



Reusable Coffee Cup Pilot

Item 6.3

Reusable Coffee Cup Pilot



- Action item under Hamilton Strategy to Reduce Single-Use Plastics: Investigate incentives to promote the use of reusable alternatives to single-use coffee cups at concession stands with City buildings
- Staff implemented a pilot program in six arenas from February to April of 2024 to determine how to include incentives and disincentives for reusable cups and which model was preferred

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Model 1: offered a **discount** for using reusable cups. Coffee/tea costs \$1.86, reduced to \$1.61 if you bring a reusable cup.



Model 2: includes a **fee** for using a disposable cup. Coffee/tea costs \$1.61 if you bring a reusable cup, and \$1.86 if you need to purchase a single use disposable cup.



The price of the coffee and tea to the customer remains the same regardless of the model or location.



Goal: determine which pricing model is more effective in promoting the use of reusable cups and reducing the use of single-use plastics and paper waste

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- Pilot Program Results:
 - Customers and staff prefer the incentive approach (easier to communicate as this is a more familiar model)
 - Social media feedback was positive
 - Data was impacted by the cyber incident, however, 49 patrons chose to bring a reusable cup
- Next Steps:
 - Beginning in fall of 2024 all City arenas will implement an incentive for patrons that bring reusable cups for tea and coffee
 - Staff will monitor the program