RESOLUTION NO. 14-27

RESOLUTION ESTABLISHING A WASTE REDUCTION GOAL AND BENCHMARKS FOR THE CITY OF ASHEVILLE

WHEREAS, successful waste reduction involves designing and managing materials in order to conserve all resources rather than destroy them and eliminating discharges to land, water, and air that do not contribute productively to the natural or economic environment; and

WHEREAS, the City of Asheville is a proven leader in municipal sustainability, and waste reduction is a key factor in carbon reduction as well as an indication of progress toward sustainability; and

WHEREAS, the Buncombe County landfill is projected to reach full capacity in 2035 after which all citizens of Buncombe county, including Asheville residents, will need to choose between outsourcing our waste to other counties and states at a considerable cost or building a new landfill in Buncombe county at a considerable cost; and

WHEREAS, the placement of materials in landfills wastes natural resources and valuable land in our beautiful mountain community; and

WHEREAS, avoiding the creation of waste is the most economically efficient and environmentally sustainable resource management strategy and supports a resource recovery based economy that will create and sustain more productive, sustainable, and meaningful jobs; and

WHEREAS, most waste streams can be eliminated through source reduction, increased recycling and composting;

WHEREAS, the City of Asheville is the primary provider of residential waste collection services, therefore this resolution focuses on the municipal solid waste from the residential sector excluding residential yard waste and excluding waste from the commercial and industrial sectors;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF ASHEVILLE THAT:

1. The City of Asheville hereby adopts a long term waste reduction goal of 50% municipal solid waste reduction by ton by the year 2035. This goal will be measured from the baseline year of 2010 and result in total reductions of:

   15% by 2020, 25% by 2025, 40% by 2030, 50% by 2035

2. The City Manager, in cooperation with the Office of Sustainability, shall provide an annual progress report to City Council.
3. The City commits to actively engage the community by sharing the goals in this resolution and engaging residents and community partners for awareness and support in achieving these goals.
4. Toward this goal, staff developed the attached strategic waste reduction plan for residential waste services to guide the achievement of this goal. The waste reduction

plan is a guidance document, any solid waste program enhancements will be presented to Council for consideration during the annual budget process.

Read, approved and adopted this 11th day of February, 2014.

Magdalen Burleson
City Clerk

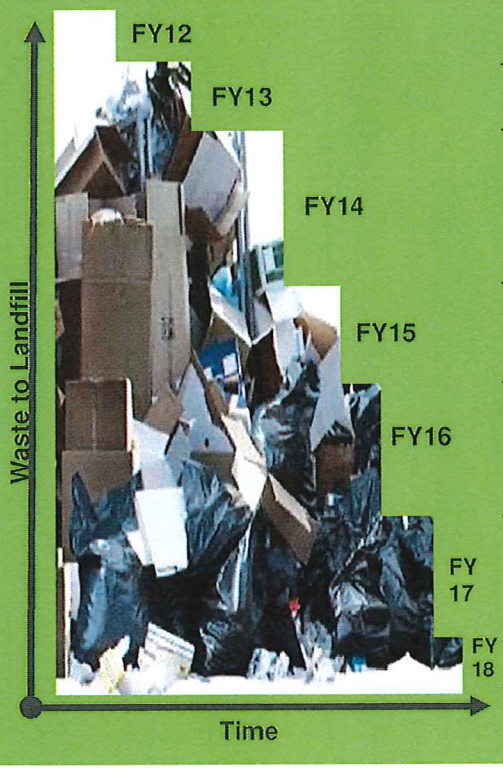
Mayor

Approved as to form:

Martha W. McKloton
City Attorney

Long Term Waste Reduction Plan

Reducing city-wide waste is one of City Council's key strategies for *Asheville to be the southeastern leader in environmental sustainability*. This plan is designed to keep Asheville moving towards zero waste.



Program Enhancements	Infrastructure Enhancements	Community Engagement
• Big Blue roll out: single stream recycling and more materials allowed • Increased recycle fee to support expanded single stream service		• Recycling education program for Big Blue roll out
• Changed the recycling fee to a solid waste fee and increased fee to support FY14 infrastructure improvements		• Recycling education at community centers and quarterly hard to recycle events
• Conduct residential solid waste audit to establish baseline data and support long term planning efforts • Partner with Buncombe County to conduct a compost facility feasibility study for land at the landfill • Propose annual waste reduction goal in the residential sector for Council consideration	• Install waste stations with garbage, recycling, ashtrays and pet waste dispensers in downtown Asheville	• Partner with Coca Cola to deliver a residential recycling incentive and education campaign • Establish a Solid Waste Consortium of industry and public stakeholders in order to enhance staff expertise in developing long range program and service improvements
• Develop a residential Pay-As-You-Throw (PAYT) program and associated fee changes for Council consideration	• Support the site plan development of a compost facility either at the county landfill of with a private partner.	• Partner with Asheville Greenworks to implement targeted neighborhood waste reduction education programs based on neighborhood performance results in the waste audit
• Implement PAYT program • Develop residential curbside compost pilot program	• Support compost facility construction	• PAYT education program to accompany service change rollout • Continue targeted neighborhood outreach programming with focus on compost and recycling • Establish a subsidized compost bin program
• Make any adjustments necessary to PAYT program • Implement curbside compost pilot program • Development city wide curbside compost collection program and associated fee changes for Council consideration	• Support compost facility construction • Install sidewalk waste stations in River District, along Haywood Road in west asheville, and in the south slope	• Continue targeted neighborhood outreach programming with focus on compost, recycling and pre-cycling
• Implement curbside compost program city wide		• Curbside compost education program to accompany service change rollout

DRAFT: 1-27-14 V3