

Recycle Roundtable Meeting

Wednesday, April 6, 2022

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Procedures for Virtual Meeting

- Today's presentation is posted on the Recycle Roundtable website:

<https://www.nctcog.org/envir/committees/resource-conservation-council/recycle-roundtable-subcommittee>

- Please sign-in by typing your name and the entity you are representing in the chat box.
- Please state your name and the entity you are representing when you ask a question or provide a comment.
- Please keep your microphone on mute when not speaking.

Today's Agenda

- Welcome
- Presentation
 - Benjamin lobst, Waste Management
- Discussion
 - KWTT Campaign's MVPs
 - KWTT Campaign's Biweekly Emails
 - Two Working Group Sessions – KWTT Calendar and Text for Upcoming Posts
- NCTCOG Updates
- Roundtable
- Future Agenda Items
- Schedule Next Meeting
- Adjourn

Presentation

Responding to Demand for Recycled Materials

Benjamin lobst

Operations Improvement Manager

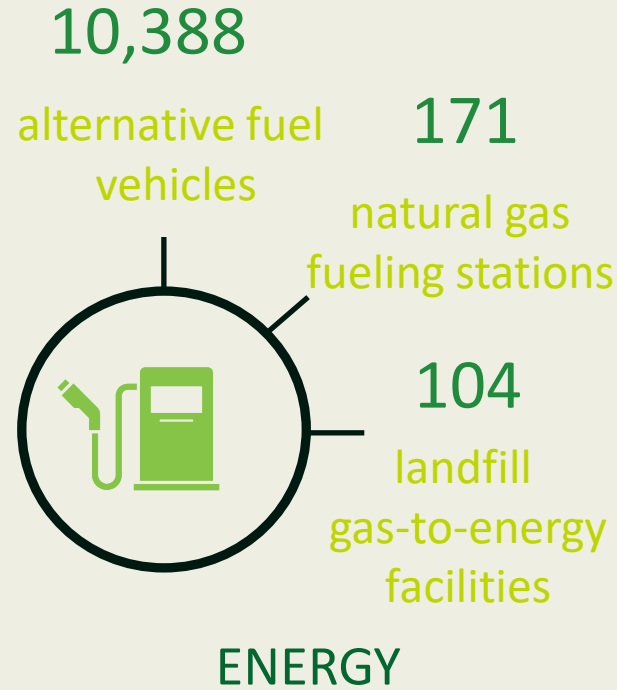
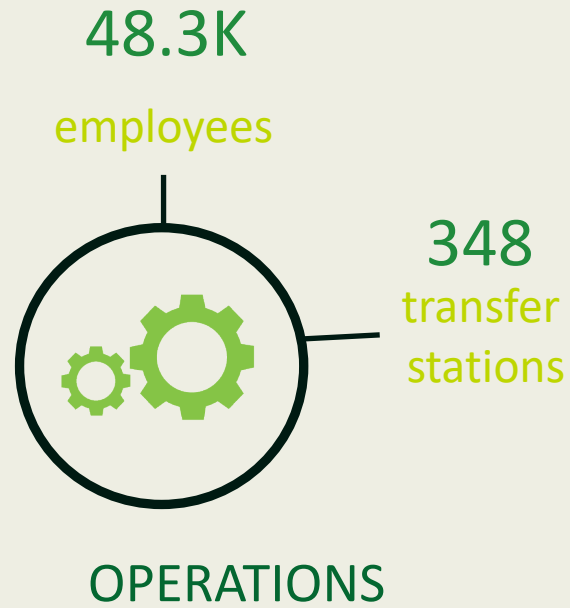
Waste Management



Recycling Update 2022



Waste Management At-A-Glance¹



2020 FINANCIALS



\$15.2B total revenue

LANDFILLS



CONFIDENTIAL AND PROPRIETARY INFORMATION OF WM



¹As of and for the year ended December 31, 2020. Waste Management, Inc. is a holding company, and all operations are conducted by its subsidiaries.

Terminology: MRF

Materials Recovery Facility or “MRF” (pronounced *murph*)

- Primary point of disposal of recycling volumes, where sorting, densification, and shipping to end markets occurs.
- Search “WM Single Stream MRF” on preferred video site.
 - Philadelphia – Traditional MRF
 - Salt Lake City – State of the Art MRF



RECYCLE RIGHT

✓ ALWAYS RECYCLE / RECICLE SIEMPRE



Plastic Bottles & Containers
Botellas y envases de plástico



Food & Beverage Cans
Latas de alimentos y bebidas



Paper
Papeles



Flattened Cardboard & Paperboard
Cartón y cartulina aplastados



Glass Bottles & Containers
Botellas y envases de vidrio

✗ DO NOT INCLUDE IN YOUR MIXED RECYCLING CONTAINER
/ NO INCLUIR EN SU CONTENEDOR DE RECICLAJE MIXTO



NO Food or Liquids
NO comida o líquidos



NO Foam Cups & Containers
NO vasos y recipientes de poliestireno



NO Loose Plastic Bags, Bagged Recyclables or Film
Empty recyclables directly into your bin.
NO bolsas y envolturas de plástico sueltas, o materiales reciclables embolsados
Vacíe directamente los materiales reciclables en nuestro carrito



NO Batteries –check local drop-off programs for proper disposal
NO baterías - Verifique los programas locales de entrega para su correcta eliminación



NO Green Waste
NO desechos verdes



NO Clothing, Furniture & Carpet
NO ropa, muebles y alfombras

What Should I Recycle?

1. Plastic Bottles & Containers
2. Food and Beverage Cans
3. Paper
4. Flattened Cardboard and Paperboard
5. Glass Bottles and Containers

KEEP IT SIMPLE:

Bottles, Cans, Paper, Cardboard

WM Sustainability Goals

2038 GOALS



Planet

- **Offset** four times the **GHG** emissions we generate through our operations by **2038**



People

- Help make the communities in which we live and work **safe, resilient, and sustainable**

2025 GOALS

1. **70%** of collection fleet to be **alternative fuel vehicles**
2. **50%** of alternative fuel vehicles to run on **renewable natural gas**
3. **10%** inbound **contamination** at our MRF's
4. **100% renewable energy** at WM controlled sites
5. **Develop fugitive emission measurement systems**
6. **100%** of WM employees paid a **Living Wage**

Trends: Sustainability and the Recycling Industry

Climate Action

- Colliding Climate and Social Goals
 - ✓ Federal and State Plans
 - ✓ Corporate Goals
- Overall emissions reductions
- Electric vehicles

The Changing Waste Stream

The waste stream is getting lighter waste as materials change:

- ✓ Lower recycling rates
- ✓ More non-recyclable materials
- ✓ Higher cost, lower value

Plastic, Plastic, Plastic

- Continued regulatory focus on plastic
- New packaging alternatives
- Large corporations engaged

2021-2022 Policy Trends

- Restrictions on plastics
- Post-consumer content legislation
- Extended Producer Responsibility
- Environmental Justice

Trends: Sustainability and the Recycling Industry

- New paper mills and retrofitted mills have opened in the U.S. to handle more capacity domestically.
- A January report by NERC highlights 28 paper mill expansions in the North America, of which nine have been completed.
- Over 80% of all recyclable collected in the U.S. are processed in North American versus 60% five years ago.
- Most large recyclers have committed to selling their residential plastics to domestic markets
- MRFs are investing in the future, building new facilities, and adding new processing equipment.
- New recycling facilities in CA, IL, NC, UT, use state-of-the art technologies to process material to a high quality
- New contract models reduce commodity swing risk, creating a more stable recycling model for the future
- Large single stream MRFs are the facility of choice.



Salt Lake City, UT



Oakland, CA



Chicago, IL

State-of-the-art Recycling Facilities

WM's Investments

- WM is investing more than \$700 million in recycling facilities, since beginning the new initiative in 2018.
- This year alone, WM will spend more than \$200 million in recycling facilities.
- Recent investments include new facilities in Salt Lake City, Chicago, Raleigh, and Sun Valley, CA.
- A new state-of-the-art facility in Houston will be completed this year, with facilities in OH, WA, and MD planned and under construction, opening in 2023.
- The Chicago facility was named the National Waste and Recycling Association's Recycling Facility of the Year.
- In addition to these facilities, WM is doing surgical, high rate-of-return investments in existing facilities, part of a plan to outfit 95% of our residential recycling facilities with state-of-the-art equipment by 2023.

WM's Investment Results

- The aim of this investment is to:
 - Increase the recovery rate of these facilities (especially plastic)
 - Increase efficiency (uptime, system yield)
 - Increase automation (uptime, less manual sorting)
- These increases result in more accurate processing of customer's materials, reducing the dependency on manual sorting, while also creating additional higher-paying, career-level jobs.
- These investments will increase the amount of materials we are able to process (WM is already the largest processor of post-consumer recyclables in the US.)
- These initiatives have increased our plastics output by more than 25% since 2019.
- Certain materials, such as polypropylene (#5 PP) have increased by 40% or more.
- This has allowed us to increase quality and keep all non-fiber sales within North America.
- This has contributed to strengthening the circular economy., as both demand and supply side are increasing, leading to opportunities for companies that can “close the circle” between both initiatives.

WM's Circular Economy

INNOVATION

Our drivers will ride their routes collecting plastic bottles, milk jugs and other materials that will eventually be turned into the uniforms that they wear every day. This is the circular economy in action."



**Jim Fish
WM President and CEO**

WM CEO Jim Fish gave the opening keynote on how we are charting a more sustainable tomorrow.

Not Just Talk:

- WM is buying the majority of their uniforms from a supplier that uses recycled plastics to create the uniforms.
- WM's Fleet is already 55% CNG and increasing each day; a resource we are renewably producing in our own post-collection facilities.
- Landfill's CNG – WM generates 5X more renewable electricity from our landfills than our operations use.
- More than 20 additional projects are in early stages of development across the US and Canada.

Thank you.

Questions?

Discussion Topics

Know What to Throw (KWTT) Campaign MVPs (December 2021 – March 2022)

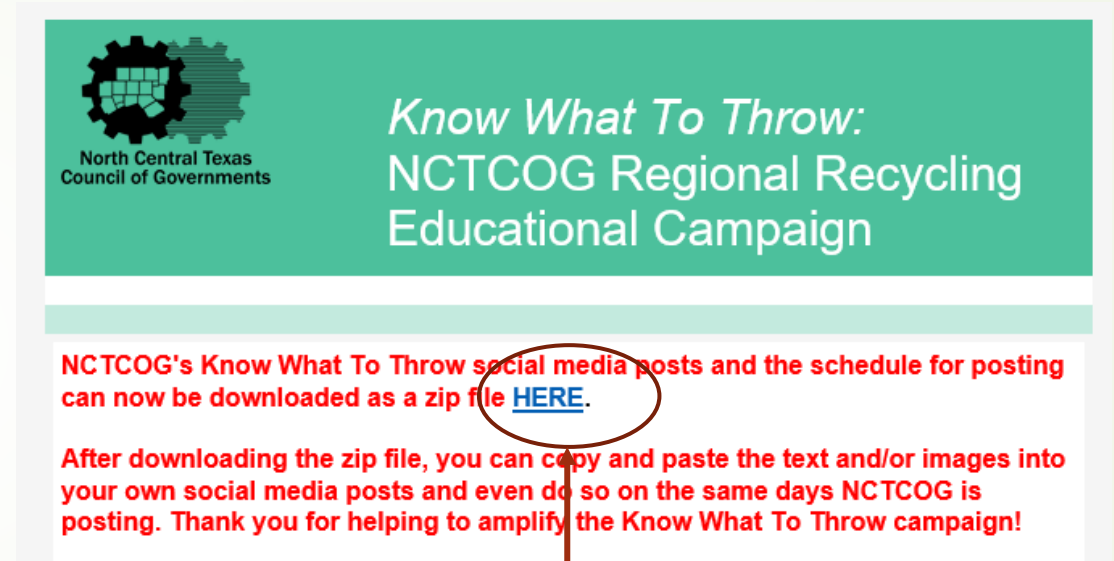


	Impressions/ Reach	Engagements		Impressions	Engagements		Impressions	Engagements
Facebook	1,183 Reach	55	Facebook	72 Reach	5	Facebook	183 Reach	8
Instagram	32 Impressions	5	Instagram	52 Impressions	0	Instagram	41 Impressions	5
Twitter	109 Impressions	9	Twitter	144 Impressions	13	Twitter	217 Impressions	7

Discussion Topics

KWTT Biweekly Emails

- Include text and images so you can copy and paste them into your own social media posts
- Frequency of emails
- NCTCOG is always open to input on how to improve their usefulness



KWTT text and images available by clicking link and downloading zip file.

Discussion Topics

Working Group Session #1 - Context

- Reevaluating the KWTT Calendar
 - What is the KWTT Calendar? A calendar for regional coordinated outreach developed at very first Recycle Roundtable meeting on January 30, 2020.
 - Includes items that can be recycled and items that cannot be recycled for each month of the year.
 - Does not fully include items from KWTT campaign's top 5 prohibitive items.

Current KWTT Calendar

Month	Do Recycle...	Do Not Recycle...
December	Cardboard	Christmas trees/decorations
January	Cardboard	Christmas trees/decorations
February	Aluminum and steel cans	Batteries
March	Paper	Yard waste
April	HDPE containers	Easter baskets or anything in them
May	Cardboard	Yard waste
June	Aluminum cans	Picnic supplies
July	Glass, Aluminum, and Plastic beverage containers (empty the contents)	Propane tanks
August	Plastic (empty) bottles	Clothing
September	HDPE containers	Batteries
October	Glass, Aluminum, and Plastic beverage containers	Needles or medical equipment
November	Aluminum and steel cans	Propane tanks

Discussion Topics

Working Group Session #1 - Context

- Reevaluating the KWTT Calendar

Top Prohibitive Items



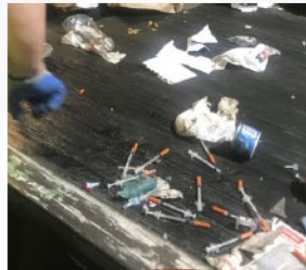
Plastic Bags



Tanglers



Explosives



Sharps



Food Contaminated

Already included in the KWTT calendar

Discussion Topics

Working Group Session #1 (12 minutes)

What's in our KWTT Calendar



Aluminum x4



Cardboard x3



Plastic
Bottles x3



Steel Cans x2



Glass x2



HDPE x2



Paper



Propane
Tanks x2



Christmas Trees/
Decorations x2



Batteries x2



Yard Waste x2



Picnic
Supplies



Needles



Clothing



Easter Basket

Top Contaminants in the KWTT Campaign (Not Included)



Plastic Bags



Tanglers



Food Contamination



Discussion Topics

Working Group Session #2 (12 minutes)

- Developing Text for KWTT Posts for May, June, and July
 - Each working group will receive a month

Month	Do Recycle...	Do NOT Recycle...
May	Cardboard	Yard Waste



Cassidy

Month	Do Recycle...	Do NOT Recycle...
June	Aluminum Cans	Picnic Supplies



Renee

Month	Do Recycle...	Do NOT Recycle...
July	Glass, Aluminum, and Plastic beverage containers	Propane Tanks



Elena



Discussion Topics

Pictures and Videos Are Still Welcome!

- ▶ Please share any photos or videos of contaminants or their impacts at materials recovery facilities to NCTCOG's Google Drive. We would like to use them for future posts.

https://drive.google.com/drive/folders/1K8ZsOR8TCPVNM5PaqOSGFg36St0zG_OU

- ▶ Thank you, City of Plano, for sharing photos and videos!

Discussion Topics

NCTCOG Updates

a. North Texas Community Cleanup Challenge

- Deadline to join is **Friday, April 15!**
- Cleanup events held between **March 1 – May 31, 2022** are eligible
- Report all cleanup data by **June 30, 2022**
- More information and registration can be found at:
www.communitycleanupchallenge.com
- [2021 Wrap Up Report](#) and [2021 Results Infographic](#)
- Staff contact: Crysta Guzman, cguzman@nctcog.org



Discussion Topics

NCTCOG Updates

b. NCTCOG's Trash Free Waters Project

- New graphics for partners!
- Two new toolkits available [here!](#)
 - 1) Cleanup Challenge Toolkit
 - 2) Local Governments Toolkit
- Two new toolkits in development:
 - 1) Restaurant plastic reduction toolkit, and;
 - 2) Recreational group toolkit
- Connect with volunteers! Contact Elena Berg, eberg@nctcog, to add your sites to the [Trash Free Texas Adopt-a-Spot Map](#)



Discussion Topics

Roundtable

Future Agenda Items

Next Meeting Date


Wednesday, July 27, 2022, at 1:30 p.m.

Location: Virtual or In-Person?

Join the Campaign And Help Amplify the Message

- Like and Share TimeToRecycle's posts on all social media platforms
- Create your own social media posts and tag TimeToRecycle
- Update your entity's website and link to www.TimeToRecycle.com
- Include information in newsletters and utility bill inserts
- Use customizable templates for flyers and other assets found [here](#).
- Join NCTCOG's [Email Distribution List](#) to get updates about the campaign

DO YOU **KNOW** WHAT TO THROW?

 Facebook.com/RecycleNorthTexas

 @TimeToRecycle

 TimeToRecycle

 ItsTimeToRecycle

 TimeToRecycle.com



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