



August 11, 2026

Mayor John Franklin
Vista City Council
PublicComments@vista.gov

Re: PH3 – Support the Plastic Beverage Bottle Reduction Ordinance

Dear Mayor Franklin and City Councilmembers,

I strongly urge the Vista City Council to adopt the Single-Use Plastic Beverage Bottle Reduction Ordinance to help reduce plastic pollution and protect our environment and public health. Plastic beverage bottles and bottle caps are consistently among the most common items collected during community and beach cleanups. [Plastic debris and litter are ubiquitous in the ocean](#), occurring on remote shorelines, in coastal waters, the seabed of the deep ocean and floating on the sea surface; the quantity observed floating in the open ocean in mid-ocean gyres appears to represent a small fraction of the total input. This poses significant threats to wildlife as they mistake plastic for food. [Approximately a quarter of individual fish sampled from markets in California and Indonesia contained plastic in their guts](#), which then moves up the food chain to human consumption.

As plastic beverage bottles break down, they shed into small microplastics and nanoplastics which is incredibly detrimental to public health. Studies have shown that [up to 83% of tap water worldwide has been found to contain microplastics](#). [Researchers have found microplastics in every commercial table salt sample they tested](#), due to the contamination in our oceans.

By reducing unnecessary single-use plastic bottles at City facilities and events, Vista can help keep plastic out of our stormdrains, waterways, and ultimately the ocean. In addition, the City can serve as a model for sustainability and simple solutions.

Thank you for your leadership and your consideration.

Sincerely,
Ali Martin
Legal Program Manager
San Diego Coastkeeper

