to no longer provide plastic carry out bags and charge a waste reduction fee of 20-cents for paper bags. It’s as easy as filling out the application and agreement form and then once a year submitting a report to the city detailing fees collected through your store’s paper bag distribution.

Participating businesses will be able to let customers know they are making a difference by displaying the Spur Change Retail Champion decal on their door/window, will be listed on the city website and have access to point of sale sustainability materials.

The Paper Bag Ban and 20-cent Paper Bag Fee go into effect on October 1 for the five large markets, City Market, Natural Grocers, Safeway, Walmart, and Walgreens. In Steamboat Springs, 3.8 million single-use plastic bags are used yearly by shoppers at the markets included in the plastic bag ban. The idea was championed by the Steamboat Springs Teen Council, high school students who wanted to make their community better.

The monies generated from the bag fee will be used to provide reusable bags, educate on environmental impacts, and provide additional waste reduction programs. Participating Opt In stores will be able to keep 100% of that fee for the same propose as well as staff training.

Additional information on the bag ban and paper bag fee, answers to frequently asked questions and the opt in paperwork is available at steamboatsprings.net/spurchase.

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