

Notes
COUNCIL ON RECYCLING
October 24, 2013

Wisconsin State Capitol
Madison, WI 53703

<p>Council Members Present: Rick Meyers, George Hayducsko, Joe Liebau, Jim Birmingham Council Members Absent: Neil Peters Michaud, Charles Larscheid, Matt Fischer DNR: Cynthia Moore, Ann Coakley (phone) Invited Speakers: Plastics Recycling Subcommittee Facilitators: Becky Curtis, Rebecca Mattano, Jim Feeney, Joe Van Rossum Public: In person: Brian Gifford and Kelly Mech (Waukesha County), Kelly McDowell (WI Beverage Association), Jason Bauknecht (Waste Mgt), Waneta Kratz (DNR), Ted Hansen (Greenwood Fuels), Dean Hoegger (Clean Water Action Council), Amanda Dent Haffele (Dunn County). By phone: Shari Jackson (ACC/FFRG), Ashley Carlson (Ashley Carlson Consulting), Dan Krivit (Foth)</p>	
Call to Order	Meeting called to order at 9:08 am
Approval of Minutes (August 7, 2013)	Motion to approve minutes with modifications requested by AROW made by Jim Birmingham, seconded by George Hayducsko, passed on voice vote with no opposition.
Introductions & Announcements - Chair Rick Meyers	<p>Introductions by members of the public (see public attendance list). Announcements: Milwaukee WRAP awareness campaign launched Oct 2013 with kick off press event. Objective is to increase awareness of and participation in recycling of plastic bags and other flexible film packaging. See Wisconsin WRAP for more information. Extended Producer Responsibility (EPR) updates: Council has designated exploration and expansion of EPR approaches as among its priorities. Recent updates across the US include: Oregon Paint EPR recent report shows strong results to date. Three states now have mattress EPR (CT, RI, CA); AROW recently toured Wisconsin's sole facility. Another facility is exploring adding mattress recycling to its operations.</p>
DNR Update Cynthia Moore	DNR has completed its quality control of the 2012 Recycling annual reports received from community recycling programs (RUs) and material recycling facilities serving these programs. Results will be announced in a press release in November. In general, there was a downward trend in collection, consistent with reports from other states. Possible contributors to decline include: downturn of the economy, light weighting of packaging, reductions in newspaper print, and decline in participation in household recycling due to cut backs in outreach stemming from reductions in state recycling grants.
Wisconsin Department of State Facilities recycling - Joe Liebau	Under Governor Doyle, state policy was established requiring 50% recycling of the waste generated on state construction projects over \$5 million. WasteCap has worked with Department of State Facilities (DSF) to train and track recycling on state projects. DSF revisits this policy each year as part of its budget planning. Joe provided Council members a brief status report and suggested the Council might follow up with DSF if the recycling policy is not continued at its current level for the coming year. No action taken by the Council at this time, but possibly in the future pending updates from Joe on DSF policy decisions.

<p>Plastic Recycling Subcommittee (PRS) presentation and recommendations – Introduction by George Hayducsko, Jim Birmingham</p>	<p>George Hayducsko and Jim Birmingham confirmed the Council’s commitment to use the workgroup process to take specific actions based on the Plastics Study report. He acknowledged the excellent work of the workgroups and thanked all involved, including DNR for its assistance in coordinating the workgroups. The Council is looking to recommend 1) actions that can be taken now and 2) actions that require more work to implement and yield tangible results.</p> <p>The key questions before the Council today are 1) what recommendations to make and 2) how to keep the process moving ahead. Should the subcommittee and the workgroups be maintained and does DNR have the staff to continue providing coordination and support.</p> <p>George noted that the Council decided not to consider recommendations on “hard to recycle” plastics at this time, although was open to further discussions if there was sufficient interest. This decision reflected the Council’s commitment to moving ahead with actions that could lead to short term impacts or had clear potential for long term value. It was apparent during discussions on hard to recycle plastics that there were many questions that needed input from other professionals.</p> <p>Overall, the workgroups exceeded expectations, and confirmed that Wisconsinites rise to the challenge when called upon.</p>
<p>Council consideration of PRS recommendations. See attached document for more detailed summary of recommendations.</p>	<p>Actions taken:</p> <ol style="list-style-type: none"> 1. Each workgroup was asked if they would be willing to continue to work on implementation of workgroup recommendations. All replied yes. 2. George made a motion, seconded by Jim, that the Plastics Subcommittee continue after submittal of final recommendations. Motion was approved on voice vote. 3. George made a motion to approve all the recommendations, and withdrew the motion upon further Council discussion. The Council agreed to table a decision in order to allow time for the various workgroup recommendations to be organized into a single document of PRS recommendations for Council consideration and review. Information about location and date of a special meeting to act on recommendations will be sent out shortly. <p>Summary of recommendations made by workgroups. A copy of workgroup recommendations are posted on the Plastics Recycling Subcommittee web-page.</p> <p>Bottles workgroup Recommendations: Focus on improving capture of PET & HDPE bottles and jars at public spaces; in particular special events, parks and sporting venues.</p> <ol style="list-style-type: none"> 1. Increase number of recycling bins available for public spaces/events & parks. Establish a distribution network for barrels provided by beverage bottles through WI Beverage Association; publicize KAB grant opportunities; work with Wisconsin Interscholastic Athletic Association (WIAA) to provide recycling at large highly visible sporting events; create platform for public to voice demand for recycling in public places. 2. Provide technical assistance to operations/custodial staff at public places. Create tip sheets for staff and event coordinators; provide same

information to haulers and RU recycling program coordinators. Provide strategy suggestions for increasing recycling bin visibility. Encourage self-reporting in online registry (to be created). Encourage haulers to provide certificates identifying “green” events.

3. Require all event permit applications to request recycling plan- already done in a few larger urban communities.

Discussion highlights:

1. Need to work more closely with haulers.
2. Remind event organizers of the recycling law.
3. For further consideration: Establish a special event permit fee to cover cost of bin distribution network.
4. How would technical assistance be implemented? Work with workgroup participants for distribution assistance as well as utilization of existing material. Seek other partners/methods.
5. Discussion on implementation of the “hauler notification” rule requiring haulers to notify customers of recycling laws. Law was accomplished through a rule change. Haulers are reminded of this law annually through DNR license renewal process.

Rigid Non-Bottles workgroup

Recommendations: Focus on recovery of rigid plastic scrap from the industrial/ commercial/institutional (ICI) sector comprising about 61% of the total rigid plastics disposed of in Wisconsin per year (2009 WI Waste Study) . Challenges include limited knowledge of what recycling currently occurs and impact of low bale quality on market demand.

1. Contract for a professional study to identify major generation sources and recovery opportunities in ICI sector and develop recommendations for specific actions to increase recovery and develop markets. Study to include identification of small, medium and large sector generators and distribution centers in WI, types and amounts of rigid scrap generated, flow of scrap materials .
2. Support the ARP initiatives to improve bale quality to increase demand for and value of recycled rigid plastics. Educate MRF owners and operators, recycling professionals, services providers through webinars, training and mentoring opportunities.
3. Support APR “Rigid Grocer Rigid Plastics” project. Work with trade associations to obtain baseline data for Wisconsin, identify potential markets. Consider requesting DNR enter into MOU similar to project with Flexible Film Packaging Group.
4. Additional recommendations:
 - a. Work with Wisconsin Economic Development Corporation (WEDC) to release a Request for Expression of Interest (REI) regarding rigid plastics recycling
 - b. Form a WI Plastics Recycling Corporation opening up opportunities for funding via WEDC
 - c. Encourage establishment of systems to promote recycling markets and facilitate implementation of ICI recycling such as through business assistance programs.
 - d. Request or require reporting from the ICI sector
 - e. Revisit opportunities to increase recovery of residential rigid plastics.

Discussion highlights: *Note: These notes include subsequent comments from Ashley Carlson. The conference line was cut off during the*

discussion on rigid plastics, and she was unable to provide comments at the meeting. She invited the Council co-chairs and workgroup facilitators to a follow up conference call to provide her comments.

1. Would the workgroup be willing to continue and work on implementation of recommendations? Yes
2. **Research study** is key; funding could be an issue. May be able to use data from other states/municipality Waste characterization studies; there is also a WasteCap study on plastics on demolitions projects. Results from other state studies are not always transferable. Trade associations may be willing to fund a targeted study at rigid plastics in WI-workgroup encouraged to follow up on this option.
3. **Data collection/ reporting:** Discussion on whether this should be mandatory or voluntary. Some expressed that it is too early in the process to mandate reporting, and that it would be better to start by requesting data voluntarily. There was concern this would not generate enough quality data. There is already some infrastructure to collect data, including the DNR MRF data reporting systems; it was cautioned that industry may be hesitant to report voluntarily to DNR simply because it is a regulatory agency. Other existing reporting systems could be explored (including use of the public option for Re-Trac.) This is also an area of potential collaboration with WEDC and WMEP.
4. Discussion on supporting APR efforts to **improve bale specs.** APR recently released recommendations for bale specs. There are multiple ways to reach out to industry; this is an area where the trade associations may be able to help by reaching out to their membership and by connecting with industry in Wisconsin. DNR could explore modifying their reporting systems to be more consistent with APR recommended definitions.
5. **Plastic Recycling Corporation:** Establishment of an industry group with Wisconsin company representation could be essential to secure funding from organizations such as WEDC. Trade associations could be helpful in exploring this option.

Plastic Film and Bags workgroup

Recommendations: Primary goal is to address barriers to increased film recycling by small and mid-sized businesses, through implementation of demonstration projects that:

- Demonstrate cost-effective viable programs
- Expand access to film recycling to small and mid-sized companies
- Provide visibility in the marketplace as to the potential supply of scrap film in order to attract market development.

All demonstration projects should include:

- Protocol for identifying recyclability of scrap film prior to collection
- Feedback mechanism to address sources of contamination
- Documentation on amounts of material collected

Demonstration projects would be conducted at

1. **Distribution centers** – (Jim Feeney offered to manage this project and has several distributors in mind as potential partners)

- a. Use existing transportation systems (backhauling, co-haul with fiber), consolidate at warehouses. Targeted to be cost neutral. Options include centers that could also collect from customers (e.g. dry cleaners).
2. *Industrial parks* (to be coordinated by WMEP with DNR Office of Business Support and Sustainability)
 - a. Establish one or more businesses at the park to serve as consolidation site or work with recyclers to provide a drop off container or “milk run” collection in a park.
3. Rural Recycling Centers (Dunn County selected as demonstration site)
 - a. Municipal site, MRF or recycler serves as drop off location
 - b. Include commercial and consumer/residential film scrap
4. Shopping Malls (demonstration project coordinated by Wisconsin WRAP project)
 - a. Store/tenant generated scrap with mall management overseeing collection
 - b. Shipping/receiving area used for consolidation and baling.
5. By-products synergy (project under consideration by WMEP)
 - a. Matching of waste from one facility with potential users at another facility, creating savings, environmental and social benefits.
 - b. Web-based database system to manage data, track metrics

Discussion Highlights:

- Jim Feeney (Wisconsin Bag and Film) offered to coordinate demonstration projects, and has already established potential contacts for the distributor centers project.
- WMEP, DNR Office of Business Sustainability and Support would continue efforts for the Industrial Park demonstration project and the By-products synergy project.
- The shopping mall and Rural Collection demonstration projects will be coordinated and managed under the Wisconsin WRAP project.

Agricultural Plastic Film workgroup (sub group of Film and Bags)

Recommendations: Market conditions and equipment technology have improved enough over past year to move ahead with innovative and needed recycling enhancements. Note: Two of the three recommendations advanced by the workgroup have already been implemented.

1. *Agricultural Film Webinar* (held on Oct 15, 2013). Hosted by UW Extension Solid and Hazardous Waste Education Center. Principle topics include end markets update, case studies of proven collection methods, baler demonstration preview, planning for local film collection programs.
2. *Baler demonstrations* (held at several sites in October). Conduct on-farm demonstration of baler options for smaller farm applications.
3. *Agricultural Film Recycling Manual*: Establish a team to coordinate development of a practical manual to assist coordinating agency staff, farmers and farm organizations in planning and implementing successful collection events. Address topics such as size of local farms, education/training needs, baler

	<p>options.</p> <p>Discussion Highlights: Is funding needed to get collection programs up and running? Is funding available? No funding available through DNR, but DNR would assist in looking for funds if the need arises.</p>
Other Business/ Public Comment	<p>What can be done to expand “WRAP” consumer awareness project around the state? This is part of the longer term plan, but DNR and project staff need first to confirm that sufficient information is available on collection options and also to determine if the partners to Milwaukee project will want to expand their involvement to other parts of the state.</p>
Adjourn meeting	<p>Meeting adjourned at 11:45 am.</p>

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