

Notes
WISCONSIN COUNCIL ON RECYCLING

Thursday, December 1, 2022
 Via conference call/Zoom

<p>Council Members Present: John Anderson, David Keeling, David Pellitteri, Mark Walter, Heidi Woelfel, Jeff Zillich. DNR: Jennifer Semrau, Casey Lamensky, Emiline Greiwe, Dustin Sholly, Jennifer Feyerherm, Brad Wolbert, Rachel Stark. Public: Kelly McDowell, WI Beverage Association; Rick Eilertson, AECOM/American Public Works Association (APWA). Note- due to the call-in/Zoom ability to join the meeting, some participants may not be identified above; omission is not intentional.</p>	
Call to Order	Meeting called to order at 10:03 a.m.
Introductions and Announcements	Council members, staff and guests introduced themselves
Approval of Minutes (Sept. 1, 2022)	Motion made by David Pellitteri and seconded by John Anderson to approve the minutes of September 1, 2022. Motion carried (6-0).
Introduction of New Recycling Specialist: Emiline Greiwe	<i>Emiline Greiwe, DNR</i> provided a brief background about herself and the work/projects she will be engaging in at DNR. Council members welcomed her.
WI Public Records Law 2022 Training	<i>Jennifer Semrau, DNR</i> presented the 2022 Wisconsin Public Records Law training video for the council. The training is an annual requirement of all state employees and those serving on state councils and boards.
DNR/Legislative/PFAS Updates	<p><i>J. Semrau, DNR</i> informed the council of various DNR staffing updates:</p> <ul style="list-style-type: none"> • New Hires: two Hydrogeologists (northeast and west central region), E-cycle Program Specialist (focusing on inspections and technical assistance), Complaints Coordinator, Solid Waste LTE (focusing on CCR and rules assistance), Recycling LTE (introduction above). • Department hired first Environmental Justice Policy Advisor, who will work with the Secretary’s Office. <p><i>J. Semrau, DNR</i> informed the council of various Waste and Materials Management (WMM) program updates:</p> <ul style="list-style-type: none"> • Getting ready for annual report season- Infectious Waste and Hazardous Waste open in January, Material Recovery Facility (MRF) in February and Responsible Unit (RU) in March. • Recent public meetings held by the program- Solid Waste Interested Parties (SWIP, 9/22), MRF Stakeholder meeting (10/24), WMM Study Group (11/3) • Program held a holiday waste media briefing on 12/7, with a press release, live media event and social media. Topics covered included universally accepted recyclables, items not to place in the bin, holiday waste and food waste reduction tips. The event was recorded and used by dozens of media outlets statewide. Successful event.

	<ul style="list-style-type: none"> • Recycling Excellence Award winners announced on America Recycles Day (ARD, 11/15) <ul style="list-style-type: none"> ○ Projects and Initiatives <ul style="list-style-type: none"> ▪ Milwaukee Area Technical of Culinary Arts* ▪ Town of Vinland ○ Overall Program <ul style="list-style-type: none"> ▪ Bucket Ruckus* ▪ Compost Crusader* ▪ Green Bay Packaging ▪ Greener Bay Compost* ▪ LaPointe Materials Recovery Facility ▪ Nestlé USA* ▪ Village of Bayside Public Works Department ○ Innovation <ul style="list-style-type: none"> ▪ Box-Me! ▪ Lakeshore Recycling Systems ○ Special Events <ul style="list-style-type: none"> ▪ City of Platteville ○ Honorable Mention: Pine Valley Farm ○ *= food waste or organics diversion • EPA Announced SWIFR and REO Grants on ARD <ul style="list-style-type: none"> ○ Solid Waste Infrastructure for Recycling (SWIFR) for States and Territories <ul style="list-style-type: none"> ▪ Non-competitive (guaranteed funds) ▪ Must notify EPA of intent to participate by 12/15 ▪ Develop workplan and submit to EPA spring, 2023 ▪ \$30M total for Round One ▪ \$300-\$500K/state plus additional funds based on ‘programmatic factors’ (up to a max of \$1.5M) ▪ EPA intends to provide more funds to states with less-developed waste management systems in place ▪ No match is required ▪ For ‘traditional’ recyclables, C&D, organics (food waste, yard waste) ▪ Projects may include: <ul style="list-style-type: none"> • develop or update of plans to advance post-consumer materials management • develop, strengthen and/or implement comprehensive data collection efforts • support the state-led implementation of plans (market development, improved collection/processing, EPR, reducing contamination, climate action) ○ Solid Waste Infrastructure for Recycling (SWIFR) for Political Subdivisions (local governments) <ul style="list-style-type: none"> ▪ Due 1/16/23 ▪ \$40M ▪ Same materials as above (rcy, C&D, organics) ▪ All applications must achieve one or more of the following objectives:
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	<ul style="list-style-type: none"> • Establish, increase, expand, or optimize collection and improve materials management infrastructure. • Fund the creation and construction of tangible infrastructure, technology, or other improvements to reduce contamination in the recycled materials stream. • Establish, increase, expand, or optimize capacity for materials management. • Establish, improve, expand, or optimize end-markets for the use of recycled commodities. • Demonstrate a significant and measurable increase in the diversion, recycling rate, and quality of materials collected for municipal solid waste. <ul style="list-style-type: none"> ▪ Applications may include (but are not limited to) projects that fund: <ul style="list-style-type: none"> • Innovative solutions and/or programs that provide or increase access to prevention, reuse, and recycling in areas that currently do not have access; including development of and/or upgrades to drop-off and transfer stations (including but not limited to a hub-and-spoke model in rural communities), etc. • The purchase of recycling equipment, including but not limited to sorting equipment, waste metering, trucks, processing facilities, etc. • Upgrades to material recovery facilities (MRFs) such as optical sorters, artificial intelligence, etc. • Development of and/or upgrades to composting facilities or anaerobic digesters to increase capacity for organics recycling. • Development of and/or upgrades to curbside collection programs or drop-off stations for organics. • Development of and/or upgrades to reuse infrastructure such as online reuse platforms, community repair spaces, technology and equipment to improve materials management reuse options, food donation, and upcycling, staging areas for material reuse/donation, reuse warehouses, and reuse centers, and electronic waste and computer recycling and refurbishing. ▪ Webinars: <ul style="list-style-type: none"> • Overview of request for application, eligible entities, evaluation criteria, application process, and answer questions (same presentations): December 5, 2022 @ 2:00pm
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	<p style="text-align: right;">– 3:30pm (EST) and December 7, 2022 @ 6:00pm – 7:00pm (EST)</p> <ul style="list-style-type: none"> • Review procurement, subawards, and answer questions (same presentations): December 13, 2022 @ 2:00pm– 3:30pm (EST) and December 19 @ 6:00pm – 7:00pm (EST) <ul style="list-style-type: none"> ○ Recycling Education and Outreach (REO) Grant Program <ul style="list-style-type: none"> ▪ Goals: <ul style="list-style-type: none"> • Inform the public about residential or community recycling or composting programs. • Provide information about the materials that are accepted as part of residential or community recycling or composting programs. • Increase collection rates and decrease contamination across the nation. ▪ Due 1/16/23 ▪ \$30M ▪ \$250,000-\$2M to an anticipated 25 ‘winners’ ▪ Eligible applicants: <ul style="list-style-type: none"> • States • Local govts • Non-profits • Tribes • Public-private partnerships ▪ All projects must encourage the collection of recyclable materials and must achieve one or more of the following objectives: <ul style="list-style-type: none"> • Inform the public about residential or community recycling programs. • Provide information about the recycled materials that are accepted as part of a residential or community recycling program that provides for the separate collection of residential solid waste from recycled material. • Increase collection rates and decrease contamination in residential and community recycling programs. ▪ Applications may include (but are not limited to) projects that fund: <ul style="list-style-type: none"> • Public service announcements. • Door-to-door education and outreach campaigns. • Social media and digital outreach. • An advertising campaign on recycling awareness. • The development and dissemination of: <ul style="list-style-type: none"> (i) a toolkit for a municipal and commercial recycling program.
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	<p>(ii) information on the importance of quality in the recycling stream.</p> <p>(iii) information on the benefits of recycling.</p> <p>(iv) information on what happens to materials after the materials are placed in the bin.</p> <ul style="list-style-type: none"> • Businesses recycling outreach. • Bin, cart, and other receptacle labeling and signs. • Community ambassador education programs or training the trainer programs. • Other education and outreach activities to improve waste prevention, reuse, and recycling, and reduce contamination, such as evaluations and evidence-based messaging and strategies associated with preventing or reducing waste and improving reuse, repair, refurbish, and remanufacture of materials. <ul style="list-style-type: none"> ▪ Webinars <ul style="list-style-type: none"> • Overview of request for application, eligible entities, evaluation criteria, application process, and answer questions (same presentations): November 30, 2022 @ 2:00pm – 3:30pm (EST) and December 6, 2022 @ 6:00pm – 7:00pm (EST) • Review procurement, subawards, and answer questions (same presentations): December 15, 2022 @ 2:00pm – 3:30pm (EST) and December 20, 2022 @ 6:00pm – 7:00pm (EST) ○ SWIFR for Tribes- more information to come ○ EPA’s Model Recycling Program Toolkit <p>Brad Wolbert, DNR noted there is anticipated to be additional rounds of EPA funding, and we are interested in council member input on priorities for future rounds. The department also stands ready to support WI applications for SWIFR or REO funding. Mark Walter, Brown County/council chair, asked for council members with comments on future focus areas to send them to J. Semrau (Jennifer.Semrau@wisconsin.gov).</p> <p>J. Semrau, DNR informed the council of various legislative/rulemaking/PFAS updates:</p> <ul style="list-style-type: none"> • NR 544 Effective Recycling Program administrative code revision <ul style="list-style-type: none"> ○ Scope statement approved on June 22 by Natural Resources Board (NRB). ○ Now in approximate one-year rule writing process, will solicit feedback throughout the process. • Coal Combustion Residual (CCR) rule seeking U.S. EPA approval. • NR 500 rule package <ul style="list-style-type: none"> ○ Scope statement approved by Governor’s Office ○ Next step: seeking NRB approval
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2021 Recycling Data	J. Semrau, DNR presented 2021 recycling data from RU and MRF annual reports (Presentation - 2021 Recycling Data (wisconsin.gov)). Both RU and MRF tonnage dipped slightly from 2020. Corrugated cardboard continues to comprise a larger component of the recycling stream, with other papers decreasing. Residual rates at MRFs also declined from 2020 to 2021.
MRF Stakeholder Meeting Recap	J. Semrau, DNR shared the MRF Stakeholder meeting agenda and highlights from the meeting (Presentation - MRF Stakeholder Meeting Recap (wisconsin.gov)). Highlights shared include DNR updates, recycling administrative code revision, recycling household survey infographic, and slides about household recyclable generation and market value through time from The Recycling Partnership. Casey Lamensky, DNR, summarized options for slowing moving cardboard markets including provisions for on-site outdoor storage, off-site storage and composting.
Recycling Market Update	M. Walter, Brown County commented that markets are not great. Old corrugated cardboard (OCC) is down 36% from Oct. to Nov. and down 66% since Jan. Mixed paper is at \$0. However other markets held their own. It is hard to compare to 2021. M. Walter hopes we've seen the bottom of the market, as it has opened up a little. This is similar to what we saw in late 2019-2020. Maybe these aggressive swings will become the norm. Paper markets may pick back up. David Keeling, Appliance Recycling Centers of America, said the utilization rate of domestic steel is at 72%, down 10% from a year ago. Not buying a lot of scrap is bad for steel can markets. D. Keeling is hopeful we are seeing a floor with steel and pricing will increase. As an aside, cooper pricing is going crazy. Jeff Zillich, WM, shares the hope that OCC picks up. There is some export activity, and it is good to see material moving. Perhaps we were spoiled by the high prices. David Pellitteri, Pellitteri Waste Systems, said they are still struggling with OCC (not as close to markets as the Tri-County MRF). Paper, which is 70% of incoming material, is at historically low prices. Metals are lower, but plastic pricing is decent. It is also the highest generation time of year for paper and OCC (holidays). Markets will stay low while inventory is used. Hope to see better pricing Feb.-Mar. M. Walter commented that the expansion at Green Bay Packaging helps. There is also the port in Green Bay for export.
Recycling Compliance Issues	J. Semrau, DNR said new recycling compliance issues received since the last meeting include: complaints or alleged compliance issues at multi-family properties or non-residential properties in Madison, Lodi, Kenosha, Milwaukee, Evansville, Hartford and Green Bay. A Notice of Non-compliance (NON) was issued to a hauler for collecting source separated recyclables and delivering them to a landfill. WMM staff are still working on compliance issues with a MRF with unresolved litter and nuisance conditions. The Stormwater program conducted additional enforcement as well.
Discussion: Develop Report of Council Activities	M. Walter indicated he wanted to revive the discussion started by D. Keeling, former chair, in 2019 about producing a report of council activities. He would like the assistance of the council in identifying past activities for inclusion in the report and on future activities and goals for consideration going forward. Info would be compiled by the next council meeting. D. Pellitteri agrees; it is important to keep recycling at the forefront. D. Keeling said to consider how it affects the budget process. The council hasn't reported to the Governor in a long time so the timing is good. Heidi Woelfel, GZA GeoEnvironmental,

	requested M. Walter include what was reported to the legislature in the past when he sends out the request to the council. John Anderson, former staff of Senator Mark Miller, stated it is a great idea to provide the Governor with a report. It is behind for this upcoming budget, but still worthwhile for future budgets.
Public Comment	Rick Eilertson, AECOM/American Public Works Association (APWA), shared that Platteville partnered Ed Faherty, Faherty Inc. to conduct a successful solid waste/recycling 'swap' event in Platteville. J. Semrau mentioned this event also received a DNR Recycling Excellence Award.
Other Business	None.
Next Meeting Date/ Topics	M. Walter indicated he would prefer quarterly meetings in 2023. He asked the council for topics and potential locations (tours?). The council will not meet at the WI Integrated Resource Management Conference (WIRMC).
Adjourn	Meeting adjourned by unanimous consent at 11:54 a.m.