



# **Report on the Implementation of the Single-use Plastic Water Bottle Ban**

August 2024

**Darby Creegan, Public Policy Intern**

**League to Save Lake Tahoe**

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## I. Executive Summary

The City of South Lake Tahoe was one of the first municipalities in the country to pass an ordinance restricting the sale of single-use plastic water bottles in October 2022. The landmark legislation was rolled out over two years, first banning single-use plastic water bottles at City-funded and -permitted events before banning the sale of bottles by any vendor in the city. This ordinance was an amendment to Chapter 4.175 of the City Code, an ordinance initially passed in 2018 banning the sale of polystyrene. Plastic bottles, like polystyrene, were identified as a predominant pollutant and source of environmental degradation in the Lake Tahoe Basin. Data collected by the League to Save Lake Tahoe in clean-ups from the past decade proved that plastic water bottles were both incredibly numerous and incredibly harmful. City Attorney Heather Stroud and South Tahoe High School student Darby Creegan presented the merits of a single-use plastic water bottle ordinance to the City Council in June 2022. Creegan's senior project was to research and write an initial draft of the ordinance with mentor Stroud. The City Council debated aspects of the ordinance related to business impact and financial burden before passing a revised version of the ordinance four months later.

The two foremost reasons for banning plastic water bottles are thus: we are fortunate in the Lake Tahoe Basin to have access to fantastic tap water, and for consumers who prefer bottled containers, there are more than 35 options on the market. There is no longer any need for us to rely on water bottled in plastic.



Darby Creegan, Gavin Feiger, and Marilee Movius speaking about the League's mission of data-driven solutions at a Sand Harbor clean-up in 2024. Our data drives policy. Not pictured: Courtney Thomson.

Conversations around business impacts have always been at the forefront of outreach plans for this ordinance. The City and the League worked together to create a toolkit of print resources for businesses and partnered on an extensive outreach plan in December 2023. Staff from both organizations went to 131 businesses in the city and spoke with employees about what the ordinance would mean for them. This outreach was conducted four months before the ordinance went into effect, allowing business owners time to synthesize the information, sell backstock, and find sustainable alternatives from their vendors. One of the resources created was a [Product Guide](#), illustrating which alternatives to single-use plastic were available and recommended by the League. Additionally, informational postcards were sent to every business in the city, explaining the ordinance and when they needed to comply. In the months between the December outreach and the ordinance going into effect at the end of April, the League and the City publicized the new law on social media, in local newspapers, and at community events. Every effort was made to inform businesses about this ordinance so they could be in compliance.

This summer, the League planned an audit of businesses to determine the percentage of businesses in compliance with the ordinance. While auditing businesses, we planned a concurrent outreach session to educate businesses that are not in compliance. When drafting the list of businesses we wanted to visit, we primarily considered three factors: probability of selling single-use water, business zone (area of the city), and type of business. These factors brought us to a list of 108 businesses, 106 of which we visited. Businesses were audited by a combination of League staff members and volunteers, who spent a combined 46 hours visiting business. In total, 400 hours were spent planning, executing, and presenting this project. We are pleased to report that **82% of businesses are in compliance with the ordinance** and 76% of businesses had employees that were able to speak with us for five minutes about customers' reactions to the lack of plastic water bottles. Thank you to the business community in South Lake Tahoe for being so kind to us. We appreciate your support of ordinances like these that Keep Tahoe Blue.



Creegan with volunteers at Raley's at the 'Y'.



The water section of the refrigerator at Aisle 1.

In our many conversations with employees about this ordinance we were able to gain a holistic understanding of the community's reaction to the lack of single-use plastic water bottles. We also learned why businesses were not in compliance, the number one reason for which was a lack of knowledge. Nearly 58% of businesses not in compliance were not visited before this summer and simply lacked knowledge of the ordinance. Additionally, 32% of businesses not in compliance said 'yes' to outreach in Spanish – meaning that a language barrier also decreased rates of compliance. At every business not in compliance we walked them through the ordinance, provided educational resources, and explained that the City would be checking compliance in the fall of 2024.

While it was straightforward to determine how many businesses were in compliance with this ordinance, it was much more difficult to determine the net plastic reduction as a result of this ordinance. We worked with South Tahoe Refuse (STR) and Clean Tahoe to determine quantitative and qualitative data points measured before and after the ordinance went into effect. STR records the tonnage of each type of plastic sent to recycling facilities every other month. Considering we only have one data point for the time after the ordinance went into effect, it's not yet statistically significant. Clean Tahoe Field Assistant Devin Henderson, who has worked for the non-profit for the last three years, reports that he picked up 15 plastic water bottles every day before the ordinance went into effect and 10 plastic water bottles every day in the time since the ordinance went into effect. Furthermore, data from the League's annual July 5th clean-up shows that prior to the ordinance going into effect, 25% of all plastic bottles were collected during the clean-up from Lakeview Commons and after the ordinance went into effect, only 16.9% of plastic bottles were collected there. The 33% decrease demonstrates the reduced number of plastic bottles present in South Lake Tahoe, especially considering three other beaches around the lake experienced an increase of 22% more plastic bottles collected at each site on average. These various perspectives demonstrate an overall reduction of plastic bottles in South Lake Tahoe, which will hopefully result in fewer microplastic present in the Lake in the next five years.

Early results show that this ordinance was worthwhile in passing and implementing in our community. Not only does it directly reduce the amount of plastic ending up in Lake Tahoe, but it asks the consumer to engage in the product they are purchasing: does it need to come encased in petrochemicals? Working with your community to yield more businesses focused on sustainability is not only possible but necessary in the face of the climate crisis. It's wonderful that South Lake Tahoe, and our neighbors to the north in Truckee, have taken the initiative to ban single-use plastic water bottles. This ban must be extended around the Lake to protect our watershed most effectively.

Yours in environmentalism,

Darby Creegan

August 26, 2024

## II. Ordinance & Outreach Timelines

To understand the community acceptance of the ordinance banning the sale of single-use plastic water bottles most clearly, one must understand the twin timelines of the ordinance and subsequent outreach.

Ordinance	Outreach
June 2022	
Creegan and Stroud present ordinance draft and idea to City Council.	
October 2022	
City Council adopts revised version of ordinance for two-year rollout.	
Earth Day 2023	
Single-use plastic water bottles are banned at city events.	
December 2023	
	City, League Staff, Volunteers visit 131 businesses to inform them about the ordinance. Postcards sent to all businesses.
Earth Day 2024	
Official date of the ordinance going into effect; businesses no longer can sell single-use plastic water bottles.	Additional outreach conducted by same groups at the end of March to speak with more businesses.
July/August 2024	
	League staff and volunteers visit 106 businesses to measure compliance and conduct further outreach.

## **December 2023 - March 2024 Outreach**

Outreach was intentionally conducted four months prior to the ordinance going into effect to allow businesses ample time to change their products and vendors and become compliant with the new regulation. In December, outreach was organized as a collaborative effort between Marilee Movius, Courtney Thomson, and Kelci Brown of the League to Save Lake Tahoe and Sara Letton and Heather Stroud of the City of South Lake Tahoe. [Resources](#) generated by the City and League were available as handouts to businesses, including a one page 'Letter to Businesses,' a flyer explaining the ordinance, and a resource guide explaining alternatives to business owners. All resources were available in both English and Spanish.

The League pulled from available volunteer pools, including League Core Volunteers and student volunteers through South Tahoe High School's Climate Crew, Key Club, and the SOS Outreach Program. The goal of this outreach was information sharing.

All outreach resources in both English and Spanish can be found at [keeptahoeblue.org/stop-litter](https://keeptahoeblue.org/stop-litter). We welcome other communities to download the information to serve as a guide in crafting resources tailored to their communities.





**CITY OF  
SOUTH LAKE TAHOE**

1901 Lisa Maloff Way  
South Lake Tahoe, CA 96150

## **EFFECTIVE APRIL 22, 2024: SINGLE-USE PLASTIC REGULATIONS**

On October 22, 2022, the South Lake Tahoe City Council updated the City's plastic waste ordinance to in order to minimize the potential for single-use plastic water bottles from entering our waste stream and from contributing to the climate crisis. To understand more about this challenge and how to comply with the ordinance, please continue reading on the reverse side.

View the ordinance: [cityofslt.us/plasticwaste](http://cityofslt.us/plasticwaste)

Send us a question: [publicrelations@cityofslt.us](mailto:publicrelations@cityofslt.us)

### **OUR TAP WATER IS EXTRAORDINARY**

The Tahoe Water Suppliers Association (TWSA), which includes California and Nevada public water agencies, provides outstanding, pure drinking water that is exceptional from the source. Its members possess six of the total 60 "filtration avoidance" permits awarded among the 160,000 public water systems across the U.S.

The City supports TWSA's Drink Tahoe Tap campaign, which encourages consumption of our extraordinarily tasty tap water instead of water from single-use bottles.

**Drink  
Tahoe  
Tap®**

### **WE ARE ALL STEWARDS OF THE LAKE**

Discarded plastics are particularly damaging to our water quality because they are rarely recycled and they break down into smaller pieces and persist in our environment.

To encourage the reuse of personal water bottles over the single-use of plastic bottles, the City is installing more public water refill stations.

### **SALE OF SINGLE-USE PLASTIC WATER BOTTLES IS BANNED**

On April 24, 2024, the ordinance will prohibit retail sale or distribution of any single-use plastic bottled water under one gallon. Bottled water is considered any product that contains water as the sole ingredient.

While non-plastic alternatives do not violate the ordinance, the City encourages refilling with Tahoe Tap instead of promoting single-use alternatives.



For more information, and to view the ordinance, visit [cityofslt.us/plasticwaste](http://cityofslt.us/plasticwaste) or scan the QR code.

CITYOFSLT.US • (530) 542-6000 • @CITYOFSLT



Example of informational postcards sent to every business in the City of South Lake Tahoe.

## July - August 2024 Outreach

Outreach in the summer was part of the audit plan, as businesses were checked for compliance and those not complying with the ordinance would receive additional resources. Outreach was planned by using each of the City's six businesses zones as a geographical guide. One event was planned for each zone with additional events and follow up added as needed. Each event started with a fifteen-minute explanation of how a volunteer could conduct the audit and outreach if needed.

Volunteers were recruited from South Tahoe High School's Climate Crew and National Honor Society. League staff members served as additional supporters during this phase of outreach. The League has worked with both clubs to great success in the past and thanks all the following people for their help in this audit and outreach. Thank you, team!

A calendar is also provided for ease of viewing the various visits to zones. Each zone was visited at least twice to account for unvisited businesses or closed businesses.

07/29 A) Zone 1 Initial B) Zone 4 Initial	07/30 C) Zone 3 Initial	07/31 D) Zone 5 Initial	08/1 E) Zone 2 Initial	08/2
08/4	08/6	08/7	08/8 F) Zones 3-4 Cont. G) Zone 6	08/9 H) Zones 3-4 Cont.
08/12	08/13	08/14	08/15 I) Targeted Outreach in Spanish	08/16
08/19	08/20 J) Uncompleted, all Zones	08/21 K) Uncompleted, all Zones	08/22	08/23

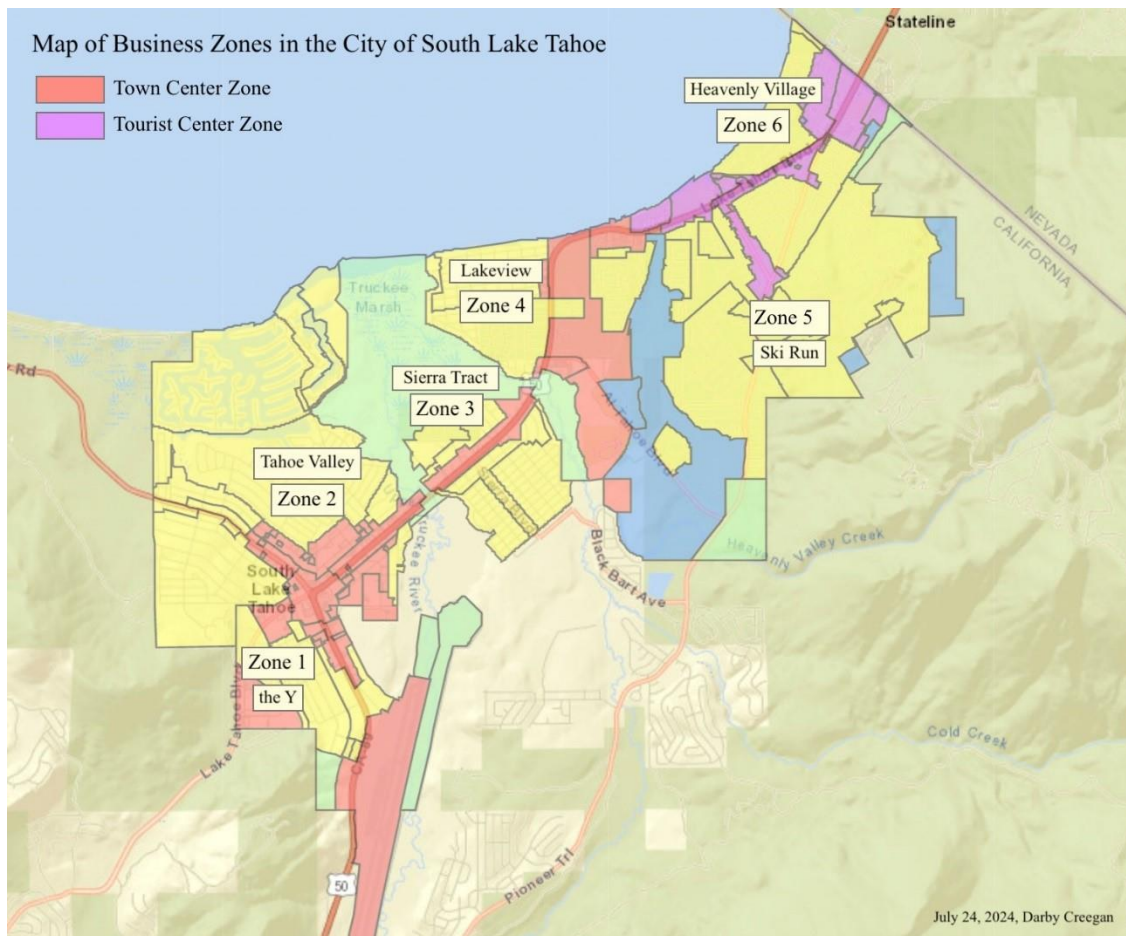


### III. Business Audit Plan

The businesses selected for the audit are primarily quick service restaurants and markets, places where water bottles would be sold. The following variables were kept in mind to ensure an even distribution of businesses would be visited. These were selected in conjunction with the team from the League and the City who worked on outreach and education around this ordinance in prior outreach attempts.

1. ‘Zone’ of business, defined by the City of South Lake Tahoe. **Tourist Centers**

	<b>Zone 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Total</b>
#	18	16	15	18	15	26	108
	17%	15%	14%	17%	14%	24%	-



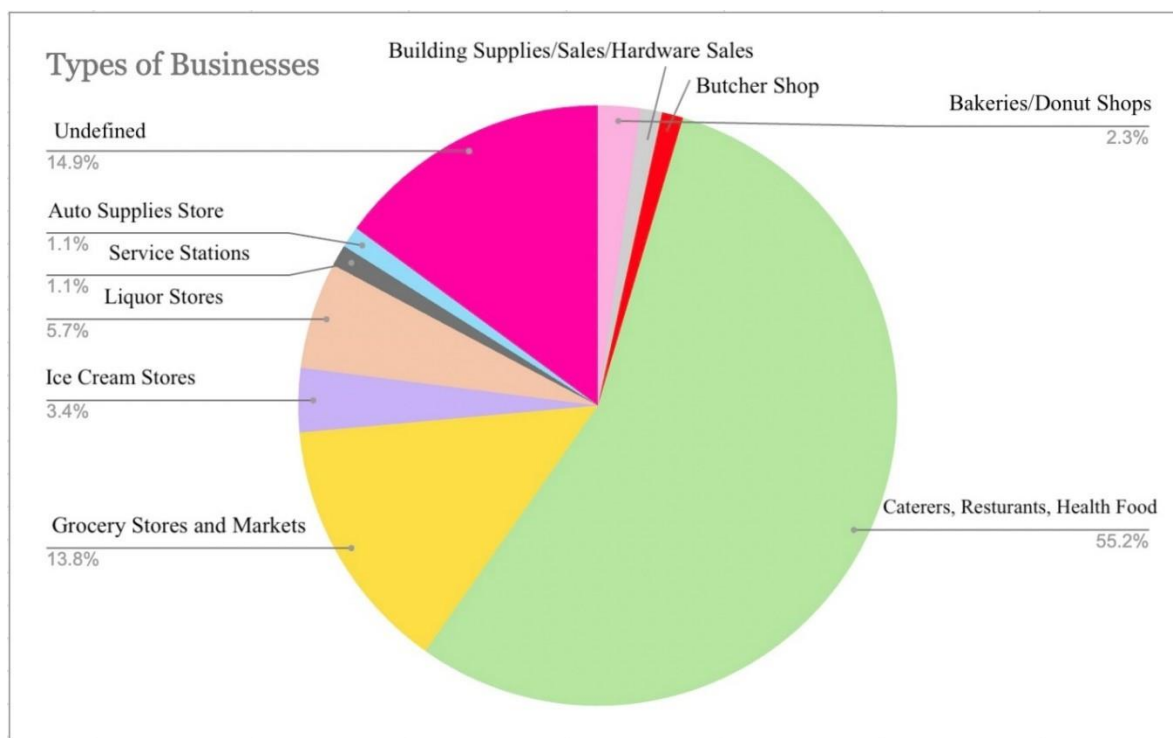
Town Centers and Tourist Centers are both defined by the City of South Lake Tahoe as in their General Plan, respectively. <sup>1</sup>

“This designation provides for a mixture of uses including tourist accommodation, commercial, intensive recreation, high-density residential, and mixed-use residential. This designation is applied to areas that are currently developed as commercial/visitor centers, have excess land coverage, where vertical mixed-use projects are appropriate, and are near commercial, employment, transit, and public services.”

“This designation provides for the most intensive land uses including major commercial/visitor centers and mixed-use residential. This designation is applied to areas currently developed as major commercial/visitor centers, areas of excess land coverage, and areas that are near commercial, employment, transit, and public services.”

Auditing across business zones was important because we wanted to focus equally on businesses catering to tourists and non-tourists alike. We believe we have an even distribution across zones.

2. The next variable we considered was the Major Business Type of each business, a factor defined by the city on the business's license. The undefined category contains businesses so new that they are not yet included in the online search portal.



3. The final factor we considered was each business’s likelihood of selling single-use plastic water bottles. With that in mind, we drafted this list of businesses.

<sup>1</sup> Mintier Harnish, “South Lake Tahoe General Plan,” adopted by the City Council on May 17, 2011, <https://www.cityofslt.us/575/General-Plan>, Accessed on July 24, 2024.

<b>Zone #</b>	<b>Business Name</b>
1	CVS/Pharmacy
1	Mobil (By Bert's)
1	Raleys #127
1	Aisle 1
1	Cuppa Tahoe
1	Big 5
1	Peets Coffee
1	Chicos Burger
1	TV Donuts Inc
1	Lake Tahoe Aleworx LLC
1	Verde
1	Starbucks
1	West Coast Sourdough
1	DIV Home Center
1	Langenfeld Ace
1	McDonald's
1	Subway
1	Alpine Liquor
2	Crazy Good Bakery and Cafe LLC
2	Grass Roots Natural Foods
2	Burger Lounge
2	Jalapeno's Taqueria
2	Siam Market - Tahoe
2	My Thai Cuisine
2	Overland Meat and Seafood Company
2	The Free Bird West (Westside Café)
2	The Keys Cafe
2	Tahoe Keys Delicatessen
2	Pine Nut
2	Bevmo
2	Smart & Final #787
2	7-Eleven Store 14078f
2	Tahoe Keys Liquor
2	King's Beverage Company
3	Autozone
3	Maria's Mexican Restaurant LLC
3	Mandarin Garden
3	Jack In The Box
3	Taco Bell 036120
3	Bare Roots Artisan Coffee Roasting

3	A & J Oriental Market
3	Blue Dog Gourmet Pizza
3	LOS PORTALES JALISCO - Outreach Conducted In Spanish
3	La Mexicana (Carniceria)
3	Free Bird
3	7-Eleven
3	Us Gas (Sinclair)
3	South Lake Tahoe Grocery Outlet
3	Shell (By Highland Meadows)
4	The Bagel Shop At Tahoe (Tahoe Bagel Co)
4	The Cork & More
4	Port Of Subs/Warholak, Inc
4	Slice Of Sierra Pizza
4	Sno Flake Drive In
4	Sprouts Cafe Inc
4	Hanoi Pho
4	Tahoe Tessies Beach Bites
4	Dragonfly Bagel
4	EL SAZON DE MI TIERRA - Outreach Done In Spanish
4	Mexicos Grill & Taqueria - Jalisco's
4	Yellow Submarine Sandwiches
4	Aloha Ice Cream and Dessert Spa
4	LAKE TAHOE AMECA BAKERY - Outreach Done In Spanish
4	Green Tahoe Market (Harrison Ave Liquor Store)
4	Three Pines Coffee Company
4	Starbucks (Inside Safeway)
4	Safeway Stores Inc
5	Art Of Gelato Inc
5	Empanash
5	La Promesa
5	El Dicho Cafe
5	Tahoe Bear Tea House
5	Plaza Tapatia (Restaurant)
5	Plaza Tapatia (Marketplace)
5	FREE BIRD CHAI LLC (Inside Red Hut)
5	Sugar Pine Bakery
5	Whole Foods Market
5	CVS
5	Ski Run Liquor
5	Chicken In A Barrel
5	Chevron

5	Cabin Curiosities
6	Trailfolk Coffee Co
6	Cold Stone Creamery
6	Social House Deli
6	Heaven's Little Cafe
6	Mi Pueblo Markets Inc
6	Super Tacos
6	Mayas Grill
6	Starbucks (In The Village)
6	Starbucks (Closer To Jamba Juice)
6	Jamba Juice
6	The Baked Bear
6	Creative Crepes
6	Poke Rok
6	Champagne And Chocolate
6	Rocket Fizz
6	Tacos Taqueria
6	Tahoe Bottle Shop
6	Tahoe Tom's
6	Subway (3924 Lt Blvd)
6	Subway (4000 Lt Blvd #31)
6	McDonald's
6	7 Eleven 17970g
6	Tv Donuts
6	Heavenly Village Cinema
6	Driftwood Café
6	Great American Cookies

The primary goal of the audit was to determine if a business was selling plastic water bottles. League staff created the plan and trained volunteers to measure this by first looking around the store and recording the information, including brand name. If the store wasn't crowded, they could initiate the conversational survey to speak with the employee about their reaction to the ordinance and to hear customer feedback. This conversation was a secondary goal of the audit and only to be completed if possible.

All supermarkets, CVS/Pharmacies, and 7-Eleven stores were audited by an Ambassador in the 2024 Sierra Nevada Alliance Ambassadorship Program. His project was determining which sustainable alternatives were available in grocery stores and their price points. Data is shared in section V of this report.

## IV. Business Audit Results

### Results Part I

1. Compliance across Zones
2. Compliance as related to prior outreach
3. Compliance as related to outreach in Spanish
4. Compliance by reclassified Business Type
5. Compliance by ownership

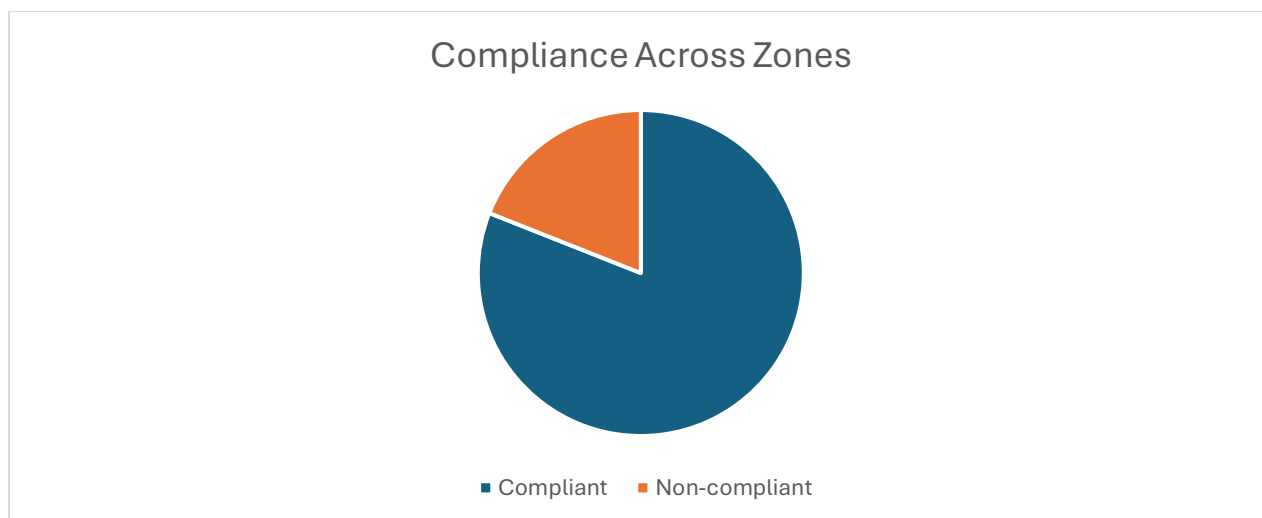
### Results Part II

6. Businesses who answered conversational survey
7. Information dissemination
8. Businesses only selling water substitutes, water from a dispenser
9. Notable quotes & comments

#### 1. Compliance Across Zones

In our survey of businesses, we found **that 82% of businesses are in compliance with the ordinance**. Only 18% of businesses continue to illegally sell single-use plastic water bottles. This calculation was determined by looking at the number of businesses surveyed, 106. There is not significant variation across Zones. We were concerned that businesses catering to tourists would have lower rates of compliance, but that was not the case.

	Zone 1	2	3	4	5	6	Total
# Visited	18	16	15	18	15	24	106
# Yes	15	14	12	14	12	20	87
% Yes	83%	87%	80%	77%	80%	83%	82%





## 2. Compliance as related to prior outreach

We wanted to understand how effective prior outreach attempts had been in reaching businesses, and cross-referenced information from the March and December outreach to correlate businesses' compliance with outreach attempts. We found that **42% of businesses not in compliance were visited prior to the ordinance going into effect.** Most businesses who were still selling plastic water bottles were never visited and had no knowledge of the ordinance. While the City mailed a postcard notice to all businesses in the City, and it is important for business owners to take initiative and keep track of rules that may affect them, we have shown that outreach in person is necessary.

	Zone 1	2	3	4	5	6	Total
# No	3	2	3	4	3	4	19
#Yes prior	2	1	2	1	0	2	8
% Yes Prior	67%	50%	67%	25%	0%	50%	42%

## 3. Compliance as related to outreach in Spanish

When doing outreach this summer, we noticed that some business owners preferred to receive information in Spanish. We conducted a specific audit and outreach day to businesses with primarily Spanish-speaking employees. **Almost one third of businesses not in compliance said 'yes' to receiving outreach in Spanish when given the option.** Offering outreach targeted to businesses where most of the employees speak another language is crucial in smooth rollout of an ordinance like this in a community. Thank you to Trey Flores for articulating the League's perspective on this topic in Spanish during this outreach session.

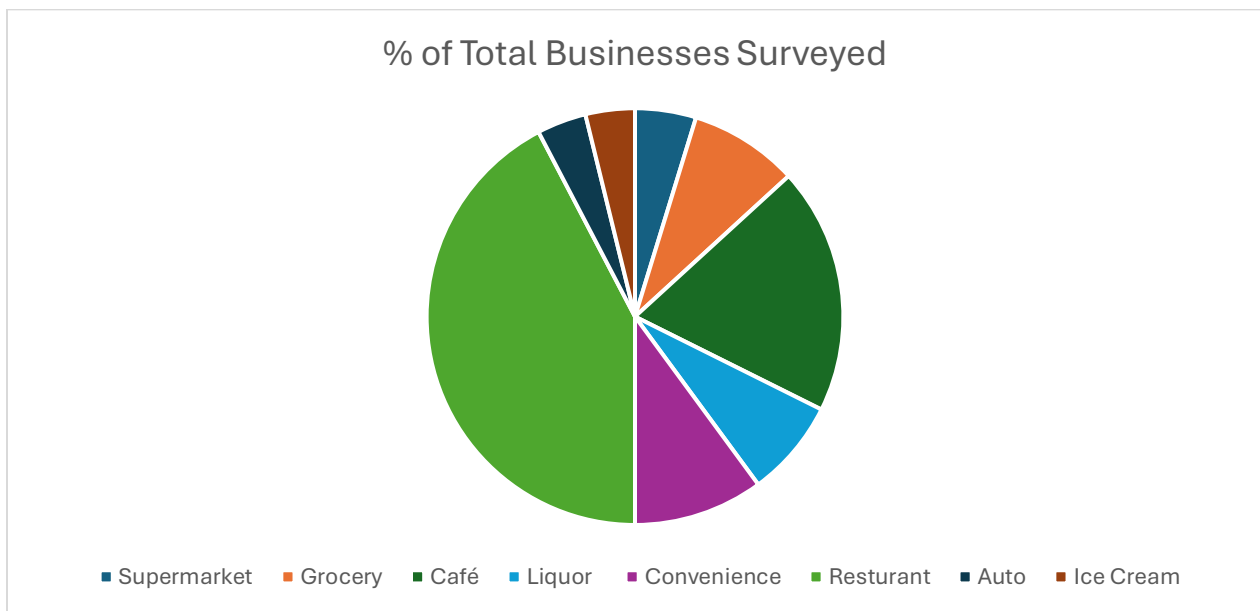
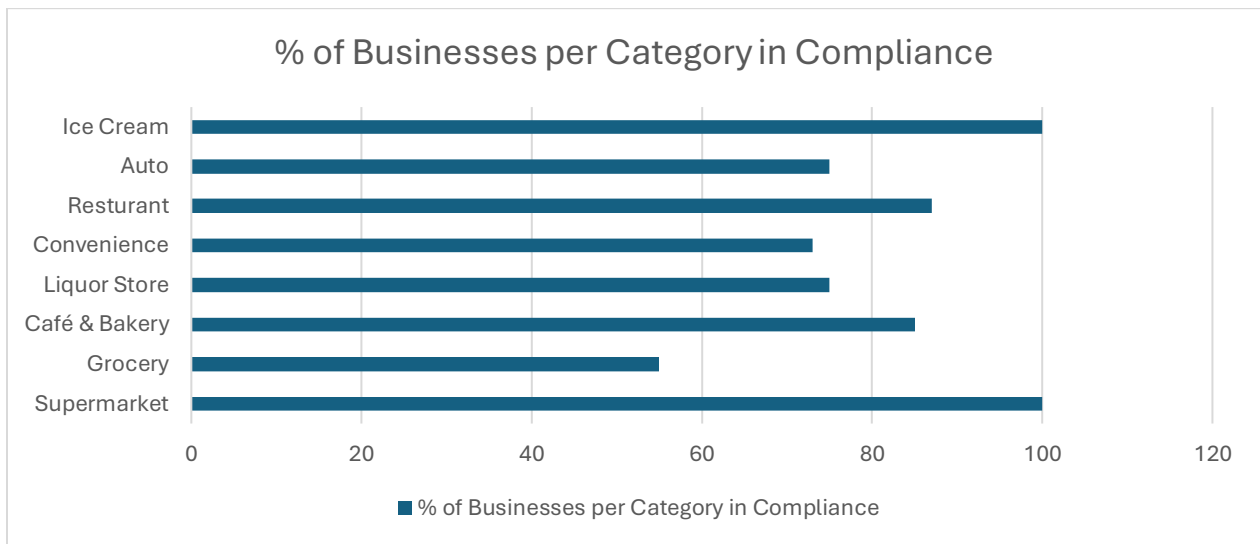
	Zone 1	2	3	4	5	6	Total
# No	3	2	3	4	3	4	19
#Yes to Spanish	0	0	1	2	2	1	6
% Yes to Spanish	0%	0%	33%	50%	67%	25%	32%

## 4. Compliance by reclassified Business Type

The Major Business Types used by the city to classify businesses don't get at the minutiae of specialty shops nor do they clarify the difference between independent and corporate grocery stores. We reclassified each of the 106 businesses surveyed into eight new categories, shown on pages 11 and 1. Total number of stores and number of stores in compliance are listed at the top of each heading. **The category with the lowest level of compliance at 55% was grocery stores - the small and independently owned**

**markets.** The bar chart that follows compares each category’s level of compliance, while the pie chart provides a graphical representation of how the percentage of each store comprised the whole. Restaurants, by far the largest category, had almost a 90% rate of compliance.

	a.	b.	c.	d.	e.	f.	g.	h.	Total
#	5	9	20	8	11	45	4	4	106
% of total	4.7%	8.4%	19%	7.5%	10%	42%	3.8%	3.8%	3.8%
# yes	5	5	17	6	8	39	3	4	87
% yes	100%	55%	85%	75%	73%	87%	75%	100%	82%



- a. Supermarkets; businesses owned by a major corporation selling groceries and other goods in bulk to the consumer. – 5/5
  - Raleys #127
  - Smart & Final #787
  - Grocery Outlet
  - Safeway
  - Whole Foods
- b. Grocery Stores; small and independently owned businesses catering to a specific market or style of cuisine. – 5/9
  - Grass Roots Natural Foods
  - Siam Market Tahoe
  - A + J Oriental Market
  - The Cork & More
  - Plaza Tapatia (Markeplace)
  - Mi Pueblo Markets
  - Rocket Fizz
  - Overland
  - La Mexicana Meat Market
- c. Coffee Shops & Bakeries; businesses primarily selling coffee and baked goods. – 17/20
  - Peet's Coffee
  - TV Donuts
  - Starbucks
  - Crazy Good Bakery and Café
  - Westside Café
  - The Keys Café
  - Pine Nut
  - Bare Roots
  - Free Bird (freestanding)
  - Lake Tahoe Ameca Bakery
  - Three Pines Coffee Company
  - Starbucks (inside Safeway)
  - El Dicho Café
  - Tahoe Bear Tea House
  - Cuppa Tahoe
  - Free Bird (inside Red Hut)
  - Sugarpine Bakery
  - Starbucks (in Village)
  - Starbucks (the other one)
  - TV Donuts (Village)
- d. Liquor Stores; businesses primarily selling alcohol and liquor – 6/8
  - Alpine Liquor
  - BevMo
  - Tahoe Keys Liquor
  - King's Beverage Company
  - Green Tahoe Market
  - Ski Run Liquor
  - Tahoe Bottle Shop
  - Tahoe Tom's
- e. Convenience Stores/Gas Station Stores; businesses stationed to be convenient stops along major roads selling quick food items and beverages – 8/11
  - CVS/Pharmacy (at the Y)
  - Mobil
  - Aisle 1
  - 7-Eleven (on Emerald Bay Rd)
  - 7-Eleven (in Midtown)
  - US Gas Sinclair
  - Shell
  - CVS (Bijou)
  - Chevron (Ski Run)
  - Cabin Curiosities
  - 7-Eleven (Pioneer by Village)
- f. Restaurants; businesses where consumers can get takeout food items or sit inside stores – 39/45
  - Chico's Burger
  - Lake Tahoe Aleworx
  - Verde
  - West Coast Sourdough
  - McDonald's
  - Subway
  - Burger Lounge
  - Jalapeno's Taqueria
  - My Thai
  - Tahoe Keys Delicatessen
  - Maria's Mexican Restaurant
  - Mandarin Garden
  - Jack in the Box
  - Taco Bell (in Midtown)
  - Blue Dog Gourmet Pizza (Midtown)
  - Los Portales Jalisco's
  - Tahoe Bagel
  - Port of Subs
  - Slice of Sierra Pizza
  - Sno-Flake Drive-in
  - Sprouts Café
  - Hanoi Pho
  - Tahoe Tessie's Beach Bites
  - Dragonfly Bagel
  - El Sazón de mi tierra

- México Grill and Taquería
  - Yellow Sub Sandwiches
  - Empanash
  - La Promesa
  - Plaza Tapatía (Restaurant)
  - Chicken in a Barrel
  - Heaven's Little Café
  - Super Tacos
  - Maya's Grill
  - Jamba Juice
  - Creative Crepes
  - Poke Rok
  - Champagne and Chocolate
  - Tacos Taquiara
  - Subway (on Pioneer)
  - Subway
  - McDonald's
  - Heavenly Village Cinema
- Driftwood Café
  - Great American Cookies
- g. Auto/Home Supply Stores; businesses selling primary materials and products which can be used to repair one's home or car. – 3/4
- DIY Home Center
  - Langenfeld ACE
  - AutoZone
  - Big 5
- h. Ice Cream – 4/4
- Aloha Ice Cream
  - Art of Gelato
  - Cold Stone Creamery
  - Baked Bear

## 5. Compliance by Ownership

We wanted to determine if independently or corporate owned businesses had better rates of compliance, hypothesizing that larger stores would be keeping better track of the news. This was correct; **87% of corporate businesses were in compliance and only 79% of independently owned businesses.** Classification of businesses is below.

	Independent	Corporation	Total
# of Businesses	68	38	106
# in Compliance	54	33	87
% in Compliance	79%	87%	82%

Independent	Corporate
Cuppa Tahoe	CVS/Pharmacy (Y)
Chico's Burger	Mobil
TV Donuts	Raleys #127
Lake Tahoe Aleworx	Aisle 1
Verde	Big 5
Alpine Liquor	Peeet's Coffee
Crazy Good	Starbucks (Y)
Grass Roots	West Coast Sourdough
Burger Lounge	DIY Home Center
Jalapeno's Taqueria	Langenfeld ACE
Siam Market	McDonald's
My Thai	Subway (Y)
Overland	Bevmo
Westside Café	Smart and Final
Tahoe Keys Deli	7-Eleven (Y)
Pine Nut Café	AutoZone

Tahoe Keys Liquor	Jack in the Box
King's Beverage Company	Taco Bell
Maria's	7-Eleven (Midtown)
Mandarin Garden	US Gas (Sinclair)
Bare Roots	Grocery Outlet
A + J Oriental market	Shell
Blue Dog (Midtown)	Port of Subs
Los Portales Jalisco	Starbucks (inside Safeway)
La Mexicana	Safeway
Free Bird (Midtown)	Whole Foods
Tahoe Bagel	CVS (Bijou)
Cork & More	Chevron
Slice of Sierra	Cold Stone
Sno Flake	Starbucks (Village)
Sprouts	Starbucks
Hanoi Pho	Jamba Juice
Tahoe Tessie's Beach Bites	Baked Bear
Dragonfly Bagel	Subway (village)
El sazón de mi tierra	Subway
Mexico's Grill and Taquiera	McDonald's
Yellow Sub	7-Eleven (Pioneer)
Aloha Ice Cream	Great American Cookies
Ameca Bakery	
Green Tahoe Market	
Three Pines Coffee	
Art of Gelato	
Empanash	
La Promesa	
El Dicho Café	
Tahoe Bear Tea House	
Plaza Tapatia	
Plaza Tapatia (Market)	
Free Bird	
Sugar Pine	
Ski Run Liquor	
Chicken in a Barrel	
Cabin Curiosities	
Heaven's Little Café	
Mi Pueblo Markets	
Super Tacos	
Maya's Grill	
Creative Crepes	
Poke Rok	
Champange and Chocolate	
Rocket Fizz	
Tacos Taquiera	
Tahoe Bottle Shop	
Tahoe Tom's	
TV Donuts	
Cinema	
Driftwood Café	

## 6. Businesses who answered conversational survey

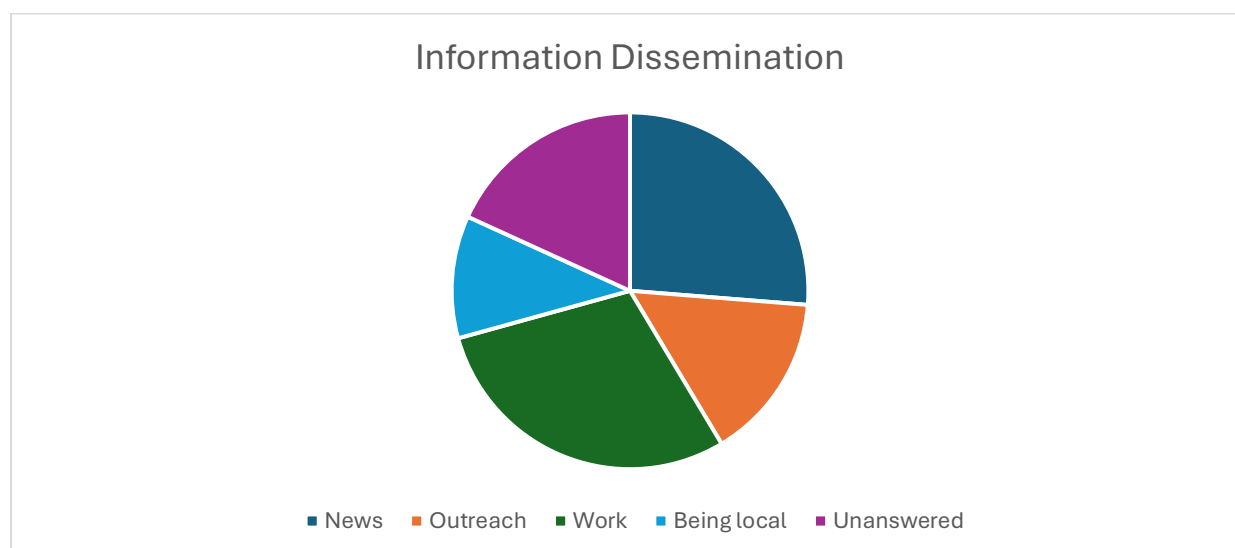
When conducting the audit, we wanted to understand community and consumer reactions to the ban. Our goal was to speak with 20% of businesses conversationally. We surpassed this goal and had **informative conversations with employees at 76% of businesses in the community.** Thank you to everyone who was able to speak with us!

	Zone 1	2	3	4	5	6	Total
# Visited	16	16	15	18	15	24	106
# Spoken	10	16	12	12	12	17	79
% Spoken	62%	100%	80%	67%	80%	70%	76%

## 7. Information Dissemination

Information about this ordinance was disseminated through many channels and by many different groups. We wanted to hear which the most effective strategies were to inform future outreach attempts. These numbers were calculated using notes from conversations with the 61 businesses who were in compliance and could speak with us . **Almost a third of people heard about the ordinance from their workplace and a quarter read information about the ordinance from social media or the news.** Prior outreach and 'being local' were the next most common responses to this question. The key takeaway here is that every method of public engagement around this topic proved fruitful to some portion of the public, and many outreach approaches are required

	From news	From Outreach	From Work	From locals	Unanswered	Total
#	16	9	18	7	11	61
%	26%	15%	29%	11%	18%	100%





How many learned about it from the news or social media?

	<b>Zone 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Total</b>
# Spoken	7	14	10	9	10	11	61
# News	1	6	1	4	2	2	16
% News	14%	42%	10%	45%	20%	18%	26%

8. Businesses only selling substitutes to water, only water from a dispenser

Substitutes for this purpose are beverages that do not fall under the scope of the ordinance, so all flavored and carbonated waters, along with more typical substitutes like soda and electrolyte drinks. Presently, 16% of businesses only sell water substitutes. This category overlaps with the percentage of businesses only offering water from a dispenser and both categories should be presented together.

Additionally, 13% of businesses only offer water from a dispenser. This is the League's most preferred option to provide water to consumers. Many of these businesses also offer water from a dispenser into reusable cups, which is our ultimate favorite option.

Water Substitutes

	<b>Zone 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Total</b>
# Visited	18	16	15	18	15	24	106
# Sub	2	4	2	3	2	4	17
% Sub	11%	25%	13%	17%	13%	17%	16%

Water Dispenser

	<b>Zone 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Total</b>
# Visited	18	16	15	18	15	24	106
# Water	4	0	2	5	0	3	14
% Water	22%	0%	13%	27%	0%	13%	13%

## V. Plastic Reduction Results

As mentioned in the executive summary, this category was particularly hard to determine and manage. Part of the problem was the short time frame that we could measure after the ordinance went into effect.

One means of measuring plastic bottles on beaches is by using data collected from our clean-ups. We have a July 5<sup>th</sup> clean up every year, the Keep Tahoe Red, White & Blue Clean-up. We have teams of volunteers visit 6 beaches around the lake and each piece of litter collected is identified in our data cards.

Historically (2014-2023), 25% of all plastic bottles collected on July 5<sup>th</sup> were collected from Lakeview Commons/Regan Beach. This year, after the ordinance was implemented, only 16.9% of all plastic bottles collected were found at Lakeview Commons/Regan Beach. That's a 33% reduction, meaning that compared to prior years, Lakeview saw 33% less plastic bottles compared to other beaches around the Lake.

Additionally, we interviewed Devin Henderson, a Field Assistant at Clean Tahoe who picks up trash every day. Before the ordinance went into effect, he picked up 15 plastic water bottles every day and after, he only picked up 10 plastic water bottles daily.

As more time passes in the post-ordinance world, we will be able to collect more comprehensive and statistically significant data. Hooray!

Thank you to...

The City of South Lake Tahoe

South Tahoe Refuse

Clean Tahoe