

Agenda

Solid Waste Advisory Committee Meeting

September 21, 2022 | 9:30 a.m. – 11:15 a.m.



DEPARTMENT OF
ECOLOGY
State of Washington

Call to Order & Zoom Meeting Instructions

9:30 a.m. | 5 minutes | Troy Lautenbach (Chair) and Laurie Davies

Upcoming Legislation and Ecology's Budget

9:35 a.m. | 15 minutes | Laurie Davies, Department of Ecology

RDC Legislative Report Recommendations

9:50 a.m. | 15 minutes | Kara Steward, Department of Ecology

Organic Materials Management (HB 1799) Next Steps

10:05 a.m. | 15 minutes | Chery Sullivan, Department of Ecology

Simple As That – Litter Prevention Campaign

10:20 a.m. | 15 minutes | Amber Smith, Department of Ecology

Postconsumer Recycling Content (SB 5022) Implementation

10:35 a.m. | 15 minutes | Alli Kingfisher, Department of Ecology

Member Updates & Roundtable

10:50 a.m. | 15 minutes

Adjourn

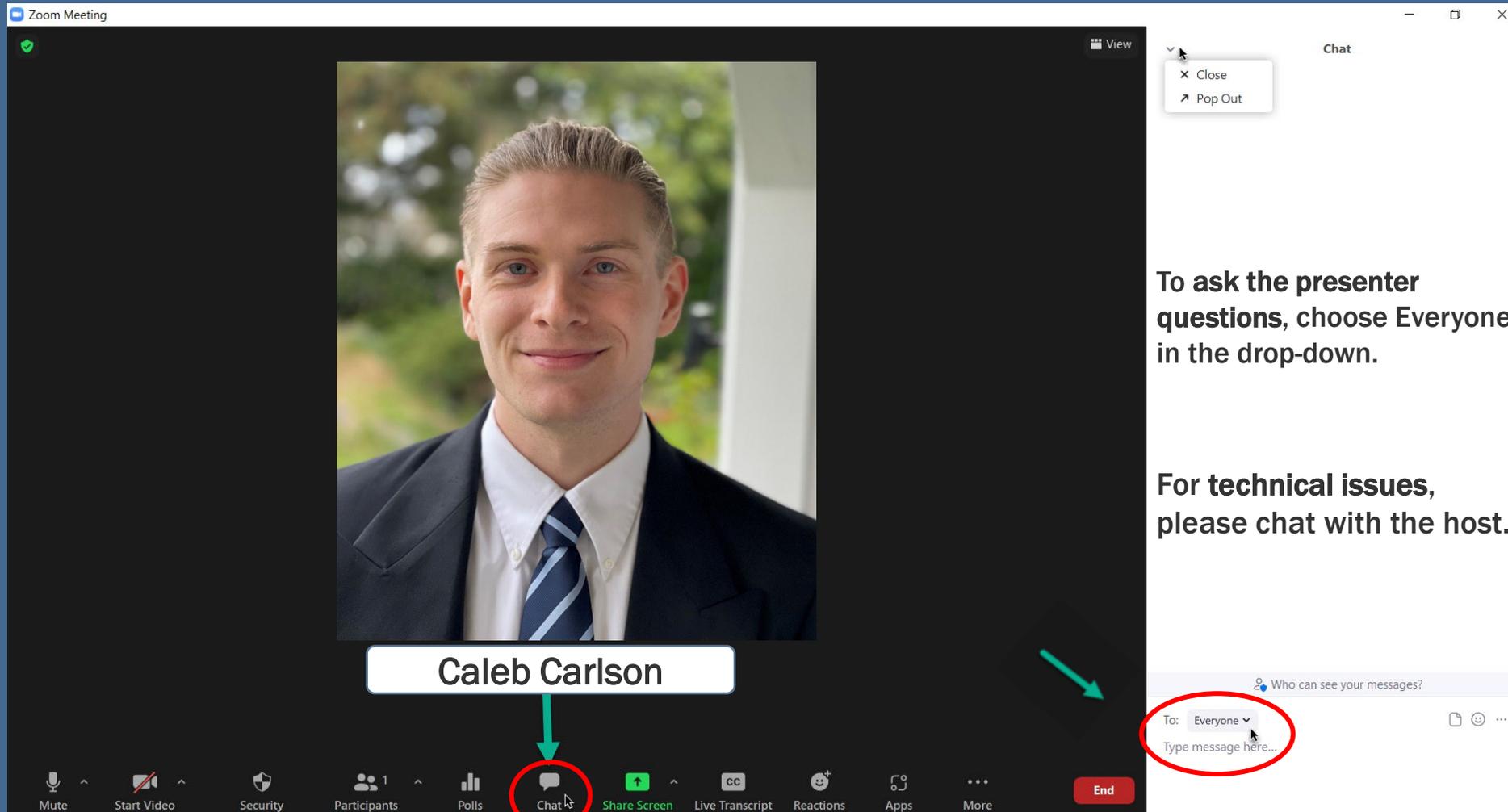
Welcome!

- Please keep your video off unless you are presenting – this will help with internet connectivity.
- We are conducting sound tests before 9:30 am, if you cannot hear us please connect your audio:
- If you have technical issues, please use the chat box and we will help you troubleshoot:



Participating in this meeting:

Please use the chat box to ask questions or make comments.



The screenshot shows a Zoom meeting window. On the left, a video feed displays a man in a suit, identified by a name tag as Caleb Carlson. Below the video feed is a toolbar with icons for Mute, Start Video, Security, Participants, Polls, Chat, Share Screen, Live Transcript, Reactions, Apps, More, and End. The Chat icon is circled in red, with a green arrow pointing to it. On the right, a chat window is open, showing a dropdown menu with 'Close' and 'Pop Out' options. Below the chat window, a text box contains the following instructions:

To ask the presenter questions, choose Everyone in the drop-down.

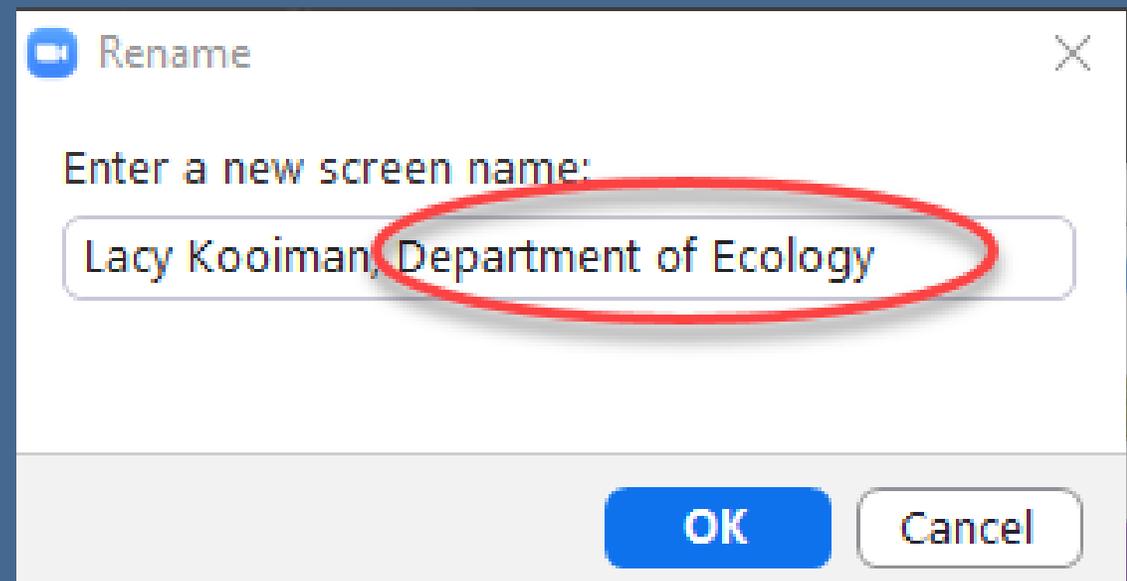
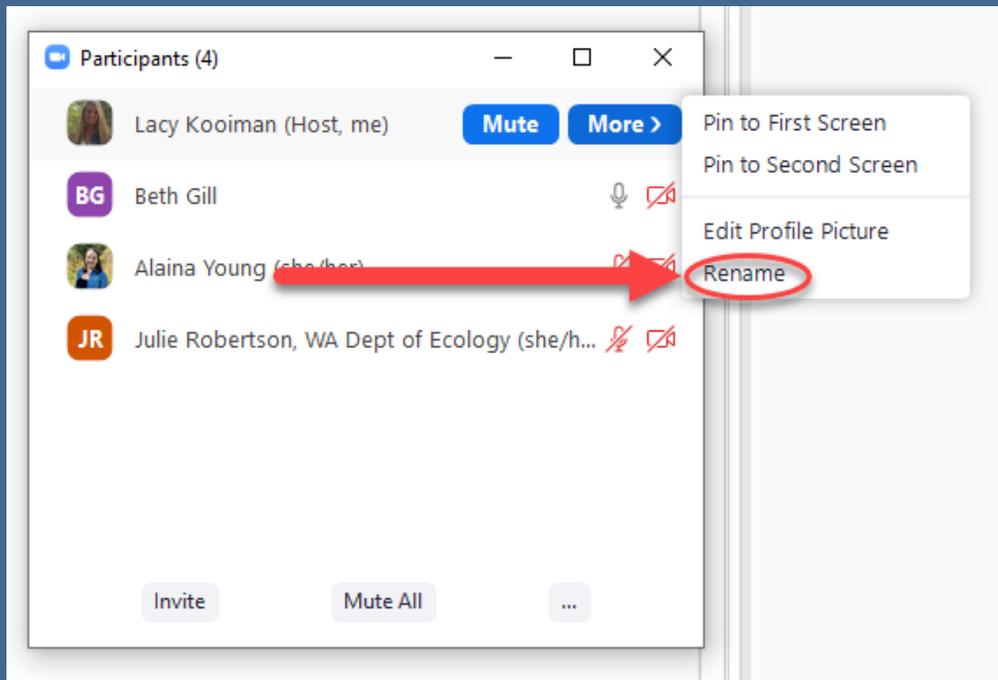
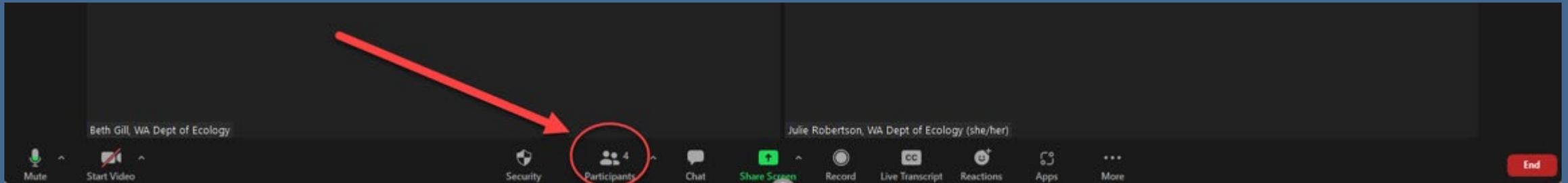
For technical issues, please chat with the host.

At the bottom of the chat window, there is a section for message recipients. The 'To:' field is set to 'Everyone' and is circled in red. Below it is a text input field labeled 'Type message here...'. A green arrow points from the 'Chat' icon in the toolbar to the 'To:' field in the chat window.



Participating in this meeting:

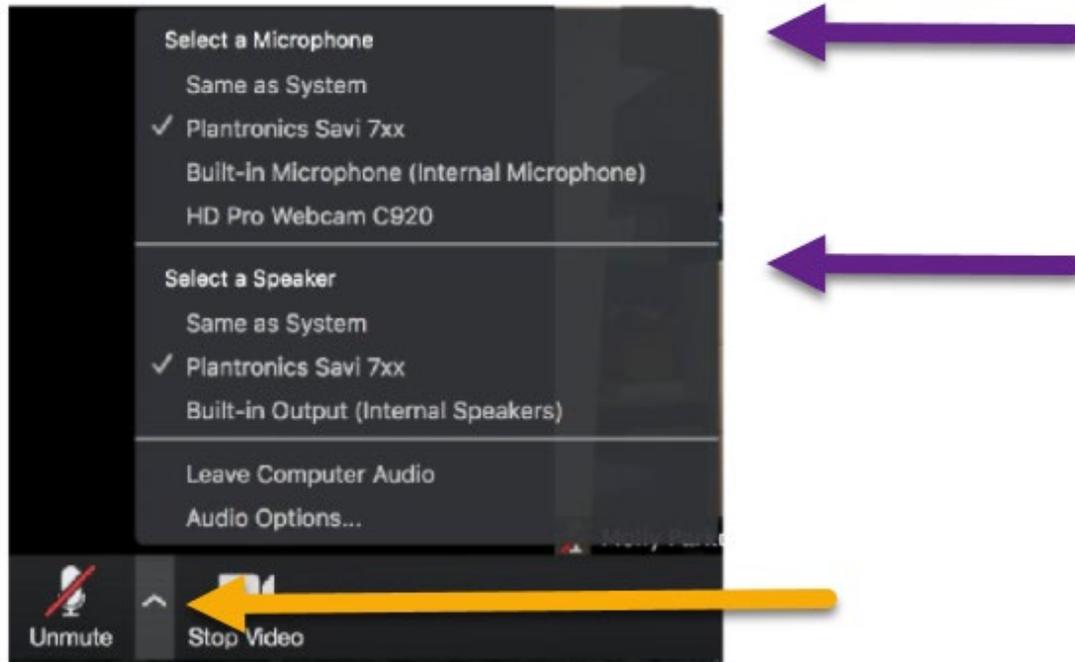
Please add your organization next to your name by clicking “Participants”, then “Rename”.



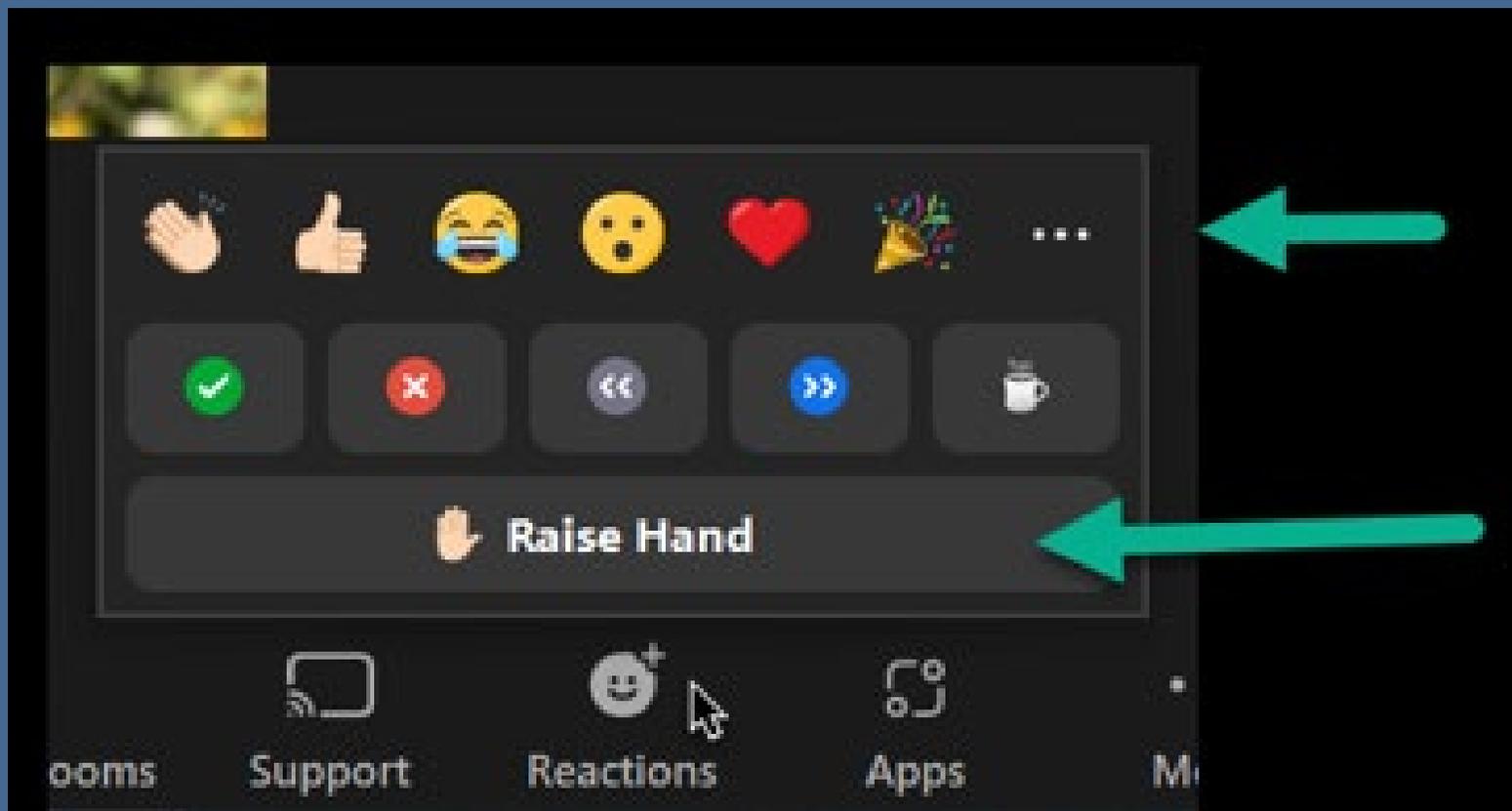
Audio Settings

Mute/Unmute & Audio Settings

You can mute and unmute your microphone. If you click on the arrow next to the mute button (bottom left main Zoom screen), you have additional options for audio settings. You can change your microphone, leave the computer audio or access the audio options.



Raising Your Hand



Agenda

Solid Waste Advisory Committee Meeting
September 21, 2022 | 9:30 a.m. – 11:15 a.m.



DEPARTMENT OF
ECOLOGY
State of Washington

Call to Order & Zoom Meeting Instructions

9:30 a.m. | 5 minutes | Troy Lautenbach (Chair) and Laurie Davies

Upcoming Legislation and Ecology's Budget

9:35 a.m. | 15 minutes | Laurie Davies, Department of Ecology

RDC Legislative Report Recommendations

9:50 a.m. | 15 minutes | Kara Steward, Department of Ecology

Organic Materials Management (HB 1799) Next Steps

10:05 a.m. | 15 minutes | Chery Sullivan, Department of Ecology

Simple As That – Litter Prevention Campaign

10:20 a.m. | 15 minutes | Amber Smith, Department of Ecology

Postconsumer Recycling Content (SB 5022) Implementation

10:35 a.m. | 15 minutes | Alli Kingfisher, Department of Ecology

Member Updates & Roundtable

10:50 a.m. | 15 minutes

Adjourn



Troy Lautenbach



Laurie Davies



Agenda

Solid Waste Advisory Committee Meeting
September 21, 2022 | 9:30 a.m. – 11:15 a.m.



Call to Order & Zoom Meeting Instructions
9:30 a.m. | 5 minutes | Troy Lautenbach (Chair) and Laurie Davies

Upcoming Legislation and Ecology's Budget
9:35 a.m. | 15 minutes | Laurie Davies, Department of Ecology

RDC Legislative Report Recommendations
9:50 a.m. | 15 minutes | Kara Steward, Department of Ecology

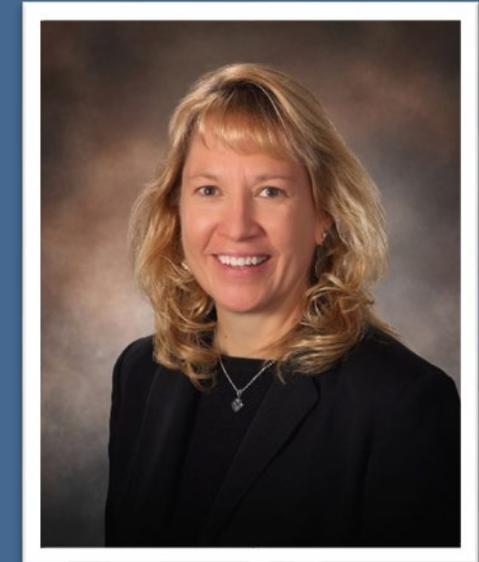
Organic Materials Management (HB 1799) Next Steps
10:05 a.m. | 15 minutes | Chery Sullivan, Department of Ecology

Simple As That – Litter Prevention Campaign
10:20 a.m. | 15 minutes | Amber Smith, Department of Ecology

Postconsumer Recycling Content (SB 5022) Implementation
10:35 a.m. | 15 minutes | Alli Kingfisher, Department of Ecology

Member Updates & Roundtable
10:50 a.m. | 15 minutes

Adjourn



Laurie Davies



Agenda

Solid Waste Advisory Committee Meeting
September 21, 2022 | 9:30 a.m. – 11:15 a.m.



DEPARTMENT OF
ECOLOGY
State of Washington

Call to Order & Zoom Meeting Instructions

9:30 a.m. | 5 minutes | Troy Lautenbach (Chair) and Laurie Davies

Upcoming Legislation and Ecology's Budget

9:35 a.m. | 15 minutes | Laurie Davies, Department of Ecology

RDC Legislative Report Recommendations

9:50 a.m. | 15 minutes | Kara Steward, Department of Ecology

Organic Materials Management (HB 1799) Next Steps

10:05 a.m. | 15 minutes | Chery Sullivan, Department of Ecology

Simple As That – Litter Prevention Campaign

10:20 a.m. | 15 minutes | Amber Smith, Department of Ecology

Postconsumer Recycling Content (SB 5022) Implementation

10:35 a.m. | 15 minutes | Alli Kingfisher, Department of Ecology

Member Updates & Roundtable

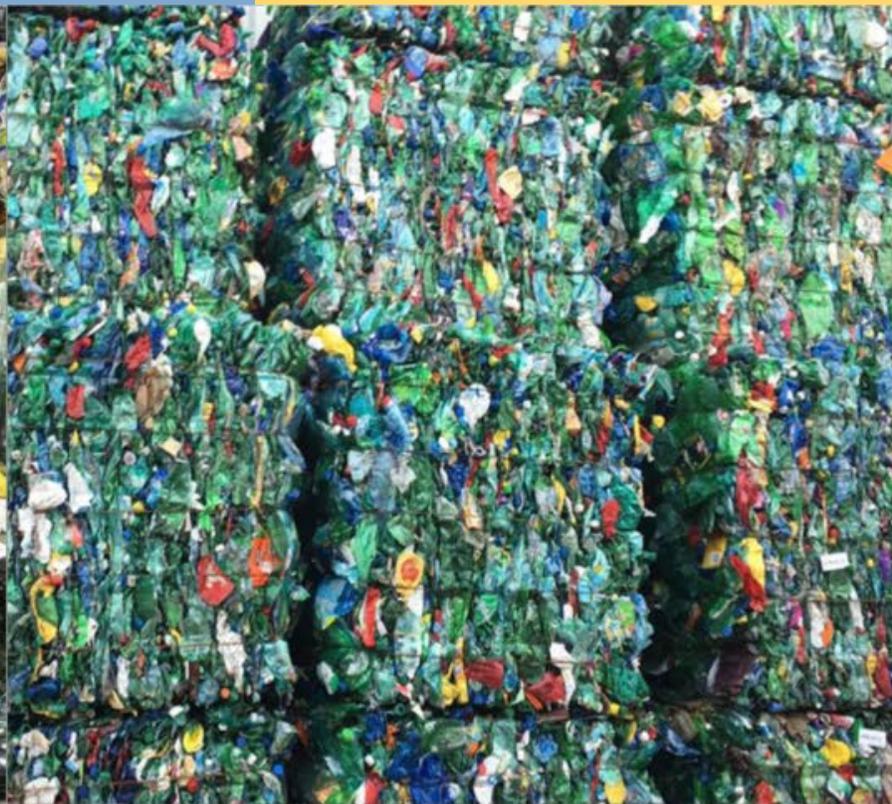
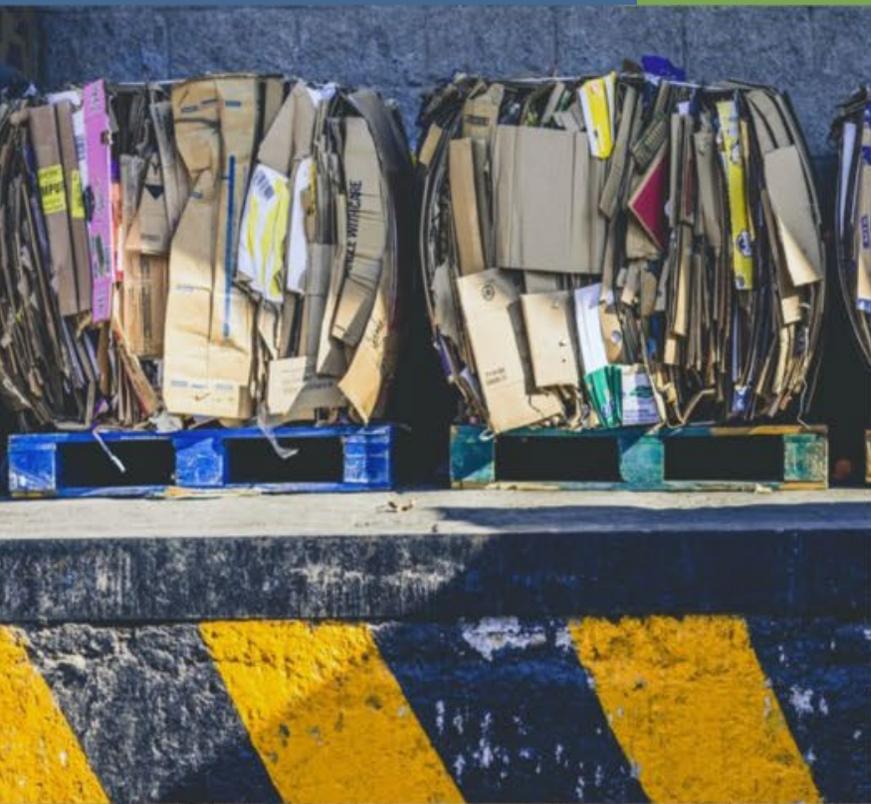
10:50 a.m. | 15 minutes

Adjourn



Kara Steward





DEPARTMENT OF
ECOLOGY
State of Washington

Recycling Development Center

Kara Steward, Solid Waste Management Program

September 21, 2022



Recycling Development Center

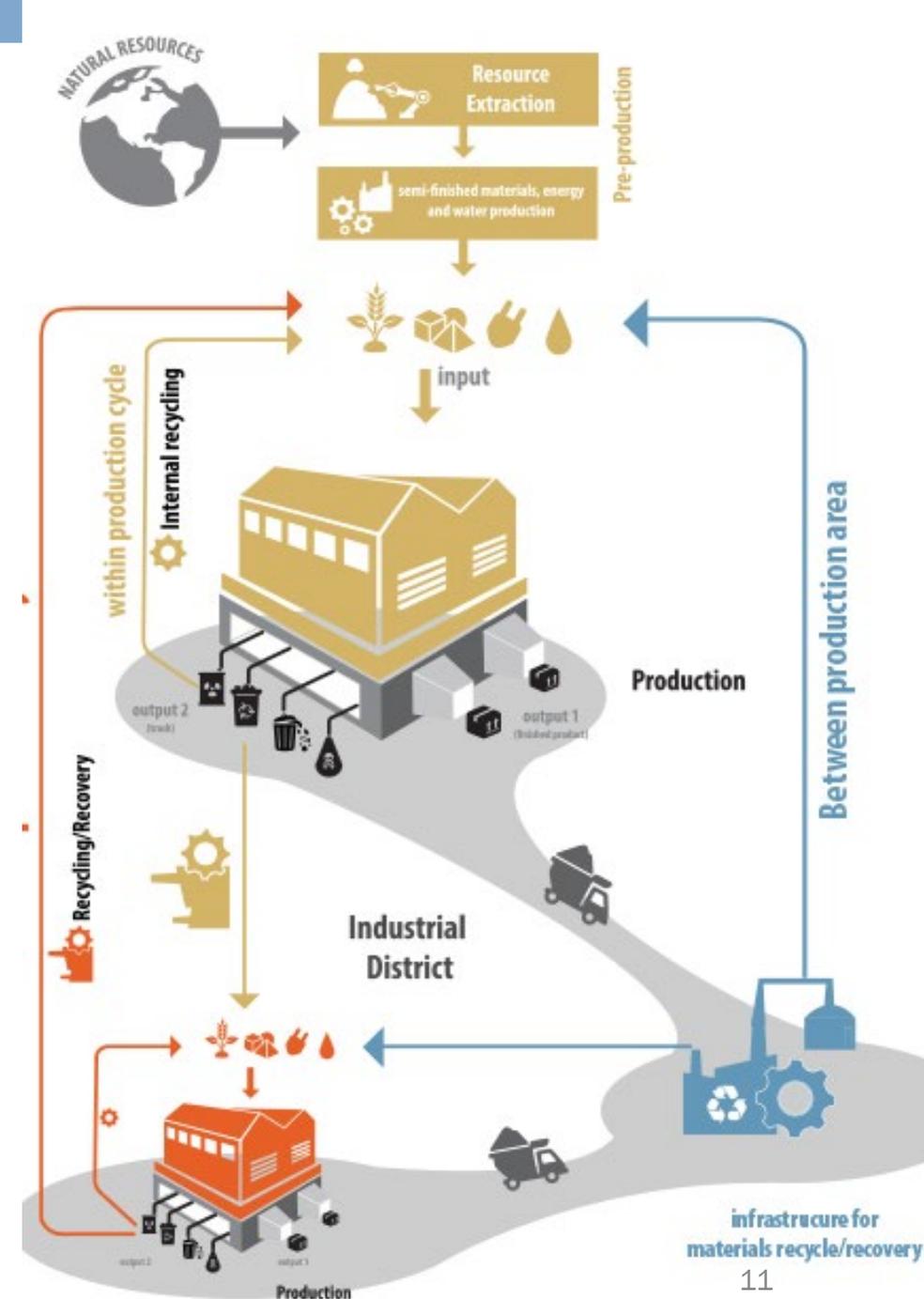


(2) Therefore, it is the policy of the state to create the recycling development center to research, incentivize, and develop new markets and expand existing markets for recycled commodities and recycling facilities (RCW 70A.240.010)



Commerce partnership

- Recycling Development Center
- Industrial Symbiosis
- Innovation Cluster Accelerator Program
- Choose Washington State website



Advisory Board

- **Natalie Caulkins** - *Republic Services*
- **Sam Dart** - *Grant County*
- **Corinne Drennan** - *Pacific Northwest National Laboratory*
- **Karl Englund** - *Washington State University*
- **Kyla Fisher** - *Ameripen*
- **Nina Goodrich** - *Sustainable Packaging Coalition (retired)*
- **Allen Langdon** - *Circular Matters*
- **Kris Major** - *City of Spokane*
- **Scott Morgan** - *The Evergreen State College*
- **Chris Piercy** - *Kitsap County*
- **Mike Range** - *Waste Management*
- **Tim Shestek** - *American Chemistry Council*
- **Jay Simmons** - *NORPAC*
- **Heather Trim** - *Zero Waste Washington*

Online resources



DEPARTMENT OF
ECOLOGY
State of Washington

Regulations & Permits Research & Data Blog Contact Us

Home Air & Climate Water & Shorelines Waste & Toxics Spills & Cleanup

Waste & Toxics > Reducing & recycling waste > Strategic policy & planning > Recycling Development Center

Recycling Development Center

The Recycling Development Center is a new Ecology program spearheading efforts to create a more sustainable and cleaner recycling system for Washington.

Contamination in the recycling stream has prompted major recycling trade restrictions, turning markets upside down and leading to growing piles of recyclables with nowhere to go but the landfill. To solve this problem, Washington must find new end markets and reduce contamination in its recycling stream.

I want to...

- Read the Center's report to the Legislature
- Visit the Recycling Development Center's advisory board webpage
- See a factsheet about the Recycling Development Center



Department of Ecology
Committees, Boards, and Workgroups

Recycling Development Center Advisory Board

This page contains Advisory Board documents and meeting materials.

Sign up for the Recycling Development Center [email list](#).

Most recent information:

- Check out [NextCycle Washington](#): An inclusive accelerator for business models that prevents waste and improves reuse, recycling, and use of recycled materials. Stay tuned for the program launch in Spring/Summer of 2022.
- Register for the [April 13, 2022](#) Board meeting.
- Reach out to the [Recycling Development Center Team](#) by email.
- Visit Commerce's [Choose Washington State](#) website for business assistance tools and information.
- Advisory board meeting materials are in the Documents list (bottom of this webpage).*

Quick Links to Center reports and related documents

- [One-time grant projects](#) summary (August 2021)
- Recyclable Material Series: [Paper](#) (June 2021), [Glass](#) (December 2021)
- [Recycling Development Center Report to the Legislature](#) (January 2021)
- [Commerce's glass report](#) (October 2020)
- [Work Plan](#) (July 2020)
- [Board approved Goals and Metrics](#) (July 2020)

Visit other pages

- [Contamination Reduction Resources](#)
- [Plastic Packaging Study](#)
- [Solid Waste Advisory Committee](#)
- [Innovation Cluster Accelerator Program](#) at Commerce



Washington State
Department of
Commerce

Serving Communities Building Infrastructure Growing the Economy Promoting Washington

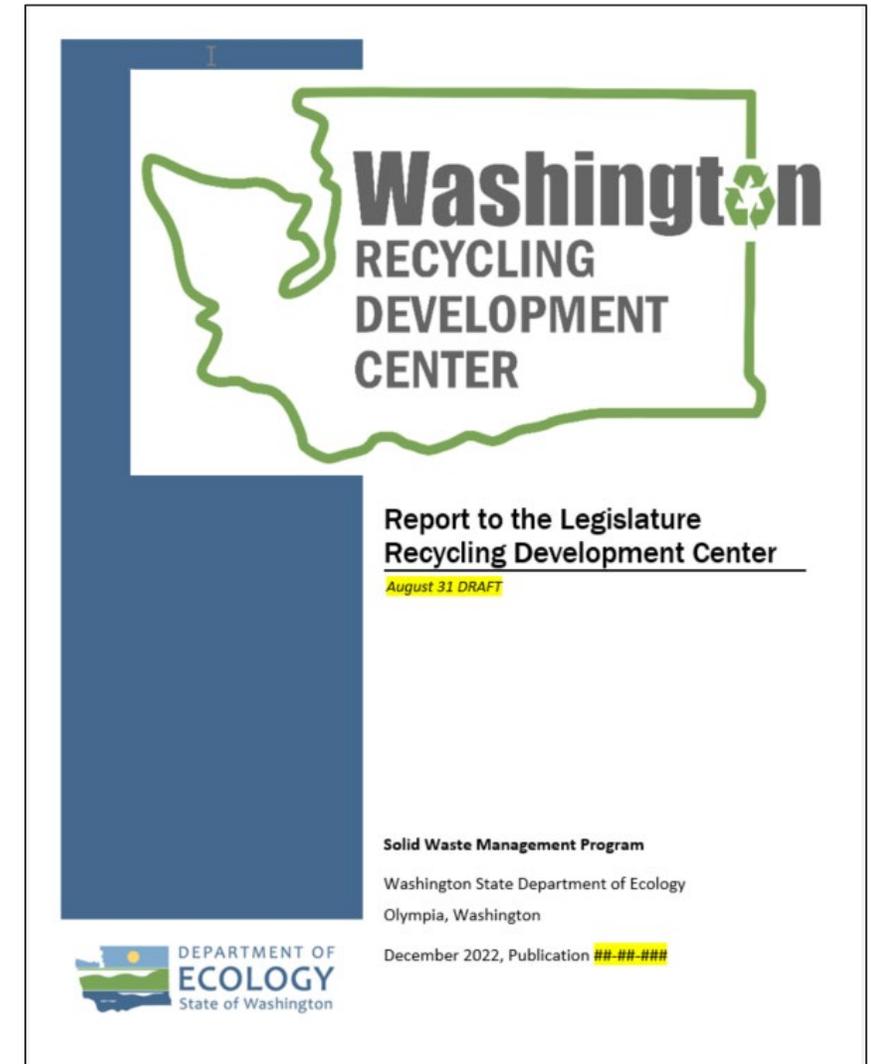
Strengthening Communities and Growing Washington's Economy

The Department of Commerce is the one agency in state government that touches every aspect of community and economic development: planning, infrastructure, energy, public facilities, housing, public safety and crime victims, international trade, business services and more. We work with local governments, tribes, businesses and civic leaders throughout the state to strengthen communities so all residents may thrive and prosper.

Report to the Legislature

- Contents
- Executive Summary
- Operations and Logistics
- Accomplishments 2021-2022
- Work Plan 2023-2024
- Challenges, Goals, Metrics
- Solid Waste Data Supplement

**Total state funds
\$2,624,551**

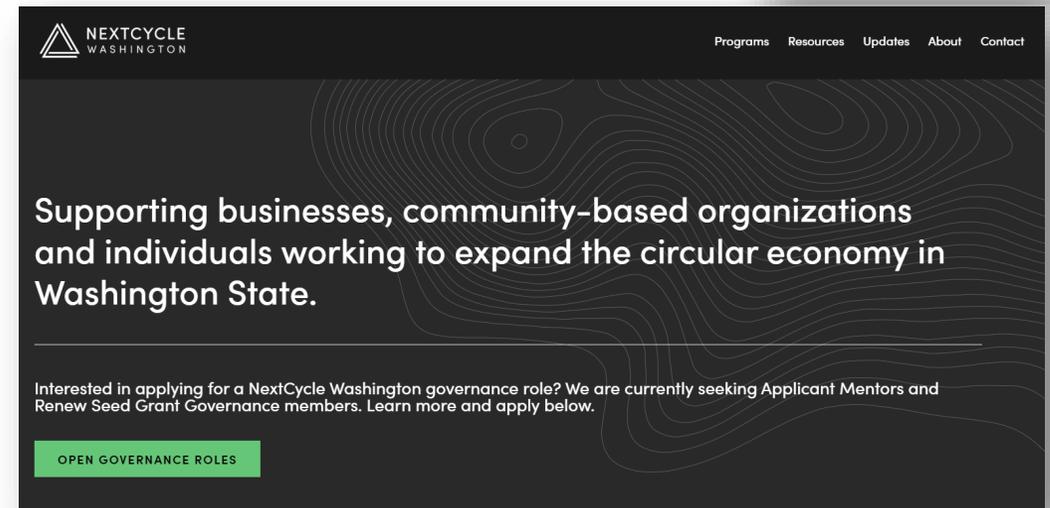


Accomplishments 2021-2022

Agency Support and Research \$1,210,114

- Ecology and Commerce staff
- Paper, Glass, and Plastic research papers
- 15 Board meetings with slides, and notes posted to the EZ page

NextCycle Washington \$710,000*

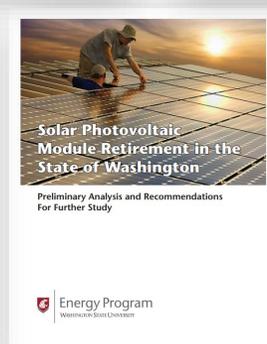
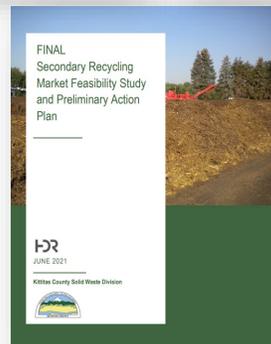
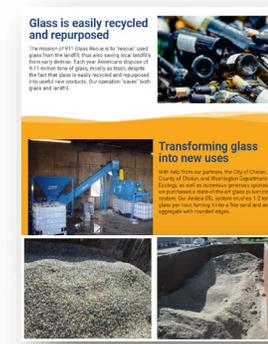
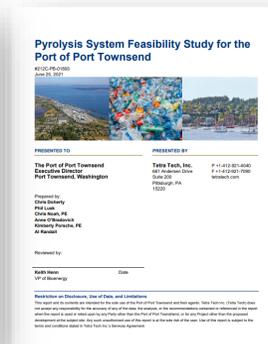
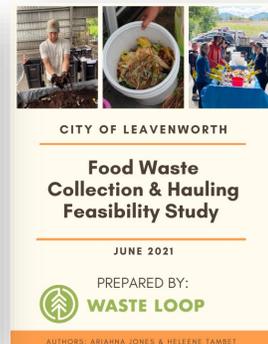


*NextCycle funds committed in 2022, to be spent in 2023

Accomplishments 2021-2022

Recycling Studies \$324,437

Pilot Projects \$150,000



Accomplishments 2021-2022

Economic and Equity Analysis

Report by Western Washington University's
Center for Economic Business Development

\$130,00



Business Resources

\$100,000



washington
materials marketplace



Center funding

Center activity	Funds used for	Amount	Percent
Ecology staff	3 staff	\$ 744,362	28 %
Commerce staff	2 staff	\$ 465,752	18 %
NextCycle Washington	Online platform	\$ 440,000*	17 %
NextCycle grants	27 grants	\$ 270,000*	10 %
Recycling studies	7 projects	\$ 324,437	12 %
Pilot projects	3 projects	\$ 150,000	6 %
Economic research	1 contract	\$ 130,000	5 %
Business resources	2 projects	\$ 100,000	4 %
Total funds		\$ 2,624,551	100 %

*NextCycle funds committed in 2022, to be spent in 2023¹⁸

2023-2024 Work Plan



Advisory board and facility tours



Support NextCycle Washington



Support the Materials Marketplace



Research and data analysis

2023-2024 Work Plan



NextCycle Washington



 **NEXTCYCLE**
WASHINGTON

Programs Resources Updates About Contact

Supporting businesses, community-based organizations and individuals working to expand the circular economy in Washington State.

Interested in applying for a NextCycle Washington governance role? We are currently seeking Applicant Mentors and Renew Seed Grant Governance members.

[LEARN MORE →](#)

NextCycle Washington is an initiative of:



Startup funding for NextCycle Washington is provided by King County's Solid Waste Division. Other funding partners will be confirmed soon. Re+ grant funding is provided for King County based organizations.

NextCycle Washington is powered by:



NextCycle Washington

There are two ways to participate in NextCycle Washington:



Circular Accelerator

The 2022 application period is now closed.
Stay tuned for 2023 Circular Accelerator details

Competitive challenges designed to support promising circular businesses and projects



Renew Seed Grants

Launching
September 21, 2022

A great starting point for funding new innovative businesses and projects



NextCycle Upstream Accelerator

Organization	Project focus
Plover	Upcycling textile product lines using pre-consumer textile material
Refugee Artisan Initiative	Upcycling textiles by refugee and immigrant women using post-consumer materials, life fire hoses
Geer Garage	Online peer-to-peer outdoor gear rentals
Okapi Reusable	Reusable cup network serving cafes and coffee shops
South King Tool Library	Develop replicable tool library sharing platform model
Just Right Bite	Develop and market pet food using insect-based inputs
Community Gearbox	App based sharing platform for outdoor gear and other products

NextCycle Downstream Accelerator

Organization	Project focus
Duwamish Valley Sustainability Association	Community scale anaerobic digestion of food waste to produce biofuel and liquid fertilizer
Regenerated Textiles	Develop pilot for demonstration of advanced textile recycling module in shipping container to produce recycled fibers
Birch Biosciences	Plan pilot for demonstration of plastic depolymerization using engineered enzymes to produce food grade recycled PET
Glass Packaging Institute	Develop glass aggregation and color sorting facility in central and eastern Washington to overcome economic barriers
Glacier	Expand market case for low-cost small footprint robotics and A-I for material recovery facilities
Ground2Ground Glass	Expand glass recycling to sand operation in the Walla Walla valley
Restaurant 2 Garden	Expand pilot community-scale restaurant food waste composting in Chinatown-International District

NextCycle Grants

Renew Seed Grant Applications Open on Sept 21.

37 Grants Available
Up to \$10,000



nextcyclewashington.com/renew-seed-grant

NextCycle timelines

Accelerator

- **AUGUST 2022**
Track Programming Begins
- **OCTOBER/NOVEMBER 2022**
Circular Accelerator Project Workshop Series
- **FEBRUARY 2023**
Pitch Showcase

Seed Grants

- **SEPTEMBER 21, 2022**
Renew Seed Grant Application Launch & Webinar
- **SEPTEMBER/OCTOBER 2022**
Application Party #1
- **EARLY NOVEMBER 2022**
Application Party #2
- **NOVEMBER 16, 2022**
Applications Due
- **DECEMBER 14, 2022**
Team Awardees Accouncement
- **JANUARY-JUNE 2023**
Funding and Technical Support Period

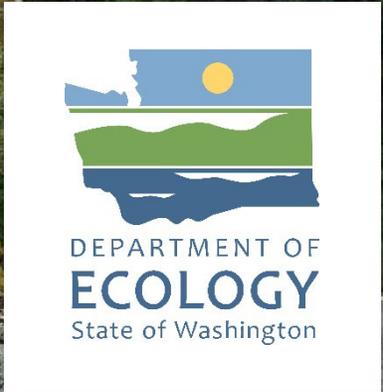
Glass Summit

Eastern Washington, Spring 2023

Agenda is under development:

- Data analysis
- Collection challenges
- Innovative solutions
- Wine industry
- Community perspective
- End market options





Thank you

RecDevCenter@ECY.WA.GOV

Agenda

Solid Waste Advisory Committee Meeting
September 21, 2022 | 9:30 a.m. – 11:15 a.m.



DEPARTMENT OF
ECOLOGY
State of Washington

Call to Order & Zoom Meeting Instructions

9:30 a.m. | 5 minutes | Troy Lautenbach (Chair) and Laurie Davies

Upcoming Legislation and Ecology's Budget

9:35 a.m. | 15 minutes | Laurie Davies, Department of Ecology

RDC Legislative Report Recommendations

9:50 a.m. | 15 minutes | Kara Steward, Department of Ecology

Organic Materials Management (HB 1799) Next Steps

10:05 a.m. | 15 minutes | Chery Sullivan, Department of Ecology

Simple As That – Litter Prevention Campaign

10:20 a.m. | 15 minutes | Amber Smith, Department of Ecology

Postconsumer Recycling Content (SB 5022) Implementation

10:35 a.m. | 15 minutes | Alli Kingfisher, Department of Ecology

Member Updates & Roundtable

10:50 a.m. | 15 minutes

Adjourn



Chery Sullivan





DEPARTMENT OF
ECOLOGY
State of Washington

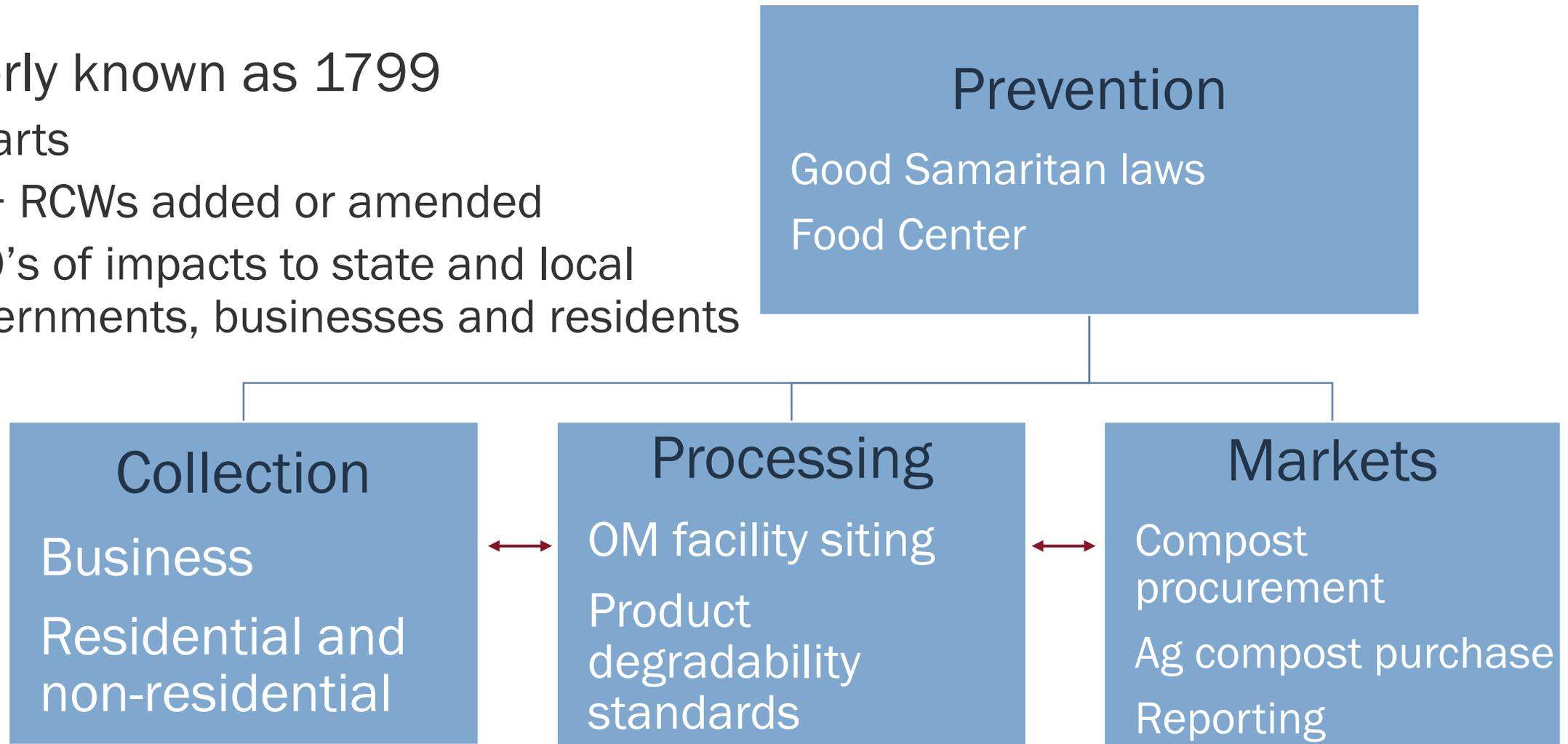
2022 Organics Management Law

Chery Sullivan
Department of Ecology

Organics Management Law

Reduce methane emissions by diverting organics from landfills

- Formerly known as 1799
 - 9 Parts
 - 20+ RCWs added or amended
 - 100's of impacts to state and local governments, businesses and residents



Compost Procurement Ordinance (CPO)

- Timelines
 - January 1, 2023
 - Jurisdictions with greater than 25,000 population, and
 - Jurisdictions where curbside organics collection service is provided
 - December 31, 2024 and subsequent even years
 - Report to Ecology: 1. Total tons of organic diverted, 2. Volume of compost purchased, 3. Source of compost

Compost Procurement Ordinance (CPO)

Options

- Adopt a CPO
- Amend existing recycled product procurement ordinances to include compost purchase
- Local governments can work together to draft identical or similar CPOs for separate adoption

Organics collection for businesses

Timeline

- July 1, 2023
 - Ecology must post which jurisdictions have organics collection available to businesses, and
 - Identify organic management facilities that have capacity to accept more volume.



EarthGen

Organics collection for businesses

Businesses must arrange for organic collection

- Jan. 1, 2024
 - Generating at least **eight** cubic yards of organic material waste per week
- Jan. 1, 2025
 - Generating at least **four** cubic yards of organic material waste per week
- Jan. 1, 2026
 - Generating at least **four** cubic yards of **solid waste** per week

Definitions

“Business” means a commercial or public entity including, but not limited to, a firm, partnership, proprietorship, joint stock company, corporation, or association that is organized as a for-profit or nonprofit entity. [Note: This definition includes public, nonprofit entities such as schools, churches, and hospitals]

“Business” does not include a multifamily residential entity.

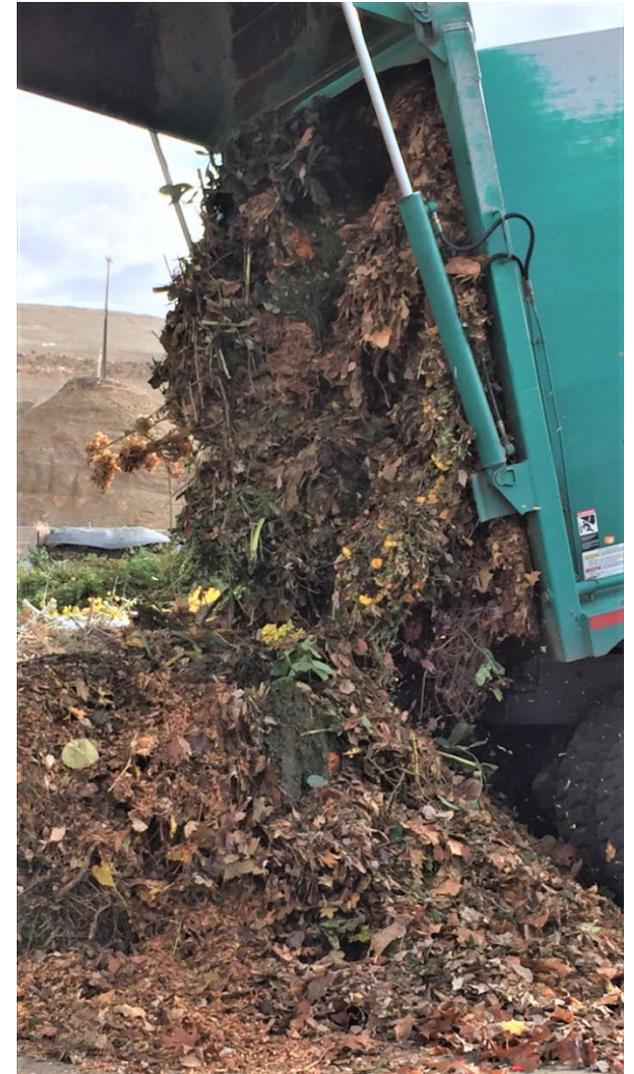
Organics collection for businesses

- Exemptions may apply if:
 - No haulers to collect organics
 - No capacity to process additional organics
 - Jurisdiction needs to send a note to Ecology explaining how exemptions apply
- Businesses:
 - Manage organic material on site
 - Self-haul to an organic management facility
 - Other...

Finance study

July 1, 2023

- Ecology work with WACSWM, AWC, WRRRA, and other stakeholders to:
 - Assess how policy and legislation impacted local government funding issues
 - Recommend how to support solid waste collection and recycling if policies/legislation reduce funding



Food Center

January 1, 2024: Washington Center for Sustainable Food Management established to meet Use Food Well Washington Goals and recommendations

Goal 1: Reduce food waste generated by 50 percent by 2030

Goal 2: Reduce at least half of edible food waste by 2030

Read the UFWW Plan and more on our [webpage](#)
Stay connected by subscribing to the UFWW [email list](#)



Organics Management Facility Siting

Expand infrastructure capacity and/or volumetric capacity:

- July 2024, new or updated Comprehensive Solid Waste Management Plans must include identification of possible locations for organic materials management facilities.
- January 2025, new or updated Comprehensive Plans must include identification of possible locations for organic materials management facilities.



Vander Haak Dairy Digester/Craig Freer

Product degradability labeling

January 1, 2024

- ALL compostable food service products, including film, must meet specific labeling, and compostability standards
- Ecology, cities, and counties to enforce and issue and collect civil penalties
- Enforcement is complaint based using Ecology's complain forum
- Ecology will work with jurisdictions to educate retailers, consumers and producers about updates to the law.



Residential/non-residential collection

- January 1, 2027
 - Jurisdictions meeting specific criteria must provide every-other-week organic materials collection to those that generate $>.25$ cy organic material per week
 - Ecology will work with stakeholders to develop waivers to exempt jurisdictions from criteria, such as:
 - Dispose $<5,000$ tons solid waste
 - $<25,000$ population
 - Economic feasibility (distance to processing facility with capacity)
 - Other

Rules: To write or not to write

- [RCW 70A.205.540](#) Organic solid waste collection services – Fees – Exceptions.
 - Waivers
- [RCW 70A.205.540](#) Organic solid waste collection services – Fees – Exceptions.
 - If goals are not achieved
- [Chapter 70A.207 RCW](#) WA Center for Sustainable Food Management
 - Necessary to implement chapter
- [Chapter 70A.455 RCW](#) Plastic Product Degradability RCW 70A.455.120 (1)
 - Necessary to implement chapter

Contact Information

Chery Sullivan

Chery.Sullivan@ecy.wa.gov

(360) 485-2724



To find out more...

- Visit our resources for local governments on compost procurement, facility siting and more.
<https://app.box.com/s/r6jdrswnwbchouo9kme3qa4gd2uawhf>.
- Subscribe to our Organics Management email news at
<https://public.govdelivery.com/accounts/WAECY>.
Set up your account, choose Solid Waste Management, and then Organics Management.

Agenda

Solid Waste Advisory Committee Meeting

September 21, 2022 | 9:30 a.m. – 11:15 a.m.



DEPARTMENT OF
ECOLOGY
State of Washington

Call to Order & Zoom Meeting Instructions

9:30 a.m. | 5 minutes | Troy Lautenbach (Chair) and Laurie Davies

Upcoming Legislation and Ecology's Budget

9:35 a.m. | 15 minutes | Laurie Davies, Department of Ecology

RDC Legislative Report Recommendations

9:50 a.m. | 15 minutes | Kara Steward, Department of Ecology

Organic Materials Management (HB 1799) Next Steps

10:05 a.m. | 15 minutes | Chery Sullivan, Department of Ecology

Simple As That – Litter Prevention Campaign

10:20 a.m. | 15 minutes | Amber Smith, Department of Ecology

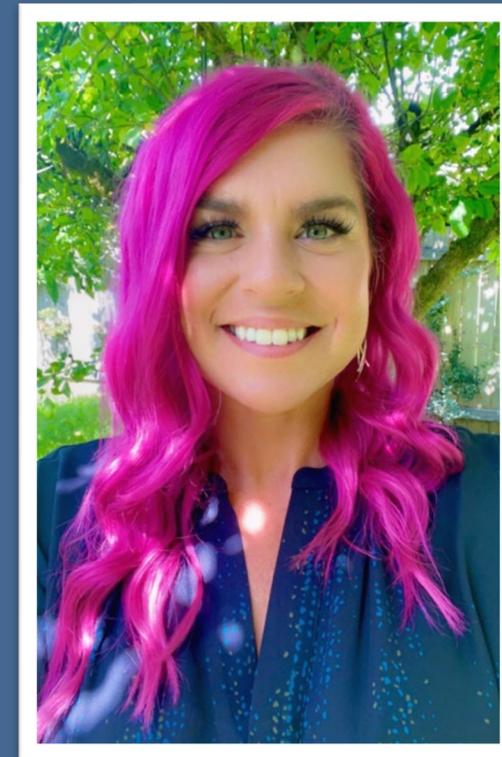
Postconsumer Recycling Content (SB 5022) Implementation

10:35 a.m. | 15 minutes | Alli Kingfisher, Department of Ecology

Member Updates & Roundtable

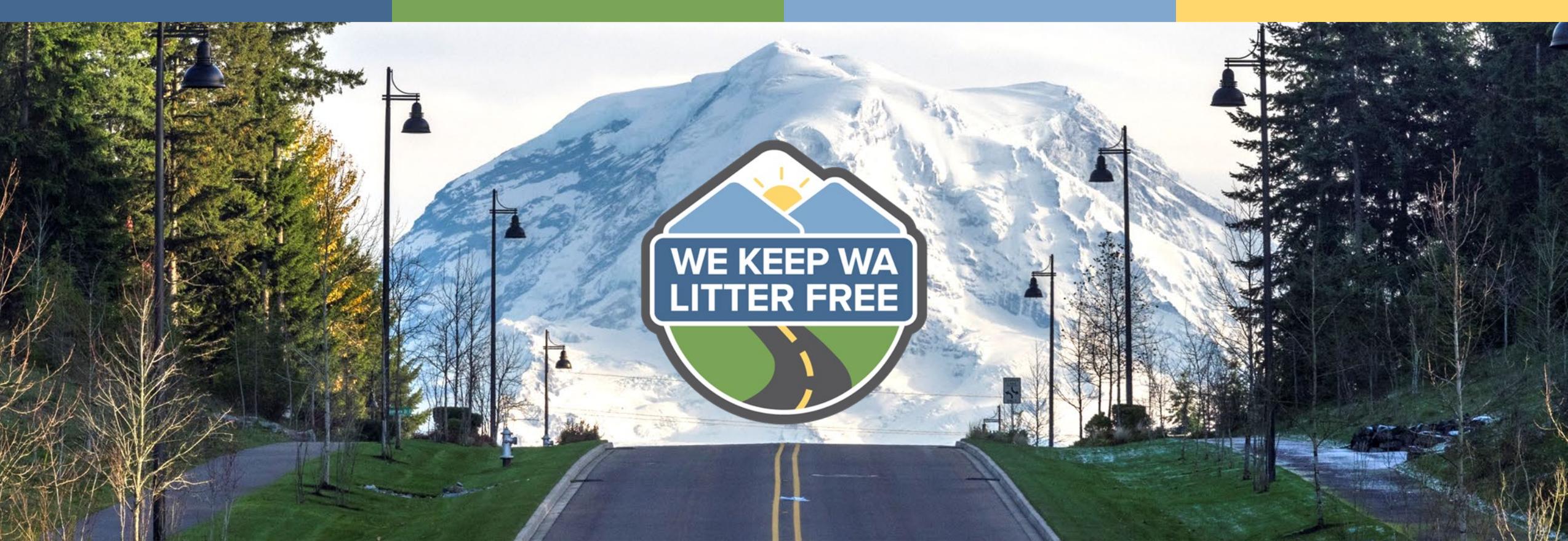
10:50 a.m. | 15 minutes

Adjourn



Amber Smith





DEPARTMENT OF
ECOLOGY
State of Washington

Litter Prevention Campaign Update

September 2022

Amber Smith, Statewide Litter Prevention Coordinator

We Keep WA Litter Free Umbrella Brand

LitterFreeWA.org

PorUnWAImpeccable.org

#LitterFreeWA

Launched
Spring 2021

Waste & Toxics > Solid waste & litter > Litter > Litter prevention > We Keep Washington Litter Free

Keep our state safe, clean and breathtakingly beautiful

Litter is a big problem with a simple solution – everyone in Washington doing their part.

Most people don't litter. But the actions of the few who do add up to expensive clean ups, dangerous road conditions and big environmental impact. Every year, Washington's state and local governments spend millions of dollars to clean up litter, but those efforts only remove a fraction of the 18 million pounds of waste that accumulate every year on our roads, in our communities and throughout our natural habitats.

[Por un Washington Impeccable \(en Español\)](#)

Live litter free and help others do the same.

We Keep WA Litter Free – Small Choices, Big Impact PSA (English)

LitterFreeWA.org



Stop litter at the source



Keep a litter bag in your vehicle.



Cover and secure items you're hauling in a pickup or trailer.



If you smoke, keep a portable ashtray in your vehicle.



When you're driving, throw away trash at your destination or at a gas station or rest area.



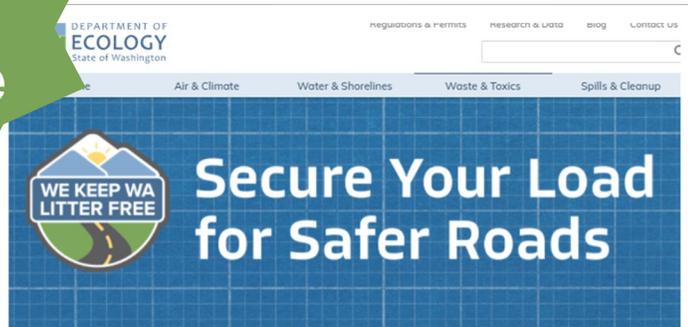
Encourage your friends and family to live litter free too.

Behavior Specific Social Marketing Campaigns

Secure Your Load for Safer Roads

SecureLoadsWA.org
SujetaTuCargaWA.org
#SecureLoadsWA

Launched
May 2021
Annually in June



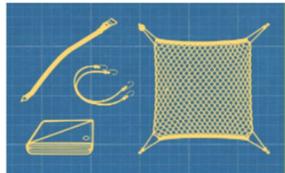
Get a FREE Cargo Net

When do you need to secure items in your truck or trailer? Every time you hit the road. Unsecured loads cause over 300 crashes in Washington every year and contribute to up to 40% of roadside litter — let's change that.

Even if it's a short trip, you're going slow, or you're hauling items that seem heavy enough to stay put, securing your load is vital to keeping roads safe and litter free. So, whatever you're hauling — secure your load for safer roads.

🇪🇸 [Cargas bien sujetadas, caminos más seguros. \(en Español\)](#)

Tips for secure loads



Stock Up

Keep cargo nets, tarps, ropes, bungee cords, or straps in your truck to make sure you always have what you need to secure your cargo. You may need tie down hooks or eye bolts on your vehicle as well.



Download the Partner Toolkit

May 2022 Pilot
Launched
Sept. 2022

Simple As That

LitterFreeWA.org/Simple
PorUnWAIMpeccable.org/Simple
#LitterFreeWA



Put litter in its place



Get a
FREE LITTER BAG
for your car



Not Littering: Simple As That

Sept. 12 – Oct. 1,
2022

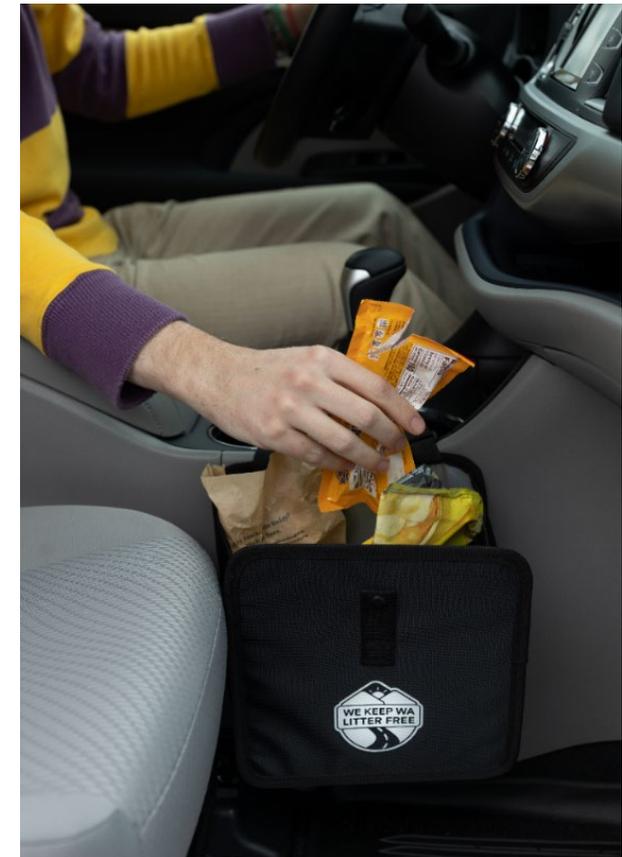
LitterFreeWA.org/Simple
PorUnWAlmpeccable.org/Simple
#LitterFreeWA



Get a
FREE LITTER BAG
for your car



Tim – Recently Stopped Littering



Statewide Media Tactics

- Focused on issue awareness, reach and recall
- Video: Digital Pre-Roll & OTT
- Audio: Radio & Digital Audio ads
- Social: Facebook & Instagram Ads
- Outdoor: Gas Station Pump Toppers, video & clings (through week of 10/17)



Other Campaign Elements

- State agency partners (joint press release & promotion)
- Active pitching, PR and media interviews (English & Spanish)
- Messaging on WSDOT VMS highway signs
- Homepage campaign banner
- Organic social media content
- Blog
- Litter Prevention Partner Toolkit
 - Local governments, non-profit partners
- Seattle Storm/Rave Foundation partnership
- Adopt A Highway Maintenance Corporation Kickoff



The screenshot shows a webpage titled "Litter Prevention Partner Toolkit" with navigation tabs for "Climate", "Water & Shorelines", "Waste & Toxics", and "Spills & Cleanup". The main content includes a thank-you message, instructions on how to use the toolkit resources, and a list of available resources such as window clings, brand guides, video ads, social media content, campaign logos, and highway signs. A "We Keep WA Litter Free" logo is also visible on the page.

Climate Water & Shorelines Waste & Toxics Spills & Cleanup

Litter Prevention Partner Toolkit

Thank you for promoting the We Keep WA Litter Free and Secure Your Load for Safer Roads campaigns in your community!

Click on the links below to open files or zipped folders, and then save them to your computer. We will continue to add resources to this toolkit, so check back periodically.

For more information, please contact [Amber Smith](#), Statewide Litter Prevention Coordinator, 360-688-4957.



We Keep WA Litter Free Resources:

- [We Keep WA Litter Free window clings](#) (zipped)
English and Spanish versions are provided in Illustrator and PDF for
- [Brand guide](#)
- [Video ads](#) (zipped)
- [Social media ads](#) (zipped)
- [Social media content](#) (zipped)
- [Campaign Logos](#) (zipped)
 - English – We Keep WA Litter Free
 - Spanish – Por Un WA Impecable
 - Note: Logos are provided in multiple formats for use across web applications. Please *do not make changes* or distort the logos
- [Highway signs and specifications](#) (zipped)
These signs replace the Litter and It Will Hurt signs, statewide. They



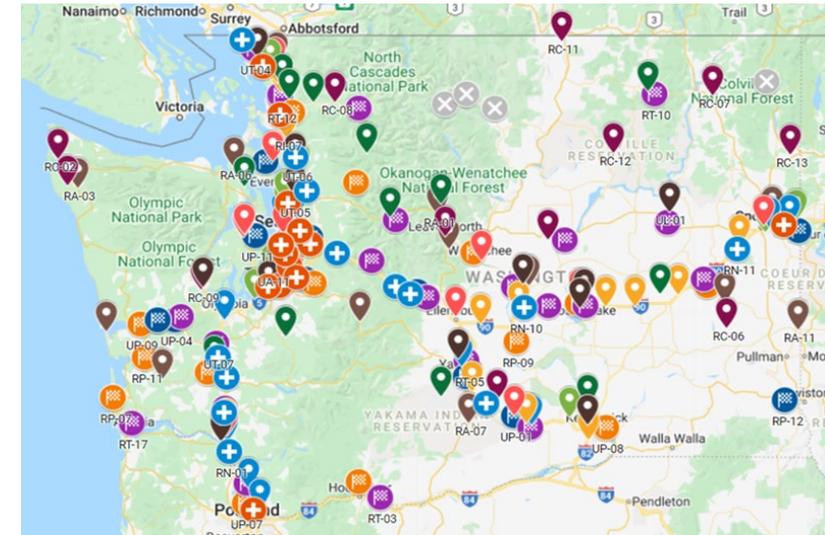
Media Tracking Week 1

- 83M + views
- 90 mentions
- \$28K in ad equivalency value
- 47 articles, 35 broadcast mentions, 8 news releases



2022 Litter Study

- Spring sampling & preliminary results
 - 24,001 pieces of litter/mile on urban interstates (15,808 on rural interstates)
 - 30,948 pieces of litter/acre on urban interchanges (20,925 on rural interchanges)
- Fall sampling Sept. 26 – Oct. 14
 - Sorting week of Oct. 17
- Final report by March 2023





Questions?

Amber Smith
Statewide Litter Prevention Coordinator
Amber.Smith@ecy.wa.gov

[Ecology's Litter Prevention Webpage](#)



Live litter free
and help others
do the same.

LitterFreeWA.org

Agenda

Solid Waste Advisory Committee Meeting
September 21, 2022 | 9:30 a.m. – 11:15 a.m.



Call to Order & Zoom Meeting Instructions

9:30 a.m. | 5 minutes | Troy Lautenbach (Chair) and Laurie Davies

Upcoming Legislation and Ecology's Budget

9:35 a.m. | 15 minutes | Laurie Davies, Department of Ecology

RDC Legislative Report Recommendations

9:50 a.m. | 15 minutes | Kara Steward, Department of Ecology

Organic Materials Management (HB 1799) Next Steps

10:05 a.m. | 15 minutes | Chery Sullivan, Department of Ecology

Simple As That – Litter Prevention Campaign

10:20 a.m. | 15 minutes | Amber Smith, Department of Ecology

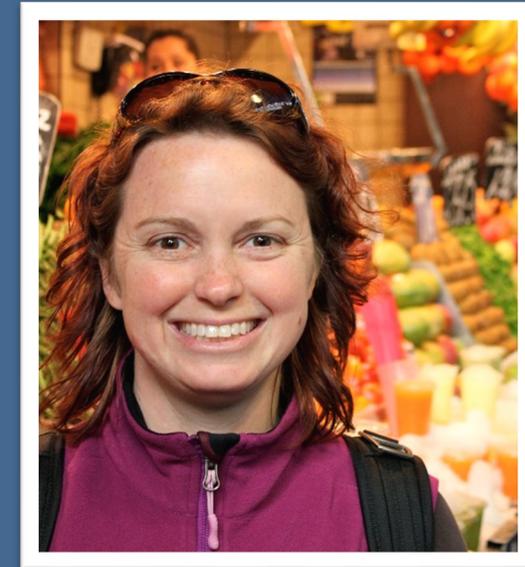
Postconsumer Recycling Content (SB 5022) Implementation

10:35 a.m. | 15 minutes | **Alli Kingfisher, Department of Ecology**

Member Updates & Roundtable

10:50 a.m. | 15 minutes

Adjourn



Alli Kingfisher



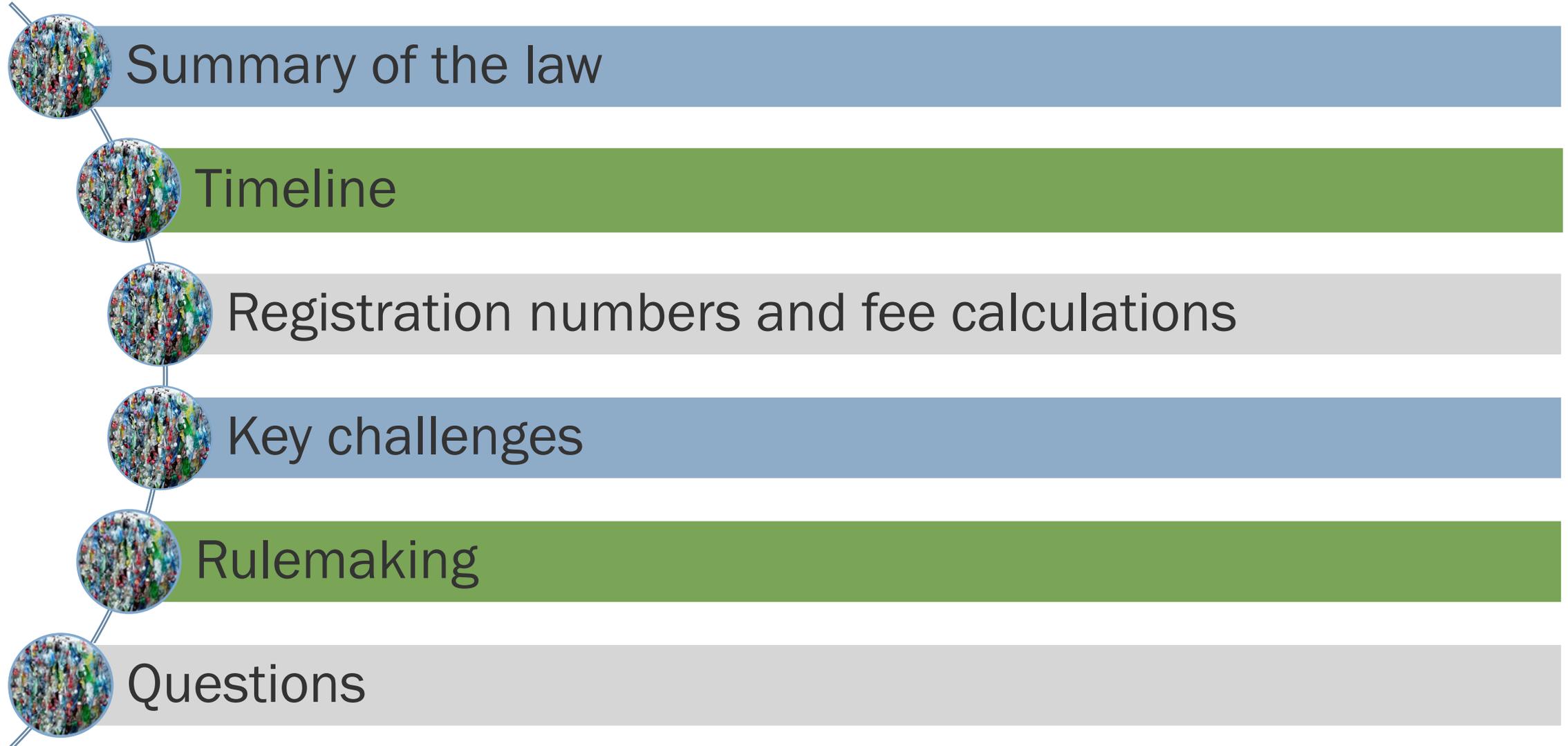


70A.245 RCW: Postconsumer Recycled Content Requirements

Alli Kingfisher

Solid Waste Management Program

Overview



Covered Products:



Plastic Beverage Containers (2022)

*Dairy & 187ml wine bottles (2028)

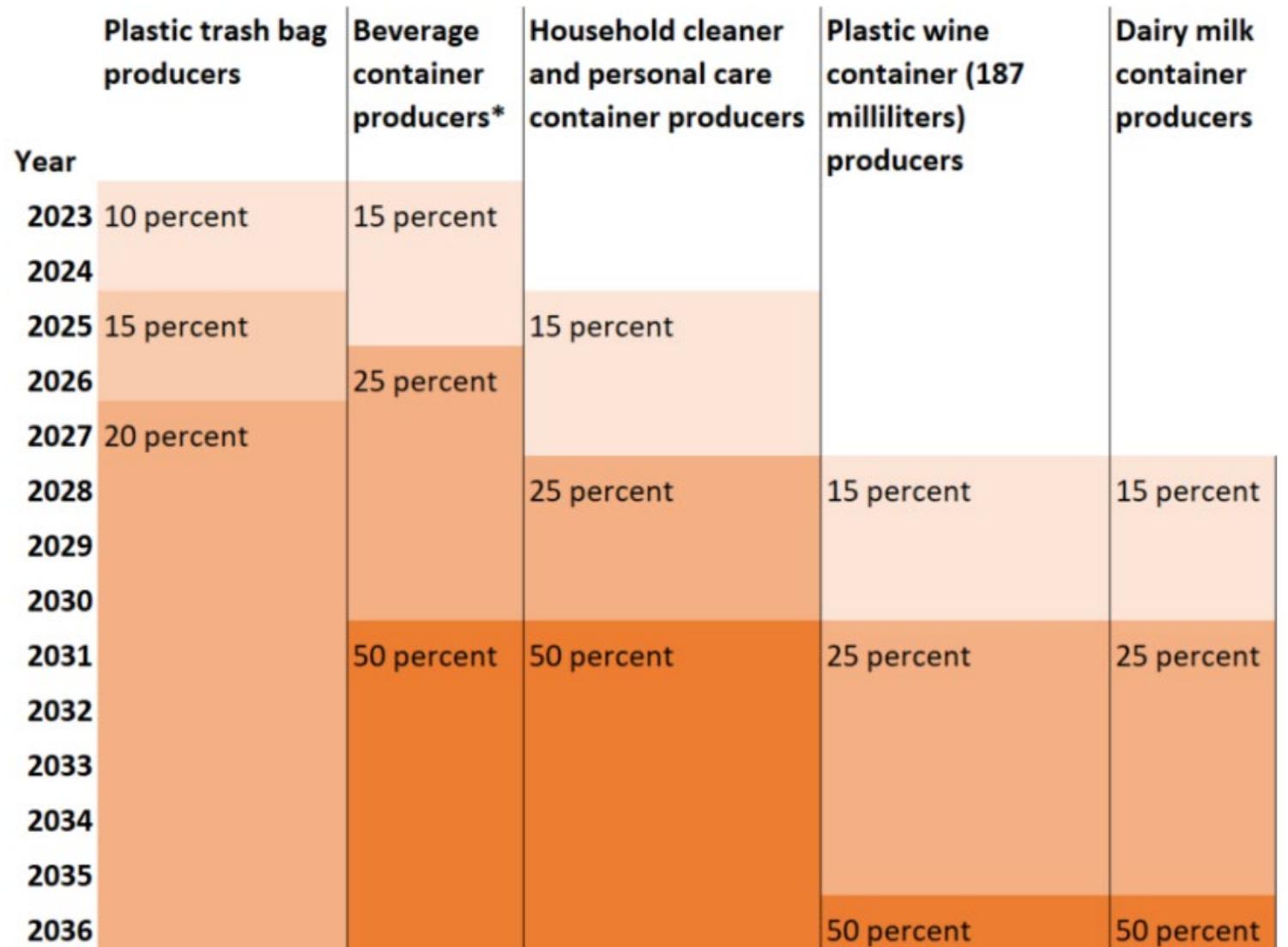


Plastic Trash Bags (2022)



Plastic Household Cleaning & Personal Care Products (2025)

Recycled content requirements increase over time



*Excluding plastic wine and milk containers.

TIMELINE



Benchmarks	Dates
Rulemaking began	November 2021
Ecology workload analysis	January 31, 2022
Registration deadline for ALL producers	June 15, 2022
Invoices sent to producers via e-mail	August 2022
Deadline for ALL producers to submit annual fee payment	September 2022
Deadline for completing rulemaking	December 31, 2023
Ecology annual review of PCR percentages	January 1, 2024 (annually)

Registration

- 259 Total registered producers
- 108 registered, non-De Minimis producers
- 151 De Minimis producers

Rulemaking:

- PCR Content Rule, WAC 173-925
- Approaching end of rule drafting phase
- Final advisory committee meeting September 29, 2022
- Final comments due by November 1, 2022
- Economic analysis January – March, 2023
- Public comments and hearings next spring/early summer
- Rule adoption and guidance document January 2024 or sooner
- Visit Ecology's [PCR Rule Website](#)

Key Implementation Challenges

- Definition of Producer
- Equitably distributed fee & quality assurance
- De Minimis Threshold
- Exemption for nonprescription drugs



Challenge: Definition of Producer

Challenge: Lack of clarity for responsibility of private label/store brands

Recommendation: Clarify brand owners are responsible



Challenge: Equitably distributed fees & data quality assurance

Challenge: Accuracy of reported data

Recommendation: Third party verification



Challenge: De Minimis Threshold

Producers who annually sell, offer for sale, distribute, or import in or into the country for sale in Washington:

A single category of a covered product that in aggregate generates less than \$1,000,000 each year in revenue

OR

Less than one ton of a single category of containers or plastic trash bags each year

De Minimis Threshold

- De Minimis producers are responsible for **6,517,231** lbs of resin sold into the state

Trash Bags	4,357,918.53
Beverage Containers	1,121,478.61
Household Cleaning and Personal Care Products	1,037,834.09

- Some brands break out reporting entities to stay de minimis
- Disconnect between reported revenue and pounds of resin
- Inconsistent with other states:
 - New Jersey, Colorado and Oregon exempt producers with global gross revenue below \$5M

Recommendation: *De Minimis Producers* producers must register. Only exempt producers with global gross revenue below \$5M **AND** Less than one ton of a single category of containers or plastic trash bags each year

Recommendation: De Minimis Threshold

1 All producers must register

2 Has a gross revenue of less than \$5 million for the organization's most recent fiscal year

3 AND

Less than one ton of a single category of containers or plastic trash bags each year

Challenge: Exemption for nonprescription drugs

Anything used to cure, treat, or prevent disease, or to affect the structure or any function of the human body.



Regulated Product	Drug
suntan product	sunscreen
deodorant	antiperspirant
shampoo	antidandruff shampoo
toothpaste	anti-cavity toothpaste
mouthwash	anti-gingivitis mouthwash
skin product to hide acne	anti-acne product
skin moisturizer	wrinkle remover



Recommendation: Remove exemption



Questions?

Alli Kingfisher

Plastics Policy Specialist

Alli.Kingfisher@ECY.WA.GOV

509-960-1290



Ecology Plastic Packaging Website

ecology.wa.gov/WAplastic

Agenda

Solid Waste Advisory Committee Meeting

September 21, 2022 | 9:30 a.m. – 11:15 a.m.



DEPARTMENT OF
ECOLOGY
State of Washington

Call to Order & Zoom Meeting Instructions

9:30 a.m. | 5 minutes | Troy Lautenbach (Chair) and Laurie Davies

Upcoming Legislation and Ecology's Budget

9:35 a.m. | 15 minutes | Laurie Davies, Department of Ecology

RDC Legislative Report Recommendations

9:50 a.m. | 15 minutes | Kara Steward, Department of Ecology

Organic Materials Management (HB 1799) Next Steps

10:05 a.m. | 15 minutes | Chery Sullivan, Department of Ecology

Simple As That – Litter Prevention Campaign

10:20 a.m. | 15 minutes | Amber Smith, Department of Ecology

Postconsumer Recycling Content (SB 5022) Implementation

10:35 a.m. | 15 minutes | Alli Kingfisher, Department of Ecology

Member Updates & Roundtable

10:50 a.m. | 15 minutes

Adjourn



Member Updates

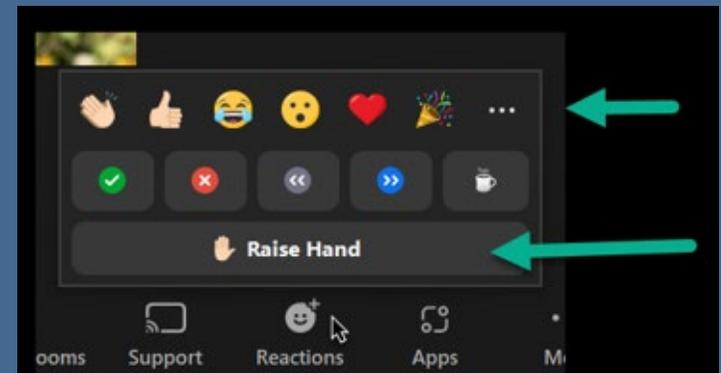
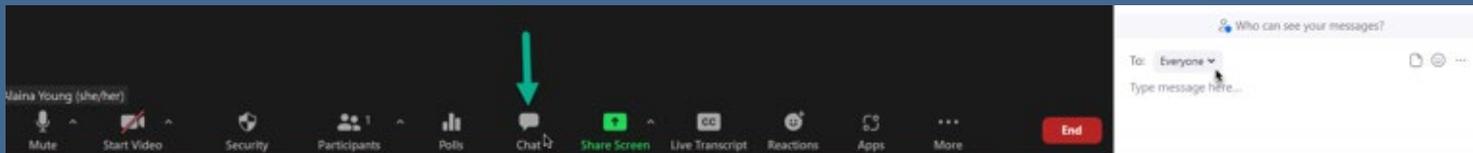
We want to hear from you!

If you would like to provide comments, **please write your name in the chat or raise your hand.**

We will call on you to speak in the order that we see names in the chat or hands raised.
Please unmute yourself when it's your turn.

You may also **write your comment in the chat** and we will read it for you.

Please keep your comment to under 2 minutes.



Agenda

Solid Waste Advisory Committee Meeting

September 21, 2022 | 9:30 a.m. – 11:15 a.m.

Call to Order & Zoom Meeting Instructions

9:30 a.m. | 5 minutes | Troy Lautenbach (Chair) and Laurie Davies

Upcoming Legislation and Ecology's Budget

9:35 a.m. | 15 minutes | Laurie Davies, Department of Ecology

RDC Legislative Report Recommendations

9:50 a.m. | 15 minutes | Kara Steward, Department of Ecology

Organic Materials Management (HB 1799) Next Steps

10:05 a.m. | 15 minutes | Chery Sullivan, Department of Ecology

Simple As That – Litter Prevention Campaign

10:20 a.m. | 15 minutes | Amber Smith, Department of Ecology

Postconsumer Recycling Content (SB 5022) Implementation

10:35 a.m. | 15 minutes | Alli Kingfisher, Department of Ecology

Member Updates & Roundtable

10:50 a.m. | 15 minutes

Adjourn

