

## All Bottle Best Management Practices:

### North Carolina:

**Cary** - Cary started collecting all plastic bottles in November 2007. The program was expanded from plastic bottles #1, 2, 5 and 7 to “all plastic bottles and tubs #1-7.” Cary expanded its program in order to make it easier for its citizens. Its material recovery facility, Waste Management, actually encouraged the town to make the switch. In order to advertise and educate the public about collecting all plastic bottles, Cary updated its recycling brochure, Web site and 24-hour town hall phone line. In addition Cary:

- produced a PSA,
- conducted media interviews (radio and TV),
- placed an advertisement in the town newspaper,
- wrote articles or tips for three monthly newsletters (mailed in the utility bill),
- created the Nov. 2007 Conservation Corner episode on BUD TV solely focused on this expansion,
- informed their block leaders, and
- placed a reminder in block leader packets handed out to approximately 4,800 residents in spring 2008.



According to the recycling staff, Cary has a culture of conservation and takes pride in the environmental health of its community. Its citizens welcomed this change to their recycling services. The town was already collecting plastic bottles #1, 2, 5 and 7, so increasing the acceptable material to “all bottles and tubs #1-7” was not difficult to explain to the public. The lone exception to this is that lids are not accepted by its processor, which has created some confusion and frustration for citizens.

**Chatham County** - Chatham County started collecting all plastic bottles at the beginning of March 2009. In 2008 it started a pilot program at one of its collection centers collecting all plastics #1-7 and then found out the upcoming ban was just on plastic bottles. It made the switch mostly due to the statewide landfill ban on plastics. The county either bales the material or sends the

plastics straight to market. It advertised and educated the public about collecting “all plastic bottles” through the county Web page and put an article in the newspaper. Its transition has been pretty smooth, but is getting some contamination (margarine tubs, yogurt cups, etc.). The only cost was advertising and new signs for the collection centers.

[Clayton](#) - The town of Clayton enhanced its recycling program in January 2008 by expanding the items accepted and switching from 18-gallon bins to 64-gallon rollout carts. The town changed to a “plastic bottle program.” No feedback from the MRF, Waste Management, has been provided to the town regarding the expansion of materials collected. It used bill stuffers, new customer hand-outs, fridge magnets, the town newsletter and the town Web site to let citizens know about the change to “all bottles.” The only stumbling block has been a few customers that place solid waste in the recycle cart.

[Kernersville](#) - Kernersville began promoting “all plastic bottles” around the summer of 2006 when it redesigned its recycling bin labels. The town made the switch because upon being asked, its processor, FCR, said it would accept most plastic bottles other than #1s and #2s.

Because Kernersville was given the go ahead by its processor, and to reduce confusion in its labeling, it switched all promotions and labels to say plastic bottles. Its MRF agreed to sort out and dispose of any residuals they might bring in. FCR appears to have a market for #3-#7 bottles. To promote “all plastic bottles,” Kernersville advertised in its annual calendar, brochures and through the recycling bin labels. It was difficult to educate the public about the switch because funding was tied up in other special outreach campaigns. However, the majority of citizens recycle correctly most of the time, and #3-#7 bottles are not nearly as common in the average household as #1s and #2s.

Mary McClellan, Kernersville’s recycling coordinator, notes that people tend to think of plastic bottle recycling only within certain realms of the home even when advertising “all plastic bottles.” For example, most people think of beverage and kitchen containers as the only recyclable plastic bottles, but are surprised when she suggests that some of their toiletries like shampoo, lotion, etc. are in recyclable containers also. The next time they re-do their literature, she may include additional pictures of “other” plastic bottles to spawn the creative process more, and get folks to think “outside the kitchen.”