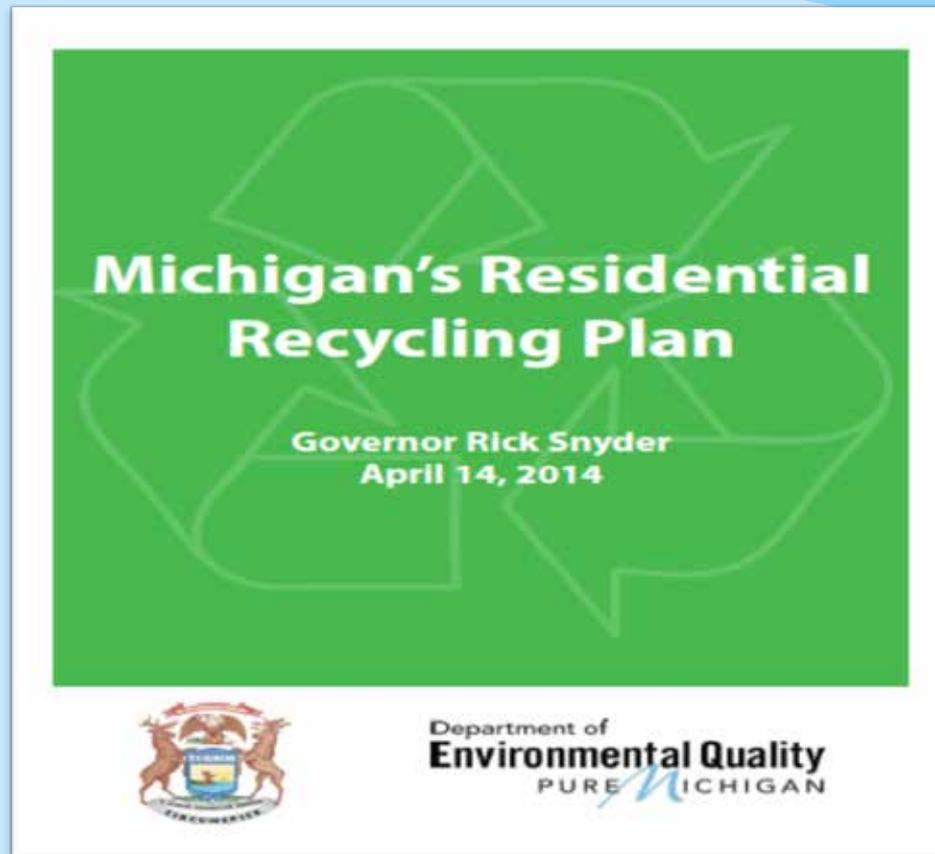


The State of Michigan Residential Recycling Initiative



Goals

- * Double our Municipal Solid Waste (MSW) recycling rate from 15% to 30%
 - Ø First focus: residential recycling
- * Increase residential access
 - Ø 29 counties by 2015
 - Ø 45 counties by 2016
 - Ø 83 counties by 2017



Plan Components

- * Reliable measurement, tracking and reporting system
- * Leverage existing education, outreach, and technical assistance programs
- * Active market development
- * Continued state-level leadership
- * Up-to-date county solid waste planning process
- * Convenient access to recycling opportunities

Measurement



Measuring Recycling in the State of Michigan

- * Recycling Measurement Legislation
 - ∅ Public Act 55 was signed by the Governor on March 29, 2016. The Act creates Part 175 (Recycling Reporting) of NREPA and goes into effect June 27, 2016. The Act establishes registration and reporting requirements for recycling establishments and provides a consistent method for the state to gather the data necessary to calculate the state's recycling rate.
- * Web Based Re-TRAC Electronic Recycling Reporting System
 - ∅ Michigan Recycling Directory
 - ∅ Michigan Recycling Activity Reports

Partnership and Technical Assistance

- * Be a voice for Michigan's programs
- * Provide tools:
 - * Grant opportunities
 - * Funding mechanisms
 - * Outreach and education
 - Ø Website resources
 - Ø www.michigan.gov/mirecycles
 - Ø Publications
 - Ø Webinars
 - Ø Presentations
- * Facilitating connections and partnerships



Partnership and Technical Assistance Governor's Recycling Summit

- * Held in conjunction with the Michigan Recycling Coalition's Annual Conference (May 3rd, 4th, and 5th)
- * Emphasize the economic opportunities of recycling
- * Share key data and trends about current recycling efforts, including information from the 2014 P2 grant studies on:
 - Ø Economic Impact Potential and Characterization of Municipal Solid Waste in Michigan
 - Ø Recycling in Michigan, Analysis of Recycling Programs and Potential in Michigan

Market Development

- * Inventorying Existing End Use Markets
- * Recycled Materials Market Directory
- * Recycling Collection and Processing Capacity
- * Quantify the Economic Impact of the Recycling Supply Chain
- * Commodity Specific End Use
- * Sector Specific End Use
- * Organics



Leading By Example

- * Rest areas

Recycling bins are being actively placed in rest areas.

- * State Parks

Over 50% of the PRD facilities are offering recycling of up to 20 different materials to date.

- * State Facilities

DTMB continues to evaluate the best ways to increase recycling access in state office buildings.



Increasing Access Financial Assistance

* 2016 Grants

- Ø Scrap Tire Grants – Continue their focus on community and site clean ups and market development
- Ø Community P2 Grants – Focus on organic/food waste
- Ø Residential Recycling Grant – Focus on utilizing carts for the collection of curbside recyclables

Increasing Access and Participation

Recognizing Trends of Success

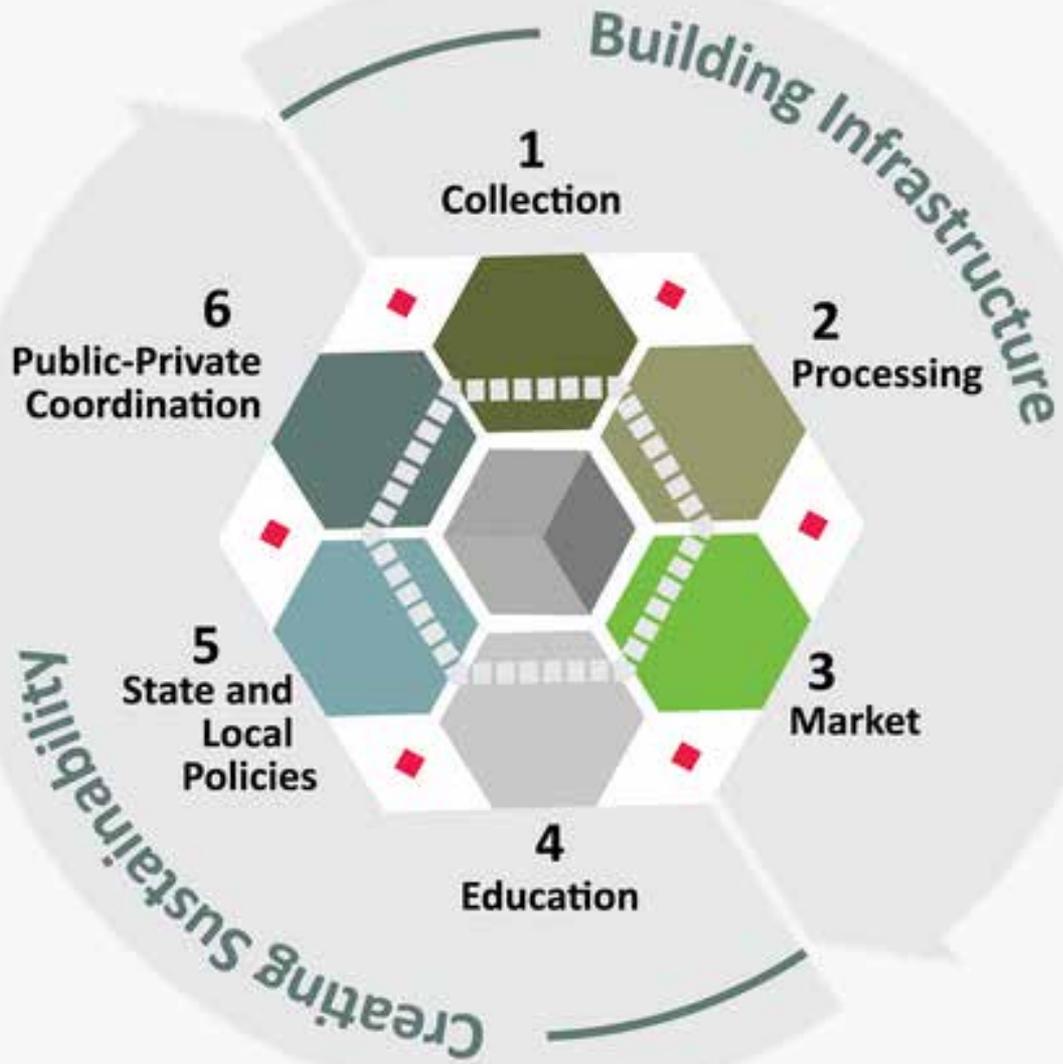
- * Education and Promotion
(Persistent, Consistent, and Innovative)
- * Access to both curbside and drop-off programs
(Public/private/non-profit collaboration)
- * Unit based pricing (PAYT) - Municipal contracted and subscription based
- * As much convenience and as many incentives as possible
- * Other reward programs
- * Clear messaging on the costs of refuse and the cost of recycling

Myth Buster: Recycling Costs Money

Key: Recycling doesn't always pay for itself- but in good times, it can generate revenue to help pay for itself!

- * Similar to waste hauling- it costs money to pick up, transfer, and process recyclables.
- * Recycling creates jobs and supports a robust economy.
- * The easier recycling is at the curb, the more sophisticated the recycling center needs to become to do what is not being done at the curb.

Recycling Best Practices



1. universal access
2. recycling facilities
3. end markets
4. community education & engagement
5. state and local policies that encourage recycling
6. effective public and private coordination that funds and delivers these municipal recycling services

Recycling is Local

Support your Community Recycling Program!

- * A successful recycling infrastructure in Michigan is a network of successful local programs
- * Good for your economy and the environment
 - * Did you know...a 30% recycling rate in Michigan would mean 7,000 to 13,000 jobs across Michigan



We all generate recyclables and solid waste in our daily lives. We have to make a decision to place the material in a landfill or send the material through the recycling process.



Working together, we can make a difference!

Some of the items that you threw away five years ago still sit in a landfill today. A recycled aluminum can could be back on the shelf as a new aluminum can in only 60 days.

One person's increased recycling efforts can help Michigan reach its 30% recycling goal and divert over **450 pounds** of valuable material from landfills each year!

What if everyone in your household did the same? Everyone in your neighborhood? Your community?

Recycle, Michigan!



Michigan's Recycling Initiative Questions ?

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