



Materials Management Advisory Committee

Education & Outreach Subcommittee

Meeting Minutes (meeting conducted virtually)

November 5, 2020 10:00am - 11:00am

MMAC Members: Don Buis (IEPA); Kay McKeen (SCARCE); James Jennings (IEPA); John Pausma (Homewood Disposal); Marta Keane (Will County); Walter Willis (SWALCO); Josh Connell (Lakeshore); Lisa Disbrow (Waste Management); Shantanu Pai (University of Illinois)

Also in attendance: Andi Dierich (DuPage County); Joy Hinz (DuPage County); Rose Naseef (SCARCE)

1. Introductions

2. Approval of Minutes

Lisa moved to approve the minutes for the 10-1-20 meeting and Shantanu seconded the motion. Motion passed unanimously.

3. Education and Outreach summary

Shantanu reported that a question was added to the county survey to inquire about other materials or programs counties are addressing, such as wearable tech, solar panels, etc.

Kay invited participants to comment on the summary that describes the subcommittee's work and recommendations thus far. Issues raised were:

- Should the recommendations focus on managing residential waste or on suggesting good practices overall? Participants discussed whether educating residents will positively influence practices in organizations. They also acknowledged the importance of addressing waste generated by businesses and multi-family units.
- To what degree should information be translated into multiple languages? Although there are some situations in which translating materials is useful, participants agreed that symbols (clip art, thumbs up/down, circle with slash) should be used as much as possible. James added that the state can translate materials at a nominal cost.
- More detail is needed. What should be in the toolkits? How can food scrap composting be addressed? How will a statewide campaign be funded? Can the IEPA regularly update its website with information about MRFs and compost facilities?
- How do you reach residents who have recycling bins versus recycling carts? Residents who use recycling bins do not receive the informational stickers distributed to residents who use recycling carts with lids.
- Shantanu will share the summary document with participants so they can add details to the recommendations.



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4. Cart Tagging

Walter described some practices in Lake County that aim to reduce contamination of recyclables. He reported that leaving notes can be helpful in changing recycling behavior and may be especially useful when recycling contamination is greater than 15% of the total collected. He also warned that retention is a challenge, as one community found that some people reverted to old habits after only 6 months.

Discussion included the following:

- Examining curbside materials creates a cost for haulers, so haulers should be involved in decision-making related to cart-tagging mandates.
- Tagging carts is not a replacement for ongoing education. Haulers and municipalities must maintain communication to address issues specific to each community.
- Mary Allen from SWANCC is working on a toolkit for cart-tagging which may be useful to incorporate into the recommendations.
- Ohio issued a statewide cart-tagging report which can be included as a reference.
- Cart-tagging is a good tool, but will be especially difficult for haulers to implement during COVID-19. There has been increased staff absence due to illness.
- What are the consequences if people repeatedly place contaminants in their recycling bins? Taking away a resident's cart or terminating the service is not a feasible option for most haulers and municipalities. Other options include suspending the service after 3 notes/warnings or refusing to take the receptacle until it is free of contaminants.
- Cart-tagging is difficult to implement when bins have lids and the contents are dumped automatically by the trucks. Drivers cannot see the contents.
- Types of tags -- some have loops, some are stickers with markings on why the bin was rejected (i.e. food, plastic bags, tangles)

5. Reducing waste in the workplace

Participants reviewed a 2010 document called **RECYCLING WORKS: A Toolkit for Reducing Waste in the Workplace**. It was funded by DCEO and created by Shaw Environmental, Inc. in partnership with Illinois Recycling Association and Mary Allen.

Discussion included the following:

- Information in the document is comprehensive but needs some updating.
- In addition to information, businesses find hands-on guidance helpful.
- The document does a good job addressing different types of businesses.
- IL Chamber of Commerce was helpful in getting out the information.



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- Businesses appreciate waste audits and often use the information to start new waste reduction efforts, such as creating a space to reuse items.
- Incorporate new waste audit spreadsheets as well as case studies showing how businesses had reduced waste.
- Participants should review the document in greater detail and suggest parts to include in the subcommittee's final recommendations.

6. Role of MRF in education

Would it be beneficial to connect residents more directly to the MRFs that receive the residents' materials? Discussion included the following:

- Some counties survey MRFs 1-2 times per year to confirm what items are acceptable.
- In many cases, the MRFs don't know the origin of the materials they receive.
- Many MRFs have their own education goals and may not want to fund statewide programs.
- When creating educational materials, MRFs should consider consulting with educators, recycling coordinators, or others who can help with messaging.
- MRFs and haulers must work together to get accurate information to customers.
- Lisa reported that Waste Management recently filmed a virtual tour of a MRF and will share the video with the committee.

7. Old Business

Kay and Rose will be meeting via video call with representatives from the Florida Department of Environmental Protection to discuss its Reset. Rethink. Recycle campaign. Kay asked participants if they would like information about any specific aspects of the campaign. Participants would like to know how much of the campaign was devoted to residential vs business waste, how much did the campaign cost, and how was it funded.

8. New Business

Lisa requested an agenda item for the next meeting. She would like to discuss how to close the loop by encouraging residents to think about how they make purchases and what it really means to recycle.

Don reported that he is working with several medicine takeback partners on a program for collecting sharps across the state.

9. Next meeting is Thursday, December 3, 2020 at 10:00am.