

## Checklist of “Best Practices” for Businesses Plastic Bag Reduction Bylaw

The Town of Framingham and the Framingham BYOBag team created this checklist to assist business owners and retail managers with the **Plastic Bag Reduction Bylaw** effective January 1st, 2018. Please contact us if you need assistance. We appreciate your help making Framingham a more sustainable City!

To be compliant, ensure your retail establishment has discontinued thin-film plastic checkout bags and acquired paper bags to distribute instead. You will not only play a visible leadership role in helping to promote the elimination of single-use plastic bags, but we hope you will actively encourage your customers to use reusable bags, which are generally the most environmentally sustainable option. **When shoppers bring their own bags, stores save money.**

### Suggestions for Stores regarding Plastic Bag Reduction Bylaw

- Signage:** Signs can encourage and remind your customers to use reusable bags, which are generally the most environmentally sustainable option and save stores money.
  - Ideally signage should be colorful and eye catching.
  - Text suggestion: “Remember your reusable shopping bags.”
  - Framingham Sign By-Law - All combined window signage shall be limited to 10% of the total glass area on any one façade/side of a building.
  - Location suggestions:
    - On front store windows facing parking lot
    - A-Frame sign near door into store
    - On outside of doors walking into store
    - Anywhere in the store that is visible.
- Employee Education:** The success of the upcoming transition depends on many things, but employee education regarding the use of reusable bags is one of the most important.
  - Cashiers should ask: “Did you bring a reusable bag?”
    - If the answer is no, cashiers should offer to sell reusable bags to customers. This is a best practice in other cities with bylaws. The statement will remind customers to bring reusable bags.
  - Baggers should ask customers with their own reusable bags if they have a preference about how they would like them to be used.
    - Baggers should ask: “How heavy would you like your bags?” Many reusable bags can hold quite a bit of weight, and often times that is more than some customers would like to carry.
    - Baggers should ask if customers designate specific bags for various types of purchases, particularly at grocery stores (e.g., meat, produce, dry goods, etc.).
- Sale of reusable bags:** Stores are strongly encouraged to make reusable checkout bags available for sale to customers at a reasonable price. Reusable bags are great for your store advertising!
  - Be sure to have a sufficient supply of reusable bags at all registers.
  - Try to offer different types and sizes of reusable bags, if space allows.
  - Reusable bags that the store supplies would ideally be made from mostly recycled materials. It would also be ideal if the bags came from a local source.
- Monetary incentive:** We encourage businesses to offer a discount to customers bringing their own reusable bags to further incentivize waste reduction.

- Consider offering 5 cents off for each reusable bag a shopper uses.
- Signage at the register could promote this program.
- Use of paper bags:** We recommend that paper bags offered at checkout be made from recycled materials.
  - Paper bags would ideally be made from at least 40% post consumer recycled materials, and should be 100% recyclable.
  - If you are considering the use of paper bags as an alternative to plastic bags, remember that replacing single-use bags with reusable bags has several benefits, including reduced costs for retailers, a cleaner community, and reduced solid waste impacts on the environment. Supporting the increased use of reusable bags is good business practice.