

Solid Waste Management Coordinating Board Meeting Agenda

Solid Waste Management Coordinating Board

**Wednesday
June 26, 2013
10:30 a.m. – 12:00 p.m.**

**Metro Counties Govt. Center
2099 University Ave. W.
St. Paul, MN 55104**

Commissioner Victoria Reinhardt
Chair
Ramsey County

Commissioner Jan Callison
Vice Chair
Hennepin County

Commissioner Gary Kriesel
Secretary/Treasurer
Washington County

Commissioner Scott Schulte
Anoka County

Commissioner Matt Look
Anoka County

Commissioner Jim Ische
Carver County

Commissioner Tom Workman
Carver County

Commissioner Liz Workman
Dakota County

Commissioner Chris Gerlach
Dakota County

Commissioner Peter McLaughlin
Hennepin County

Commissioner Janice Rettman
Ramsey County

Commissioner Autumn Lehrke
Washington County

David Benke
Minnesota Pollution Control Agency

| | <u>Page #</u> | <u>Action</u> |
|---|---------------|-----------------------------|
| 1. Call to Order | - - - | - - - - - |
| 2. Meeting Agenda | - - - | Approval |
| 3. Consent Items | | |
| a. SWMCB March 27, 2013 Meeting Minutes | 3-6 | Approval |
| b. Checks and Claims | 7-10 | Approval |
| 4. Communications & Outreach | | |
| a. KARE 11 Business Recycling Promotion Outcomes Overview | 11-12 | Information |
| b. 2013 Residential Recycling Campaign Overview | 13-14 | Information |
| 5. Regional Policy & Programs | | |
| a. Legislative Session Update <i>Rob Vanasek and Sam Walseth</i> | 15-20 | Information |
| b. Commercial Cost and Billing Study Findings and Recommendations of Next Steps | 21-22 | Approval of Recommendations |
| 6. MPCA Update on 473.848 Enforcement | - - - | Information |
| 7. Staff Updates | - - - | |
| 8. Adjourn | - - - | |

Reminder: There is no Board meeting scheduled for July or August. The next SWMCB meeting is scheduled for September 25.



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St. Paul, Minnesota 55102

651 222-7227

651 223-5229

www.swmcb.org

**Solid Waste Management Coordinating Board (SWMCB)
March 27, 2013
Meeting Minutes**

Meeting Location: Metropolitan Counties Government Center

Members Present

Commissioner Victoria Reinhardt, Ramsey Co.
Commissioner Gary Kriesel, Washington Co.
Commissioner Matt Look, Anoka Co.
Commissioner Scott Schulte, Anoka Co.
Commissioner Jim Ische, Carver Co.
Commissioner Chris Gerlach, Dakota Co.

Commissioner Liz Workman, Dakota Co.
Commissioner Peter McLaughlin, Hennepin Co.
Commissioner Janice Rettman, Ramsey Co.
Commissioner Autumn Lehrke, Washington Co.

Others Present

Brad Fields, Anoka Co.
Amy Ulbricht, Anoka Co.
Mike Lein, Carver Co.
Renee Burman, Dakota Co.
Carl Michaud, Hennepin Co.
Zack Hansen, Ramsey Co.
Kaia Johnson Kemper, Ramsey Co.
Judy Hunter, Washington County
Mark Rust, MPCA
Tina Patton, MPCA
David Herberholz, City of Minneapolis

Tim Pratt, City of Roseville
John Berns, Allied Waste/Republic Services
Curtis Johnson, Second Harvest Farms
Ryan O'Gara, SKB
Don Chapdelaine, SKB
Doug Carnival, McGrann, Shea, Carnival
(NSWMA)
Trudy Richter, SWMCB/RRA
Yeamah Brewer, SWMCB/RRA
Susan Youngs, SWMCB/RRA

Agenda Item #1. Call to Order & Introductions

- Chair Reinhardt called the meeting to order at 10:35 a.m. on March 27, 2013.

Agenda Item #2. Approval of Meeting Agenda

- Commissioner Ische moved to approve the agenda with an amendment to the order of items (Item #4 became Item #6, Item #5 became Item #4, and Item #6 became Item #5). Commissioner Look seconded, and the motion passed by voice vote.

Agenda Item #3. Consent Items

- **SWMCB February 27, 2013 Draft Meeting Minutes**
- **Checks and Claims**

Commissioner Liz Workman moved to approve both the minutes of the February 27, 2013 meeting and the checks and claims as presented. Commissioner Schulte seconded, and the motion passed by voice vote.

Agenda Item #4. Contract Scope & Budget Amendments

- Trudy Richter, SWMCB Staff, provided an overview of the request to amend the 2013 contract scopes of services and budgets of Gorton Studios in the amount of \$9,600 and LG Consulting, LLC in the amount of \$12,000 for Community POWER technological upgrades. Commissioner Rettman questioned if this was a one time need and Trudy Richter confirmed that information. Commissioner Rettman moved to approve the request as presented. Commissioner Ische seconded, and the motion passed by voice vote.

Agenda Item #5. 2012 Budget Reconciliation and Special Resolution 2013-01

- Susan Youngs, SWMCB Staff, presented an overview of the 2012 budget reconciliation process including a 2012 budget summary and the Executive Committee’s recommendation to turnback a portion of unused funds to member counties. It was noted that the action requested by the board was to establish a \$75,000 budget reserve for 2013 and approve the amended 2013 Workplan and Budget via Special Resolution 2013-01. This resolution sets an assessment formula for member county contributions and requests that upon adoption of this resolution, each member county take the necessary action to fund its assessment. Commissioner McLaughlin moved to approve the action as presented and Commissioner Lehrke seconded the motion. The motion passed on a roll call vote as noted below. Commissioners McLaughlin and Ische each cast two votes for their respective counties in the absence of the second county representatives.

| Commissioner | YES | NO |
|---------------------|------------|-----------|
| Reinhardt-Ramsey | ✓ | |
| Callison-Hennepin | - | - |
| Kriesel-Washington | ✓ | |
| Schulte-Anoka | ✓ | |
| Look-Anoka | ✓ | |
| Ische-Carver | ✓ ✓ | |
| T. Workman-Carver | - | - |
| L. Workman-Dakota | ✓ | |
| Gerlach-Dakota | ✓ | |
| McLaughlin-Hennepin | ✓ ✓ | |
| Rettman-Ramsey | ✓ | |
| Lehrke-Washington | ✓ | |

Agenda Item #6. Regional Policy & Programs

- **Single Sort Recycling: Minneapolis Experience**
Carl Michaud, Hennepin County, gave an overview of recycling in the region and the progression to single sort and then introduced David Herberholz, City of Minneapolis. Mr. Herberholz gave a presentation about the City of Minneapolis’ launching of single sort recycling, preliminary results, and plans for the next phases of the program.
- **Legislative Session Updates and Commissioner Reinhardt’s Testimony**
Trudy Richter, SWMCB Staff, provided an update on the 2013 Legislative Session to date. Chair Reinhardt provided an update on current legislative bills and summarized her testimony before various committees in support of SWMCB’s legislative platform.

Agenda Item #7. Cancellation of April 24 Board Meeting

- Chair Reinhardt presented a request to approve the cancellation of the April Board meeting. Commissioner McLaughlin moved to approve the action as presented. Commissioner Lehrke seconded the motion, and the motion passed by voice vote.

Agenda Item #8. Communications and Outreach

- **KARE 11 Business Recycling Promotion by SWMCB and Counties**

Amy Ulbricht, SWMCB Communications Team Business Outreach and Promotions Task Lead, presented an update about the KARE 11 *Great Green Challenge* series, an overview of member counties' promotional strategies, and the list of businesses that have taken the Rethink Recycling pledge. Laura Betker, KARE 11 meteorologist and series spokesperson, shared her experience to date as the recycling champion at KARE 11 and answered questions from the Board.

Adjourn

- There being no further business, the meeting adjourned at 12:06 p.m.

Minutes respectfully submitted by Yeamah Brewer, RRA



REQUEST FOR BOARD ACTION

Checks and Claims

6/26/2013

BOARD MEETING DATE

AGENDA ITEM NO. **3b**

BOARD ACTION REQUIRED:

Ratification of the invoices/payments.

BACKGROUND/JUSTIFICATION

The Fiscal Management and Reporting Procedures adopted twelve years ago by the Board in January 2001 set forth the procedure for payment of invoices submitted to the SWMCB. The procedure states that "No payment on any professional services contract invoice, or any invoice for services performed by a consultant or any other person or organization providing professional services, shall be made unless approved by the Chair, Vice-Chair and fiscal agent, so long as the payment is within the overall contract amount approved by the Board or Chair. In the absence of the Chair or Vice-Chair, the Secretary/Treasurer may also approve such payment with the Chair or Vice-Chair. The Chair shall report to the Board, and the Board shall ratify, any such payments for professional services at its next meeting."

The Chair and Vice-Chair have previously approved for payment the following invoices:

- Payment of \$26,696.00 to Skumatz Economic Research Associates for services related to the commercial invoicing, billing, and contracting study. (Contract #2012-33).
- Payment of \$3,675.20 to LG Consulting, LLC for March 2013 Community POWER Round 13 grant management services. (Contract #2013-06).
- Payment of \$1,035.00 to LG Consulting, LLC for March 2013 Community POWER Round 12 grant management services. (Contract #2012-04).
- Payment of \$4,186.00 to Risdall Marketing Group, LLC for March 2013 public relations and advertising services (Contract #2013-08).
- Payment of \$3,597.89 to Jill Brown for March 2013 communications services (Contract #2013-05).
- Payment of \$30,764.00 to Richardson Richter & Associates, Inc for March 2013 project management services (Contract #2013-07).
- Payment of \$6,280.00 to Gorton Studios for March 2013 web development services (Contract #2013-03).
- Payment of \$9,000.00 to Capitol Hill Associates, Inc. for March 2013 lobbying services (Contract #2013-01).
- Payment of \$4,000.00 to Emerge Knowledge for 2nd Qtr. VSQG and Re-TRAC services. (Contract #2013-02).
- Payment of \$14,280.00 to Risdall Marketing Group, LLC for April 2013 public relations and advertising services. (Contract #2013-08).
- Payment of \$23,880.63 to Risdall Marketing Group, LLC for media services. (Contract #2013-08).

- Payment of \$3,000.00 to Gorton Studios for April 2013 web development services (Contract #2013-03).
- Payment of \$1,380.00 to LG Consulting, LLC for April 2013 Round 12 Community POWER grant management services (Contract #2012-04).
- Payment of \$5,538.20 to LG Consulting, LLC for April 2013 Round 13 Community POWER grant management services (Contract #2013-06).
- Payment of \$9,000.00 to Capitol Hill Associates, Inc. for May 2013 lobbying services (Contract #2013-01).
- Payment of \$27,570.75 to Richardson, Richter & Associates, Inc. for April 2013 project management services (Contract #2013-07).
- Payment of \$4,805.00 to Jill Brown for April 2013 communications services (Contract #2013-05).
- Payment of \$720.00 to University of Minnesota for questionnaire design consulting services for a resident grantee survey for the Community POWER Program.
- Payment of \$10,687.00 to Skumatz Economic Research Associates for services related to the commercial invoicing/billing/contracting study (Contract #2012-33).
- Payment of \$4,620.00 to Gorton Studios for May 2013 web development services (Contract #2013-03/10).
- Payment of \$25,163.75 to Richardson, Richter & Associates, Inc. for May 2013 project management services (Contract #2013-07).
- Payment of \$11,690.00 to Risdall Marketing Group, LLP for May 2013 public relations and advertising services (Contract #2013-07).
- Payment of \$1,006.68 to LG Consulting, LLC for May 2013 Round 12 Community POWER grant management assistance (Contract #2012-04).
- Payment of \$4,968.00 to LG Consulting, LLC for May 2013 Round 13 Community POWER grant management assistance (Contract #2012-06).
- Payment of \$1,886.66 to Jill Brown for May 2013 communication services (Contract #2013-05).
- Payment of \$720.00 to University of Minnesota for questionnaire design consulting services for a resident grantee survey for the Community POWER Program.

The Chair and Vice-Chair have also previously approved the following Community POWER grantee payments:

| <u>Grantee</u> | <u>Amount</u> |
|--|----------------------|
| Grand Avenue Business Association | \$2,400.00 |
| Union Park District Council | \$1,031.72 |
| White Bear Area Chamber of Commerce | \$2,398.60 |
| Payne Phalen District Five Planning Council | \$2,400.00 |
| St. Paul Area Chamber of Commerce | \$2,400.00 |
| Laura Jeffrey Academy | \$1,945.00 |
| Eagan Resource Center | \$2,400.00 |
| A Better Society | \$2,384.20 |
| New American Academy | \$2,330.00 |
| Macalester-Groveland Community Council | \$2,399.95 |
| Mount Olivet Lutheran Church | \$2,357.50 |

PREVIOUS ACTION ON ITEM, IF ANY

N/A

ACTION REQUESTED

- APPROVAL
- INFORMATION
- DISCUSSION
- OTHER: _____

FINANCIAL IMPLICATIONS:

Invoices/payments paid pursuant to existing contracts.

COMMENTS:

N/A

ATTACHMENTS

N/A

REQUEST FOR BOARD ACTION

KARE 11 Business Recycling Promotion Outcomes Overview

6/26/2013

BOARD MEETING DATE

AGENDA ITEM NO. **4a**

BOARD ACTION REQUIRED:

Information only.

BACKGROUND/JUSTIFICATION

Overview

The Solid Waste Management Coordinating Board (SWMCB) entered into an agreement with KARE-TV, Channel 11, in January 2013 to sponsor a business recycling campaign titled the Great Green Challenge (GGC).

KARE 11 showcased itself as an example for other businesses to start or improve their recycling efforts, and KARE 11 meteorologist, Laura Betker, was the news station's recycling champion. The series was modeled after an 11-step recycling program template provided by SWMCB, and aired weekly from February 5 – April 17, with 2-minute segments featured each Tuesday during the 5 p.m. newscast. The campaign also included a webpage on KARE11.com for the GGC with sponsored links to RethinkRecycling.com.

Each of the 11 segments educated businesses on a key waste reduction or recycling opportunity they could implement along with KARE 11. The message presented to businesses was for them to join the "Great Green Challenge" by taking the pledge on RethinkRecycling.com as a show of commitment to workplace recycling efforts. The campaign's "call-to-action" demonstrated a branding partnership between KARE 11 and RethinkRecycling.com.

Sponsorship Goals and Results Summary

The goals of SWMCB's sponsorship were as follows:

- To drive traffic to RethinkRecycling.com from the business owners, managers, and employees that watched the series, to educate on waste reduction and recycling, and to provide other recycling resources.
- To promote the "pledge" as an opportunity to develop a list of businesses for member counties to further engage and assist with recycling efforts.
- To gather more data on business needs that can be used by SWMCB for future regional programs and policies.

The campaign was carried out as envisioned, on time and within budget. Traffic volumes during the campaign increased on Rethink Recycling's website, Facebook page and Twitter account. The Business Recycling Guide on RethinkRecycling.com received 57% more visits during the 11 weeks of the series than it did in all of 2012. A total of 39 businesses from throughout the SWMCB region took the pledge and received personalized follow up and resources from county staff. As a comparison, only three pledges were taken during SWMCB's business-focused campaign in fall-winter 2012. The GGC represents a 13-fold increase. The most significant return on SWMCB's investment in this campaign was the level of exposure to the Rethink Recycling brand throughout the Twin Cities with over 1 million viewers of the GGC.

Lessons Learned and Future Opportunities

According to 2013 Stowell Data ®, television is the primary source for local news for the majority of adults in the Twin Cities, so by partnering with KARE 11 for this campaign, SWMCB made the most strategic decision to promote the workplace recycling message to adults in the region. However, the results of the business recycling pledge “call to action”, demonstrates that media campaigns alone are not sufficient to galvanize change in business practice as it relates to waste reduction. The SERA report also provides evidence of this fact and directs us to move beyond media campaigns and provide direct services tailored to business needs.

SWMCB and its partners will be able to utilize the GGC series in the future in ongoing education and outreach to commercial generators. KARE 11 is maintaining the GGC webpage on KARE11.com, which will allow for long-term access to each segment of the series as well as related articles that link to RethinkRecycling.com. As a follow up to the GGC, we are continuing our outreach efforts to businesses (including those that took the pledge) with the release of a new Rethink Recycling e-newsletter exclusively for businesses and employees that is scheduled to launch in July 2013.

The partnership between KARE 11 and SWMCB was mutually beneficial, and the station is interested in working with us again in the near future. They have proposed a presentation to share customized, third party marketing research on consumer news and community habits for the 8-metro county area at no additional cost to SWMCB, and this data may be useful in helping us determine strategies for future campaigns based upon the changing demographics and trends in the Twin Cities.

Amy Ulbricht, Business Outreach and Promotions Task Lead for the SWMCB Communications Team, will present an overview of the final report and the outcomes of the campaign.

PREVIOUS ACTION ON ITEM, IF ANY

N/A

ACTION REQUESTED

- APPROVAL
- INFORMATION
- DISCUSSION
- OTHER: _____

FINANCIAL IMPLICATIONS:

N/A

COMMENTS:

N/A

ATTACHMENTS

List all attachments.

REQUEST FOR BOARD ACTION

2013 Residential Recycling Campaign Overview

6/26/2013

BOARD MEETING DATE

AGENDA ITEM NO. **4b**

BOARD ACTION REQUIRED:

Information only.

BACKGROUND/JUSTIFICATION

A new Rethink Recycling campaign to promote residential recycling launched on May 13 and continues through the end of June. The campaign is designed to encourage commitment to greater recycling efforts.

Cartons are the focus of this campaign as they are the most recent item added to recycling lists throughout most of the Twin Cities region.

Kaia Johnson Kemper, Co-Chair of the SWMCB Communications Team, will present an overview of the campaign.

PREVIOUS ACTION ON ITEM, IF ANY

N/A

ACTION REQUESTED

- APPROVAL
- INFORMATION
- DISCUSSION
- OTHER: _____

FINANCIAL IMPLICATIONS:

N/A

COMMENTS:

N/A

ATTACHMENTS

List all attachments.

REQUEST FOR BOARD ACTION

Legislative Session Update

6/26/2013

BOARD MEETING DATE

AGENDA ITEM NO. **5a**

BOARD ACTION REQUIRED: None

Lobbyists' update on 2013 Legislative Session.

BACKGROUND/JUSTIFICATION

The Solid Waste Management Coordinating Board (SWMCB) contracted with Capitol Hill Associates, Inc. for the lobbying services of Rob Vanasek and Sam Walseth who will provide a "Session Wrap-up" and answer any questions the Board may have.

PREVIOUS ACTION ON ITEM, IF ANY

SWMCB adopted its 2013 Legislative Platform including the following:

- 1.** Support for the State's solid waste management hierarchy that prioritizes recycling, composting and processing over landfilling. In accordance with those priorities, the SWMCB supports the MPCA's enforcement of Minn. Stat. §473.848.
- 2.** Support for product stewardship efforts that create, expand or improve product stewardship policies for paint, mattresses, compact fluorescent light bulbs, carpet, electronic waste and pharmaceutical waste.
- 3.** Support for efforts to protect property tax payers from increased costs by preventing the application of inverse condemnation laws that may impact counties in the area of solid waste management.
- 4.** Support for efforts to protect SCORE funding to counties which creates jobs, enhances economic development, and incentivizes local governments to make progress toward state-mandated solid waste management outcomes.
- 5.** Support for MPCA efforts to improve the collection and reporting of solid waste data so that Minnesota's solid waste system becomes more efficient, transparent and accountable.

| | |
|---|--|
| ACTION REQUESTED <input type="checkbox"/> APPROVAL <input checked="" type="checkbox"/> INFORMATION <input type="checkbox"/> DISCUSSION <input type="checkbox"/> OTHER: | FINANCIAL IMPLICATIONS: N/A <u>COMMENTS:</u> N/A |
| ATTACHMENTS Capitol Hill Associates' 2013 Session wrap up report | |

Capitol Hill Associates, Inc
525 Park St, Suite 310
St. Paul, MN 55103
Phone: 651-293-0229
Fax: 651-293-1709

TO: Solid Waste Management Coordinating Board
FROM: Rob Vanasek & Sam Walseth
RE: 2013 Session wrap up report
DATE: 6/19/2013

The 2013 legislature closed on Monday, May 20th at midnight, closing out the 1st half of the 2013-2014 88th legislative session. A change of the majorities in each chamber lead to new committee structures and new dynamics amongst legislative leaders and the administration. Despite the passage of committee deadlines in March and April, numerous budget and policy negotiations continued between the House and the Senate and with the Governor through the last days of session.

The budget was the main focus of the session and a \$627 million deficit was eliminated with about \$2.1 billion in new revenue. Much of that new money went toward education and property tax aids and credits. Some programs did see some cuts, while others were left at existing funding levels with no changes.

Chair Reinhardt and Trudy Richter joined us at a great number of office meetings with most of the new leadership and key members of committees with jurisdiction over issues of concern to SWMCB. Reinhardt and Richter also were able to alternatively testify at many hearings on topics related to our 2013 Legislative Priorities, primarily efforts expanding product stewardship policies.

Legislation and hearings of interest to the SWMCB:

MPCA Enforcement of Minn. Stat. 473.848

After attempts in the 2012 session to derail MPCA enforcement of the Waste Hierarchy (478.848) and resulting legislation requiring a report to the legislature last fall by the MPCA on enforcement measures to be taken, no additional legislative

attempts to derail this process were made. As of February 15 the MPCA was allowed to begin enforcement of the Waste Hierarchy, but as of June 19, they have not yet initiated full enforcement measures. We are told this could be rolled out in the near future, but we are not aware of the date or the measures that will be taken.

Product Stewardship

HF 865 (Sundin) and SF 639 (Eaton) each underwent multiple committee hearings (10 in total between the House and Senate) and were the subject of intense lobbying on both sides. Again, thanks goes to Chair Reinhardt and Trudy for making themselves available to testify so many times. This was our largest challenge this session. As initially introduced the bills included paint, carpet and primary batteries. Ultimately the bills were rolled into the Omnibus Environment Finance Bills. We prevailed in keeping all three products in the House bill and brought them all to conference committee. We almost lost everything in the Senate, however. Batteries were removed in the Senate Commerce Committee and carpet in the Senate Environment Finance Committee. We succeeded in preventing paint from a sudden effort to remove it from the Senate omnibus bill.

The PCA, SWMCB, AMC, and the Solid Waste Administrators Association were the most active proponents at the Capitol and we had the support of a carpet recycling business in St. Paul, Brotex, and the Minnesota Product Stewardship Council.

The paint industry (their national association, Sherwin Williams, Valspar) was supportive, the battery industry (their national association, Energizer) was supportive, but the carpet manufactures (all out of state) were not on board. Our most active opponents included the Minnesota Chamber of Commerce, and multiple lobbyists representing different manufactures of products that include batteries with their products such as toys and medical devices, and of course lobbyists for carpet.

Moving forward there is certainly more support for carpet with the local job creation and the 7% of landfill space taken up by carpeting.

Inverse condemnation

In 2012 garbage haulers sought legislation that would allow their businesses to make a takings claim in court (MS 117) to seek compensation from a local government if they lost existing business through an organized bid process.

While the SWMCB is silent on the issue of organized collection (MS 115A.94) the board has a long standing position against enactment of inverse condemnation legislation against local governments, especially when counties are mandated by the state to ensure such services are provided to their residents.

SF 510 (Marty)/HF 128 (Slocum) amended the process for cities and townships to organize their collection of solid waste. It requires a city or town that is considering organizing collection to negotiate with licensed haulers in the community to come up with a proposal for organized collection to which all parties agree.

The smaller and medium sized haulers were supportive of the bill, while the two largest haulers had significant concerns with some of the timing issues the smaller haulers sought on minimum contract length. The bill's provisions replace the 6 month process in current law with a 60 day process. The bill does not address the process by which counties may organize collection.

We believe the passage of this legislation may reduce the past support for inverse condemnation proposals that could negatively impact counties.

SCORE Funding Protected

There were no attempts to reduce SCORE funding. Despite our efforts to encourage the Finance Committee Chairs to enhance SCORE funding, it remains flat for the next biennium. We do have a commitment from the House Finance Chair to examine the Environmental Fund/solid waste issues as part of one of a few hearings this fall. She is interested primarily in expanding composting.

Fend off Hornstein Amendment

Rep. Hornstein attempted to add an amendment to the Energy bill that would not allow the HERC to score the energy produced there as renewable energy for purposes of meeting the state's renewable energy goals. We worked with Chair Hortman and other interested parties to make sure this provision was not a part of the omnibus energy bill. The issue also seems to be getting some exposure in the Minneapolis mayoral race elections.

Bottle Bill Study

Advocates for increasing recycling rates have discussed mandating a container deposit system in Minnesota. To advance their cause they pushed for an MPCA study on the issue. The study language was adopted and says:

The commissioner shall prepare and submit a report to the chairs and ranking minority members of the senate and house of representatives committees and divisions with jurisdiction over the environment and natural resources by January 15, 2014, with recommendations for a statewide recycling refund program for beverage containers that achieves an 80 percent recycling rate. In preparing the report, the commissioner shall consult with stakeholders, including retailers, collectors, recyclers, local governments, and consumers on options to increase the current recycling rate. An assessment of the financial impact of any recommended program shall be included in the report.

Extended Product Stewardship

EPR was not introduced, but we have been told that the proponents' work continues on data research and that white papers will be available prior to next year's legislative session.

SWMCB will likely want to review these as well as the report on beverage containers for interactions between the two. In a recent SWMCB Legislative Platform position, EPR principles were generally endorsed.

REQUEST FOR BOARD ACTION

SERA Report and Recommendation

6/26/2013

BOARD MEETING DATE

AGENDA ITEM NO. **5b**

BOARD ACTION REQUIRED:

Approval of Staff's Recommendations of Next Steps Following the Presentation of the SERA Study on Commercial Cost and Billing

BACKGROUND/JUSTIFICATION

The Solid Waste Management Coordinating Board (SWMCB) contracted with Skumatz Economic Research Associates, Inc (SERA) and local subcontractor JL Taitt and Associates to complete a commercial billing study. The goals of the study were to better understand what is holding commercial recycling back in the region, identify tools used in other jurisdictions, and recommend policy levers and resources to increase commercial recycling. SWMCB's 2013 Work Plan and Budget calls for policy staff to make recommendations to the Board related to steps the region should take that will increase commercial recycling as part of the region's response to the 2015 Regional Solid Waste Policy Plan's 45-48% recycling objective.

Staff is recommending that SWMCB:

1) Engage haulers in discussions to share SERA Study results and ask for input on:

- What haulers are willing to do to increase commercial recycling
- Specific changes for haulers to implement
 - Base recycling services required with trash services
 - Waste audits for all customers
 - Standardized bill format
 - Providing Copies of Contracts including Renewal Clauses
 - Joint recycling messaging

2) Explore counties' ability/resources to require consistent hauler invoices and contracts.

- Including discussions with Minnesota's Department of Commerce and Attorney General's Consumer Division related to standardizing hauler invoices and contracts

3) Explore counties' ability/resources to:

- Develop educational materials for businesses and property managers for bidding and contracting for garbage and recycling services

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| | |
| <p>PREVIOUS ACTION ON ITEM, IF ANY N/A</p> | |
| <p>ACTION REQUESTED</p> <p><input checked="" type="checkbox"/> APPROVAL <input type="checkbox"/> INFORMATION <input type="checkbox"/> DISCUSSION <input type="checkbox"/> OTHER: ELECTION</p> | <p>FINANCIAL IMPLICATIONS: N/A</p> <p><u>COMMENTS:</u> Staff will report progress on these recommendations in September</p> |
| <p>ATTACHMENTS Overview of SERA Study will be provided at meeting.</p> | |