

Residential Recycling Initiative November 6, 2014 Status Report

The Residential Recycling Initiative is in full swing. Governor Snyder's call to action announced in April will double Michigan's recycling rate within two years. A strong recycling program will protect the environment and grow Michigan's economy.

Appropriation - The appropriation of \$1 million in the DEQ's FY2015 Budget is enabling 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 advises 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, July 22 in Emmet County, and on September 3 at the Michigan Recycling Coalition office in Lansing.

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. The grant recipients are working in earnest to meet the deadlines outlined in the grant contracts.

Community Pollution Prevention grants FY 2015 – The FY 2015 grants will be used to support local recycling programs by expanding access through growing recycling collection infrastructure and increasing participation through education and outreach. The target date for releasing the grant RFP is January 2015.

Recycling measurement legislation - The DEQ has been working with interested parties on the Governor's Recycling Council to develop recycling measurement and reporting legislation. If the agreed upon concepts receive broad support it will likely move before the end of the year.

Electronic recycling reporting system - An electronic recycling reporting system (Re-TRAC) has been secured through contract. This will allow recyclers to report data electronically. The forms and surveys are being developed and will be ready by the end of the year. Additionally, the system will establish an easy to use directory for residents and businesses to find out where to recycle.

DEQ staff resources – The DEQ has established 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. The 4 new positions will be announced soon. Their high level of knowledge in the waste and recycling field will enable them to make a quick positive impact.

County Solid Waste Planning – The solid waste planning process may be a legislative priority in 2015.

Lead by example – The Department of Technology Management and Budget is in the process of issuing an RFP for recycling service providers to collect and manage the recycling at State office buildings. Additionally, recycling opportunities are being expanded at State parks and rest areas.

Outreach Campaign – After extensive discussion and evaluation the efforts to establish a statewide education campaign have been reevaluated. In the near term the focus will be on supporting local collection programs through tailored outreach efforts. The \$250 thousand that was previously earmarked for the statewide campaign will be rolled into the Community Pollution Prevention grants. This will enable local recycling programs to directly access the funding to grow local education campaigns. Additionally, the grants will be available for interested parties to propose the development of statewide education materials and messages that can be used at the local level.

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. Multiple potential projects have been cataloged in the recent months. The DEQ is currently working to choose the most effective market development projects to apply focus. 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. The recycling programs achieving the goal will be recognized at the Recycling Summit on May 5th.

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 - The 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.