



## OFFICE OF THE GOVERNOR

OCT 08 2023

To the Members of the California State Senate:

I am returning Senate Bill 728 without my signature.

This bill prohibits the sale or distribution of plastic gift cards in the state after January 2027, and enforces the ban through civil penalties of up to \$100 per day.

While I support the author's goal to reduce our reliance on single-use plastic materials, I am concerned that an outright ban without any incentives for compliance will disproportionately impact the state's small business community, as digital gift cards may not be a feasible option for many businesses or consumers.

California has successfully implemented many programs to reduce our reliance on single-use plastic while incentivizing businesses to transition towards more sustainable products and materials. I encourage the Legislature to consider alternatives to a statutory, single-product ban to help meet the state's plastic waste reduction goals.

For these reasons, I cannot sign this bill.

Sincerely,



Gavin Newsom