



# Manistee County Board of Commissioners

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## MANISTEE COUNTY GREEN TEAM/RECYCLING COMMITTEE

Thursday, January 29, 2015  
2:00 P.M.

Manistee County Courthouse & Government Center  
Board of Commissioners Meeting Room

### AGENDA

- 1) Sarah Archer - P.A. 69 Recycling Update (APPENDIX A)
- 2) Sarah Archer - Business Sponsorship Program (APPENDIX B)
- 3) Sarah Archer - Governor's Recycling Council (APPENDIX C)
- 4) Other Items From Committee Members
- 5) Adjournment

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**Manistee County Green Team  
Recycling Program Report – January 29, 2015  
Sarah Archer, Iris Waste Diversion Specialists, Inc.**

APPENDIX A

The following is a summary of Recycling Program activity since the November 2014 Green Team meeting.

**Meeting Attendance**

- Green Team – November 20
- Networks Northwest Solid Waste Advisory Committee Meeting – Traverse City – December 10
- Conservation District Household Hazardous Waste Event Planning Committee – Ludington – January 13

**Data Tracking**

**2014 Volume Summary –**

- Over 40% volume increase over 2013
- Table I provides data on the volume of materials collected for recycling at each of the five PA69 Recycling Drop-off Sites in 2014

<b>TABLE I - Total Pounds Collected by Site</b>						
	Arcadia	Betsie Valley	Brown	Maple Grove	Onekama	Total
January	7,897.0	8,913.0	5,075.0	15,441.0	10,894.0	48,220.0
February	6,787.0	6,446.0	4,351.0	12,437.0	11,099.0	41,120.0
March	9,782.0	5,904.0	2,997.0	9,303.0	11,394.0	39,380.0
April	13,101.0	8,960.0	4,844.0	15,202.0	17,007.0	59,114.0
May	12,910.0	8,698.0	5,640.0	14,028.0	14,473.0	55,749.0
June	16,101.0	7,757.0	4,353.0	12,237.0	17,999.0	58,447.0
July	20,220.0	11,591.0	6,929.0	13,871.0	21,353.0	73,964.0
August	13,340.0	9,594.0	5,219.0	11,072.0	17,103.0	56,328.0
September	11,535.0	11,656.0	7,403.0	15,841.0	12,931.0	59,366.0
October	11,402.0	9,928.0	5,311.0	264.5	13,549.0	40,454.5
November	9,301.0	7,815.0	4,813.0	10,597.0	11,106.0	43,632.0
December	9,951.0	10,672.0	6,554.0	14,143.0	13,349.0	54,669.0
<b>Total</b>	<b>142,327.0</b>	<b>107,934.0</b>	<b>63,489.0</b>	<b>144,436.5</b>	<b>172,257.0</b>	<b>630,443.5</b>

- Michigan Recycling Index Survey – The survey completed by the Recycling Coordinator was reviewed by the Green Team on 11-20-14. No changes were recommended therefore the survey was submitted on 11-21-14. The data was requested as part of 2014 DEQ Community Pollution Prevention (P2) Grant Funding awarded to the Michigan Recycling Coalition in an effort to collect baseline recycling data.

**Recruitment**

- Attended a meeting on December 5, 2014 with Tom Kaminski to discuss with City of Manistee City Manager Dietsch the PA69 Recycling Program costs and benefits.
- Calls made to Pleasanton Township Supervisor and Dickson Township Supervisor. Have not connected with either one.

**Education**

- November, December 2014 and January 2015 E-newsletters sent
- Responded to resident calls received on 2goZero hotline
- Articles in Manistee News Advocate
  - 12-22-14 County Government Fights Recycling Contamination
  - 1-5-15 Straight Talk Article

Operations

- Business Sponsorship Program – Draft program for committee review (attached)
- The PCA Trailer in Kaleva is scheduled for delivery on Thursday, January 29. A new set of stairs is being built and will be delivered to the site on Monday, February 2.
- Met with the Betsie Valley school principal November 20 to discuss recycling and define roles. The 5<sup>th</sup> grade teacher and his students check the trailer daily during the school year and are responsible for upkeep and management of the paper and cardboard in trailer, as well as contacting PCA when the trailer is full. During the summer and school breaks the PTS Group (Parents & Teachers for Students) takes responsibility for the trailer. Our site monitor reports on the condition of the PCA trailer each week to ensure the site remains clean and litter free. There was an issue with overflow of materials at the trailer during the Christmas break. The school principal was contacted to address the issue.
- The business owner who disposed of oil filters in the recycling container in Onekama was prosecuted and ordered to pay court costs and clean up costs. A check for cleanup costs has been received and credited to the PA69 Recycling Program. The decisions by the County Prosecutor and his comments in the Manistee News Advocate (12-22-14) regarding this case in support of the Recycling Program sent a very important message. An excerpt from the article:  
*County prosecutor, Ford Stone, said what can and cannot be recycled at county sites is well signed near the containers.  
 "Everyone is pretty well on notice," he said.  
 But, he didn't have a problem with plea deal because the penalty remained the same, and it remained a misdemeanor offense, Stone said.  
 "The most important things for me were first of all, educating the public that there are certain things that shouldn't be disposed of at the recycling sites, and for the county to get the restitution," Stone said. "It was more important to get restitution, than what the actual plea was. I wanted the county to be made whole."*

Other

- Governor's Recycling Initiative Update
  - Recycling included in State of the State Address
  - Grant Announcement - \$600,000 total available – Proposals due April 1, 2105
- Governor's Recycling Summit and the Michigan Recycling Coalition Annual Conference – May 5-7, 2015
- Attended and made comment at the Governor's Recycling Council – Public Meeting at DEQ - January 14  
 Attachments from meeting:
  - Governor's Recycling Council Policy Statements
  - Residential Recycling Initiative - DEQ Status Report 1-14-15
- The Conservation District HHW committee selected a new vendor to handle materials for 2015. The new vendor will handle HHW and E-Waste. Discussion regarding the list of acceptable materials will occur at the February 3 meeting. Volunteered to assist Marketing Subcommittee to develop 2015 HHW brochure.

# Manistee County Recycling Business Sponsorship Program

APPENDIX B

**Manistee County is encouraged by the number of businesses who embrace recycling however did you know that the Manistee County PA69 program is paid for by and available only to residents of participating Townships. Many businesses avoid the cost of trash disposal by recycling, unknowingly transferring that cost onto the recycling program. In order for businesses to continue recycling, Manistee County has developed an annual Business Sponsorship Program to help support the costs of business use. As a sponsor, your business has access to the program's 5 drop-off recycling locations in Arcadia, Brown, Cleon, Maple Grove, and Onkama Townships and receives promotional benefits based on the following Sponsorship options.**

- \$100 Recycling Supporter (Ideal for the small business or home-based business)**
  - Name on Sponsor list at local PA69 site
  - Promotion on PA69 web page at [www.manisteecounty.com](http://www.manisteecounty.com)
  - Promotion in Recycle Right monthly e-newsletter
  - Sponsor window cling
  - Recycle Right workplace poster
  - Onsite Recycle Right staff training
- \$250 Go Green Sponsor (Recommended for businesses with fewer than 25 employees)**
  - Name and logo on Sponsor list at all PA69 sites
  - Plus all benefits of Recycling Supporter
- \$500 Ever-Green Sponsor (Suggested for larger business establishments)**
  - Featured Sponsor at all PA69 sites
  - E-newsletter article highlighting green business practices
  - Plus all benefits of Go Green Sponsor
- \$501+ Emerald Corporate Sponsor (Best for large employers and those that want to advance recycling)**
  - Contact Sarah Archer, Recycling Coordinator to discuss Corporate Sponsorship benefits

Sponsorship Benefits At-a-Glance	\$100 Recycling Supporter	\$250 Go Green Sponsor	\$500 Ever-Green Sponsor	\$501+ Emerald Corporate Sponsor
Business Promotion - Local Site only	X	X	X	X
Business Promotion - All Sites		X	X	X
Business Promotion - Featured Sponsor			X	X
Recycling Business Sponsor Window Cling	X	X	X	X
E-Newsletter Promotion	X	X	X	X
Manistee County Website Promotion	X	X	X	X
E-newsletter article - Featured Business			X	X
Recycle Right Workplace Poster	X	X	X	X
Recycle Right Staff Training	X	X	X	X
Customized Sponsor Benefits				X

## Support Recycling as a Business Sponsor!

Sign up by contacting Sarah Archer, Recycling Coordinator  
Call 734-476-2186 or email [sarah@iriswastediversion.com](mailto:sarah@iriswastediversion.com)



All Sponsorship money is held by the Manistee County Treasurer and will be used solely for education and operation of PA69 recycling sites.

## **Governor's Recycling Council Policy Statements**

The Governor's Recycling Council (GRC) has adopted the following policy statements in its role advising the Governor and DEQ Director - having concluded that these are essential to Michigan's development of metric-driven, cost-effective recycling strategies for our state that achieve the Governor's stated goal of 30% residential recycling and that will realize the economic, job creation, and environmental benefits that strong and robust recycling brings to Michigan.

### **Measurement**

The GRC advises the Governor and DEQ Director that legislative action this session is needed that requires reporting by entities that receive, process or market recyclable materials from residential and commercial sources.

### **Access**

The GRC advises the Governor and DEQ Director that legislative action, this session is needed that requires, by state statute, solid waste haulers to provide residential recycling collection services, if they provide residential trash collection services.

### **Support Services**

The GRC advises the Governor and DEQ Director that the provision of convenient recycling services at the local level requires concerted leadership at the state, regional, county, and local levels, and recommends the following actions at the departmental level, along with allocation of the required funding and resources:

- Integration of recycling and waste-utilization planning into the solid waste management planning process administered by DEQ;
- Establishment of strong market-development capacity within DEQ, in collaboration with the MEDC, the state's Prosperity Regions, and other resources as appropriate, to create and support the infrastructure necessary for robust recovered materials markets in Michigan.
- Development and distribution of an on-going state-level recycling message and coordinated educational/informational tools for local customization.
- Leading, administering, providing technical assistance, and ensuring compliance in all recycling related programming

### **Funding**

The GRC advises the Governor and DEQ Director that future action is needed to address funding needs. The GRC asserts the following:

- The recent actions taken by the Governor and Legislature in appropriating additional General Fund resources are viewed as a significant step in the right direction that will accomplish much to increase recycling, but may not be sufficient to address the need in the long term;
- Existing residential recycling funding tools and policies (in place for decades) have not resulted in successfully reaching the Governor's stated goal of 30%, thus both reinvention of existing and additional funding tools and policies are needed;

- More analysis is needed on the real “gap” between roll-out of best-practice recycling services across the state and our current level of service, and thus performance;
- The GRC is working to further develop the necessary analysis but the overall conclusions are already obvious – a shortfall exists, as evidenced by studies completed by the Solid Waste Funding Advisory Work Group, the Michigan Beverage Container Recycling Task Force, Public Sector Consultants, and the Michigan Recycling Coalition;
- Policy frameworks and funding mechanisms to be considered should include but are not limited to one or, more likely, a combination from the following options:
  - point of disposal fees,
  - point of purchase fees;
  - cleanup and redevelopment trust fund (funded by escheats); and
  - General Fund
- Distribution of funds should take into account the need to deploy those funds equitably and effectively for the purpose of reaching the recovery goal and prevent misappropriation of funds from their originally intended purpose.

The GRC intends to provide more specific recommendations on funding in the future.

**Residential Recycling Initiative  
Department of Environmental Quality  
Status Report  
January 14, 2015**

Much has been accomplished in the nine months since Governor Rick Snyder's call to action on April 14, 2014, to double Michigan's recycling rate. Michigan's Residential Recycling Plan (Plan) outlined the steps necessary to achieve the ambitious goal. The components of the Plan include:

- Measuring recycling;
- Providing outreach, education, and technical assistance;
- Fostering strong recycling markets;
- Increasing access and participation;
- Creating the Governor's Recycling Council.

**Appropriation** - The appropriation of \$1 million in the Department of Environmental Quality's (DEQ) fiscal year (FY) 2015 Budget and the use of \$250,000 Community Pollution Prevention (P2) Fund monies is enabling the DEQ to do the work necessary to implement the Plan. The funds are being used as follows:

- \$250,000 in 2014 for the Community P2 grants used for recycling measurement and identifying best practices (see below).
- Up to \$600,000 in 2015 for Community P2 Grants to support the growing recycling access and participation (see below).
- \$250,000 to grow recycling markets and ensure existing Michigan recycling markets are supplied with the valuable recycled commodities they need.
- The balance of the recycling funds have been used to fund DEQ staff working to implement 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 percent residential recycling rate within two years. The council met on May 20, 2014 in Lansing, July 22, 2014 in Emmet County, September 3, 2014 at the Michigan Recycling Coalition office in Lansing, and November 6, 2014 at Schupan in Wixom.

**Community Pollution Prevention grants FY 2014** – Three separate grants for FY2014 were 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 results from the recycling measurement grant will be presented at the Governor's Recycling Summit.

**Community Pollution Prevention grants FY 2015** – The FY2015 grants will be used for projects that enhance local or regional recycling programs and lead to increases in the statewide recycling rate. The target date for releasing the grant request for proposals is January 2015. The DEQ is hosting a Webinar on February 11, 2015, at 10 a.m. to assist with the grant application process. Requests for funding will be accepted through April 1, 2015.

**Recycling measurement legislation** - The DEQ has been working with interested parties to develop recycling measurement and reporting legislation. Significant work was undertaken to identify the acceptable scope of recycling data reporting and address diverse concerns. The interested parties were not able to reach a consensus by the end of last legislative session, thus recycling measurement legislation did not advance. The DEQ recognizes the importance of recycling data and will be returning to the issue in 2015.

**Electronic Recycling Reporting System** - An electronic recycling reporting system (Re-TRAC) has been secured through a contract. This will allow recyclers to report data electronically. The forms and surveys are being developed and will be ready by early spring. 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 four field positions in the district offices to enhance recycling efforts. The specialist positions are providing 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 recycling specialists' high level of knowledge in the waste and recycling field has enabled them to make a quick positive impact.

**County Solid Waste Planning** - The best approach to improving the Solid Waste Planning Program continues to be evaluated. The Residential Recycling Plan seeks to ensure the county solid waste management planning process supports, and does not impede waste utilization and recycling. The solid waste planning process may be a legislative priority in 2015.

**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". Last summer, Director Dan Wyant distributed a message to all state employees seeking their input on how to provide more opportunities for recycling at state facilities. Over hundreds of ideas were submitted by state employees indicating a strong desire to expand state government recycling efforts. Additionally, DTMB is in the process of issuing a request for proposals for recycling service providers to collect and manage the recycling at state office buildings. Other efforts include work to expand recycling opportunities at state parks and rest areas.

**Recycling outreach and education** - To support local recycling outreach and education efforts \$250,000 was added to the 2015 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. Work is focusing on the following areas:

- Commodity Specific End-use Market Development
- Sector Specific End-use Market Development
- Organics
- Recycled Materials Market Directory
- Inventory Existing End-use Markets
- Quantify existing and potential economic impact of the recycling supply chain
- Recycling Collection and Processing Capacity

Additionally, The DEQ is working with the Michigan Economic Development Corporation to catalog 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 percent recycling rate. The recycling programs achieving the goal will be recognized at the Recycling Summit on May 5 2015. Businesses, institutions, government agencies, non-profits, and other organizations helping to achieve the Governor's recycling goals will be recognized. The Excellence in Recycling Awards will celebrate success in the collection, processing, and utilization of recycled materials, as well as the creation of recycled products. A Webinar will be held on January 22, 2015, at 10 a.m. to assist with the awards application process.

**Best Practices** – By recognizing the successful recycling programs that are already achieving a 30 percent 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.

#### **Information and resources –**

- To view Michigan's Residential Recycling Plan and find other documents regarding the Governors Recycling Council visit [www.michigan.gov/mirecycles](http://www.michigan.gov/mirecycles) and search "recycling plan of action"
- For general recycling information visit [www.michigan.gov/deqrecycling](http://www.michigan.gov/deqrecycling)
- For more information about the grants program, visit [www.michigan.gov/degp2grants](http://www.michigan.gov/degp2grants). For more information about the Excellence in Recycling Awards Program, visit [www.michigan.gov/deqrecycling](http://www.michigan.gov/deqrecycling) click on "Excellence in Recycling Awards".
- Sign up for the Community P2 Grant Webinar on February 11, 2015 at 10 am and the Recognition Webinar on January 22, 2015 at 10 am webinar by visiting [www.michigan.gov/deq](http://www.michigan.gov/deq) and searching "DEQ Webinars".