

## **SUPPORTING DOCUMENT C: Letter to Dana Point Businesses**

August 2010

Dear Dana Point Business!

As you may or may not be aware, the City of Dana Point passed a voluntary Styrofoam and plastic bag use reduction program in July of last year. I have come to follow up with you because the City wants to partner with you and encourage participation for the benefit of our beach and ocean health. This program is important for the following reasons:

- Styrofoam and plastic bags are often made with petroleum, which does not degrade for at least 500 years. They both are resistant to breakdown by light (photolysis). As a result, they stay in landfills or the ocean for very long periods of time.
- The majority of Styrofoam products cannot be recycled because they have been contaminated by food. Styrofoam take-out products often find their way to our beaches and ingestion can kill wildlife.
- CR&R does recycle plastic bags, but only under certain conditions (CR&R requires them to be collected and tied up in a bag).
- Because Styrofoam is so bulky and light, it fills up containers more quickly or floats to the ocean, littering our beaches.
- Substitutes for plastic and Styrofoam such as post-consumer recycled paper, bamboo, and corn plastics are easily renewable resources, and the technologies used to develop these alternatives have become less expensive. Reusable bags are even better.

The purpose of this program is to provide information that would help your business reduce the consumption and distribution of non-renewable products. In our City survey we found over one-third of City businesses have now already embraced the ban. These businesses tell us they are marketing their "clean beaches" approach as well. As the City continues its ongoing beautification efforts, we hope that your business would consider the benefits of using alternatives to plastic and Styrofoam.

Provided is a list of businesses that distribute environmentally preferable packaging and bags. We do not promote or support one company over the other. Instead, the goal is to provide a list of companies that can provide your business with alternative, eco-friendly food containers and bags.

In addition, the Dana Point Chamber of Commerce will work with member businesses in support of this program. The Chamber would like to see if restaurants would combine their purchasing power in order to receive volume discounts on packaging. The Chamber could act as a wholesaler from which the businesses could purchase their packaging—much like a retailers' cooperative. They have a similar program now with paper products.

Additional suggestions include:

- The promotion of reusable bags and containers through appropriate signage at the business (if applicable).
- A minimal fee imposed on customers when they request a single-use bag or container.

The bottom line is that, as a coastal community, Dana Point wants to reduce marine debris and protect water quality and wildlife.

If you have any additional suggestions or recommendations on how to promote this voluntary ban, please contact Lynn Kelly at (949) 248-3512 or [lkelly@danapoint.org](mailto:lkelly@danapoint.org) as we welcome your feedback.

Sincerely,  
Aliana Lungo  
City of Dana Point

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