

SINGLE USE BAG REDUCTION AND RECYCLING PROGRAM						
SUMMARY OF ALTERNATIVE 5 RESPONSIBILITIES FROM THE JANUARY 22, 2008 BOARD ACTION						
Program Components	Large Supermarket and Retail Store	Manufacturer and Trade Association	County Working Group			Due Dates
			Store Operations Subcommittee	Public Education Subcommittee	Technical Advisory Subcommittee	
Store Operations						
Develop and implement programs to train store personnel to promote the purchase/use of reusable bags and to eliminate unnecessary double-bagging and bagging of single or bulky items.	✓		✓			Ongoing
Increase promotion of at-store recycling of plastic bags.	✓	✓	✓			Ongoing
Establish incentives for reducing single use bag consumption.	✓		✓			Ongoing
Participate in reusable bag promotions and other educational efforts in media and others.	✓		✓			Ongoing
Work with large supermarkets and retail stores to promote the use of at least 40 percent post-consumer recycled content paper bags.	✓	✓				01/01/2009

STORE OPERATIONS

EXTRACTED FROM PROGRAM RESOURCES PACKET, "STORE OPERATIONS," PAGE 10

1. Training of Store Personnel (Management, Baggers, Clerks, etc.)

- ☑ Develop a staff training plan that highlights the impacts bag litter has on the environment and supports the goals of the Program. Choices include:
 - Fact sheets for employee guidance
 - Informational DVDs
 - Employee workshops
 - Incentives for participation
 - Include information on reusable bags in existing training programs
- ☑ Promote the purchase and use of reusable bags and encourage appropriate bagging techniques. Choices include:
 - Asking each customer if they brought their reusable bags today
 - Encouraging customers to purchase reusable bags at stores
 - Placing a sign at the store front reminding customers to bring their reusable bags
 - Implementing smart bagging techniques, including:
 - Eliminating unnecessary double-bagging
 - Eliminating unnecessary bagging of single items or bulky items
 - For stores offering a bag credit, notifying customers of the amount saved on their bill by bringing a reusable bag
 - Increasing the variety of reusable bags offered for sale
- ☑ Encourage customers to recycle their bags at the store. Choices include:
 - Placing plastic bag recycling bins in a visible, accessible location
 - Incorporating signs that highlight the purpose of the bins
 - Incorporating messages in public education efforts (see #3 below) that encourage/remind residents to bring clean, dry, empty bags back to the store for recycling

2. Incentives to Reduce Single Use Bag Consumption

- ☑ Establish a customer rewards program or otherwise encourage the use of reusable bags and at-store recycling. Choices include:
 - Each time customers bring a reusable bag and/or bring bags back to stores:
 - Provide club card reward/gift points (if applicable);
 - Provide a small bag credit; or
 - Donate profits from reusable bag sales/use/recycling revenue to charities and schools to support related causes (litter prevention, wildlife protection, etc.)
 - Giving a free reusable bag to customers who spend a certain amount on groceries

- ☑ Establish financial incentives to reduce plastic bag usage. Choices include:
 - Providing a credit for each reusable bag used
 - Charging a per-bag fee for each plastic bag provided to customers

3. Public Education/Awareness

- ☑ Within the store, choices include:
 - Selling reusable bags in multiple locations
 - Making reusable bag displays more prominent, located near checkout
 - Running PSAs on monitors at check-out stands, if applicable
 - Displaying environmental message on shopping carts
 - Environmental awareness photo gallery/display in front of store
 - Posters/banners in parking lots or at store front
 - Environmental message on single use paper and reusable bags
 - Having employees wear button with environmental message
- ☑ Within the community, choices include:
 - Participating in reusable bag promotions
 - Providing in-kind contributions at reusable bag events
 - Informing the public about the program on the store's website
 - Sponsoring school-based education programs
 - Creating a kids' coloring contest that emphasizes recycling plastic bags and using reusable shopping bags
 - Providing a link to the County's website, www.BragAboutYourBag.org, on company's website
- ☑ Environmental Message
 - Imprint on each distributed plastic carryout bag an environmental message describing the negative impacts littered plastic carryout bags have on the environment and wildlife, and the need to use reusable bags. Recommended environmental messages are found on page 18.