

Recycle Roundtable Meeting

Wednesday, October 20, 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
 - Renee Bellew, U.S. EPA – Region 6
- Discussion
 - KWTT Campaign's MVPs
 - Content of KWTT Social Media Posts
 - KWTT Emails to Recycle Roundtable
 - Reaching Out to Other Communities?
- NCTCOG Updates
- Roundtable
- Future Agenda Items
- Schedule Next Meeting
- Adjourn



Presentation

The Rollout of the Bipartisan Infrastructure Law's Recycling Grant Programs

Renee Bellew

Senior Environmental Scientist

U.S. Environmental Protection Agency (EPA), Region 6



EPA National Recycling Strategy and Infrastructure Law Funding Overview:

Recycling Infrastructure Education and Outreach

Presenter: Renee Bellew
EPA Region 6
Sustainable Materials Management

Why Are We Here Today?

- Share information about the transition to a Circular Economy and the Bipartisan Infrastructure Law, the National Recycling Strategy, and grant opportunities related to recycling infrastructure and education
- Share highlights from Bipartisan Infrastructure Law
 - Recycling Education and Outreach Grant Program
 - Model Recycling Program Toolkit
 - Solid Waste Infrastructure for Recycling Grant Program
 - Battery Collection Best Practices
 - Battery Labeling Guidelines



Background on EPA's Circular Economy Efforts

Drivers and Strategies

Key Drivers Shaping EPA's Material Management Work

- 25 national legislative proposals related to recycling and food waste reduction
- EPA directed to:
 - Develop recycling strategy (2020)
 - Develop plastics strategy and several reports on plastics (Save our Seas Act - 2020)
 - Collect data on recycling and single-use plastics (2021)
 - Issue grants and undertake other efforts to support recycling in communities (Infrastructure Bill - 2021)



National Recycling Strategy Released on America Recycles Day

November 15, 2021

National Recycling Strategy

Part One of a Series on Building
a Circular Economy for All



November 15, 2021

Scope of National Recycling Strategy

- Focuses on enhancing the national municipal solid waste (MSW) or “household” recycling system
- Identifies stakeholder-led actions to create a stronger, more resilient, more equitable and more cost-effective MSW recycling system
- Acknowledges recycling is only one part of what is needed to achieve a circular economy
- Commits EPA to developing additional strategies (plastics, food waste/organics, electronics)



Circular Economy Strategy Series



What is the Infrastructure Grant Program?

Total Funding: \$275M

\$55 million per year from FY22-FY26

Grant Program Goals:

Support improvements to recycling programs, post-consumer materials management, and waste management infrastructure

What is the Purpose of the Infrastructure Grant Program?

Implement	the Strategy under the Save Our Seas 2.0 Act section 301(a)
Support	improvements to local post-consumer materials management, including municipal recycling programs
Assist	local waste management authorities in making improvements to local waste management systems

Who is Eligible for Infrastructure Grant Funding?

- U.S. States and political subdivisions of states
- Puerto Rico, Virgin Islands, Guam, American Samoa, Commonwealth of Northern Mariana Islands
- District of Columbia
- Federally recognized tribal governments
- Former tribal reservations in Oklahoma (as determined by the Secretary of the Interior)
- Alaskan Native Villages as defined in Public Law 92-203
- Intertribal Consortia consistent with the requirements in 40 CFR 35.504(a)

What Infrastructure Activities are Eligible for Funding?

- The Save our Seas 2.0 Act and the Bipartisan Infrastructure Law broadly define projects that are eligible for recycling infrastructure funding.
- The EPA Administrator may provide grants to:
 - Implement the strategy developed under section 301(a)
 - Support improvements to local post-consumer materials management, including municipal recycling programs; and
 - Assist local waste management authorities in making improvements to local waste management systems.

What is the Education and Outreach Grant Program?

**Total Funding:
\$75M**

- \$15 million per year from FY22-FY26

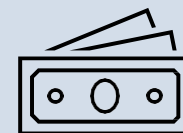
**Grant Program
Goals:**

- Support education and outreach on consumer recycling and waste prevention
 - Inform public on what is accepted in community recycling program
 - Increase collection rates and decrease contamination in recycling

What is the Purpose of the Education and Outreach Grant Program?

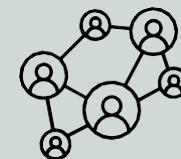
Fund

Grants awarded through competitive annual allocations



Implement

Public education and outreach activities



Improve

Residential and community recycling programs



Who is Eligible for Education and Outreach Grant Funding?

States

**Units of local
government**

Tribes

**Native
Hawaiian
Organizations**

**Department
of Hawaiian
Home Lands**

**Office of
Hawaiian
Affairs**

**Nonprofit
Organizations**

**Public-Private
Partnerships**

What Outreach and Education Activities are Eligible for Funding?

- Public service announcements
- Door-to-Door education and outreach campaigns
- Advertising campaigns
- Toolkits for municipal and/or commercial recycling programs
- Labeling/signs
- Information on the benefits of recycling
- Business recycling outreach
- What happens after the recycling bin
- Information on the importance of quality in the recycling stream
- Other activities determined appropriate

Model Recycling Program Toolkit

- A standardized set of terms and examples to describe materials that are accepted by a residential recycling program
- Information that can be widely applied across residential recycling programs
- Best practices for the collection and processing of recycled materials
- A community self-assessment guide to identify gaps in existing recycling program
- Training modules that enable States and nonprofit organizations to provide technical assistance to units of local government
- Access to consumer educational materials that states, tribes, and units of local government can adapt and use in recycling programs
- A guide to measure the effectiveness of a grant received under the Education and Outreach grant program



Battery Collection & Labeling Guidelines



What Is The Battery Collection Best Practices and Labeling Initiative?

Best practices will focus on:

- Identifying and increasing accessibility to battery collection locations
- Promoting consumer education
- Reducing hazards from improper disposal (fires)

Best practices will be:

- Technically and economically feasible
- Environmentally sound and safe for workers
- Beneficial to increasing the recovery of critical minerals

Battery labeling guidelines will focus on:

- Creating labeling guidelines for end-of-life batteries
- Providing communication materials to battery producers, consumers, and other stakeholders about the reuse and recycling of critical materials from batteries



EPA Next Steps

Recycling Grants

- Issue Notices for Funding Opportunities in Fall 2022

Circular Economy Strategy Series

- Release Draft Food Loss & Waste and Organics Strategy for Public Comment in Fall 2022
- Release Draft Plastics Strategy for Public Comment in Fall 2022
- Continue to Develop Draft Electronics and Critical Minerals Strategy

Resources

- **Bipartisan Infrastructure Law:** <https://www.epa.gov/rcra/bipartisan-infrastructure-law-transforming-us-recycling-and-waste-management>
 - **Solid Waste Infrastructure for Recycling:** <https://www.epa.gov/rcra/solid-waste-infrastructure-recycling-grant-program>
 - **Recycling Education and Outreach:** <https://www.epa.gov/rcra/solid-waste-infrastructure-recycling-grant-program>
- **Prepare for Grant Applications:** <https://www.epa.gov/rcra/prepare-grant-application>
- **Questions? Email**
 - RecyclingEd@epa.gov (Recycling Education and Outreach)
 - SWIFR@epa.gov (Solid Waste Infrastructure and Recycling)
 - Batteries@epa.gov (Batteries)



Discussion

Contact Info

Renee Bellew: bellew.renee@epa.gov

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Discussion Topics

Know What to Throw (KWTT) Campaign's Online Presence



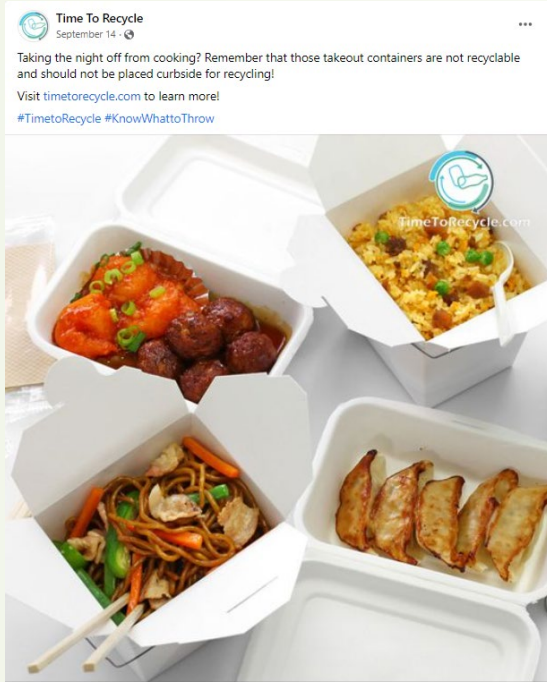
Just to reiterate:

- NCTCOG cannot use solid waste funds for social media advertising. Therefore, all KWTT social media outreach is entirely organically driven.
- NCTCOG can and does pay for Google Ads using specific keywords that direct users to the Time To Recycle website at timetorecycle.com.
- The next few slides show the recent results of NCTCOG's KWTT social media efforts and paid Google Ads.

Discussion Topics

Know What to Throw (KWTT) Campaign MVPs (Aug. 1, 2022– Oct. 16, 2022)

Facebook – 875 Total Impressions



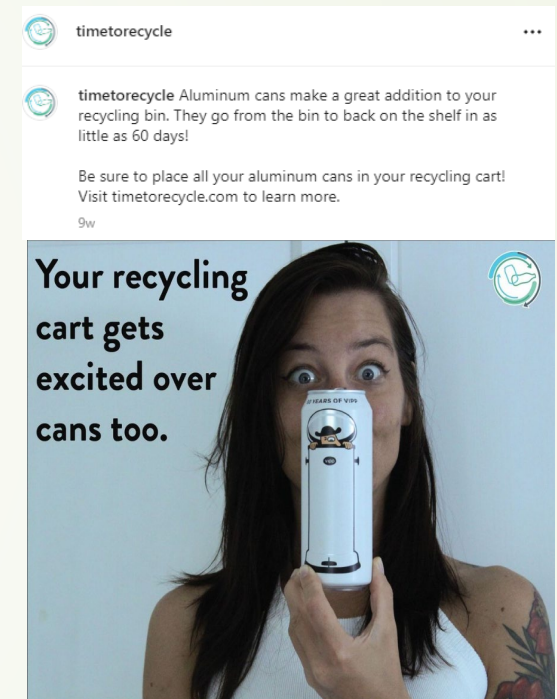
	Impressions	Engagements
Facebook	94 Reach	3
Twitter	71	6
Instagram	35	1

Twitter – 1102 Total Impressions



	Impressions	Engagements
Facebook	67	6
Twitter	132	4
Instagram	76	5

Instagram – 719 Total Post Impressions



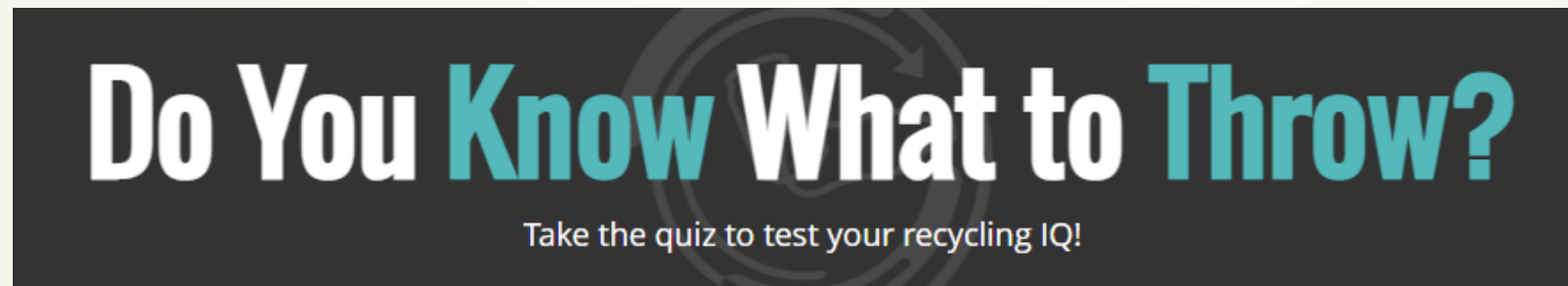
	Impressions	Engagements
Facebook	86	1
Twitter	64	5
Instagram	64	3

Discussion Topics

Know What to Throw (KWTT) Campaign MVPs (Aug. 1, 2022– Oct. 16, 2022)

Google Ads for Time To Recycle Website (timetorecycle.com)

- August – 7,245 Impressions (lower spending than usual)
- September – Did no paid advertising
- October – Just ramping up again



Discussion Topics

Content of *KWTT* Social Media Posts

- Suggestions for upcoming months? (Holiday seasons, elections, new troublesome recycling items?)
- Other information to include?

Month	DO Recycle Curbside	Do NOT Recycle Curbside
November	Steel Cans, Food Cans, and Aluminum Cans	Food Waste (Suggest composting)
December	Cardboard (Shipping items)	Plastic Bags and Batteries
January	Cardboard (Shipping items)	Holiday Decorations and Tanglers
February	Plastic Bottles, Aluminum Cans, Glass Bottles	Batteries



Discussion Topics

KWTT Emails – What improvements can be made?



North Central Texas
Council of Governments

Know What To Throw: NCTCOG Regional Recycling Educational Campaign



**DO YOU KNOW
WHAT TO
THROW?**

New Announcement (9/30/22): The *KWTT* campaign deliverables have been moved to a [new website](#). After clicking on the link, scroll down to the middle of the page and click on "Dallas-Fort Worth" under the heading called, "Community Member Login." You do not need a login to access the deliverables.

Upcoming *KWTT* Social Media Posts

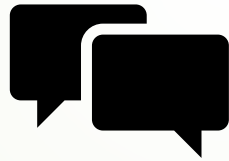
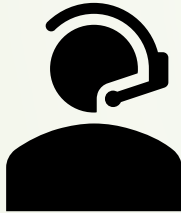
- NCTCOG's *KWTT* social media posts for October and the schedule for posting can be downloaded as a .pdf file [HERE](#). The schedule for posting is also noted below.

The purpose of providing these posts to you ahead of time is to coordinate the campaign's messaging throughout the region. Your help in this effort is critical. You can choose to copy the images and/or text in the .pdf file linked above to your community or entity's social media on the days that NCTCOG will be posting. You can even use your entity's logo and branding. Another way to participate is to simply "like" or share these

Discussion Topics

Reaching out to other communities?

- ▶ Are attendees willing to contact 1-2 other communities and invite them to attend the Recycle Roundtable meetings?



Discussion Topics

NCTCOG Updates

a. NCTCOG's Trash Free Texas Single-Use Plastic Reduction Workgroup Meeting

- Monday, November 7, 2022
- 2:30 p.m.
- [Register and Add to Calendar](#)

b. Regional Tire Collection Events

TRASH
FREE
TEXAS



Discussion Topics

Roundtable

Attendees are asked to share what is happening regarding recycling or events in their communities.

Future Agenda Items

Materials Recovery Facility Tour?

Others ideas?

Next Meeting Date


Thursday, March 2, 2022, at 1:30 p.m.

Location: TBD

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

 [www TimeToRecycle.com](http://www.TimeToRecycle.com)



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