



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

Recycling Market Development Advisory Council (RMDAC) Meeting
129 Ron Joye Rd
Hemingway, SC 29554
10:00 a.m. to 1:30 p.m.

RMDAC

Esther Murphy, HCSWA
Wes Westbrooks, BMW
Kristen Brown, MYECO
Brad Dutton, FiberQuest
Angel Lara, Southeast Recycling Resources
Andy Spicer, Ph.D. USC Darla Moore School of Business
Vic Carpenter, Kershaw County

ABSENT

Dan Chuy, Michelin
Chuck LaGrange, Greater Greenville Sanitation Commission
Carol James, SONOCO
Tina Huskey, Mumford Industries
Bill Laursen, Universal Environmental
Norman Chandler, Republic Services

COMMERCE STAFF

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

GUESTS

Ronnie Grant, Ekman
Kevin Hill, SMART Recycling
Mark Dancy, Waste Zero

INFORMATION/ DISCUSSION

Discussion was held from 10:00- 11:08, prior to quorum. Wes Westbrooks opened the floor to Kevin Hill to share information about SMART Recycling and their role with RMDAC.

Glass Pilot Project

Kristen Brown gave a glass overview. In Rhode Island, they've started to presort glass in a separate bag that is put into the recycling bin. This arrives at the MRF and can be sorted out of



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the mixed recycling stream at the beginning of the line. Kristen mentioned the concept of starting a pilot in SC with different local governments to test if something like this could work in SC. DHEC is interested in funding a pilot project. The pilot would test what the diversion looks like, and what kind of contamination is present. Different communities could have a control and test group. Testing could also be done comparing communities that receive free bags vs subsidized bags vs full cost bags. The program has to be sustainable so offering free bags is not ideal, there should be a cost associated with them. This study can address if the MRFs have space for the bags, and do they want the material debagged. Data was presented on glass in the recycling stream in Raleigh, NC, Cary, NC, Cincinnati, OH and Tucson, AZ. Look at slide 18 of Rob Taylor's presentation <http://www.cra-recycle.org/wp-content/uploads/2016/03/CRA-B10-Rob-Taylor.pdf>. Glass has significant weight and can have a significant impact on the recycling rate. The point of the program is for local governments to save money.

Brad: It all boils down to education, if you destroy the product too much people don't want it. Wellman had major issues with glass contamination. Same thing with reverse vending, the last thing the plastic industry wants is aluminum.

Ronnie: Same thing with the steel industry, the last thing they want is paper because it messes with their heating process.

Chantal: GPI announced recycling collaboration in NC where they have brought in different players in the industry to deal with some of these issues including the cullet manufacturers. The GPI partnership is helping to pay for investing in the front end sortation of glass at the MRF to see if it improves quality.

Angel: Kristen, have you considered Horry as a pilot?

Kristin: Yes, they are on the short list. You could have 5,000 households participate and offer half free bags and half bags for purchase to see if that made a difference in collection. You could mail out free bags, we've done a program in partnership with Goodwill where we mail out bags and get a 15% return, which is incredible.

Esther: With little marketing we are moving 50% of the glass we are sorting at Horry County. 1/2 goes to aggregate and the other half is a fine sand which is not as popular - the landfill is our biggest customer and they use it on road beds. Cost would be my first concern, but I know that DHEC is offering to help with cost.

Kristen: We need to answer the question, "Does it Work in SC," in order to do that we need to do a pilot first.



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Esther: Change could be an issue if residents have to start purchasing bags when they are used to those bags being free. We've done so much to educate the public not to put bags in the recycling and then we are going to ask them to use bags, and what happens if it doesn't work and we have to roll back the program? Horry County offered free bags from 1994-2007 and it was not cost effective.

Kristen: Maybe Horry County is not the best location, a better location may be one that just discontinued glass.

Esther: Horry County: I think it would also be challenging to offer some residents the program and not others, we have 8 municipalities in Horry and that could be a challenge.

Ronnie: This happened in Darlington, they were switching away from PAYT and communities lost their revenues from the bag program, then there was a revolution to get the program back.

Vic: More people have been coming to me about glass than any other issue in the last 6 months.

Ronnie: Esther has a market for the glass because they invested in the recycling equipment and do such a good job of cleaning that product.

Wes: I've received 2,000 calls about glass since Pratt stopped taking it, there's a pilot opportunity at BMW.

Andy: Is the price of clean glass profitable?

Esther: \$30 clear, \$20 brown, \$12-15 green. See Bill Clark's presentation from the CRA.
<http://www.cra-recycle.org/wp-content/uploads/2016/03/CRA-B1-Bill-Clark.pdf>

Andy: If the price of glass recycling is not profitable than it's not sustainable and you can run the numbers to figure that out, you wouldn't even have to do a pilot to figure that out.

Kristen: It's the weight of the glass that is an issue, that's the cost to tax payers, and increasing the cleanliness of the recycling stream that is another cost to consider.

Chantal: The issue is that recycling was sold as free and someone is paying for that cost.

Andy: You can take those cost estimates and include transportation costs to figure out if the economics work, because if the economics don't work it's not sustainable. You don't need the



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pilot. What you have is a collective good and no one is taking responsibility for it. You have the business case, the customer side and consumer education. This is a broader reeducation about cost in the market. If the study finds that you break even you bring in a local government partner, if it's cash flow positive, then you bring in a private partner.

Vic: People have been really upset about taking glass out of the recycling stream

Andy: Why? Because consumers had believed that material was being recycled and by taking it away they lose confidence in the whole system and start to wonder where the other materials are going. The spillover effect is understanding why it's important.

CALL TO ORDER

Wes Westbrooks, RMDAC Chair, welcomed members and guests at 11:08am

MINUTES

Minutes were approved for January 2016 and March 2016 meetings.

DASHBOARD

Annual Report: The RMDAC Annual Report was completed and submitted to the Governor's Office March 15th. It has been posted on SC Commerce's Publication Website and distributed to Archives and History, the State Library, and DHEC. The Annual Report was picked up Resource Recycling magazine, SC Biz News, and an article upcoming in Columbia Business Monthly that will feature economic development numbers.

CPRC: Meeting and networking hour is being scheduled for November 4, 2016 in Charlotte, NC.

Your Bottle Means Jobs campaign:

- ✓ Website, Facebook and Twitter platforms developed. www.yourbottlemeansjobs.com
- ✓ Billboards and radio ads finalized
- ✓ Attended Insane Inflatables on March 26. Promotion with include radio ads, on site recycling, onsite table for pledges and increased social media presence
- ✓ Attended Earth Day at MUSC and tabled Heritage at Sea Pines in Hilton Head
- ✓ Over 200 pledges, engagement average 1-5 minutes per person, and 99% of people we talk to don't know what happens to the bottle after it's put in the bin

Upcoming

- Planning Insane Inflatables November 5 in Charlotte/Greensboro and include a "plastic bottle blitz"
- Submitting grant application to Norwex for beach recycling
- Planning execution of remaining campaign using \$50K
- Newsletter, website contract w/Big Eyed Bird. Updating sponsor spotlights.



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- Develop toolkit/train the trainer to maximize event reach

Your Bottle Means Jobs campaign

Upcoming

- Planning Insane Inflatables November 5 in Charlotte/Greensboro and include a “plastic bottle blitz”
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- Newsletter, website contract w/Big Eyed Bird. Updating sponsor spotlights.
- Develop toolkit/train the trainer to maximize event reach
- Working with videographer on PET recycling process and jobs created. Sonoco Raleigh MRF filmed. Upcoming EZ Products and Palmetto Synthetics.
 - Working on getting a final product shot of recycled PET product coming off the line (trunk liner or apparel)
- Planning execution of remaining campaign using \$50K raised by contributions from over 30 industry, government, and trade association participants in fund raising campaign

Wes Westbrooks: Interested in getting YBMJ Toolkit.

CARPET

- ✓ Market challenges, even for nylon carpet.
- ✓ Horry, York, Georgetown, Richland all have programs
 - 2016 DHEC grants to: Berkeley, Dorchester, Greenwood, Lexington County (these are mostly for carpet padding)
- 2016
 - Held quarterly conference call
 - Plan on holding a meeting/tour Nov 3 in York County
 - Continuing to work with local governments and business sector on outreach as new grants roll out
 - CARE Conference May 18-19 Greenville, SC
 - Anna has been nominated to serve on CARE Board in place of Stacey Washington (Stacey is now with SC Energy Office)

ORGANICS

Don't Waste Food SC:

- ✓ Food Recovery Resource Exchange – Feb 25 food recovery and compost market in Columbia, SC event.
- ✓ Harvest Hope begins composting with Re-Soil as a result



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- ✓ Don't Waste Food SC – DHEC creates logo and is developing website info. Commerce conducts May 6 event w/DHEC to launch concept to core group. Volunteer action by attendees.
- July 2016 planning media engagement event –DHEC, DOC, Ag, Harvest Hope
- Plan to convene stakeholder meeting in Horry County September 2016
- Met with Harvest Hope and DHEC to begin working on Food Resource Index for donation, hauling, composting
- Mapping the food recovery resources
- Other - Expired popcorn! Atlas Organics open for biz! SC Food Policy Council investigating policy!

Marketing Video:

Project Goal: Develop 3 minute video on recycling economic impact.

- ✓ DHEC approved Video Project
- Project on hold until we get economic impact study results – final report is due June 30.
- Next steps: Work on procurement with Clemson.
- Feature various commodities.
- New faces of recycling: Human Interest angle
- Who are the spokespeople for recycling in SC?
- Come up with questions/answers, ID b-roll, ID interviewees
- Plan to meet with Clemson to storyboard and draft story to tell through video
- Promote on social media.
- Track results of views.

Economic Impact Study

- ✓ Held conf call May 16, 2016
- ✓ Preliminary results are being discussed and methodology verified. Final report no later than June 30, 2016.
- determine the net increase in economic activity in South Carolina that would arise from additional household recycling at the commodity level.
- determine economic gains measured through job increases and tax revenue
- determine economic gains measured through cost savings (lifecycle analysis)
- document both the direct and indirect economic gains from increasing the rates of recycling for each commodity, including providing estimates at the household level that show all associated job increases, tax revenue increases, and lifecycle cost decreases from various marginal increases in household recycling rates.

Ongoing Activities

- Staffing RMDAC (appointments, meetings, report)



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- Completing Recycling Business Assistance requests
- Providing service on boards and councils
- Maintaining DOC recycling economic impact data
- Educating economic developers on Recycling in Commerce 101 quarterly sessions
- Coordination of stakeholder events – carpet, plastics, compost/food donation
- Work with DHEC on evolving recycling market concerns
 - Glass Recycling
 - Pay as You Throw
 - Recycling's role in Waste-to-Energy
 - Tire recycling and threat of Zika virus
 - Household hazardous waste

PLANT TOUR

Mark Dancy with Waste Zero gives RMDAC a tour of the facility. Waste Zero is interested in bringing in high-quality, clean material to recycle and manufacture new recycling and trash bags. They predominantly use secondary material LDPE from industrial plants. Trex takes what they cannot use. They been around since 1991, and partner with more than 800 towns, cities, counties, state agencies, and private organizations, helping them to reduce waste, increase recycling, and save money.

POLICY

- Bottle Bill
 - 11 States have bottle bills last one passed in TN. Coke, Nestle, are lobbying against it. Brand owners have to pay for it so they don't like it. Most bottles come from South America cheap material.
- Waste Standard 440lb per person
- Recycling bill
- PAYT
- Education is key, legislature battle around who pays, taxes. It's not even who pays, it's when you pay.

NEW BUSINESS

No new business.

OLD BUSINESS

No old business.

ADJOURN



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Next meeting will be held at SC Department of Commerce. July 12th 10:00am
Adjourned at 1:24pm