

MassRecycle R3 Summit 3-25-19

Arlene D, Randy S, Dorie S, Todd K; Gordon M, Pat Sull, Tessa D, Kallipe,, Rob B, Dawn Q, Brooke N Janice P, Janine D Sharon K, Carolyn D, Marissa PD, Terri G, Jess R, Julie R, JeffOB, Shawn, Meg M, Ellie D, big crowd

MR President Gretchen Carey

Waneta and Gretchen wrote a paper about recycling impacts of China

Red Line ads. EPR Summit . Incorporate EPR into SWMP. Redesigning website. Restructuring membership. Municipal Recycling Council meetings. MassRecycle podcast to be launched next month.

Commissioner Suuberg

Partnerships are crucial; municipalities, DEP, MR, private industry, MR, All in this together,

Education, regulation, innovation. Greg, Brooke, MACs,

SWMP: critical year for 10 year plan update. Framework, goals, capacity assessment. Onoly halfway to 2010-2020 goal. For waste redux. Draft by summer. Organics recovery. C&D recover- bulky, wood, SR. EPR. Join SWAC, ppt through MMA

Challenges to recycling have defined 2018. Mixed paper and plastics lost 30-40% of market Natl Sword. Not coming back. Domestic plants in process of developing. 1-2 years. Disposal last resort, no new waivers now. Want recycling to continue. Glass challenges with loss of Ardagh plant. Alternative uses.

TA to communities; MACs. Help with managing current challenges. RDP, grants. Education help to reduce contamination, IQ Kit. Rolling application. Recycle SmartMA. Recyclopedia.

Geoffrey Beckwith, MMA

Collaborating with MR board, DEP. Challeng of national cynicism, suspicion between public and private, need to overcome, form coalitions to address complexities of modern life. NE is resistant to intermunicipal collaboration, tradition. Counterproductive.

MMA Resolution (Ariela Lovett recognized), Difficult to change gov't. Munis getting \$200M less in aid than in 2007. More reliance ion prop tax than since 1981. Why munis fight unfunded mandates.

Need public trust to work toward long term goals, take long view on things like recycling. Go fast- go alone, go far- go together.

MMA Advocacy- unanimous vote of membership to ppt in sw and recycling planning; natl, intntl, local orgs, to address sw and recycling challenges. Fed funding of programs, infrastructure and educ Cities and towns initiate many state policies- smoking age, ... Reduce waste stream by eliminating /reducing DTM waste, single use materials, packaging. Online waste OCC Amazon. Hold accountable. Hold agencies, businesses accountable to reduce their own packaging waste. Educate the public, enforce –

state help local. Product stewardship, EPR legislation- hard to pass. Special interests impede, we must work together.

CONTRACTS

Tom Mackie: NB vs ABC lawsuits, contract challenges contract not foresightful

Jim Nocella WM

Contracting post-China Sword: shipping cost also increased to new markets. Lower value for higher quality material. No more floor or ceiling pricing. Be optimistic that value will return, though never any disruption as severe as this. Must be able to charge for substandard material. Incentivize aggressive education and enforcement to improve quality- audit partnership. Market for all materials not guaranteed. Work together, keep programs in place, need long term supply to attract end markets locally. Learn from mistakes. Have worked long and hard to establish programs.

Gunther Wellenstein: sign up for Recycle Smart Partner if you haven't already.

Lowell contract expired 12/18. Renegotiated with WM starting 8 months. Need the right people at table. Timing is important- can't tie expiration of contract, Previous 5 yearwvs, no charge for any recycling. Havev option uears built in, Long term investment. Not just about tons, also quality. Not the heavy stuff causing worst problems tangles 1% weight, plastic bags, sharps small percent, big impact.

WM open in audit process, quarterly, shared cost. 34% contamination rate in Lowell.

Keep revenue share. Provide education funds through contract- postcards, stickers, \$15K/year.

SSR cost: \$200K, plus \$100K per 10% residue. Tackle contamination: remove low value items (cartons), promote quality: PR, mailers, cable, rejection/citation, don't go back. IQ Kit, universal list.

Greg Cooper, DEP : Western MA regional/state/private (WM) partnership started 1990, last renewed 2015 through 2020. 73 munis. Shared responsibility, long term. No revenue share 2018 for SSR, \$6-8/ton for DS. Some load rejection, some surcharges. In contract. Regionnal outreach, towns pay 5c/capita/year. Good working relationship with WM/MAB.Collaborative.

Terms include roles, responsibility, processing req, load rej procedures, financial terms- index share, liquidated damages, term clause.

Recommendations: written contract with processor, or require hauler to demonstrate contract. Aggregate tonnage, understand service, mmonitor. Flexibility, performance bond/liquidated damages. Retained earnings to pay for downturns.

Biggest disruptions to haulers with no processing contracts. No risk, no reward – revenue share.

Regionalization has benefits- buying power. Demand transparency. Think long term. Cooperate. Continual education of customers. Remember why we do, how we have profited over the years, will do again. Shrinking disposal capacity, recycling is an economic, job driver.

Tom Mackie: Dave Biderman says The Sky's Not Falling. Jim N: starting to see improved quality in facilities. Stimulate more capacity domestically. Guarantee steady, clean supply of material.

G Cooper: processors making big investments in facilities. Give time to develop new systems, plastic capacity is already developing, paper slower but investments are being made.

Gunther W: Use tools- DEP, TRP, view long term. 20% SSR is glass – DEP grants. Join MR.

Barbara Heineken Carton Council: there are improving markets for cartons. SC, IA, China, CO developing. Western Mass sends to WV. Hope removal from list is not forever. GC: if baled separately.

Nancy from Medfield: charge for mattress recycling? GW: RDP point for bulky charge.

Plastic bag bans- less plastic? Yes, some likely due to education. More paper bags? Not obviously.

MassPSC: Phil Goddard

SSR has improved safety in the waste industry.

Founded by Lynne Pledger/CWA 2010, led by CG, now under MR since 2016.

EPR Summit at SWANAPalooza >100 people. Need coalition – haulers, industry, munis, gov't. Webinar by PSI, audio will be posted at SNE SWANA.org. ISPA, PSI, NSAC, Encorp (BC). Momentum now in Mass.

Baker-Polito not actively promoting EPR, up to us. China crisis has raised awareness for residents, munis. EPR is long term solution. Surrounding states have some EPR programs. Paint, mattresses.

Mattress study bill refilled by Sen. Kennedy. Will file more comprehensive bill.

ACA bill filed. Packaging, ewaste etc bills being monitored, will comment.

Year 2 of Cape cod latex paint recycling program. 8 events this summer. What happens post grant? Need long term strategy. Legislature needs to hear from us, get bills through committees and to the floor for votes.

HHW "summit", see Franklin Planner 1/24 notes

Quality Control- Education and Enforcement- Brooke Nash

RecycleSmartMa- simple, digital and social media, image heavy. Bottle, jar, jug, tub. Recyclopedia- free tool, embed on town home page. Paid by DEP. Become a RecycleSmart partner. Share content

Marissa PD GNBRRMD - 130K population Crapo Hill LF 1995- projected to last 13 more years, trying to extend. Dartmouth DS, alternating weeks . Works with NB, Dartmouth, DEP, several staff

Started with WREC grant. NB continued funding with RDP. Decals for carts, RecycleSmart graphics, have put half on carts so far. Only Yesses, no Nos. Fines. Separate decal No Bags (NB)

IQ Kit- general info postcard, targeted issue postcard (include an explanation about why no bags), 8 weeks of cart checking Oops, TY tags, signs, radio/newspaper ads, movie ads, billboard, social media.

Dartmouth- 2 teams of cart checkers, including some temps. 1000 HH. NB reached 3200 HH with 4 teams (more dense). Kept log of contaminants/addresses for DPW so when resident caed, they knew.

Outreach to landlords, feedback on tenants (worst offenders) , bags with info, popular. Consistent in rejection criteria – 3 bags, 5 containers with residue.

New challenge in NB: reduce trash. Hired marketing firm. Quality is improving!

Waneta Trabert, Newton - 88K pop, weekly SSR, WM. Started working on contamination mid 2017 Hauler tagged egregious setouts, avg 54 tags/mo. Laissez faire.

Late 2017 18% contamination in WM audit, over threshold of 10%. Higher costs, \$7600 first month 11/17. Another audit after action to reduce. Increased hauler enforcement to 281/month.

Newspaper ads, website ads, electronic and sandwich board signs. Spent RDP funds, \$10K educ allotment from curbside contract. Re-audit- 16% in May, disappointing. \$46K in excess contam fees (\$98K for whole year). Got leader's attention, they had been reticent to enforce, fear of backlash. Adopted IQ Kit, RecycleSmart. Harmonized website educational Materials Mayor bought in, newsletter.

IQ kit tagging- 54% for plastic bags. Not shopping bags, other kinds of plastic bagging. Over 8 weeks, tags decreased 85%. Low backlash, overwhelming support, happy for feedback.

Jan 19, 9% contam! Programs need to adapt. Education alone not enough, need enforcement.

DEP grant programs, IQ Kit, RecycleSmart are fantastic.

Moving forward: Brooke Nash

Contract issues to court- only the lawyers win.

Perception that our recyclables aren't getting recycled – mainstream media. This month Atlantic "End of recycling?" WSJ, NYT, NPR, CBS. Sells soap. Not telling the other side of the story. WBUR better reporting last week, Gunther, Bob Cappadonna.

Markets are not gone. Recycling is NOT going to waste. Material is moving, slower, lower value. India stepped in, now can afford, retooled, are consuming. Indians still read the paper. Korea, Turkey, Viet Nam, Italy buying paper cheap, higher shipping cost, still better than disposal.

US OCC demand high. China still wants too. Plastics: 1, 2, 5 have domestic healthy markets. KW plastics uses 2,5, high demand domestic. EMS Plastics wants 3-7 in PA. Several other US companies seeking. Paint cans, adirondack chairs.

Consumer brands are getting the message, using more rPET. P&F(WM)G Unilever more PCR commitment.

Investment in domestic capacity; China needs our fiber, is investing in reviving US mills, don't have virgin feedstock.

Pratt Paper makes boxes, high demand, US.

Why recycle? Why did we start? Is a painful, costly time, but climate disaster, need circular economy, reduce emissions, consumption. Creates jobs. Service worth paying for. Residents expect. Public good, like parks, clean water.

Now is not the time of retreat. Efforts are not going to waste. Rebuild trust.

DEP will help munis do regional bids. (consultant). Align contract end dates.

We're all in this together.