

bag it

Bag It Town Tool Kit

Step-by-step instructions and resources
to initiate a Bag It Town campaign



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Introduction

The Problem With Plastic

In the US, it's estimated that we use 60,000 plastic bags every five seconds; most of these are thrown away. But where is "away?" Where do these bags end up, and at what cost to the environment and to marine life? Plastics do not biodegrade. They break down into tiny fragments that can contaminate our soil and water. When plastic bags get loose in our environment, they become the eyesore that we are all so familiar with, clinging to trees and fences and littering our landscapes. Even worse is the danger they pose to marine animals, who can ingest and become entangled in plastic debris. Plastics show up in animal necropsies (animal autopsies), especially in critically endangered turtle populations and in whales. No one can say for sure what is killing these animals, but we do know that plastic is NOT part of their natural diet!

The good news is that there is something we can do about the plastic pollution crisis. In the pages that follow, the Bag It team and Surfrider provide you with everything you will need to launch a Bag It Town campaign in your community. Bag It Towns are municipalities that systematically reduce the collective consumption of plastic bags via ordinances that implement a ban and/or a fee on plastic bags. Now is the time to usher in a new wave of social responsibility and put a stop to the massive consumption of single-use, disposable plastics in your community.

How to Use This Tool Kit

This guide will prepare you to launch a Bag It Town campaign. Feel free to adapt any ideas to the needs of your community.

Here's what you'll find inside:

- Guidelines and tips for creating an ordinance
- Organizational tips to keep in mind throughout the campaign
- Suggestions for engaging the public
- Ideas for forming important connections
- Sample bag-ban or bag-fee ordinance
- Presentation videos used by other campaigns
- Sample petition letter for local retailers
- Sample letter to elected officials.

Before you begin planning, we suggest that you assess your support system. Will you have enough people to help you drive the campaign? If you are not already part of an organization, we are happy to connect you with a Surfrider chapter in your area or another one of Bag It's partner organizations.

How to Become a Bag It Town

So you're ready to lead the movement toward a bag-free town? Now what? First, familiarize yourself with the various ways to achieve Bag It Town status (detailed in the table on the following page) so you can decide what kind of ordinance works best for your community. You can also browse the websites below to learn more about how other cities accomplished a ban.

- A [comprehensive look](#) at cities and countries that have instituted bans or fees.
- A [blog](#) from ChicoBag that provides updates on campaigns around the world.



Table: Ways to Achieve Bag It Town Status

Option	Pros	Cons	Examples
Pass ordinance banning plastic bags completely and apply a minimum charge of 5 cents on all single-use paper bags at all retailers and grocery stores.	The most effective way to drastically cut back on plastic bag usage. By applying a charge on paper bags, you encourage people to respond to the plastic bag ban by using reusable bags (rather than paper).	Some people have voiced opposition to a plastic bag ban because—as opposed to a charge—it enforces policy on citizens rather than providing them with an incentive to change their own behavior.	<ul style="list-style-type: none"> ■ San Jose, CA ■ Proposed in Oregon
Pass ordinance applying a minimum charge of 5 cents per single-use disposable bag at all retailers and grocery stores.	As opposed to an outright ban, this method provides an incentive for costumers to change their behavior (rather than a mandate) and brings in money to retailers.	A 5-cent charge may not be enough to deter people from buying plastic or paper bags when they shop.	<ul style="list-style-type: none"> ■ Passed in Washington, DC ■ Proposed in Indiana
Pass ordinance banning all disposable bags at all retailers and grocery stores.	A ban of all disposable bags would lead to the greatest reduction of single-use bag consumption.	This is the most challenging ordinance to pass, as many businesses oppose all-out bans. Additionally, consumers will need to use their own reusable bags, which could prove logistically difficult.	<ul style="list-style-type: none"> ■ Telluride, CO
Pass resolution to voluntarily ban plastic and paper single-use, disposable bags. May include a conditional ban, which is a commitment to ban plastics if reduction “checkpoints” are not met by specified dates.	This would be the easiest resolution for a city government to pass and the most likely to gain the broadest support from the community.	This may be ineffective in reducing the use of single-use disposable bags. It’s difficult to enforce and there is also danger that before deadlines for compliance arrive, the city council could revoke, repeal or amend the resolution.	<ul style="list-style-type: none"> ■ Baltimore, MD

Once you’ve identified the type of change you’d like to see in your community, work with your group to draft the ordinance (use the sample on page 9 as a guide). Keep in mind that you may need to make some changes along the way, especially once you secure your city council sponsor. There is no uniform standard for how long it takes to get an ordinance on the agenda or up for a vote; talk to members of your city council to learn more about how the process usually plays out in your municipality.

Tips On Organizing

Here are some organizational tips to keep in mind before you start your campaign:

- Begin with a big-picture look at your short-term, medium-term and long-term goals, and identify targets, tactics and constituents for each stage of the campaign. The table on page 8 is a sample plan you can adapt to your community.
- Once you have created your action plan, create a rough timeline for the campaign, making clear what you hope to accomplish by each date.
- Create a budget for the project and determine where your funding will come from. Assign a volunteer to manage the budget throughout the campaign.
- Host regular meetings to keep you and your fellow organizers informed, excited and focused.
- Create a “to do” list at the end of every meeting and assign tasks to specific volunteers.
- Create a Facebook page dedicated to the campaign so that people can stay up to date on any developments and learn about volunteer opportunities.

Breaking Down Your Goals and Tactics

1. ENGAGING THE PUBLIC

Events/informational meetings:

Host several informational meetings to explain the campaign to your community members. You can use a screening of Bag It as a platform for discussion, or find alternate short videos on page 12.

Public media outlets:

Writing letters to your local newspaper, sending out a press release, taking out an ad in the paper or creating videos are very effective techniques. The Bag Monster is a great attention-grabbing technique. Contact ChicoBag (chicobag.com) if you'd like to borrow a Bag Monster costume.

Newsletters:

Email your friends and members of your organization to announce the campaign and keep them up to date with major developments or events.

Social media:

Post on Facebook and Twitter about your campaign, and provide people with links to resources to learn more about the dangers of plastics. Both bagitmovie.com and surfrider.org provide many educational resources.

Petitions:

Getting petitions signed is a fantastic way to communicate to city officials and the media just how important the issue is to the community. See page 15 for a sample petition or start one online at petitionspot.com. Go to community events and stand on popular corners in your town to ask people for signatures.

Tabling:

Set up a table at a community-wide event and hand out sample letters for passersby to send to local officials. Attract people to your table by offering free buttons, stickers or reusable shopping bags.

2. FORMING CONNECTIONS

Find partner organizations:

Make a list of prospective partner organizations. Call them up and see if they are willing to co-sponsor events and outreach with you, or send a newsletter to their mailing list to inform them about the Bag It Town campaign.

Reach out to retailers:

Make a list of stores that you think would be likely to support the campaign. Then send them a letter (sample on page 14) to introduce them to the problem and your proposed solution. Follow up with retailers by calling or visiting their shops and asking them if they are willing to discontinue using plastic bags in their store.

Create a coalition:

Establish an official coalition between businesses, organizations and politicians who support the ban. Ask if you can put their logos on your fliers, and ask particularly influential partners to write letters to local press or host an event with all members present.

3. WORKING WITH THE CITY COUNCIL

Find support:

Make a list of the city officials that you think would be most likely to support the ban and choose a volunteer to contact them. In speaking to city council members individually, you should make an appointment; when you meet, politely assert that you would like to see a measure banning the use of single-use plastic bags and ask them if they would support such an initiative. Once you find your allies, keep them up to date throughout the campaign.

Determine a sponsor:

Someone on the city council should act as the sponsor for your ordinance. Once you secure that person's support, you should sit down with him or her to look at the wording and content of the ordinance you have drafted.

Attend city council meetings:

Make sure a member of the campaign is at every city council meeting when the issue is on the agenda and is prepared to speak on the topic. Before speaking in front of a city council, you should prepare a short testimony. Keep in mind there's usually a time limit. Use this time to explain the importance of the issue, how a bag ban or charge works and why you think it is so important for your town to implement one.

Activate your supporters:

Once the ban is on the city council agenda, encourage your supporters visit, write and call council members. Make sure they are up to date on all important actions they need to take, especially when voting day nears. Remember that it is common for an item to be on the agenda for several meetings before a vote takes place.

Stay positive:

If your ordinance does not pass, don't be discouraged. Assess the situation and speak to your supporters on the city council to see if there are changes you could make to the ordinance to increase the likelihood of it passing at a later date. Determine what steps you can take to gain support from the community.

Possible Opponents

The American Chemistry Council is one likely opponent. A division of this council is the Progressive Bag Affiliates (PBA), which claims it “creates positive change in our communities by promoting the increased recycling of plastic bags as well as their proper use, reuse and disposal.” PBA members include [Advance Polybag, Inc.](#), [The Dow Chemical Company](#), [ExxonMobil Corporation](#), [Hillex Poly Co., LLC](#), [Superbag Corporation](#), and [Total](#). Read PBA’s responses to proposed bag bans [here](#). Other opponents include the Save the Plastic Bag Coalition, an industry group seeking to debunk “misinformation” and put an end to anti-plastic campaigns.

Other companies that may oppose a ban include petroleum and chemical companies, as well as bag wholesalers and distributors. Plastic bag manufacturers and retailers oppose plastic bag bans by claiming that such bans would ultimately harm the environment (because of the increase they would cause in paper bag usage) and cost consumers more money while leaving them with fewer “bagging” options. One opponent described this as very “un-American”.

About *Bag It* and Surfrider



Bag It Town is the social engagement campaign for Bag It, the new award-winning documentary that explores our society’s reliance on plastic bags and reveals the many environmental and health issues associated with plastic. The film follows Jeb Berrier, an average American guy who makes a pledge to stop using plastic bags. This simple action gets Jeb thinking about all kinds of plastic as he embarks on a global tour to unravel the complexities of our plastic world. Bag It was shot and produced in Telluride, CO, where it helped inspire the community to lobby for a town-wide plastic bag ban. Now the makers of *Bag It* are partnering with bag ban advocate Emily Utter to launch a national Bag It Town campaign.



The Surfrider Foundation is a nonprofit, grassroots organization dedicated to the protection and enjoyment of our world’s oceans, waves and beaches. Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains over 50,000 members and 90 chapters worldwide. Surfrider’s Rise Above Plastics campaign strives to reduce the impact of plastics in the marine environment by raising awareness about the dangers of plastic pollution and by advocating for a reduction of single-use plastics and the recycling of all plastics.

If you have any questions, please contact the Bag It team at bagittown@gmail.com. At the Surfrider Foundation please contact Bill Hickman, Rise Above Plastics Campaign Coordinator, at bhickman@surfrider.org.



Appendix

Sample Plan

	Goals	Targets	Tactics	Leader
Short Term	<ul style="list-style-type: none"> ■ Raise awareness about the use and dangers of plastic bags ■ Form connections with potential partners ■ Draft ordinance 	<ul style="list-style-type: none"> ■ Public ■ Local government ■ Businesses ■ Organizations 	<ul style="list-style-type: none"> ■ Include press ■ Schedule events ■ Outreach campaign ■ Community groups/ meetings ■ Research 	Choose a chapter campaign leader who coordinates overall efforts
Intermediate	<ul style="list-style-type: none"> ■ Gain support from community ■ Work with city council ■ Build a strong coalition with broad representation ■ Have a presence in schools ■ Recruit local businesses 	<ul style="list-style-type: none"> ■ Public ■ Local government ■ Businesses 	<ul style="list-style-type: none"> ■ Write to city council ■ Petition ■ “Table” at community events ■ Organize events ■ Secure city council sponsor ■ Write public testimony 	
Long Term	<ul style="list-style-type: none"> ■ Pass resolution ■ Continue to educate ■ Measure results 	<ul style="list-style-type: none"> ■ City officials ■ Businesses ■ Public ■ Youth 	<ul style="list-style-type: none"> ■ Deliver public testimony ■ Write support letters ■ Nurture good press ■ Send action alerts ■ Maintain communication with public officials ■ Survey bag use 	



Appendix

Sample Plastic Bag Ordinance

Below is a sample plastic bag ordinance, based on the Malibu and San Francisco ordinances. In order to make it easier for a city to adopt a bag ban, you can have Surfrider or Bag It help to design yours.

ORDINANCE NO. 123-45

AN ORDINANCE OF THE CITY OF _____ PROHIBITING THE USE OF PLASTIC SHOPPING BAGS

The City Council of the City of _____ does ordain as follows:

Section 1. Findings

(This section is to emphasize the applicability and need of a plastic bag ordinance. It is sometimes, but not always a part of an ordinance, depending on what is customary for the city in question.)

- (a) The city of _____ has a duty to protect the natural environment, the economy, and the health of its citizens.
- (b) The city has adopted the following goals and made the following commitments regarding landfill diversion, waste reduction, and marine protection: (list here the city's past ordinances and resolutions as to those categories to reiterate the applicability of banning plastic bags)
- (c) The expansive use of plastic shopping bags and their typical disposal creates an impediment to the city's goals (mentioned in (b)).
- (d) Plastic shopping bags are difficult to recycle and currently contaminate material that is processed through (your city's) recycling and composting programs.
- (e) Plastic shopping bags create significant litter problems in neighborhoods, community beaches, and sewer systems.
- (f) Plastic shopping bags have significant environmental impacts each year, including the use of over 12 million barrels of oil for bags in the U.S. as well as the death of over 100,000 marine animals from plastic entanglement.
- (g) Governments in several countries and cities in the U.S. have banned or taken action to discourage the use of plastic bags, including _____ (choose from any of the many)

Section 2. Short Title

The ordinance shall be entitled the "Ban on Plastic Shopping Bags"

Section 3. Definitions

(The following are some of the definitions that are often included in bag ban ordinances.)

For purposes of this chapter, the following terms shall have the following meanings:

- "Affected Retail Establishment" means any retail establishment located within or doing business within the geographical limits of the City of _____.
- "ASTM Standard" means the American Society for Testing and Materials (ASTM)'s International standard D6400 for compostable plastic, as that standard may be amended from time to time.
- "City Sponsored Event" means any event organized or sponsored by the City of _____ or any Department of the City of _____.
- "Compostable Plastic Bag" means a plastic bag that: (1) conforms to (your state) labeling law (reference the title or the code number), which requires meeting the current ASTM Standard Specifications for compostability; (2) is certified and labeled as meeting the ASTM Standard by a recognized verification entity such as the Biodegradable Product Institute; (3) contains no petroleum derived content; and (4) displays the word "Compostable" in a highly visible manner on the outside of the bag.

“Customer” means any person obtaining goods from an Affected Retail Establishment, Vendor or Non-Profit Vendor.

“Grocery Store” means a dealer in staple foodstuffs, meats, produce, and dairy products and usual household supplies.

“Non-Profit Vendor” means a recognized tax exempt organization which provides goods as a part of its services.

“Person” means any natural person, firm, corporation, partnership, or other organization or group however organized.

“Pharmacy” means a retail use where the profession of pharmacy by a pharmacist licensed by the State of _____ in accordance with the Business and Professions Code is practiced and where prescription medications are offered for sale.

“Plastic Bag” means any bag made from non-compostable plastic, excluding reusable bags, provided by an Affected Retail Establishment, Vendor or Non-Profit Vendor to a customer at the point of sale for the purpose of carrying away goods.

“Produce Bag” means any plastic bag, excluding reusable bags, exclusively used to transport produce to the point-of-sale.

“Recyclable” means material that can be sorted, cleansed, and reconstituted using (your city’s available recycling collection programs for the purpose of using the altered form in the manufacture of a new product. Recycling does not include burning, incinerating, converting, or otherwise thermally destroying solid waste.

“Recyclable Paper Bag” means a paper bag that meets all of the following requirements: (1) contains no old growth fiber; (2) is 100% recyclable overall and contains a minimum of 40% postconsumer recycled content; and (3) displays the words “Reusable” and “Recyclable” in a highly visible manner on the outside of the bag.

“Retail Establishment” means any commercial business facility that sells goods directly to the ultimate consumer including but not limited to grocery stores, pharmacies, liquor stores; “minimarts,” and retail stores and vendors selling clothing, food and personal items.

“Reusable Bag” means a bag with handles that is specifically designed and manufactured for multiple reuse and is either: (1) made of cloth or other machine washable fabric; or (2) made of durable plastic that is at least 2.25 millimeters thick.

“Vendor” means any store, shop, restaurant, sales outlet or other commercial establishment located within or doing business within the City of _____, which provides perishable or nonperishable goods.

Section 4. Plastic Shopping Bags Prohibited

(a) No Affected Retail Establishment, Restaurant, Vendor or Non-Profit Vendor shall provide Plastic Bags or Compostable Plastic Bags to customers.

(b) Nothing in this section shall be read to preclude Affected Retail Establishments, Vendors and Non-Profit Vendors from making Recyclable Paper Bags available to customers.

(c) No person shall distribute Plastic Bags or Compostable Plastic Bags at any City facility or any event held on City property.

*** An Additional section might be added here to include a tax on paper bags or other prohibitions.

Section 5. Implementation

(a) The City Manager, or his or her designee, may exempt an Affected Retail Establishment, Vendor or Non-Profit Vendor from the requirements of this Chapter for a period of up to one additional year after the operative date of this Ordinance, upon sufficient showing by the applicant that the provisions of this Chapter would cause undue hardship. This request must be submitted in writing to the City within 60 days of the effective date of this Chapter. The phrase undue hardship includes without limitation: (1) Situations where there are no acceptable alternatives to Plastic Bags and Compostable Plastic Bags for reasons which are unique to the Retail Establishment, Vendor, or Non-Profit Provider; (2) Situations where compliance with the requirements of this Code would deprive a person of a legally protected right.

(b) Affected Retail Establishments, Vendors and Non-Profit Vendors that have entered into agreements for the purchase of Plastic Bags or Compostable Plastic Bags within the year prior to the effective date of this Ordinance are exempt from the provisions of this Chapter for one additional year following its operative date.

Section 6. Enforcement and Penalties

(a) Any person who violates this Ordinance shall be guilty of an infraction. If charged as an infraction, upon conviction thereof, said person shall be punished by (1) a fine not exceeding \$100.00 for a first violation, (2) a fine not exceeding \$200.00 for a second violation within the same year and (3) a fine not exceeding \$500.00 for each additional violation within the same year.

(b) The city attorney may seek legal, injunctive, or other equitable relief to enforce this Ordinance, including without limitation, civil penalties in an amount not exceeding \$200.00 for the first violation, \$400.00 for the second violation, and \$600.00 for each subsequent violation in any given year.

Section 7. Operative Date

This Ordinance shall become operative as to: 1) Grocery Stores, Food Vendors, Restaurants, Pharmacies and City facilities six (6) months after its effective date; and 2) all remaining Affected Retail Establishments, Vendors and Non-Profit Vendors one (1) year after its effective date.

Section 8. No Conflict With Federal or State Law

Nothing in this ordinance shall be interpreted or applied so as to create any requirement, power, or duty in conflict with any federal or state law.

Section 9. California Environmental Quality Act (CEQA) Findings

(The next section should be used to present any legal acts or findings that relate to or further promote the passing of this ordinance. Here is an example of the California Environmental Quality Act being referenced to this end.)

Pursuant to the authority and criteria contained in CEQA, the City Council has analyzed the proposal as of projects that have been determined not to have a significant adverse effect on the environment and therefore, the proposed ordinance is exempt from the provisions of CEQA. Specifically, the City Council finds that the ordinance qualifies for a Class 8 categorical exemption. Pursuant to the Class 8, exemption, the proposed ordinance is presumed not to have a significant effect on the environment. The proposed ordinance, consisting of a citywide prohibition on the use of non-compostable plastic shopping bags qualifies for this exemption pursuant to CEQA Guidelines. City Council has also considered each of the potential exceptions to categorical exemptions set forth in CEQA Guidelines section 15300.2 and determined that there is no evidence to support application of the exceptions to the Class 8 categorical exemption. Without waiving the right to rely on any applicable categorical or statutory exemption and in the interest of providing meaningful information to the City Council and to foster the most informed decision making process practicable, the Planning Division has nevertheless conducted an initial study of the proposed ordinance. The initial study confirmed that the action does not have the potential to result in a significant impact on the environment. Consequently, a negative declaration was prepared and is hereby adopted.

PASSED, APPROVED, AND ADOPTED This _____ day of _____, YYYY.

Attest:

(City attorney)

(Mayor)

Appendix

Presentation Resources

- Green Sangha: Plastic State of Mind
[youtube.com/watch?v=koETnR0NgLY](https://www.youtube.com/watch?v=koETnR0NgLY)
- Save the Bay: The Bay vs the Bag
[youtube.com/watch?v=jSD21zp89zM](https://www.youtube.com/watch?v=jSD21zp89zM)
- Heal the Bay: Plastic Bags, Plastic Bags, Plastic Bags . . .
[youtube.com/watch?v=hk-irnoqqs](https://www.youtube.com/watch?v=hk-irnoqqs)
- Message In the Waves: The Impact of Plastic Bags
[youtube.com/watch?v=eeBuHqomufk](https://www.youtube.com/watch?v=eeBuHqomufk)
- BBC World News America: Plastic Planet
[youtube.com/watch?v=T2vq4QFy87U](https://www.youtube.com/watch?v=T2vq4QFy87U)
- Pretty Green Bag: Paper, Plastic or Reusable Bags
[youtube.com/watch?v=BeqMd5_12wg](https://www.youtube.com/watch?v=BeqMd5_12wg)
- Turning the Tides: Ocean of Plastic
[youtube.com/watch?v=ZPBO-c5GMDQ](https://www.youtube.com/watch?v=ZPBO-c5GMDQ)
- Planet Ark: Plastic in the Ocean
[youtube.com/watch?v=EYHs8MYI](https://www.youtube.com/watch?v=EYHs8MYI)
- Algalita Marine Research Foundation: Plastic and Marine Debris
[youtube.com/watch?v=rVwuPSLx2Xc](https://www.youtube.com/watch?v=rVwuPSLx2Xc)

Other Resources

- Save the Bay, a nonprofit based in Oakland, CA has developed a [case study with fact sheets and sample legislation](#) that is frequently updated to represent the ever-changing political landscape on bags in California.
- Green Cities California has also developed some [amazing resources](#) including links to environmental assessments and draft legislation.

Appendix

Letter to Retailers

Dear _____,

As one of _____'s regular customers, I am writing to ask you to change your policies regarding single-use plastic bags, and to join Ikea, Costco, Whole Foods and other retailers either by discontinuing the consumption of single-use, disposable bags or charging for their use. You will both save money and make your business more environmentally responsible! I'm working with [name of organization] to lobby for a city ordinance to reduce the number of plastic bags and am hoping we'll have your support.

Introduced just 40 years ago, single-use plastic bags have become environmental menaces. They are now consumed at an unprecedented rate of about 1 million per minute! These bags often wind up in waterways or on the landscape, becoming eyesores and worse, and degrading water and soil as they break down into tiny toxic bits. Their manufacture, transportation and disposal use large quantities of non-renewable resources and release equally large amounts of globe-warming gases. And paper bags, unless made of 100% recycled content, have been proven to have as many negative impacts as plastic ones.

It doesn't have to be this way — and it's changing all over the world! The Irish government, as one of many examples, introduced (in cooperation with retailers) a plastic bag-tax that has slashed consumption over 90% and raised \$9.6 million for environmental and waste management projects.

Charging for disposable bags and rewarding the use of reusable bags works. It saves consumer dollars, saves retailer dollars, saves the environment, and promotes cooperation between public and private sectors. We hope you'll consider getting on board. I'll follow up with you next week to find out if you're interested in signing on and becoming a local business leader for this environmental cause. Thank you for your time, I look forward to speaking with you.

Sincerely,

Appendix

Letter to Elected Officials

Dear _____,

Disposable single-use plastic bags, introduced just 40 years ago, are currently consumed at an alarming global rate of 500 billion per year. As a concerned citizen and constituent of _____, I am writing to ask you to consider introducing legislation that places a charge on these bags, a solution proven effective around the world.

Single-use, disposable bags present an insidious threat to our environment on multiple levels. They often wind up in waterways or on the landscape, becoming eyesores and degrading water and soil as they break down into tiny toxic bits. Their manufacture, transportation and disposal use large quantities of non-renewable resources and release equally large amounts of global-warming gases.

These problems can be mitigated by simply advocating — and legislating — the consumption of fewer disposable bags and the use of reusable ones. One easy way to do this is by charging for their usage at the point of purchase. This was successfully done in Ireland, where the government introduced a plastic bag tax (PlasTax) that has cut consumption by over 90% and raised \$9.6 million for environmental and waste management projects. Retailers were happy as well: they both saved the costs of bag purchases and improved their public image by doing the right thing.

Please consider legislation for a bag charge or ban here in our home state (or city/town). It creates a foundation for both consumer responsibility and market-based solutions to environmental problems. And it's an easy, win-win solution to a problem that has gotten out of control.

Sincerely,
