

Dear Mayor and City Council

Thank you for your unanimous support for Berkeley's Disposable Free Dining Ordinance. It is an amazing accomplishment that will help our community in so many ways. We have already seen how your vote has impacted the national debate on disposable plastics and foodware towards reduction.

In the past several weeks we have seen amazing interest in this bold and innovative approach including news coverage from all the local broadcasts online, and radio news outlets. It also got significant coverage in the Los Angeles Times including a feature article, an Editorial, and an Op Ed. The Associated Press picked it up and according to Greenpeace USA's media tracking service, this story has been run in over 1,000 news outlets nationally. Social media has carried it internationally and we have received notices from across the globe, thanking Berkeley for taking action to prevent plastic pollution. Clearly you have stuck a cord on a pressing issue at a time when we all need a little hope.

Soon the hard work of implementation will begin, and the broad coalition that worked on proposing this ordinance remains ready to support the City in making this innovative approach a success. In researching and vetting this proposal, we met with numerous experts, business owners, and City staff to gather insights in the challenges and opportunities for a smooth implementation. We would like to share some of our best thinking with you to help you plan for the next phases.

- 1) **Staffing Needs:** In consulting with other cities who have implemented similar or relevant ordinances we have learned that there are three key times that will require support. The first is during the roll out phase informing businesses about what they need to do. The second is when the ordinance phases become active. And the third is when businesses are found to be not in compliance. Each of these represents an opportunity for education and technical assistance. Generally speaking this is a 24-36 month process with peak needs in the 12-24 month period. As this is a short term, start up and variable demand, contracting out the many of the roll out, technical support, and compliance needs to expert outside consultants can be extremely cost effective and efficient. There are a number of highly competent agencies and firms who can provide these services without adding significant staffing demands on the City.
- 2) **Businesses Needs:** According to the environmental health department there are approximately 650 active locations with health permits. Approximately 100 of these are community centers, churches, and others who are not covered by the ordinance. Many of these are sit-down, dine-in restaurants already using reusable foodware for whom compliance will require very little or no change at all. For the majority of businesses, compliance will only require a small number of changes to their operations and many of them will be able to handle these changes on their own. For those that face significant challenges both hands on technical support and mini grants will go a long way. These