

Governor Rick Snyder's Residential Recycling Initiative September 3, 2014 Status Report

Governor Snyder announced on April 14, 2014 a detailed plan to double Michigan's recycling rate within two years. At about 15% Michigan has one of the lowest recycling rates in the country, resulting in lost economic opportunity. A strong recycling program will protect the environment and grow the economy.

Appropriation - The investment of \$1 million in the DEQ's FY2015 Budget will enable the DEQ to begin progress on doubling Michigan's recycling rate. In addition, \$250 thousand Community Pollution Prevention Fund monies will be used in FY 2014 and FY 2015 to support the recycling initiative.

Governor's Recycling Council – The council has been established to advise the DEQ on implementing the Governor's Residential Recycling Plan and other related issues so that the state will achieve a 30% residential recycling rate within two years. The council met on May 20 in Lansing and July 22 in Emmet County.

Community Pollution Prevention grants FY 2014 – Three separate grants for FY 2014 have been awarded to collect data on Michigan's recycling rate, percentage of population with convenient access to recycling, high performing recycling programs, composition of municipal solid waste currently landfilled and incinerated, and the economic value of this material. This data will assist local recycling programs identify best practices and aid the State to benchmark progress on the DEQ scorecard.

Community Pollution Prevention grants FY 2015 – The FY 2015 grants will be used to support local recycling programs to establish or improve recycling opportunities. The grants will be targeted toward increasing the number of counties providing convenient access to residential recycling. The number has recently increased to 25. The goal is to increase that number of counties to 29 in 2015, 45 in 2016, and 83 in 2017.

Recycling measurement legislation - The DEQ has been working with interested parties on the Governor's Recycling Council to develop recycling measurement and reporting legislation. The legislation will likely be introduced in August or early September.

Electronic recycling reporting system - An electronic recycling reporting system (Re-TRAC) is planned to be operational by October 1, 2014. This will allow recyclers to self-report and the DEQ to analyze the data to determine recycling rates.

DEQ staff resources – The DEQ is in the process of establishing 4 field positions in the district offices to enhance recycling efforts. The specialist positions will provide on-site training, outreach and technical assistance. The DEQ has realigned the existing Recycling Specialist position in Lansing so that it can take on the leadership role for developing markets for recycled materials and elevate the profile of recycling within the waste programs. Additionally, the DEQ is drawing upon the multiple existing staff to bring their diverse and unique abilities to support the recycling initiative.

County Solid Waste Planning – Interested parties are being convened to guide amendments to the solid waste planning process.

Lead by example - The DEQ has been engaged in discussions with the Department of Technology Management and Budget (DTMB) and the Good Government Team regarding ways the state can better “lead by example”. DTMB is in the process of creating an RFP to expand recycling to additional State office buildings. Additionally, Director Wyant recently prepared a message which was distributed to all state employees seeking their input on how to provide more opportunities for recycling at state facilities. Over 100 unique ideas were submitted by state employees indicating a strong desire expand state government recycling efforts. Also, efforts are underway to expand recycling at State parks and rest areas.

Outreach Campaign – The DEQ is working with stakeholders to develop a statewide campaign to educate consumers and businesses about the importance of recycling as a way to grow the economy and protect the environment. The campaign will leverage existing recycling education campaigns and provide tools to local communities and recycling service providers so that residents and businesses know why and how to recycle.

Market Development – The DEQ is working to grow markets for difficult to recycle recycled commodities and ensure existing Michigan businesses are able to secure high-volume, clean, recycled commodities for their manufacturing processes. A plan is being developed to invigorate the Recycled Materials Market Directory so that businesses and recycling service providers have an easily accessible directory to connect generators and end-users. Additionally, The DEQ is working with the Michigan Economic Development Corporation to identify existing business development tools that can be used to support the growth of the recycling industry.

Recognition – The DEQ will recognize successful programs already achieving a 30% recycling rate.

Best Practices – By recognizing the successful recycling programs that are already achieving a 30% recycling rate the State of Michigan will be able to catalog best practices currently in place throughout Michigan. These best practices will be used as a tool to educate communities and service providers on the methods to grow recycling in Michigan.

Recycling Summit - A Governor’s Recycling Summit is being planned in conjunction with the Michigan Recycling Coalition’s Annual Conference, May 5-7, 2015 at the Kalamazoo Radisson. The Summit will emphasize the economic opportunities of recycling. The Governor has been invited to deliver a keynote address and to recognize businesses and organizations for their achievements in recycling.