

Appendix 1.1

Jurisdictions in California that have Pursued a Single Use Bag Ban

Fairfax

The Fairfax City Council adopted its ban on plastic bags August 2007. After a legal challenge by the plastics industry, Fairfax voters overwhelmingly adopted a plastic bag ban by initiative in November 2008.

Los Angeles County

Los Angeles County adopted an ordinance banning single-use plastic bags and placing a ten cent charge on paper bags in November 2010. The ordinance will go into effect for large supermarkets and retailers in July of 2011, and expand to other applicable stores in January of 2012.

Los Angeles City

The City of Los Angeles adopted a resolution in 2008 banning plastic bags 2010 if the State Legislature has not yet by that time put a fee on them.

Malibu

The Malibu City Council voted in May 2008 to ban plastic bags.

Manhattan Beach

The Manhattan Beach City council voted in July 2008 to ban plastic bags.

Marin County

Marin County Board of Supervisors voted unanimously in favor of an ordinance restricting the free distribution of single-use bags in January 2011, effective January 2012.

Oakland

Oakland passed a ban on plastic bags in July 2007.

Palo Alto

The Palo Alto City Council voted March 2009 to ban plastic bags at large supermarkets and announced their intention to consider expanding the ban to cover all retail stores as well as enacting a fee on paper bags.

San Francisco

San Francisco became the first city in the nation to ban plastic shopping bags in March 2007.

San Jose

San Jose City Council voted and passed a ban on single use plastic carryout bags in January 2011. The ban will extend to all retailers in the city, exempting restaurants and non-profit reuse organizations. It is effective January 1, 2012. For the first two years, paper bags will be sold under this ordinance at 10 cents each; after two years the minimum price per paper bag is 25 cents each.

Santa Monica

The Santa Monica City Council unanimously voted for a ban on single-use plastic bags and a cost pass-through requirement per recyclable paper bag in January 2011.

Source: Californians Against Waste, http://www.cawrecycles.org/issues/plastic_campaign/plastic_bags/local.

A number of organizations, such as Californians Against Waste, Save the Bay, and The Surfrider Foundation, keep updated lists of cities that have single use and plastic bag bans in place. Cascadia used these lists as a starting point for identifying cities in the Bay Area and California that may provide useful guidance around single use bag bans. From there, we researched the most successful, accepted, and progressive single use bag ban programs by targeting city websites and local newspapers for relevant information regarding each city selected. Many of these documents included information about the stakeholders that were impacted by the ban. We have summarized this information in the “Categories of Stakeholders Impacted by a Single Use Bag Ban” section of the main report.

Appendix 1.2

Detailed Information about Bans in Other Jurisdictions

Cities passively promote program participation among consumers and businesses by providing a variety of signage options, printed guidelines for in-business transitions, and marketing reusable bags and related information to consumers. Though their proposed ban was eventually overturned by legal action from the American Chemistry Council, the City of Fairfax planned to distribute a copy of the single use bag ban text to every affected business within the town, at least thirty days before the ban came into effect to give businesses a chance to adjust (Town of Fairfax). Information on San Francisco's website dedicated to its plastic bag ban indicate that it has relied primarily on passive outreach to spread the word about its ban to residents and businesses. San Francisco's ordinance requires that compostable and recyclable bags provided to customers in place of plastic bags must be clearly marked as such to inform consumers of the proper disposal for that product (SF Environment). The City also endeavored to make the ban easier for San Francisco residents by partnering in social marketing campaigns such as [Bring Your Own Bag](#) and distributing SFE-branded canvas bags made from scrap cloth during City-sponsored events (SF Environment).

Typically, larger cities and counties have the budget necessary to employ a plan focused on active outreach. Los Angeles County passed their plastic bag ban in November of 2010, and plan to continue an extensive outreach campaign to local businesses and consumers regarding their participation in the ban. Their ban includes a complete ban on plastic single use bags, and a ten cent charge for single use paper bags. The City of Palo Alto began visiting stores prior to the ordinance start date to answer questions and ensure that the businesses had what they needed to make sure that the reusable bag ordinance was kicked off successfully. During these visits, the City provided a factsheet about the ban to managers to explain the ban and the employee responsibilities that accompany it (City of Palo Alto Public Works Environmental Compliance). The City of Palo Alto has launched an outreach campaign to residents, which will remind residents to shop with reusable bags through a multi-month [Bring Your Own Bag](#) action campaign, which began September 23, 2009. In response to a lawsuit from the American Chemistry Council that restricts the City from enforcing the ban at more than a handful of businesses, the City has recognized businesses that offer reusable bags for sale and reward customers for bringing their own bag; the City publicized these businesses to customers on the Zero Waste Palo Alto website (Zero Waste Palo Alto). The City found that a long phase-in period for the ban allowed for businesses and residents to adjust more easily to the ban requirements (Reigel).

The City of San Jose has pursued a hybrid outreach campaign in which their outreach to businesses is largely passive, while outreach to residents is both active and passive. Their ban ordinance features instructions to pursue a ban on single use plastic bags (with exemptions for certain businesses), and to require businesses to charge ten cents for paper bags through 2013, and 25 cents per bag starting in 2014 (Stufflebean). The City's outreach campaign consists of 21 steps to orient businesses and residents to the idea of the ban and to help ensure the effectiveness of the ban. Their outreach to businesses includes two direct mail notices: the first will include a fact sheet about the ban and City contacts, while the second will include a reminder about the effective date of the ordinance, a guide to purchasing a toolkit to help with the transition, and information about the self-certification process that will serve as part of the enforcement process. San Jose will utilize a variety of media outlets to inform businesses of the coming change, from radio announcements to a website created to assist businesses with the transition to alternative bag types. The City will target both businesses and residents in the distribution of reusable bags at community events, food banks, and other venues. The City will also educate residents via a variety of media outlets, and in the distribution of consumer prompts to businesses and to individual residents. San Jose will perform active outreach to communities often overlooked in City outreach, such as low income families and seniors, in the form of speaking engagements (Stufflebean).

Appendix 2.1

Processes to Ease Business Transition to Reusable Bags

The City of Los Altos has established a co-op in which businesses that purchase from the group's supplier of alternatives to polystyrene take-out containers receive 25 percent off their purchase (GreenTown Los Altos). Milpitas may consider establishing a similar program for small businesses that need to purchase alternative bag types (or tie into the existing GreenTown Los Altos arrangement).

The City of San Jose defined a number of exemptions in its ordinance. Food service establishments where food is prepared for consumption may provide single use plastic bags to customers. These exemptions may account for logistical issues associated with transporting wet, messy food. The City's ban also exempts "thrift shops run by nonprofit charitable reusers" and service organizations that provide goods at no charge. Finally, San Jose will allow businesses to provide a recycled-content paper bag at no charge to customers who pay for groceries using WIC or food stamp programs (Stufflebean).

The City of Palo Alto's ordinance takes a different approach to granting exemptions: businesses must apply for exemptions, and in so doing, prove that that ban requirements would cause undue hardship to that business (Council of the City of Palo Alto). Other bans include a selection of the exemptions that San Jose defined: Los Angeles County's ban, for example, only exempts people paying for their groceries using the WIC program or food stamps, and gives smaller affected stores six months longer to comply than other affected businesses (Moore). Whatever form they take, these exemptions help cities enacting a ban to avoid backlash from the business and residential community and to make the transition to alternative bag types as easy as possible.

Appendix 6.1

Further Evaluation of Alternatives

Evaluation: Alternative 1

To date, there are only a limited number of curbside programs, grocery and retail stores, and recycling facilities that accept plastic bags. Although, in California AB 2449 requires all grocery stores to take back plastic bags, there is no guarantee that consumers will return bags to the store. In addition, there is little market for plastic bags. It costs \$4,000 to process and recycle 1 ton of plastic bags, which can then be sold on the commodities market for \$32 (San Francisco Department of the Environment).

Plastic bags are already accepted in the Milpitas residential recycling program, but when they are mixed with other recyclables in the collection vehicle, many are contaminated. In order to promote plastic bag recycling, the City of Milpitas would have to influence consumers to return the bags to the store for recycling.

Evaluation: Alternative 2

A voluntary ban would likely need to be paired with a public outreach and education campaign that could require significant staff time and funding. With a voluntary ban, businesses, consumers, and plastic bag supporters may be satisfied that the consumer has a choice in what bag they will choose. However, by having a choice there is small likelihood that consumers will be driven to use reusable bags, especially if single-use bags are still offered for free.

Evaluation: Alternative 3

Imposing a fee for single-use bags would likely create opposition from some businesses, consumers, and single-use bag stakeholders, especially during our current economic downturn. Fees on both plastic and paper would likely be the most successful method to drive consumers to use reusable bags, compared to offering a discount. The City of Milpitas should evaluate the level of opposition they are willing to face from stakeholders if fees are required, as compared to the support they would receive from consumers.

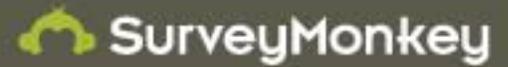
Evaluation: Alternative 4

If single use plastic and paper bags are not banned by the City of Milpitas, there should at least be certain recommendations or requirements for the bags that are made available. Whenever possible, bags with recycled content should be purchased and distributed, as long as the price is comparable. This should include all available plastic, paper, and reusable bags.

Appendix 7.1

Single Use Bag Ban Stakeholders Survey Instrument and Results

Survey of Plastic Bag Ban Stakeholders



1. Are you a manager or assistant manager of this business?

	Response Percent	Response Count
Yes	100.0%	24
No	0.0%	0
answered question		24
skipped question		0

2. Input manager information here for future contact :

	Response Percent	Response Count
Manager Name	0.0%	0
Phone Number	0.0%	0
Best time to contact	0.0%	0
answered question		0
skipped question		24

3. How would you categorize your business? (If not immediately apparent upon entering business.)			
		Response Percent	Response Count
Supermarket		20.8%	5
Local Market		12.5%	3
Grocery Store		4.2%	1
Produce Market		0.0%	0
Retail Store (with pharmacy)		12.5%	3
Retail Store (without pharmacy)		41.7%	10
Convenience Store		8.3%	2
		answered question	24
		skipped question	0

4. Does your business have an environmental corporate policy?			
		Response Percent	Response Count
Yes		45.0%	9
No		55.0%	11
		answered question	20
		skipped question	4

5. What is your business' corporate stand on environmental issues?			
		Response Percent	Response Count
No stand, no interest		14.3%	3
Somewhat involved and supportive		71.4%	15
Extremely environmentally conscious		9.5%	2
Don't know		4.8%	1
answered question			21
skipped question			3

6. When you think of litter, what materials come to mind? (check all that apply)			
		Response Percent	Response Count
plastic		83.3%	15
paper		61.1%	11
glass		44.4%	8
cigarette filters		50.0%	9
bottle caps		38.9%	7
Other (please specify)		16.7%	3
answered question			18
skipped question			6

7. Do you think that single-use bags make up a large percentage of litter in the environment?			
		Response Percent	Response Count
Yes		68.2%	15
No		22.7%	5
Somewhat		9.1%	2
answered question			22
skipped question			2

8. Did you know that the City of Milpitas is considering a ban on single use take-out bags?			
		Response Percent	Response Count
Yes		45.5%	10
No		45.5%	10
Somewhat		9.1%	2
answered question			22
skipped question			2

9. Do you think the City should ban businesses from providing single use take-out bags to customers?			
		Response Percent	Response Count
Yes		43.5%	10
No		30.4%	7
Somewhat		26.1%	6
answered question			23
skipped question			1

10. How much of an increase in your purchasing costs would you tolerate per month to purchase alternative bags and support the ban?

		Response Percent	Response Count
None		64.3%	9
\$50		28.6%	4
\$100		7.1%	1
\$150		0.0%	0
\$200		0.0%	0
\$250		0.0%	0
\$300		0.0%	0
More		0.0%	0
answered question			14
skipped question			10

11. Would you pass the added costs associated with purchasing reusable bags on to customers?

		Response Percent	Response Count
Yes		47.6%	10
No		38.1%	8
Maybe		19.0%	4
answered question			21
skipped question			3

12. What is the highest amount you would feel comfortable passing on to customers per bag?			
		Response Percent	Response Count
5 cents		33.3%	4
10 cents		33.3%	4
15 cents		8.3%	1
20 cents		0.0%	0
25 cents		8.3%	1
30 cents		0.0%	0
More than 30 cents		16.7%	2
answered question			12
skipped question			12

13. Which of the following informational materials would most help you comply with such a ban?			
		Response Percent	Response Count
Posters and fliers to educate customers about the program		79.2%	19
Staff training		29.2%	7
Guides to acceptable alternatives		25.0%	6
The threat of fines for businesses that do not comply		8.3%	2
answered question			24
skipped question			0

14. Is there anything else you would like to share with me regarding this issue?

	Response Count
	18
answered question	18
skipped question	6

Appendix 7.2

Text of Interviews with Key Stakeholders

Single-Use Bag and Polystyrene Foam Questions

Ryan Kenny(ACC) and Sherry Jackson-Progressive Bag Affiliates (subset of ACC)

1. What are your concerns over a single-use bag ban?

Sherry (bags):

Unintended consequence of ordinances is that they don't take all issues into effect. If you ban plastic bags only, the customer is forced to use paper bags. In San Francisco, a plastic bag ban increased overall bag litter, and did nothing to alleviate litter associated with plastic bags. Studies show paper bags have a worse environmental impact than plastic in terms of the energy to manufacture, GHG emissions, and water use,-increase impacts that force consumer out of one product to another.

The best way to capture plastic bags is through recycling: cleaner, more value. If we ban bags, we remove reasons for manufacturers and retailers to collect recyclable product at the source. Plastic bags are an important component of recycling programs; other types of film are collected at these plastic bag recycling sites as well; banning plastic bags discourages infrastructure. Grocery drop-offs tend to be cleaner than curb-side recycling.

Ryan (polystyrene):

30 cities in California have banned polystyrene, and none of which have shown any significant change. The mentality is: "Other cities have done it- we should too." No facts. The ban just encourages cities to replace one product with another product. The 2008 San Francisco Litter Streets Re-Audit showed a reduction in polystyrene food service containers, but an increase in other types of food service litter. Only .5% of the litter was food service polystyrene; most polystyrene was packaging for computers, tvs, etc. The plastic industry has been hit hard with these bans, and there has been no conclusive evidence that it alleviates litter composition.

Also, foam is the least expensive material for restaurants with high levels of performance. Many restaurants complain of performance issues of alternatives; for example, Jamba Juice reported leaking cups with alternatives. A mandate for businesses to use compostable alternatives without a compostable infrastructure for disposal is ineffective. Products go directly to landfill. Polystyrene is 100% recyclable- clean in both cases. Some cities are accepting polystyrene as recyclable. Recyclable infrastructure- cleaner the better.

2. Do you believe a single-use bag ban would benefit the environment??

Sherry

Studies have shown no change in litter composition. Bans force consumers to use materials with higher carbon costs, such as paper. (GHGs, energy, water, etc) A ban is not the right answer. A ban on foam would not contribute to zero-waste. Zero waste implies a reduction in materials, while a ban would encourage a different material type but not material reduction.

3. What actions would you recommend to reduce single-use bag use?

Sherry

Reduce, reuse, recycle approach. Efficient bagging practices also work, instructing checkers not to double-bag, use extra bags, etc., as a way to reduce wasteful bagging.

4. Do you believe businesses would be willing to charge customers for single-use bags, if it would help the City meet state mandates?

Sherry

Some businesses are already doing that without mandates. Not something we ascribe to, but some businesses have adopted.

Ryan

The business opinion differs between larger stores vs. mom and pops. stop the bag police.com; over 500 business associations that came out against it publicly. Businesses are concerned that the ban wouldn't do much good, and were concerned about business and economy. Regulating proposals, ban on plastic, fee on paper- many large stores benefit because they get a price break on buying in bulk. Businesses don't prefer to charge customers for bags, they don't think it is good business practice to do that. The Milpitas Chamber is opposed to fee on plastic bags.

5. Do you believe customers would be willing to pay for bags? How much do you feel that they would be willing to pay?

Sherry

DC- has implemented a tax on paper and plastic bags, and residents have expressed a lot of displeasure, as they don't feel they should be charged. There was lots of anger from residents in the beginning. We heard from retail allies that compliance is an issue, as businesses don't want disgruntled consumers and thus don't charge customers for the bags. People did eventually forgo the bags and carried purchases in their hands because did not want to pay.

Have not done any consumer reaction studies.

A California State bill died decidedly for a tax on plastic and paper, as the State was concerned about impacts on businesses and consumers.

6. Do you believe customers would be willing to bring in their own bags?

Consumers do bring their own bags, but it's not practical for all people. People won't always have a reusable bag in tow. Seniors like plastic bags. We are not opposed to this idea of people bringing their own bags.

The ACC would support an incentive for bringing back bags for recycle. Incentivizing reuse, recycling is a good approach.

7. Do you think businesses would be willing to absorb the costs of a bag fee so they don't need to charge customers?

NA- opposed to bag ban.

8. What do you believe would make it easier for businesses to comply with a single-use bag ban? (training, free posters/fliers, guides with list of alternatives, fines for businesses that don't comply, etc.)

Ryan

If the City is going to spend money on enforcement and public education, spend money instead on more general recycling education.

Sherry: General education about waste reduction overall, and recycling plastic bags is the best approach. Recycling plastic bags is also addressing waste and helping to aid the environment.

9. In your opinion, what are the biggest hurdles to a single-use bag ban?

NA-opposed to bag ban.

10. Do you have any recommendations or suggestions?

Sherry

There are different approaches to solve this problem. Look at ban options, consequences, etc., and other options that might be as effective. Recycling with aggressive public education efforts is one. Look more broadly at a comprehensive approach with a goal to reduce litter. I've worked with communities around the country, and it's best if a community looks at multitude of options. How to reduce litter? Increase recycling of plastic bags and film, reduce waste, and prevent litter and waste in the beginning, from the source in the stores, but more broadly than a tax or ban. Those have unintended consequences.

Ryan

Our preference from this report is that both sides are presented in a quantitative manner, with no opinions and unproven allegations in final report to council. I am happy to answer further questions or provide clarifications if needed. I will send reports that might be helpful.

California Grocers Association

QUESTIONS FOR STAKEHOLDERS

California Grocers Association Single Use Bag Questions

1. What are your concerns over a single-use bag ban?

Mr. James was very pleasant but found this question as well as most of the others to be very loaded and could take thirty minutes to an hour to answer in full. He did express the highest concern for him would be insuring retailers are not burdened by a ban. He also stated that he would want to ensure customers are provided flexibility in their retail shopping experience, for example not having to make a choice of where to shop based on where fees exist and where they would have to provide their own bags. In Mr. James' experience bag bans are most strongly influenced by how the bans and/or ordinances are written.

2. Do you believe a single-use bag ban would benefit the environment?

Mr. James stated he would leave this question up to the City of Milpitas to decide. That is, it is up to Milpitas to decide what, if any, environmental benefits they would view from a ban that wouldn't override the benefit to retailers and consumers. CGA appears to lean on the side of supporting the environmental benefits of a ban as long they do not override the benefits to retailers and consumers.

3. What actions would you recommend to reduce single-use bag use?

Mr. James recommended statewide legislation to reduce single-use bag use. If a city, such as Milpitas, must proceed with legislation prior to state legislation they should use other local jurisdictions with existing bans as a model in order to create uniformity. When cities adopt their own bans/ordinances it can create a patchwork of differing bans that leads to confusion, particularly for consumers who would have to be aware of which cities where they do or don't need a bag, which cities do or don't have a fee, and so on. These decisions will impact consumer shopping choices which will impact the retailers.

4. Do you believe businesses would be willing to charge customers for single-use bags, if it would help the City meet state mandates?

As a representative of the industry, CGA would comply with any laws or ordinances Milpitas would enact. If all single-use bags were banned (plastic and paper) then a business would likely have to charge a fee. If only one bag type is banned (i.e. plastic) then customers will likely move to an alternate bag type (i.e. paper). The key is to regulate all bag types in order to move consumers to reusable bags.

5. Do you believe customers would be willing to pay for bags? How much do you feel that they would be willing to pay?

Customers should have a choice as to whether or not they are willing to pay for a bag or bring their own bags. Mr. James suggested we use Ireland, Washington D.C. and possibly China and the new L.A. County bag bans as examples of how when consumers are given a choice they will move toward using reusable bags.

6. Do you believe customers would be willing to bring in their own bags?

Based on the above mentioned case studies it appears customers would be willing to bring their own bags. In Ireland, where there is a five cent fee for paper and plastic bags, consumers have moved toward bringing their own reusable bags. Mr. James stated that in areas such as these single-use bags usage is down by as much as 80-90%.

7. Do you think businesses would be willing to absorb the costs of a bag fee so they don't need to charge customers?

This is not likely, especially if both plastic and paper bags were banned and businesses had to provide free reusable bags. It should be the consumer choice as to whether or not they will pay a fee or bring a reusable bag.

8. What do you believe would make it easier for businesses to comply with a single-use bag ban? (training, free posters/fliers, guides with list of alternatives, fines for businesses that don't comply, etc.)

All of these examples are good, as well as retailer/consumer education and providing businesses with a substantial amount of time to prepare for the ban (see below).

9. In your opinion, what are the biggest hurdles to a single-use bag ban?

Mr. James stated that time is a critical factor in ensuring the success of a ban. Businesses need a substantial amount of time to comply with upcoming bans. The ideal length of time to prepare for the ban would be nine

months to one year, six months at a minimum. Retailers need time to reengineer their check out procedures and ordering procedures as well as prepare employees and customers.

In addition to providing a substantial amount of time to businesses, the upcoming ban should be promoted through extensive public education so that consumers have time to get on board with the program and become aware of the ban and what it entails.

10. Do you have any recommendations or suggestions?

- The City of Milpitas should consult with retailers before enacting a ban.
- An ordinance should be engineered that meets the goals of the City, the businesses, and the consumers (end users).
- Pay close attention to the details of the ordinance. Examine the action and reaction of the ordinance to ensure the ordinance is on track with your end goals.
- Develop an ordinance/ban that is consistent with state legislation and/or existing jurisdictions.
 - Palo Alto and San Francisco are not the best examples of bans. By banning just plastic bags consumers have moved to using paper bags. Although the environmental impacts are different, the negative impacts of using paper bags are just as bad as using plastic bags.
 - In addition, San Francisco has experienced a \$70,000-\$90,000 financial impact due to switching to paper bags
 - These bans are not hitting the desired environmental goals and have placed a financial burden on businesses
- San Francisco is considering rewriting their ordinance to model state bill AB 1998, which has also been modeled by L.A. County, San Jose, Marin, and Santa Cruz.
- If cities such as Milpitas do not want to wait for statewide legislation, Green Cities California may have an ideal draft ordinance. This model ordinance was found on Green Cities California's website as a local ordinance version of AB 1998:
http://greencitiescalifornia.org/sites/all/files/Local%20Ordinance%20Version%20of%20AB%201998_09_28_10.doc

Mr. James was very helpful for the length of time we spoke and stressed that he would be more than willing to go further in depth on any of these questions. In addition, he is willing to speak to Milpitas at anytime as they look to developing a potential bag ban, especially during the writing of a draft ordinance.

Appendix 7.3

Respondent Comments

Single Use Bag Ban: Business Feedback

1	One food-service business that distributed single-use compostable bags to customers in place of single-use plastic bags asserted that the compostable bags were just as hardy as single-use plastic bags, and can be re-used in the same way. The business distributes hot food to customers in these bags, and customers haven't noticed any issues with the bags breaking prematurely.
2	Paper bags are not sufficient to hold large liquor bottles; plastic bags are a customer's preference for such large orders, and the business doesn't want to customer to re-think the amount of product they will purchase because they can't get a plastic bag for it.
3	Educating customers about paper bag use would be more effective than banning bags: if customers were charged for bag use or not, the ban will hurt businesses.
4	The bag ban would be a tough sell at first, if it comes in with a negative angle: make the angle more positive for customers, and it would be better for everyone. Put a positive rather than punitive spin on the ban.
5	A ban is good, but fines would be very undesirable.
6	If the City banned bag, we wouldn't have a choice, so we would implement these measures, but would prefer not to.
7	It's difficult for businesses like us to participate in such a ban: we're in cities across CA, all of which have implemented slightly different bag bans. Compliance becomes a struggle. Customer education should be the focus, not businesses. If customers knew what was going on and why, they would be more likely to support a business that had to charge for bags, rather than go to another city to buy that product without a bag ban.
8	The bag ban is a good idea for the environment, but the Bay Area should band together so there is some sort of ban everywhere. We are right on the border, and a lot of our customers walk from neighboring cities to shop here for good prices. Something as small as a 5 cent bag tax may be enough to deter customers from shopping here, and we'd lose a lot of business.
8	The bag ban is a good idea for the environment, but the Bay Area should band together so there is some sort of ban everywhere. We are right on the border, and a lot of our customers walk from neighboring cities to shop here for good prices. Something as small as a 5 cent bag tax may be enough to deter customers from shopping here, and we'd lose a lot of business.

Appendix 7.4

Businesses Interviewed

All of the contacts interviewed were business owners, managers, or assistant managers. Most of the contacts interviewed did not provide their name to maintain confidentiality.

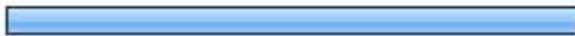
Business Name	Business Address	Contact Name
DJ Music and Gifts	102 S. Abel St.	
CVS	45 N. Milpitas Blvd.	
Staples	627 E. Calaveras Blvd.	Tammy
7-Eleven	57 S. Park Victoria Dr.	
76 Gas Station Convenience Store	27 S. Park Victoria Dr.	
Marina Grocery	25 Milpitas Blvd.	
O'Reilley Auto Parts	46 S. Abbott Ave.	
Save Mart Supermarkets	215 W. Calaveras Blvd.	
Walgreens	342 W. Calaveras Blvd	
99 Ranch Market	338 Barber Lane	
Lucky's	1350 S. Park Victoria Dr.	
Milpitas Liquors	190 S. Main Street	
Loving Hut	516 Barber Lane	
MV Trading Co.	486 Barber Lane	
Nob Hill Foods	401 Jacklin Rd.	
Orhcard Supply Hardware	125 N. Milpitas Blvd.	
Kragen Auto Parts	1350 S. Park Victoria Dr.	
Sweetheart Candies	372 Barber Ln.	
Dollar Mart	469 Jacklin Rd.	
Dollar Store	1350 S. Park Victoria Dr.	
New India Bazaar	440 S. Main St.	
Bonfare Market	1233 Jacklin Rd.	
Sommer Printing Inc.	88 S. Park Victoria Dr.	

Appendix 8.1

Residential Survey Instrument and Results

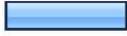
Milpitas Residents: Plastic Bag and Polystyrene Ban

1. Do you live in a:

		Response Percent	Response Count
Single Family Dwelling		87.0%	254
Condominium		5.5%	16
Apartment		5.5%	16
Mobile Home		0.0%	0
Other (please specify)		2.1%	6
		answered question	292
		skipped question	1

2. Do you think that single use bags and polystyrene (a.k.a. Styrofoam) foam food take-out containers litter our creeks, the bay, and the oceans?

		Response Percent	Response Count
Yes		73.2%	202
No		6.5%	18
Don't Know		20.3%	56
		answered question	276
		skipped question	17

3. Are you concerned that single-use bags and polystyrene take-out food containers can harm wildlife and the environment?			
		Response Percent	Response Count
Yes		75.1%	208
No		6.9%	19
Maybe		18.1%	50
answered question			277
skipped question			16

4. Did you know that the City of Milpitas is considering bans on:				
	Yes	No	Somewhat	Response Count
polystyrene food service take-out containers	19.6% (57)	69.4% (202)	11.0% (32)	291
single-use bags	21.4% (62)	65.2% (189)	13.4% (39)	290
answered question				291
skipped question				2

5. Do you think the City should ban businesses from providing polystyrene food service take-out containers and single use bags to customers?

		Response Percent	Response Count
Yes (both)		48.4%	139
No (both)		24.4%	70
Ban polystyrene but not single use bags		21.6%	62
Ban single use bags but not polystyrene		5.6%	16
		answered question	287
		skipped question	6

6. Have you bought food at a fast-food restaurant (like McDonalds, Carl's Jr., and Burger King) that did not use foam packaging, and did you notice any loss of quality in their food as a result?

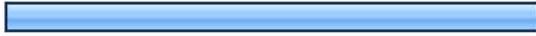
		Response Percent	Response Count
Yes		6.2%	18
No		85.5%	248
Maybe		8.3%	24
		answered question	290
		skipped question	3

7. Would you continue to support a business that had to increase their prices to cover the costs of complying with a polystyrene take-out container ban?

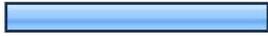
		Response Percent	Response Count
Yes		50.3%	146
No		22.8%	66
Maybe		26.9%	78
answered question			290
skipped question			3

8. Approximately how many of each of the following bag types do you use or receive when shopping at grocery stores, retail stores, and food service establishments each month?

	None	0-5	6-10	11-15	16 or more	Response Count
Single-Use Paper	20.3% (59)	36.6% (106)	16.9% (49)	9.7% (28)	16.6% (48)	290
Single-Use Plastic	11.4% (33)	12.1% (35)	14.1% (41)	13.4% (39)	49.0% (142)	290
Reusable Bags	33.1% (95)	33.4% (96)	15.7% (45)	5.6% (16)	12.2% (35)	287
Other (please specify)						3
answered question						291
skipped question						2

9. Would you be likely to use reusable bags if single use bags were banned?			
		Response Percent	Response Count
Yes		81.0%	235
No		4.1%	12
Maybe		14.8%	43
answered question			290
skipped question			3

10. Which of the following would make complying with a single-use bag ban easier? Please rank the following from one to three.					
	First	Second	Third	Rating Average	Response Count
Getting a discount on your purchase every time you use a reusable bag.	77.9% (211)	14.4% (39)	7.7% (21)	1.30	271
Receiving tips on remembering to bring your reusable bag when you shop.	11.2% (30)	48.1% (129)	40.7% (109)	2.29	268
Having the option to purchase a reusable bag for future use at every business affected by the ban.	15.2% (41)	34.9% (94)	49.8% (134)	2.35	269
Other (please specify)					17
answered question					274
skipped question					19

11. Hypothetically, what would your response be to a business that hasn't yet complied with a ban (after the ban came into effect)?			
		Response Percent	Response Count
Report them to the city for investigation.		6.6%	19
Mention that, as their customer, you would appreciate it if they complied with the ban.		33.8%	98
Tell them that you will no longer frequent their establishment if they will not comply.		5.2%	15
Not say anything, but avoid shopping there again.		15.2%	44
Shop there as usual; non-compliance will not affect your shopping habits.		39.3%	114
		answered question	290
		skipped question	3

12. Do you or anyone in your household use Household Dump Days?			
		Response Percent	Response Count
Yes		55.0%	160
No		45.0%	131
		answered question	291
		skipped question	2

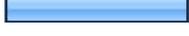
13. How many times in the last 12 months have you used Household Dump Day?		Response Count
		161
	answered question	161
	skipped question	132

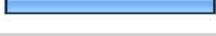
14. What is the minimum number of Household Dump Days per year necessary to meet your household's needs?		Response Count
		155
	answered question	155
	skipped question	138

15. Is the respondent:		Response Percent	Response Count
Male		47.9%	138
Female		52.1%	150
	Other (please specify)		0
	answered question		288
	skipped question		5

16. Which of the following age ranges best describes you?			
		Response Percent	Response Count
18-24		2.8%	8
25-34		10.1%	29
35-44		16.0%	46
45-54		18.4%	53
55-64		20.5%	59
65 or older		27.8%	80
Refused to answer		4.5%	13
answered question			288
skipped question			5

17. What is the highest level of education you have received?			
		Response Percent	Response Count
Completed Elementary		1.0%	3
Some High School		1.4%	4
Graduated High School		18.5%	53
Some College		19.2%	55
Graduated College (Undergraduate)		35.0%	100
Some Graduate School		3.5%	10
Graduate School (Completed)		16.1%	46
Refused to answer		5.2%	15
answered question			286
skipped question			7

18. What ethnicity are you?			
		Response Percent	Response Count
White		39.2%	111
African American		2.5%	7
Hispanic/Latino		9.5%	27
Asian		27.2%	77
Filipino		4.9%	14
Native American		0.4%	1
Refused to answer		8.8%	25
Other (please specify)		7.4%	21
answered question			283
skipped question			10

19. Which of the following income categories best represents your TOTAL household income?			
		Response Percent	Response Count
Less than \$30,000		9.5%	27
Less than \$45,000		12.3%	35
Less than \$60,000		12.6%	36
Less than \$100,000		14.4%	41
\$100,000 or more		20.0%	57
Refuse to answer		31.2%	89
answered question			285
skipped question			8

20. Additional Questions/Comments?	
	Response Count
	93
answered question	93
skipped question	200

Appendix 8.2

Residential Survey Methods: Continued

Cascadia staff members administered the survey on behalf of the City of Milpitas between December 7th 2010 and January 10th 2011. Cascadia initially called residents at all times of day between 10am and 7pm, but focused calls on the late afternoon through early evening (2 pm until 7pm), times that yielded the largest response rate from residents.

Cascadia gathered Milpitas resident phone numbers from Allied Waste records. Staff made 2799 calls to achieve 293 completed surveys, of which 984 (35%) calls resulted in an answering machine picking up, 522 (19%) numbers were no longer in service, 468 (17%) were residents who did not want to talk us, 371 (13%) had no answer, 103 (1%) were residents that did not speak English, and 78 (1%) were not Milpitas residents.

The project manager trained the six Cascadia staff people to administer the survey in the same way every time they spoke to a resident. Surveyors only deviated from the script to answer clarifying questions from residents, and to the extent possible, Cascadia anticipated frequently asked questions and gave surveyors responses appropriate to represent the City and Cascadia.

Appendix 8.3

Individual Responses: Incentives

Additional Responses from Question 10:

1. Recycling single use bags before banning them would be best, but not always convenient.
2. Tax single use bags.
3. A transition period is necessary to make the switch: 6 months to a year.
4. Place a reminder in the parking lot to take bags into the store.
5. Just ban single use bags completely rather than taxing them.
6. Offer reusable bags for free.
7. Ability to recycle reusable bags after they reach the end of their useful life.
8. Maybe provide a less expensive version of reusable bags that everyone could afford.
9. Provide reusable bags to customers for free.
10. Before the City goes to these extremes, they should educate the people first. That would seem like the simplest thing to do.
11. Let business do what they do now. If a person wants to buy a bag to use it, fine.
12. I think this is utter nonsense, environmental hysteria.
13. Leave the choice to use single use bags up to the consumer and businesses.
14. If the City could design some pretty canvas bags I would purchase one.
15. Encourage people to use baskets.

Appendix 8.4

Additional Responses from Residents

A certain percentage of shoppers re-use them as garbage bag liners; although single use bags do get in the waters and affect wildlife, and that's a concern, consumers find it beneficial to have the single use bags as liners for garbage containers.

I use re-usable bags as bin liners for indoor garbage.

We need to put some type of ban into place in Milpitas, especially in grocery stores. I lived in Europe for 11 years, and we had to carry our plastic bags everywhere, they had a tax on plastic and paper bags.

Some bans don't have any effect: you should provide the City with information about how much of an impact a ban like this one would actually have on the environment.

Cannot see life without plastic bags. Owns a Household Cleaning business that uses plastic bags and would have to raise fees to customers. Uses them regularly for personal life-shopping, cat litter, garbage liners.

Survey questions are set up to get the answers they want. Don't want a ban, use plastic bags regularly. Will be forced to buy bags on their own. Still need bags even with a ban. Won't save their household any money because they used to get the bags for free from stores.

Brown paper bags should not be banned, only white paper bags, plastic bags and styrofoam should be banned. Lived places where you never used plastic bags before moving to CA in 1990. We can get to not using plastic bags again. Brown paper bags biodegrade, are made from recycled content, and are a natural color (don't contain chemicals) unlike white paper bags that have a manufacturing process that contaminates the air and water. Plastic bags and styrofoam are very bad. Costco is a good example-they don't have bags, so you either bring your own, uses boxes provided, or go without a bag.

If the City wants to ban bags and styrofoam, it makes it hard for businesses at times when we need to help the green. It would be better to increase the littering ban, but I don't think this ban helps at all. The green people will come out and protest it because of a turtle which can be relocated. Energy will get more and more expensive, it's getting dirtier and dirtier. The United States is clean, and China is making us dirtier. People line their garbage cans with them, it keeps a cleaner environment. Go ahead and ban the bags, we'll look like Russia. I don't think banning the bags will be a huge issue. Reusable bags, bacteria will collect, they have lead in the bags, we have to be careful what we use from China. No place will take them to recycle them when they're done. We need to stop, take a deep breath, and re-think how we're doing this. We need to stop and plan and think; we need to consider what we're doing before we're doing it. We're going to charge more, people won't be able to afford their groceries. Going to hurt people that can't afford what's going on.

Most people are thinking about cost, not convenience. People like myself may be more likely to shop outside of Milpitas to avoid paying a fee if one is enacted.

Had concerns about too many leaves in street, clogging storm drain. Surveyor instructed them to call the City Public Works Dept. as this is a stormwater issue.

Loves Milpitas and all they do for the environment, would like to see improvements to the recycling program.

Resident mentioned concern about smell from the landfill out by 237. Surveyor discussed that the smell may actually be coming from the waste water treatment plant in the area as there are strict regulations in place for the landfill.

Limit or minimize the use of bags: there is only one way. We use the plastic bags from the supermarket for bagging the garbage. I don't see the elimination of plastic bags as possible, she doesn't like the idea of dumping it all in the garbage can. I'm not convinced that any other materials can be used. Still not fair

For Household Dump Days would prefer a program such as San Jose's where you can leave items at the curb. Have a brand new car that they do not want to take into the dump where there is broken glass and other hazards.

Would like a yearly dump day on the street/curbside at their home, like Santa Clara offers.

We recycle a lot.

Reusable bags aren't water-resistant enough and create a mess.

Would hate to see them stop using paper bags because so many ways to reuse them.

I hope that this will take effect; it would be great for the city.

Doesn't want to be charged for bags.

They should bring the bans into effect as soon as possible.

When will this happen. Especially in this town where the majority are Asian (I am Asian) and as an ethnicity we are not very environmentally friendly.

I use single use paper bags for garbage bags, if they are banned I would have to use plastic bags as garbage bags. I feel plastic bags are worse than paper bags.

Concerned about the hassle of the reusable bags and the cost of buying them.

Balance the budget before taking this issue on.

We never throw these on the streets after use! We normally use the Plastic bags to collect the garbage and throw it in the Garbage Containers for the Garbage Company to pick up! From there on we do not know! I think the easiest way is to create controls at that level.

Only thing I see bad about it is putting small businesses out; added cost will not help those smaller businesses to stay afloat.

A lot of businesses are struggling, and this type of ban will not help them. I'd be willing to see large chains put something like this in place, but smaller stores cannot handle the extra burden of cost.

Survey questions aren't really well written: force people to give the answers that we want rather than involve them in discussion.

I would prefer if paper bags were not banned, because I use them at home and they're biodegradable.

This does not at all affect my decision to live or play in Milpitas

Nope

This survey is too long

Don't ban plastic bags.

Will comply with whatever is best for the environment.

Most times you can use a reusable bag, but when there is wet food material, it makes it difficult. Is concerned about inconvenience.

hopes they are banned.

Thinks it's a good idea.

encourage the community to use reusable bags and encourage retail stores to incentivize customers to bring in their own bags before enacting a policy. Reusing plastic bags for dog poop and will have to buy purchase these bags. Appreciates when the city supplies dog poop bags at parks.

I would go to San Jose rather than pay more at businesses for a ban like this one. I re-use all of my plastic bags. I would not stand for any kind of tax on my plastic bags. There are too many taxes already.

Feels that government intervention should be minimized; corporate responsibility should be emphasized.

I think this particular approach (a ban) is a waste of my taxpayers money.

You just so happened to reach the Chairman of RSRAC. My policy has always been to RECYCLE as opposed to RESTRICT. RESTRICTING is ineffective unless a suitable REPLACEMENT has been thoroughly tested and implemented. Furthermore, plastic bags were forced on us by the environmentalist wackos who didn't want trees harvested to produce paper bags. We need to adjust people's habits and encourage the use of reusable bags. I have and use these and love them. And, in case you were not aware, polystyrene is recyclable. Check out Dart Container Corp in Lodi, CA.

Dead set against banning plastic grocery bags; don't think it's a good idea to ban plastic grocery bags in stores.

I really don't like plastic bags; I use pyrex to avoid plastic poison. I hate plastic, when I get anything from the grocery I put in glass. I don't care that it's heavy as long as it's healthy. Melaleuca (all natural products I am using), made in Iowa, is what I use.

send residents information about harmful effects of single use bags and polystyrene.

concerned about them floating out in the Bay. implement asap.

Environmental nonsense, I hope this doesn't pass.

We need the plastic bags for groceries.

Works for a recycling company and would like to see it go into effect.

hopes the bans will go into effect soon

Concerned that she won't be able to reuse plastic bags for food scraps and other wet waste.

Doesn't want government to interfere in consumer purchases.

Think there should be a ban or strict rules concerning styrofoam. I think Styrofoam is really messy. Paper bags are difficult to carry in to the household, especially for those people who live in apartments.

She saves all plastic bags for reuse as garbage bags. If she doesn't use all of them she puts them in the recycle bin.

Glad Milpitas is looking into this. Concerned that trash bins are larger than recycling bins. She thinks it needs to be reversed.

I think it would be a great idea.

We should think about having the option to let consumers bring their own tupperware to businesses as well. But, if businesses have to charge more, I can appreciate that they have to run a business and must do that to stay afloat. Eventually, this will all be a non-issue because we'll have to carry re-usable bags in our cars. I wouldn't get in the face of a business if they weren't in compliance. The burden falls on me to bring my own bag and do the right thing.

Interested to know what the viable alternatives are.

If these materials are harming the environment then the bans should be put into place.

Thinks that its a statewide problem that needs to be handled on a statewide level.

I think is the most stupid thing that the Milpitas Council has ever done. Researching whether we should use alternatives and spending \$60,000 on a survey is absurd. Every council member who voted for this should resign.

I think the decision to use or not use plastic bags should be left up to the consumer.

Here are some issues this person had with a single use bag ban: 1) they agree with a plastic bag ban but not a paper bag ban 2) They wonder how folks will carry meat products that are fresh from the butcher - this is the only time plastic bags are necessary. 3) It would be good if plastic bags were eliminated because they are less sturdy than reusable bags and they are backed by the oil industry.

If they no longer allow styrofoam, then what happens to the styrofoam that is already in the stores? Will they use up stock?

Depend less on the government and more on personal responsibility.

We need to use the systems we already have to implement a recycling program for polystyrene rather than banning it. Otherwise, this will be another beauracratc mess.

Seen lots of styrofoam in waterways and you want to prevent that.

Bags should not be a high priority. Make the streets safer and repairs should taken care of first.

It would be great if the City would let us bring our own, reusable containers to restaurants to take food home.

Concerned about the environment and wants to protect it.

I think it's good for the environment, so I would be in favor of it.

I think Milpitas should ban styrofoam just like Oakland.

These bans would be a great thing for the City to do.

feels we need to clean up our environment

The survey is to long

Please do not call my house again

Resident simply asked how the survey was being conducted and when a ban might occur.

Plastic bags are not the problem, it's the people that don't reuse/recycle them properly. If you get rid of plastic bags you will have major health issues if bags are not available for raw meat, which often leaks from their packaging. There are bigger issues to worry about, such as feeding and educating children. Please do not do away with Household Dump Day.

Doesn't want to be bothered with reusable bags.

hopes ban will be in effect asap.

appreciates solicitation of public opinion

Uses plastic bags for her garbage bags, so doesn't want plastic bags banned.

There are other more pressing needs to focus their attention on besides this matter.

I think it's time we did it, because we have to do better. The grocery store always asks, "paper or plastic" and it's time for a change. If people can bring paper bags back in for a profit. We have to get trained, and I think this is a good way to start the training.

Wanted to make sure we wouldn't give her phone number to someone else.

Probably a good thing, but it would just take me getting used to it. I really like the plastic bags for convenience and for lining my garbage can.

I think it's a great idea and I hope it goes through.

I think it would be good to keep paper bags around. I use them for garbage bags, and would continue to even if they were taxed.

Difficult to get a truck to use Household Dump days.

Was not familiar with household dump days

I totally agree with banning styrofoam because it's very affordable to replace styrofoam with other containers. Afraid the bags would really affect low income people unless it's done in an affordable way. That's my only concern about that ban.

I know it's a tough thing about banning the bags, and I think the answer would be to have a CRV on that stuff, and that would clean things up. If we had something like that with the bags, it wouldn't be a problem, and things would go up tenfold. I believe that we can't recycle styrofoam, but I would like to see it built into the recycling program. I would like to see it built into the recycling program. If more people threw their Styrofoam in there we wouldn't have as much of a problem.

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