

### Metrics for Consideration

<b>Metric</b>	<b>Who</b>	<b>Baseline Number</b>	<b>Target</b>	<b>Six month update</b>	<b>Twelve month update</b>
Number of bags purchased by retailer for distribution as reported to CIWMB per AB 2449	CIWMB* for AB 2449 covered stores or jurisdiction** for non-AB 2449 retailers		25% Reduction in bags purchased		
Number of bags distributed by retailers	Retailer Data*		25% Reduction in bags distributed		
Number of bags (by tonnage) recycled by retailers as reported to CIWMB per AB 2449	CIWMB*		25% increase in recycling of bags returned to retailers		
Survey of customers leaving store using reusable bags	Intern/city, county staff		25% Increase		
Beach/creek clean up surveys of litter collected	SCVURPPP, SCVWD		25% Reduction in bags collected		
Great American Litter Pick Up survey results	Volunteers		25% Reduction in bags collected		
Sort-line surveys from material recovery facilities	Sort-line staff		25% Reduction in bags being pulled from sort lines		
Volunteer litter clean up surveys	Volunteers		25% Reduction in bags collected		

\* CIWMB does not currently have this data available for dissemination to local jurisdictions

\*\*Jurisdiction signs agreement not to report out individual data – only aggregate