

LET'S MAKE BUNCOMBE  
COUNTY PLASTIC FREE

**Plastic Free WNC**

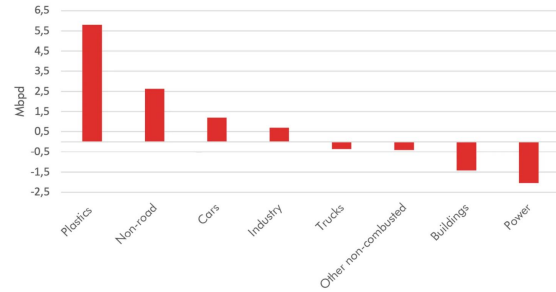
# IMPACTS OF PLASTIC

## Trash



## Climate

FIGURE 2. OIL DEMAND GROWTH 2020-2040 – BP FORECASTS

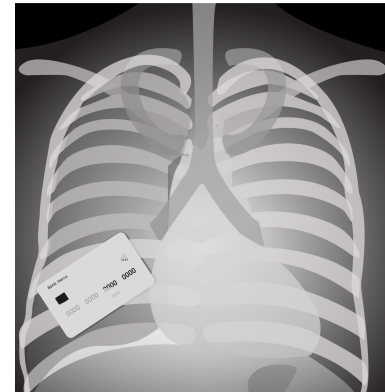


Source: BP, Carbon Tracker estimates

## Equity



## Health



PLASTICS RECYCLING IS NOT THE ANSWER.





# IMPACTS TO LANDFILL

## Residential Waste Stream

Figure 1 displays the overall distribution of residential wastes throughout Buncombe County, with the caveat of missing data from residential areas that deliver their waste straight to the landfill in Alexander, North Carolina. The data is averaged with a 50-50 percent weight between the waste collected from the city of Asheville and outside of Asheville. The left chart shows the sampled stream composition by material category; the right chart breaks the categories down by material divertibility.

Figure 1. Overall Residential Waste Stream

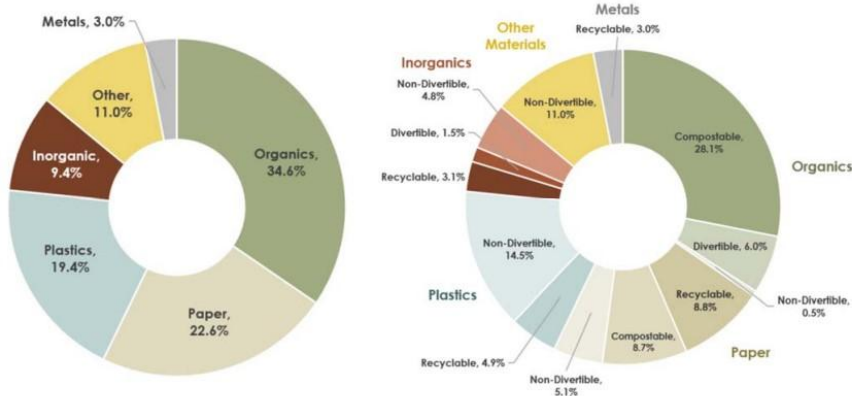


Table 3. Overall Residential Waste Composition

MATERIAL	Mean Composition	Standard Deviation	Confidence Limits		
			Lower	Upper	
<b>RECYCLABLE</b>					
<b>Paper</b>	Newspapers/Magazines	1.4%	2.4%	0.6%	2.3%
	Corrugated Cardboard	3.2%	1.6%	2.6%	3.8%
	White Office Paper	1.5%	1.3%	1.0%	1.9%
	Box Board/Paperboard	2.7%	1.8%	2.1%	3.4%
<b>Plastic</b>	PET Containers	2.8%	1.6%	2.3%	3.4%
	HDPE Containers	0.9%	0.5%	0.7%	1.1%
	Other Plastic Containers	1.2%	0.8%	0.9%	1.5%
<b>Metal</b>	Aluminum Cans	0.8%	0.6%	0.6%	1.1%
	Steel Cans	0.6%	0.4%	0.4%	0.7%
	Ferrous Metals	1.1%	1.6%	0.6%	1.7%
	Other Non-Ferrous Materials	0.5%	0.6%	0.3%	0.7%
<b>Inorganic</b>	Glass Containers	3.1%	2.6%	2.2%	4.0%
<b>Total Recyclable</b>		<b>19.9%</b>			
<b>COMPOSTABLE</b>					
<b>Organic</b>	Food Waste	22.0%	5.0%	20.2%	23.7%
	Yard Waste	6.1%	5.1%	4.3%	7.9%
<b>Paper</b>	Compostable Paper	8.7%	2.2%	7.9%	9.5%
<b>Total Compostable</b>		<b>36.8%</b>			
<b>OTHER DIVERTIBLE</b>					
<b>Inorganic</b>	Electronics	0.9%	1.4%	0.4%	1.4%
	Latex Paints	0.6%	1.5%	<0.1%	1.1%
<b>Organic</b>	Cloth	3.7%	2.4%	2.9%	4.5%
	Wood	2.3%	2.9%	1.3%	3.3%
	Rubber	<0.1%	<0.1%	<0.1%	<0.1%
	Leather	<0.1%	<0.1%	N/A	N/A
<b>HHW</b>	Batteries	<0.1%	<0.1%	<0.1%	<0.1%
	Solvents/Corrosive/Flammable	<0.1%	<0.1%	N/A	N/A
<b>Total Recyclable</b>		<b>7.5%</b>			
<b>NON-DIVERTIBLE</b>					
<b>Paper</b>	Other Paper	5.1%	3.4%	3.9%	6.3%
	Plastic Films	10.0%	2.7%	9.1%	11.0%
<b>Plastic</b>	Polystyrene	1.7%	0.8%	1.4%	1.9%
	Rigid Plastic	2.8%	2.3%	2.0%	3.6%
<b>Organic</b>	Furniture	0.5%	2.4%	<0.1%	1.3%
<b>Inorganic</b>	Other C&D	4.7%	4.5%	3.1%	6.3%
	Drywall/Sheetrock	<0.1%	0.4%	<0.1%	0.2%
	Ceiling Tiles	<0.1%	<0.1%	N/A	N/A
<b>HHW</b>	Medical Waste	<0.1%	<0.1%	N/A	N/A
	Other HHW	<0.1%	<0.1%	N/A	N/A
<b>Other</b>	Fines	<0.1%	<0.1%	N/A	N/A
	Other Uncategorized Materials	11.0%	3.1%	9.9%	12.3%
<b>Total Non-Divertible</b>		<b>35.9%</b>			
<b>TOTAL</b>		<b>100.0%</b>			

Composition based on 22 samples

Confidence Limits are calculated at the 90% confidence level.

N/A indicates the material was not found while sampling so confidence intervals cannot be calculated.

# PROPOSED ORDINANCE - THE MOVE AWAY FROM PLASTICS BILL

- Prohibitions pertain to restaurants, retailers, and grocery stores at point of sale, as well as city-owned facilities
- No plastic bags
  - *Doesn't include bags used for produce, bulk items, meats, seafoods, flowers, etc.*
  - *Excludes bags sold in packages used to contain garbage, pet-waste, yard waste*
  - *Retail establishments may make available recycled paper bags at a cost .10 cents per bag*
    - *Fee exempts EBT card users on SNAP and WIC benefits*
- No polystyrene for food or beverage packaging for take-out
- Straws on request only
  - *Doesn't include hospitals and nursing homes*

# LEGAL HISTORY AND ANALYSIS



- About 500 local governments in the US have enacted plastics-reduction ordinances.
- Other cities in NC are considering the same.
- North Carolina law provides a strong foundation for local regulation of single-use plastics.
  - The general ordinance-making power is interpreted broadly.
  - The Solid Waste Management Act requires local governments to reduce waste at the source.
  - The Outer Banks law was enacted and repealed by the state legislature, and it does not affect local authority.



# OUTREACH

- Business
  - Support bag ban, 86%
  - Support styrofoam ban, 92%
- Equity
  - 11 groups verbally support/agree and gave feedback on implementation strategies for their target populations
- Residents - 3000+ petition signatures
- City of Asheville survey
- Surrounding towns - Weaverville, Woodfin, Black Mountain



# ROLL OUT AND COMMS STRATEGY

- Timing:
  - 6-12 months prior to implementation and 12 months after
- Funding
  - Target budget of \$30,000 for marketing materials, paid marketing and reusable bag purchase
- Who Spearheads
  - Plastic Free WNC in coordination with Buncombe County
- Marketing and Education
  - Press release to traditional media, social media, and paid print and radio media
  - Marketing materials such as signage at businesses, magnets and flyers used in property tax bills (optional)
  - Workshops for businesses
- Reusable Bag Distribution
  - 30k reusable bags given away
  - Target low income residents with distribution through supporting organizations and at locations such as bus stations, public housing, community centers, libraries and targeted retail establishments
  - Over two dozen bag give away events at retail establishments



# ENFORCEMENT

- Was a small burden for most municipalities. Between 5 complaints a year to 15 a month
- Citizen Complaint Driven
- Follow up with letter to educate businesses
- No municipality we spoke with had been forced to fine
- All big retailers immediately came into compliance.



# QUESTIONS?

