



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

Recycling Market Development Advisory Council (RMDAC) Meeting
SC Department of Commerce
1201 Main Street Suite 1600
Columbia SC 29201
Tuesday, November 10, 2015
10:00 a.m. to 12:00 p.m.

RMDAC

Esther Murphy, HCSWA
Ronnie Grant, Sonoco
Wes Westbrooks, BMW
Norman Chandler, Republic Services
Angel Lara, Southeast Recycling Resources
Vic Carpenter, Kershaw County
Kristen Brown, MYECO

ABSENT

Dan Chuy, Michelin
Roger Player, Dilmar Oil
Glenn Odom, Wellman Plastics
Lauren Cox, Century Aluminum
Brad Dutton, FiberQuest
Scott Taylor, Wellman

COMMERCE STAFF

Chantal Fryer, SC Department of Commerce
Anna Lange, SC Department of Commerce

GUESTS

Carol James, SONOCO
Debbie Moise, SC Department of Commerce Communications

DASHBOARD

Annual Recap 11/15/2014-11/14/2015
Annual report was submitted March 15th to the Governor

Carolina's Plastics Recycling Council



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

2 CPRC Meetings

Project Goal: increase plastic bottles recycled in the Carolinas; building the plastics recycling industry network

Conducted 11/6/15 CPRC meeting in Charlotte, NC

- 84 registered; 72 attendees
- Panel includes policy overview, markets info, and update from Steve Alexander, APR

Your Bottle Means Jobs campaign:

- ✓ Website developed: www.yourbottlemeansjobs.com
- ✓ Billboards and radio ads finalized
- Fundraising activities – RIF and Patagonia grant applied for but not awarded. APR gave \$2,000. Total in receipt - \$63K. Goal is \$150K by April 2016.
- Retail Plastics committee re-formed
- New Chair – Heather Barberio, SC DHEC
- Focus on film: goal is to get 1 grocery store chain in the Carolinas to participate in film recycling by December
- Coordinating with APR and Moore Recycling and Associates on project

Retail Plastics: Food Lion has a zero waste goal. Coordinating with them to support program

Heather Barbario: Getting Ingles involved in Retail Plastics

Bottle Recycling after the Flood:

Social Media Campaign through Big Eyed Bird 12,000 Weekly Reach

Encourage board members to share on Facebook and social media



Your Bottle Means Jobs
Build Audience · Promote Page

See Insights

	LAST WEEK	PREVIOUS WEEK	TREND
Page Visits	59	36	63.9%
Weekly Total Reach	12,068	7,524	60.4%
People Engaged	294	142	107.0%
Total Page Likes	97	74	31.1%



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

Carpet Recovery Coalition:

Project Goal: increase the recovery of carpet and carpet padding in SC

Counties taking carpet

- ✓ Horry, York, Georgetown all have programs
- ✓ Richland County starting a program
 - 2016 DHEC grants requested by: Berkeley, Dorchester, Georgetown, Greenwood, Horry SWA, Lexington County
 - Horry County using funding for concrete pad for carpet recovery to keep that recycling stream clean
- ✓ Carpet Recovery Coalition Meeting held October 13 in Columbia, SC.
 - 40+ attendees
 - Shaw Ringgold presented on carpet recycling operations in Ringgold, GA

Compost and Food Recovery

- ✓ 2 food recovery meetings
- ✓ Added 2 compost sites
- ✓ Horry County Permitted, Charleston County, Atlas Organics still in permitting process.
 - 6 haulers across state
 - Horry County: Started Composting efforts, started without knowing who is bringing material to them. SMART Recycling has set up hauling services targeting schools, colleges, universities. Two entities had been doing onsite composting including CCU. Outreach has started for grocers.
 - 6 tons a week. Compost may be ready to sell as early as next month.

Project Goal: develop compost market in SC

- October 6, 2015 Upstate Food Recovery Networking meeting at Greenville County Square
- Work ongoing with public-private sector partners to develop Greenville County organics facility at Twin Chimneys Landfill. Permit anticipated by Spring 2016.
 - Met with Atlas Organics, DHEC and Greenville County to determine promotion and outreach plans
 - Atlas Organics and Re-Soil partnering in Columbia, SC
- Speaking at Nov 16-18 Food Recovery Summit in Charleston, SC

Project Goal: develop 3 minute video on recycling economic impact

- ✓ DHEC approved Video Project



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

- Working on procurement with Clemson
- Need to develop list of questions/answers, ID b-roll, ID interviewees
- Plan to meet with Clemson to storyboard and draft story to tell through video
- Project should take 3-6 months

2016 Planned Market Development Activities

- **Economic Impact Study**
- **Economic impact Summit**
 - Marketing Materials
 - Stakeholder Engagement events
- **Compost Market Development**
 - Stakeholder meeting
 - Participate in EPA Region IV OWD work
- **CPRC Market Development**
 - Stakeholder meeting
 - YBMJ campaign
 - Retail Plastics
- **CRC Market Development**
 - Stakeholder meeting
- **RMDAC meetings**
- **Recycling Business Assistance requests**
- **Service on boards and councils**
- **Maintain DOC Recycling economic impact data**

Speaking at Food Recovery Networking Event in Charleston: Networking meetings, collaboration, speed networking,

Markets Development Activities

Video is on the radar

CALL TO ORDER

Wes Westbrooks, RMDAC Chair, welcomed members and guests at 10:22am

MINUTES

The Sept 15th, 2015 minutes were reviewed and adopted.

RMDAC Member Question: what is the radius for organics hauling to be economically feasible?
Chantal: Organics are traveling as far as 70 mile for pickup. Companies need a price the same as regular disposal. The EPA food hierarchy of feed hungry people first, seems to be the accepted



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

model. We are working with the EPA to see if the food bank infrastructure that we have now in SC is sufficient to meet that need.

Kristen Brown presents on waste standards legislation that is in place in MA and is being looked at in CT.

SC Total Waste Stream Overview

61% of total waste stream is industrial
19% Residential
14% Commercial
6% Multifamily

MSW Waste

29.2% Recycled
35% Residential 1.6M homes.

- Can be tackled: Pay As You Throw (PAYT) can cut that waste stream in half
- States with mandatory legislation: WA, OR, MN, VT, CA – created a fee (municipalities) so that is not buried in tax base (financial incentive), Many NE states are starting programs

26% Commercial Large retailers, individual businesses
12% Multifamily .5M homes

- Multifamily is the most difficult to tackle

PAYT

Changing how residents pay for trash: Cities that have implemented programs have up to 50% reduction in waste compared to similar communities close by.

Massachusetts: Not calling it PAYT, calling it Waste Standard, VT calling it unit based pricing. Changing the name makes it easier to sell politically.

Angel: What if we start with requiring state facilities to adopt, and then branch out?

Chantal: State agencies are required to report on recycling and there is an incentive for buying recycled content. The legislature passed a LEED silver requirement in 2009 just for state facilities, so something like this has been done before in SC. How do we increase that tonnage?



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

Vic Carpenter: County would have to enforce a PAYT, How would that work? Bags are a great idea, depends if you have curbside service. County's cut the check for the program, responsibility would fall on them.

Kristen: Enforcement happens by the color of the bags, identifying what county the material came from. Manpower can be funded through savings.

Vic Carpenter: If you increased manpower how do you get the bags if half of the residents shop in Richland County, now you have to stock stores in Richland County. Many people may not even know what county they live in. Fringe counties around core will have to be considered.

Carol: Sat in on Council meeting recently and citizens were not happy about a PAYT program.

Vic Carpenter: Does cost reduction worth the pain that it takes to get there? Inexpensive land and disposal is always a challenge.

Kristen: If you are mandated to reach 500 lb per person, how do you get there? We know the population of the people who use the landfill. We know these programs reduce MSW, so do we continue to pay for education programs that aren't working or do we figure out these details to create a programs that will yield results? Creating a waste standard will get us there.

Norman : If the price to tip MSW gets too high, a private company will bring in a transfer station to meet the demand if the price becomes too high. There is a company slated to open in NC next year that is trying to pull from SC. We have a lot of capacity, and that doesn't help.

Markets Update

Angel: Scrap metal market are down. Steel prices are still very low and are not expected to increase anytime soon. The markets overseas have hurt the global demand and we are going to continue to see the prices being much lower for the foreseeable future. Aluminum prices have slipped 1-2 pennies per pound.

Carol: OCC down \$5 from a \$100 to \$95 ton, export has weakened.

Norm: Waste volumes are stable; landfill pricing increase across markets of about \$1-\$2. There is too much capacity, mega facility in Randolph County NC 2017

Esther: Glass pricing has maintained steady.

OLD BUSINESS

None.

NEW BUSINESS



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

Anna's engagement was announced.

Communications Committee Breakout Session.

Chantal introduced Debbie Moise from Commerce's Marketing and Communications Division.

Communications Committee:

Legislative Day on hold for 2016

Brand RMDAC as economic brain trust on recycling, collective experience is unique and get economic impact out

Debbie's input on the video concept: Website, if you do a 2 min shorten it to a 30 sec one too so that you can use it on Social Media. Regarding Social Media: (FB, Twitter, linked in), you need someone who can respond in real time. For instance, Commerce is considering a full time social media staffer. She advised that there are some interesting items to put on social media include: interesting information, pictures, video, fun facts, did you know? facts, event tours, the view from my desk today, infographics, and newsletter links.

Audience: Facebook has a younger demographic but is also used by Baby Boomers and older audience, individual focus, majority are in their 20-30s.

Commerce staff can send a weekly email for Debbie, with social media tweets.

The group also discussed the "Cool Factor Campaign" for recycling to appeal to all audiences:

Video, images, simple 12 yr old can understand

End product lifecycle (tagging for recycled in products)

Jobs and economy message

Hashtag idea: #JustRightforRecycling to go along with the Just Right logo

Testimonials were also recommended as a good way to do outreach. Discussion around who would be a good fit brought up some recommendations:

Jane Hiller: SONOCO

Glenn Odom

Small Business Saturdays

Commerce Magazine

Best to do it (Periscope) (Snap Chat)

10 reasons to recycle more in SC: Brought to you by message could change by sponsors



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

Norm: generating power from the landfill could be considered a good thing, but could encourage people to throw more away

Policy committee will meet via conference call

Jan 12th next meeting at Department of Commerce.

ADJOURN
Adjourn 12:13pm