

# Business & Non-Profit Transition Workshop

City of Charleston  
Single-Use Plastic Regulations



# Agenda: Business Transition Workshop

1. Welcome / Free Business Signage (5 mins)
2. City Regulations, County Programs, Q&A (10 mins)
3. Manage Financial Implications (10 mins)
4. Businesses that Made the Transition (5 mins)
5. Roundtable Discussions (15 mins)
  - Table 1: Disposable Food Service Ware
  - Table 2: Carryout Bags

## **Vendor Expo!**

Suppliers are available showcasing alternative products

## **Questions?**

After, ask questions about the ordinance and acceptable products

## **Ordinance Questions**

Ask City staff

## **Recycling Questions**

Ask Charleston County staff



# Free Business Signage to Help Educate Your Customers



# Draft Signage Ideas (please comment on these ideas on the paper survey)

## Encourage community-wide behavioral change by reaching your customers

“Shop with reusable bags”

“Please bring reusable bags when you shop. We proudly no longer provide single-use plastic bags!”

“Remember your reusable bags when you shop”



# Draft Signage Ideas (please comment on these ideas on the paper survey)

## Show Pride in your Decision

- “We are proud to support the elimination of single-use plastics”
- “We support the fight to end plastic pollution!”
- “We are proud to serve our food in compostable or recyclable containers!”



# Draft Signage Ideas (please comment on these ideas on the paper survey)

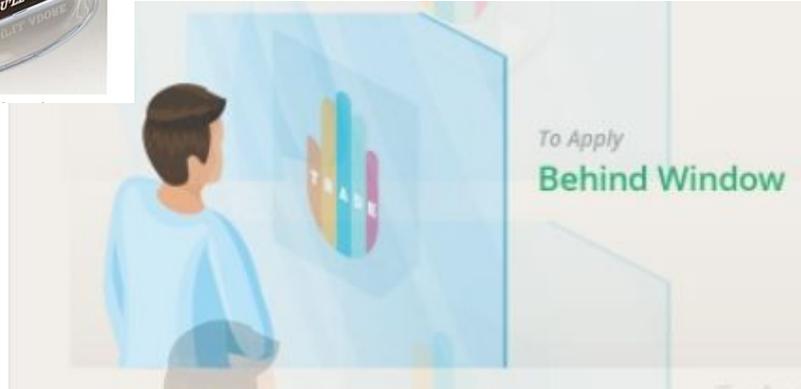
## Alert Customers of New Law and Your Compliance

- “We are happy to comply with the City of Charleston’s new single-use plastic regulations”
- “Did you know the City of Charleston recently regulated single-use plastics? We are happy to comply with the new regulations”



# Provide Input on Sign Types and Sizes

(please comment on these ideas on the paper survey)



Ordinance applies to  
Single-Use Plastics that are

NOT recyclable or  
compostable

Charleston Surfrider Foundation:

Why this code is important  
and supportive data

# SURFRIDER CHARLESTON LITTER SWEEP DATA



# LOCATION: BEN SAWYER CAUSEWAY, SULLIVAN'S ISLAND

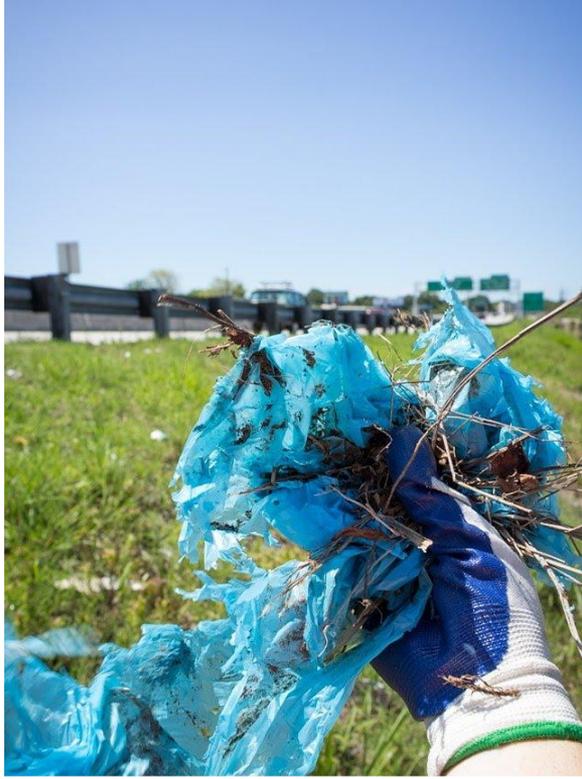
Year	Plastic Bags Found / Cleanup	Plastic Bags Found / Volunteer Hour
Pre-ordinance (2017 & 2018)	74	1.67
Post-ordinance	20	0.61
Reduction in Bags Found	73%	63%

As a result of this reduction, we have been able to invest fewer volunteer hours on Sullivans and are focusing on other areas of Charleston.

# LOCATION: 2ND STREET EAST & 2ND STREET WEST, FOLLY BEACH

Year	Plastic Bags Found / Cleanup	Plastic Bags Found / Volunteer Hour
Pre-ordinance (2016)	33	0.92
Post-ordinance (2017-2019)	15	0.34
Reduction in Bags Found	54%	63%

As a result of this reduction, we are focusing on reducing straws on Folly Beach.



Plastic bag – breaking  
down into micro plastic...



Drains to ocean...



Never going away...

# THE CONNECTION



What is the New City Code?



**CITY OF CHARLESTON**  
**Plan Ahead for New**  
**Single-Use Plastics Guidelines**

**BEGINNING JANUARY 1, 2020**

Operations throughout Charleston will be required to eliminate use of single-use plastic carryout and merchandise bags, as well as certain plastic carryout and food packaging items.

These new measures will mean cleaner city streets and ocean waters, but we know they also will mean big changes for you and your customers.

Use this guide to learn more about alternatives that will work for your organization.

**WHO NEEDS TO GET READY?**

The new guidelines apply to all commercial and nonprofit operations including:

- Concession/event vendors and food trucks
- Farmers markets/stands and takeout stands
- Schools and government
- Grocery and liquor stores
- Restaurants and bars
- Retail stores

*Continued on back*

**What's IN?**

Establishments will be able to choose from numerous affordable alternatives and certain specialty items will still be allowed:

✓ **Reusable Bags and Recyclable Paper Bags**

✓ **REUSABLE BAGS**

- Cloth or other washable fabric or plastic bags at least 4 mils thick
- A minimum lifetime of 125 uses



- With handles and clear display of information on reuse/recycling

✓ **RECYCLABLE PAPER BAGS**

- Paper bags of all sizes
- With and without handles
- Including glossy gift bags with handles



✓ **Recyclable or Compostable Disposable Food Containers and Service Ware**

Food service ware, containers and packaging made out of materials that are compostable<sup>1</sup> or are accepted by the Charleston County recycling program<sup>2</sup> including:

- ✓ Aluminum
- ✓ Cardboard
- ✓ Glass
- ✓ Paper
- ✓ Recyclable plastics



**What's OUT?**

**AFTER JANUARY 1, 2020**, operations will be required to stop using:

✗ **Plastic Single-Use Carryout Bags**

- ✗ Intended for one-time use to transport purchases
- ✗ Less than 4 mils thick
- ✗ Not included in the "Exceptions: Specialty Items" section (back page)



✗ **Non-Recyclable and Non-Compostable Disposable Food Containers and Service Ware**

Polystyrene (also known as plastic foam or Styrofoam™) and other non-recyclable and non-compostable food service ware, carryout containers and food packaging materials including:

- ✗ Bowls
- ✗ Boxes
- ✗ Clamshells
- ✗ Cups
- ✗ Plates
- ✗ Stirrers
- ✗ Straws

(See "Exceptions: Specialty Items" section on back)

✗ **Operations also will be required to stop selling or renting polystyrene:**

- ✗ Bowls, cups and plates
- ✗ Coolers, containers and ice chests
- ✗ Shipping boxes and packing material



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## EXCEPTIONS: Specialty Items

The following specialty items are not restricted or are exempt from restrictions:

- Bags for bulk grocery items
- Bags for raw, frozen or prepared foods
- Bread bags
- Condiment packages
- Cutlery
- Deli bags
- Dry cleaning/garment bags
- Egg cartons
- Floral/plant wrapping
- Garbage bags
- Meat trays
- Newspaper bags
- Pet waste bags
- Plastic drink or soup container lids
- Produce bags
- Straws for use by customers with disabilities



## WHY are we doing this?

These new measures are about cleaner streets and waterways, preserving the beauty and livability of Charleston for generations to come.

Plastic bags and containers are convenient, but they also-

- **Trash our neighborhoods and waterways.** More than 302 million tons of plastics are discarded worldwide each year.<sup>3</sup> Plastic waste ends up on Charleston's streets and 7.6 tons are in Charleston Harbor alone.<sup>4</sup>
- **Threaten wildlife health.** As many as 100,000 marine animals have been injured or killed by entanglement with or ingestion of plastic waste.<sup>5</sup>
- **Pose risks to human health.** Plastics never fully biodegrade, but when pieces of these bags and containers are eaten by animals, the plastic enters our food chain.

## WHERE can I learn more?

Detailed information is available online at [www.charleston-sc.gov/plastic](http://www.charleston-sc.gov/plastic)

For specific questions, call (843) 724-7311 or email [citizenservices@charleston-sc.gov](mailto:citizenservices@charleston-sc.gov)

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# What Recyclable & Compostable Means

## Recyclable

Acceptable products that are recyclable need to be accepted by the Charleston County Recycling Program.

## Compostable

Acceptable Products that are compostable need to meet ASTM Standards and need to be accompanied by a commercial composting service.

Charleston County Environ. Mgmt.:

What Business  
Recycling and Composting  
programs are available?

# Charleston County Recycling Program

## How to Recycle Right!

Please ONLY recycle items like these:



### PAPER



office paper



cardboard



mail



magazines



food boxes



note pads

### PLASTIC BOTTLES & CONTAINERS



### ALUMINUM & STEEL CANS



### GLASS JARS & BOTTLES



**RECYCLE RIGHT.**



**RECYCLE RIGHT.**



# YES!

PLEASE PLACE THESE ITEMS IN YOUR RECYCLING CART

## Paper



- Magazines
- Newspapers
- Office paper
- Envelopes
- Junk mail/envelopes
- Greeting cards
- Catalogs
- Books/textbooks
- Coupons
- Posters
- Sticky notes
- Paper bags
- Wrapping paper

## Plastic Bottles & Containers



- Water bottles
- Soda bottles
- Milk jugs
- Liquid containers
- Jars and tubs (yogurt, margarine tubs, etc.)
- Detergent and all-purpose cleaner bottles
- Soap and shampoo bottles
- Rigid plastic product packaging, such as clean rigid clamshell containers (Remove any plastic film or aluminum)
- Plastic cups

## Paperboard & Cardboard



- Corrugated cardboard boxes
- Soda/beverage boxes
- Shoe boxes
- Gift boxes
- Clean food boxes (cereal boxes, microwave meals, boxes of rice, etc.)
- Paper towel rolls
- Paper egg cartons

# NO!

DO NOT PLACE THESE ITEMS IN YOUR RECYCLING CART



## Keep the following items out of your recycling cart:

- Plastic bags (i.e. shopping bags, cereal bags, trash bags)
- Plastic wrap (i.e. thin plastic food wrap or shrink wrapping/product packaging)
- styrofoam packaging or food containers
- household garbage
- shredded paper
- food waste
- yard waste
- cartons (i.e. juice boxes, chicken broth cartons)
- bulky plastic items (i.e. toys, hangers)
- batteries
- light bulbs
- electronics
- clothing and shoes

More Information:

What can be recycled? <https://www.charlestoncounty.org/departments/environmental-management/recycle-what.php>

# Business Recycling Program

Charleston County's Business Recycling Program offers recycling service supported by the County's Solid Waste User Fee.

## How Do I Get Started?

- Sign up is easy! Call (843) 720-7111
- Staff can help determine your needs
- Staff can conduct an on-site waste assessment, answer questions, make recommendations and provide educational materials.

## How Recycling Can Reduce Your User Fee

Your business can reduce the user fee charged by Charleston County's Revenue Collections Department by participating in the County's Commercial Recycling Program. Revenue Collections currently charges businesses \$172 per cubic yard of garbage service.

For more information, visit: <https://www.charlestoncounty.org/departments/environmental-management/business-recycling.php>



Recycling is not only good for the environment; it's good for your business's bottom line.

# Charleston County Composting Program

Table to Farm: Recycle Your Food Scraps Into Compost

*You've heard about farm to table,  
but what about table to farm?*



Charleston County  
Compost

More Information:

Composting & Hauling Partners

<https://www.charlestoncounty.org/departments/environmental-management/compost-commercial-info.php>



Q&A

City Code /  
Acceptable Products

Best Practices &  
Creative Ideas for

Managing Financial  
Implications of Alternatives

# All in this Together

Remember this ordinance affects everyone! Government too!

Citywide ordinance means citywide compliance - Ideal for  
Competition

Demand unlikely to be affected since it applies to everyone

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Poll:

Who is thinking this  
will cost them more?

What if implementing this ordinance didn't affect your bottom line?

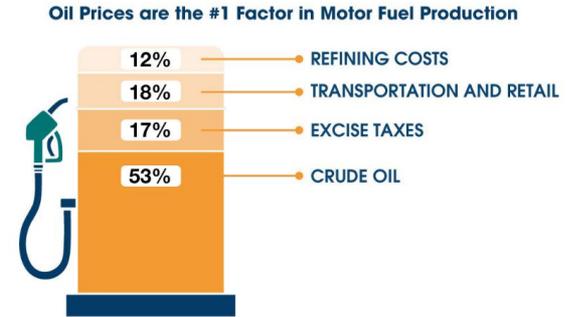
It's possible.

# A Simple Way to Not Affect Bottom Line...

## Adjust prices to reflect costs

“price equals the cost of production  
(capital-cost and labor-costs) plus  
the average rate of profit”

What Consumers Are Paying for at the Pump



## But Let's Get More Creative...

# Carryout Bags

Retail Focus

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Right now we  
provide customers  
with carryout bags  
for THEIR  
convenience

What if we didn't need to  
buy bags at all,  
or could reduce demand for  
carryout bags?

We can.

# Encourage Reusable Bags

## Post Education Signage in Your Business!

- Educate your customers to remember their reusable bag
- Signage is free! (grant funded)



**Be part of the movement and Help Cultivate a Culture of Responsibility & Community-wide Behavioral Change!**

# Incentivize Reusable Bags

- 5 - 10 cent rebate / bag



- Target
- BiLo
- Harris Teeter
- Trader Joes
- Earthfare
- Whole Foods

# Incentivize Reusable

- Get Creative!!
- Offer a discount
- Incentivize sales by offering reusable carriers!

**FREE**   
**COFFEE**

“Free Coffee  
if you shop with  
reusable bags”

“Free reusable wine bottle carrier  
when you purchase 3 bottles!”

Wine Carrier - 3 Bottle, Kraft



# Employee Training

“Training is everything.

The peach was once a bitter almond;

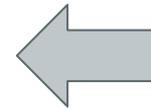
cauliflower is nothing but

cabbage with a college education.”

Mark Twain

# Empower Employees to Avoid Wasteful Habits

- Ask - “Do you need a bag?”
- Consider if a bag is necessary
  - Prescriptions
  - Small items, i.e. gum
  - To-go meals in both container and a bag!
- Pack items in bags more efficiently
- Avoid double bagging
  - Perhaps a new store policy?



There is only one item in that bag!

Right now we  
willingly SPEND \$\$\$  
purchasing carryout  
bags for customer  
convenience

What if you could MAKE \$\$\$  
on the reusable industry?

You can.

# Encouraging Reusable Bags can mean Less \$\$\$ spent on buying disposable bags



# Sell Reusable Bags

- Your business logo on a bag
- Potential marketing technique
  - Marketing dollars could subsidize bags



or

- Favorite sports teams
- Support a favorite non-profit



# Sell EcoFriendly and Reusable Straws

- Stock alternative straws
- Incentivize  
Offer specials on alternative products, limit specials on plastic products



# Sell Reusable Coolers

- Folding Insulated Cooler Bags
- Large Coolers



# Sell Compostable/Recyclable Products



# Disposable Food Service Ware

Restaurant Focus

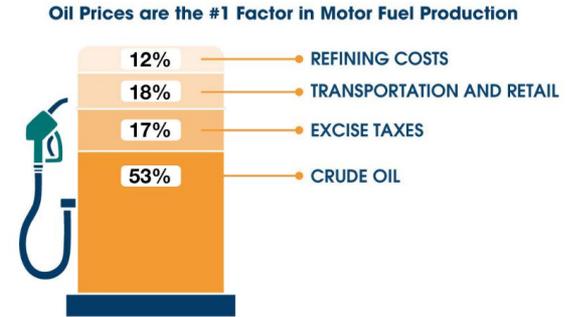
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“**price** equals the **cost** of production  
(capital-**cost** and labor-**costs**) plus  
the average rate of profit”

What Consumers Are Paying for at the Pump



## But Let's Get More Creative...

Right now we pay \$\$\$\$  
to provide customers  
with Free Disposable  
Food Service Ware

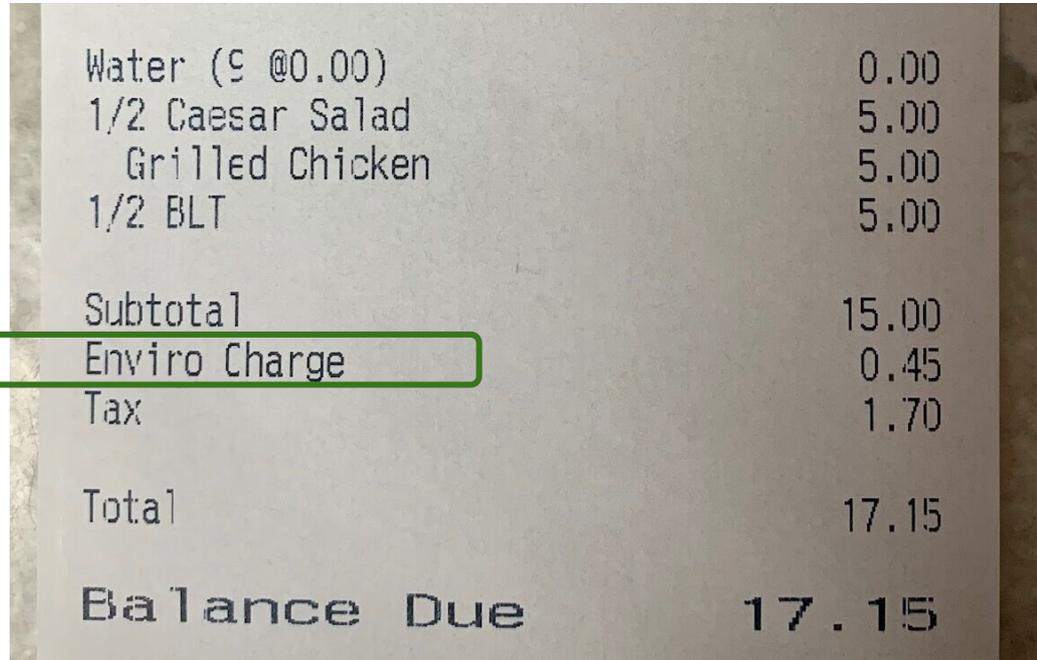
What if businesses can  
strategically avoid costs of  
service ware?

You can.

# To-Go Fees

If you would rather not build cost into menu items → recoup costs with a fee

- “Packaging Fee”
- “To-Go Fee”
- “Enviro Charge”



Water (9 @0.00)	0.00
1/2 Caesar Salad	5.00
Grilled Chicken	5.00
1/2 BLT	5.00
Subtotal	15.00
Enviro Charge	0.45
Tax	1.70
Total	17.15
Balance Due	17.15

# Other Fees



# Seek Bulk Discounts

- Partner with sister businesses
- Collaborate with other businesses → Respond to Survey Question if interested



# Encourage Reusable as Possible

- There is no rule for all reusable or none
- Reusable To-Go Container Program
- <https://durhamgreentogo.com/>



Durham's Reusable To-Go Container Service  
We take the trash out of takeout!

Right now we  
provide customers  
with copious  
amounts of straws  
and stirrers

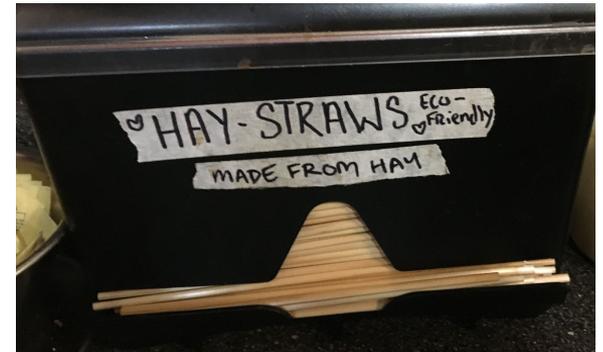
What if you could save money  
on straws and stirrers?

You can.

# Reduce Straw Demand

Do we really need straws as often?

- Offer straws only upon customer request
  - Reduce straw consumption drastically
  - Diminishes cost of alternative straws
  
- Please, keep some plastic inventory for people who really need it
  - Exemption for plastic straws for people with a disability



# Incentivize Purchase of Reusable Straws

- Instead of handing out free disposable straws, sell reusable straws
- Add fee to invoice



# Train Employees to Avoid Wasteful Habits

- 1 drink, 3 straws?
- 2 drinks, 6 straws? and 2 cups?

Reuse Straws, Reuse Cups!

- “Do you mind if I use the same cup?”



# Reduce Demand for Stirrers

Are stirrers necessary?

- Consider stirring the drink for a customer back of house, with a reusable spoon!
- Wood stirrers are similar price
- Pasta as stirrers!



# Proper Disposal

# Encourage Proper Disposal

Make it easy to recycle and compost!

- Co-locate Recycling, Compost, & Waste Bins
- Food contaminates recycling
- If food cannot be removed from containers, consider compostable containers instead of recyclable



Hear from Businesses  
that Have Already  
Made the Transition

# 2 Roundtable Discussions

1. Restaurant Focus:
  - a. Disposable Service Ware
  
2. Retail Focus:
  - a. Carryout Bags

# Survey!

Please complete page 2 of your survey!

Visit Vendors!  
Ask Questions!

[www.charleston-sc.gov/plastic](http://www.charleston-sc.gov/plastic)