



*Town of Mountain Village*

**PLANET**  
— OVER —  
**PLASTICS**

REFUSE. REDUCE. RETHINK PLASTIC.

G R E E N T E A M



**CALLING VOLUNTEERS**



# VOLUNTEERS

We are so thrilled that you care about your environment and local community enough to get involved and make a lasting impact. Your time and involvement are essential for the success of this resolution.

Here you will find training materials and resources to help with the outreach.

Please be sure to communicate and coordinate with the outreach coordinator as much as possible *Inga Johansson (ingamar20@gmail.com)*

# TRAINING MATERIALS

The volunteer training deck is the first stop on your training journey! Review this deck to get to grips with the resolution, and best practices for approaching businesses. This guide is designed to train you in business outreach, get you connected, and give you everything you need to be successful. Feel free to review the training and materials as needed.

How many total  
businesses have we  
reached?

**0 / 170**

When do we aim to have  
completed outreach?

**February 2021**





# MICROPLASTIC FELL IN RAIN

In 2018, across the Rocky Mountains

**8.3 BILLION**

metric tons of  
plastics have  
been produced

**91%**

of the world's  
plastic isn't  
recycled

**400 YRS.**

is the min. for  
plastic to  
degrade

**\$11 BILLION**

spent annually  
to clean up U.S.  
plastics

**2050**

by this time  
plastics will  
outweigh fish

A scenic landscape featuring snow-capped mountains, a dense forest, and a herd of bison grazing in a green field. The text "THE FUTURE IS IN OUR HANDS" is overlaid in the center.

**THE FUTURE IS IN OUR HANDS**



# HOW DID THIS ALL START?

The Mountain Village Green Team was established to create and sustain a community that has a net zero impact on the natural environment. To further our mission, we created the Planet over Plastic Coalition to focus directly on the plastic reduction resolution passed by Town Council.





# WHAT IS THIS NEW RESOLUTION?

On July 18th, 2019, Mountain Village Town Council approved a resolution which aims to drastically reduce single-use plastics. 2020 will be a year focused on voluntary participation from business. After this year, The Town Council will to review the results of the voluntary participation, and if the results of such participation are not satisfactory, the Council may consider a mandatory ordinance which could include penalties for non-compliance.



## *General Information*

# TELL ME MORE!

- 1.This resolution only directly impacts businesses and events within the Town of Mountain Village.
- 2.The hope is that businesses in the Telluride region will take note of the positive changes happening in Mountain Village and emulate them.
- 3.We are NOT the “plastic police.”
- 4.The implementation of this resolution will be a cultural shift, much like the transition away from smoking in restaurants.





*What is next?*

# **HERE IS OUR PLAN**

**T H R E E P H A S E S**

# PHASE ONE

STARTING JANUARY 10, 2020

1

Meet with all businesses and complete the Single-use Plastic Survey

2

Collect data on current single-use plastic inventory for all businesses

3

Establish a positive and encouraging dialogue and relationship between coalition and businesses





# PHASE TWO

SUMMER, 2020

1

Carry out certification and training for businesses

2

Provide support for businesses to transition

3

Provide marketing support for businesses

4

Carry out pilot programs

5

Host "Plastic Free" Community events to promote the resolution

# PHASE THREE

JANUARY 2021

**1**

Collect data on single-use plastic inventory for all businesses

**2**

Assess next steps with Town of Mountain Village

**3**

Continue training, certification and marketing and promotion of businesses on board



# ORDINANCE TIMELINE

JANUARY 2020

JANUARY 2021

## Outreach and Support Request Only No Penalties

- All single-use Plastics (including plant-based plastic) should be given only upon customer request.
- It is recommended that alternatives (paper straws, for instance) are also only given on customer request. This will minimize waste and cost impact during the transition phase.
- With support from the coalition, businesses should begin to find alternative replacements for single-use plastic

## Revision of Results Mandatory Ordinance Considered

- No single-use plastic (including plant-based) should be used.
- Alternative and eco-friendly products are encouraged, such as biodegradable or reusable material.
- It is recommended that alternatives are also given only upon customer request to minimize waste and costs.



# ARE THERE EXEMPTIONS?

- Upon request and without question, a single-use plastic product may be provided to a person that requires a single-use plastic product due to a disability or medical condition.
- Pre-packaged resale items filled and sealed prior to receipt by the Grocers and Merchants shall be exempt for now however we will look to partner with them in the near future as well.

# IMPLEMENTATION

- Throughout 2020, The Planet Over Plastics Coalition will continue outreach and training to encourage businesses to join the effort.
- Starting in 2021, if results are not satisfactory, the Town Council may consider a mandatory ordinance which could include penalties for businesses who have not followed the resolution.
- You are not the “authority” on enforcement. If someone has specific questions about future enforcement, refer them to your coordinator.



Tell us about you.

Name\*

First Name

Last Name

Business Entity\*

Provide name of business in which you own or manage

Role within Business\*

Provide your title

Industry Sector\*

~ Grocery : retail establishment within Town limits that is a full-line, self-service market which sells a line of staple foodstuffs, meats, produce, household supplies, dairy products, beers, wines, or liquors or other perishable items.

~ Merchant : retail enterprise or establishment within Town limits whose primary purpose is the sale of goods and associated services.

~ Restaurant : full-service restaurants, fast food restaurants, cafes, delicatessens, coffee shops, grocery stores, vending trucks or carts, business or institutional cafeterias, or other businesses, selling or providing food.

~ Lodging : establishment providing accommodation for a short-term stay including but not limited to motels, hotels, hostels, short-term vacation rental homes, bed and breakfasts, boutiques, and lodges.

~ Other:

Interest in reducing single-use plastic usage\*

~ Our business is currently 100% free from single-use plastic usage

~ Our business is working on eliminating single-use plastics from our business operations

~ Our business would like to eliminate single-use plastics but does not know where to start

~ Our business has no intention of changing our single-use plastic usage

What can we do to help!

Do you feel that eliminating plastics will cost your business more? \*

~ Yes

~ No

~ Unsure

What resources do you need to make this initiative successful?\*


	Employees and Staff	Patrons and Vistors	Community Members
Tool kit on how to implement change	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collateral to display on what the initiative is and why	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing to promote your participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are there any other resources not listed previously that would help make this imitative successful?

How is the Coalition planning to keep track of all of this?

# SINGLE-USE PLASTICS SURVEY

- Fill out Single-use Plastics Survey after each business visit.
- This survey is essential to complete thoroughly for every business.
- The coalition will input the data into our mapping tool and track a business's contact information, see who's been reached, who needs follow-up, etc.



# WHAT IS EXPECTED OF YOU?

- We expect you to be positive, polite, and friendly when you are speaking to businesses and to follow the guidelines provided, but other than that, we are just happy that you are here and volunteering your time!
- Complete the Survey during your business visit. If you cannot complete all of the survey, set a time with business owner to return at a more convenient time.
- Any and all business you can reach will help our cause tremendously!

# WHAT RESOURCES/ SUPPORT WILL YOU RECEIVE?



Volunteer  
online training  
portal



Business  
conversation  
guide



Resolution  
outreach  
pamphlet



Access to survey  
and data input  
tools



Business  
assignments



Lanyard and  
business cards



List of alternate  
distributors

# LET'S GET READY TO VISIT BUSINESSES

## *Do and Don'ts*

- 1** Never approach a restaurant if it is busy. If you are asked to come back later ask if there is a time that would work best and leave promptly and politely.
- 2** Every business is different, but as a rule of thumb, lunch and dinner are busy and businesses should not be approached at these times. If you're visiting a bar or brewery, late evenings will likely be busy.
- 3** Always ask to speak to a manager or whomever is in charge. If there is no manager available, ask when would be a good time to return and make sure to mark that follow up is needed on your survey.
- 4** Always be polite, professional, and friendly.  
  
Understand that your presence may make some
- 5** employees or business owners wary. A big friendly smile and wave as you're coming in the door will go a long way.
- 6** Never scold a business or get into conflict or debate. Even if you see them giving out straws. Gently guide them. We are a resource for them, not the plastic police.
- 7** Always make it clear that you are with the Planet Over Plastic Coalition affiliated with the Town of Mountain Village.
- 8** If a business asks any question outside the scope of this resolution or the coalition, direct them to Sustainability Manager - Zoe Dohnal [zdohnal@mtnvillage.org](mailto:zdohnal@mtnvillage.org), (970) 708-4959.
- 9** Never guess at the answer to a question. If you don't know the answer, offer to find out and get back to them, or leave them our card (create) and encourage them to reach out to us.
- 10** Teaming up can be more fun for some of you, but never approach a business with more than 2 people.
- 11** Avoid going off topic.



# STICK TO BUSINESS

## **Main points to communicate**

- Information about the resolution
- Resource pamphlet
- Encouragement to reach out with any questions or for further support.

## **Main information to gather** *single use plastics survey*

- Position and name (first name is fine) of the person you spoke with.
  - All questions in survey
  - Whether or not a business requires follow-up.
  - Any questions or concerns communicated to you.
  - Particularly positive reactions.
- 
- Please ask businesses who their current distributor/s is, but do not push them if they don't want to answer.  
\* This information is very useful to us, as we work with distributors to make sure they provide the correct and fairly-priced alternatives to businesses in this town.



A man with glasses and a woman are standing in a warehouse, looking at a tablet together. The man is pointing at the screen. They are both wearing light blue shirts. The background shows metal shelving units with boxes.

# SINGLE-USE PLASTIC SURVEY

*Let's review together again.*

- You will be given a digital survey to fill out each time you visit a business.
- This form can quickly and easily be filled out from a cell phone, tablet, or desktop computer.

**LET'S TAKE A LOOK AT THE FORM**



*Practice for success*

SEE FULL SCRIPT HERE



# BUSINESS OUTREACH SCRIPT

One of the most important parts of your training is building rapport. The foundation of building community is actively listening and providing simple, factual information. Memorize this script found on to ensure success when you visit a business. If you'd like to practice, contact your coordinator (*Inga Johansson, [ingamar20@gmail.com](mailto:ingamar20@gmail.com)*) They'll be more than happy to run through it with you!



# EXPECTED COMMON QUESTION

1

But why?

2

Isn't this going to cost  
me a lot of money?

3

What about bio-plastic and  
compostable plastic?

4

What's wrong with foam?

5

But the real problem is  
plastic bags!

FIND OUT HOW TO RESPOND







# FINAL STEPS

1. Contact your Coalition Coordinator (*Inga Johansson, [ingamar20@gmail.com](mailto:ingamar20@gmail.com)*)
2. Ask questions
3. Exchange contact info
4. Take the Volunteer Quiz
5. Get materials and get out in the field!



# CONTACT INFORMATION

PLANET OVER  
PLASTICS  
COALITION

## **Coalition Coordinator**

Inga Johansson

[ingamar20@gmail.com](mailto:ingamar20@gmail.com)

(727) 331-3738

## **Town of Mountain Village Business Development & Sustainability Manager**

Zoe Dohnal

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(970) 369.8236

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**THANKS FOR VOLUNTEERING**

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