



Welcome to the Plastics Advisory Council's Bottle Redemption Program Meeting



Kindly mute yourself and turn off your camera
The meeting will begin at 9:15am

The background of the slide features a close-up photograph of several clear plastic bottles with white screw caps, arranged in rows. A semi-transparent gradient overlay, transitioning from light blue on the left to dark purple on the right, is applied over the image. The text is positioned on the right side of the slide, over the darker portion of the gradient.

Bottle Redemption Public Meeting

March 26, 2024

Meeting Ground Rules

- This Public Meeting is being recorded
- **5 Panels:** *New Jersey Metrics (9:30 AM)*, *Economic Implications (10:30 AM)*, *Environmental Considerations (11:30 AM)*, *Business Perspectives (1:00 PM)*, *Government Perspectives (2:00 PM)* Each panel scheduled for a 60-minute session.
- Introductory Statements from panelists followed by questions developed by the Governor's Plastics Advisory Council
- The public comment period will be facilitated from **3pm to 5pm** by a designated representative of the PAC
- **Individuals must be registered in order to provide comments**

New Jersey Baseline Metrics

Wayne DeFeo, Association of New Jersey Recyclers
Susan Collins, President, Container Recycling Institute
Seth Hackman, Bureau Chief NJDEP Sustainable
Waste Management



Panel: Baseline metrics, status of container recycling rates in New Jersey and Bottle Bill States

Susan V. Collins, Container Recycling Institute

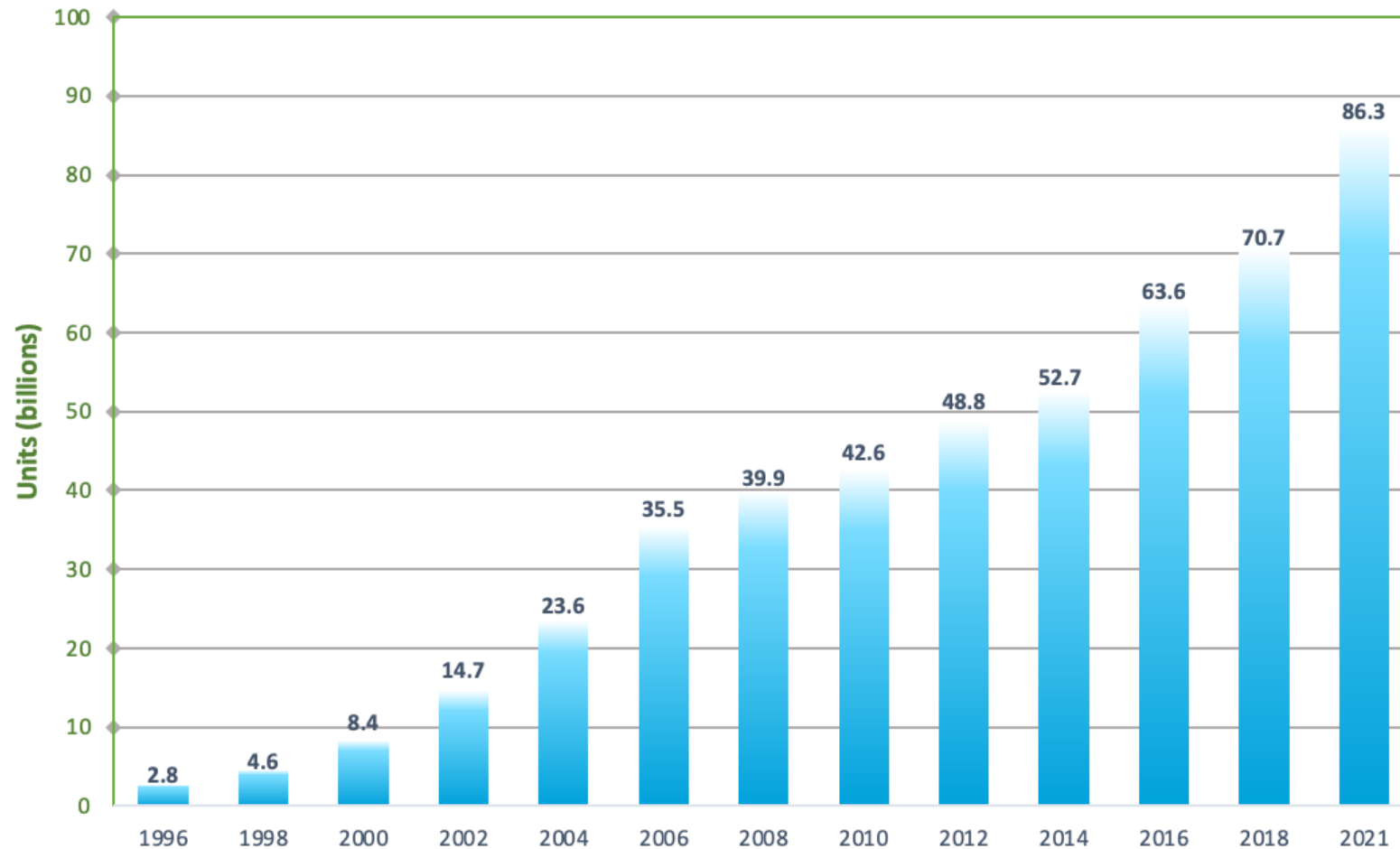
March 26, 2024



What is CRI?

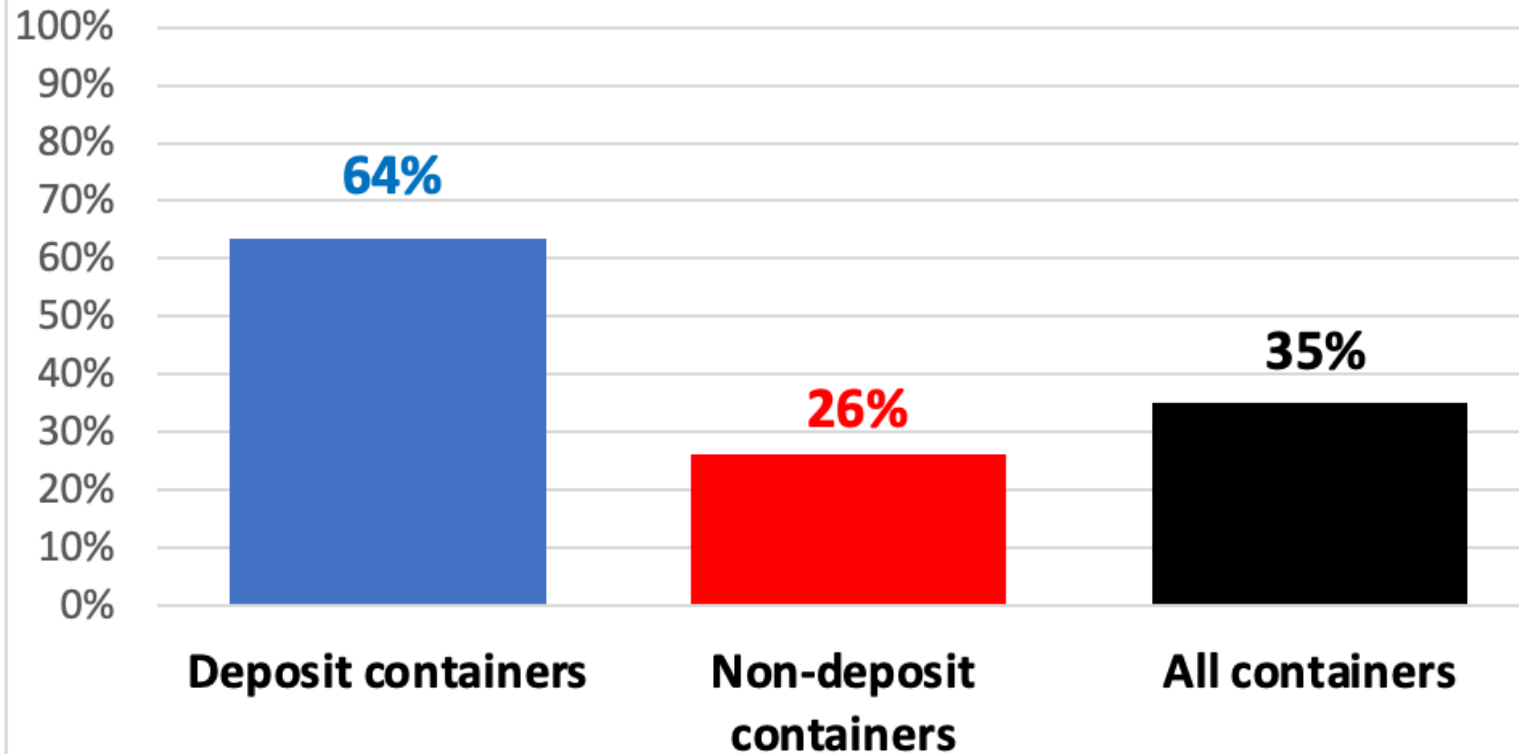


U.S. Plastic Bottled Water Sales, 1996-2021



"Plastic Bottled Water" defined as domestic, non-sparkling water packaged in plastic containers that are 1 gallon or less. Prior to 2015, this also excludes flavored, enhanced, and sweetened waters (3.2 billion units in 2014). Derived from Beverage Marketing Corporation data, 2002-2021.

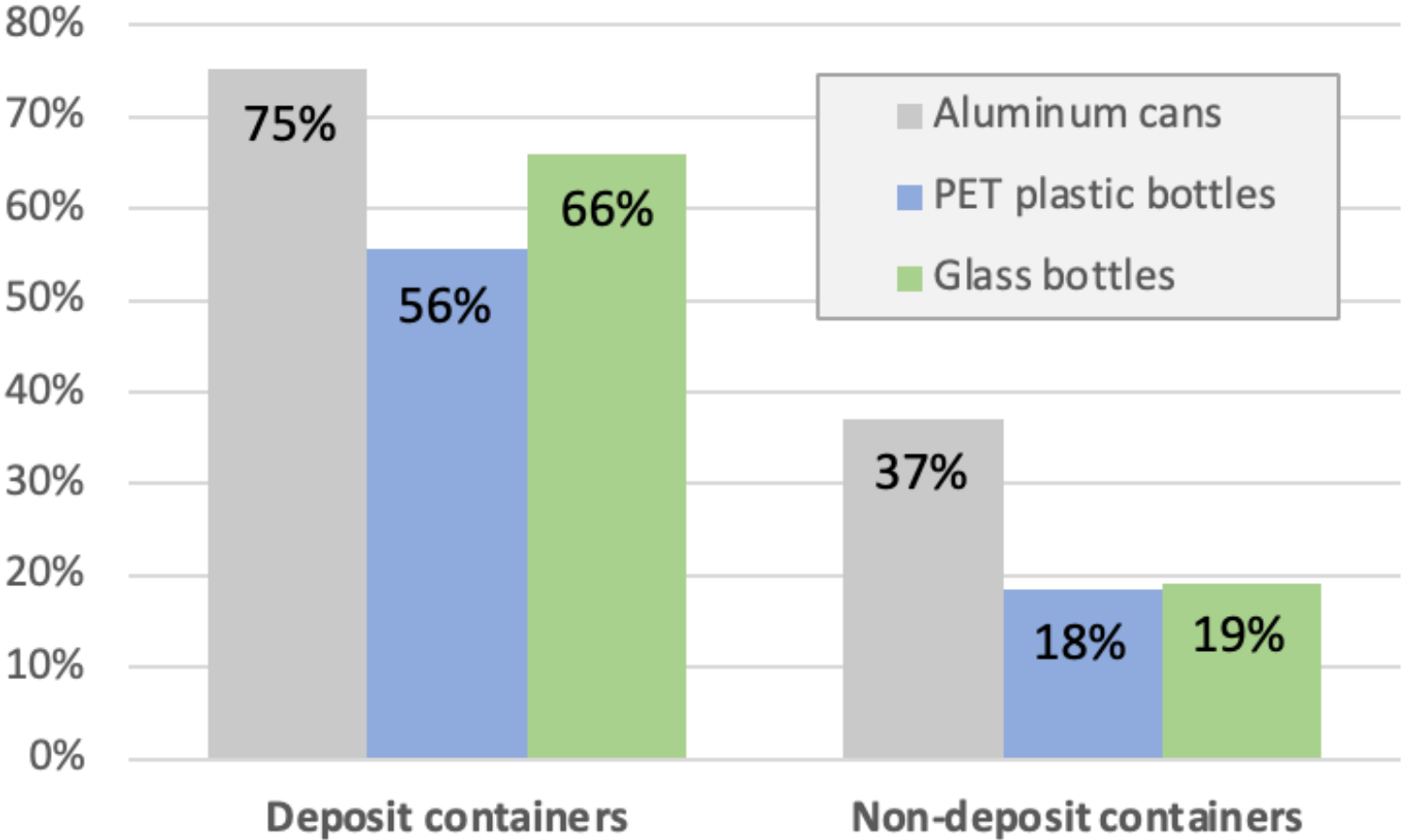
US Nominal Recycling Rates by Deposit Status, 2021



* Includes all beverages packaged in aluminum cans, PET & HDPE plastic bottles, glass bottles, gable-top cartons, aseptic boxes, and foil pouches. Non-deposit containers include all beverage containers in states without bottle bills, and all non-deposit beverage containers in states with non-modernized bottle bills: for example, water in Massachusetts, sports drinks in Vermont, or wine in Michigan. Source: "2021 Beverage Market Data Analysis."

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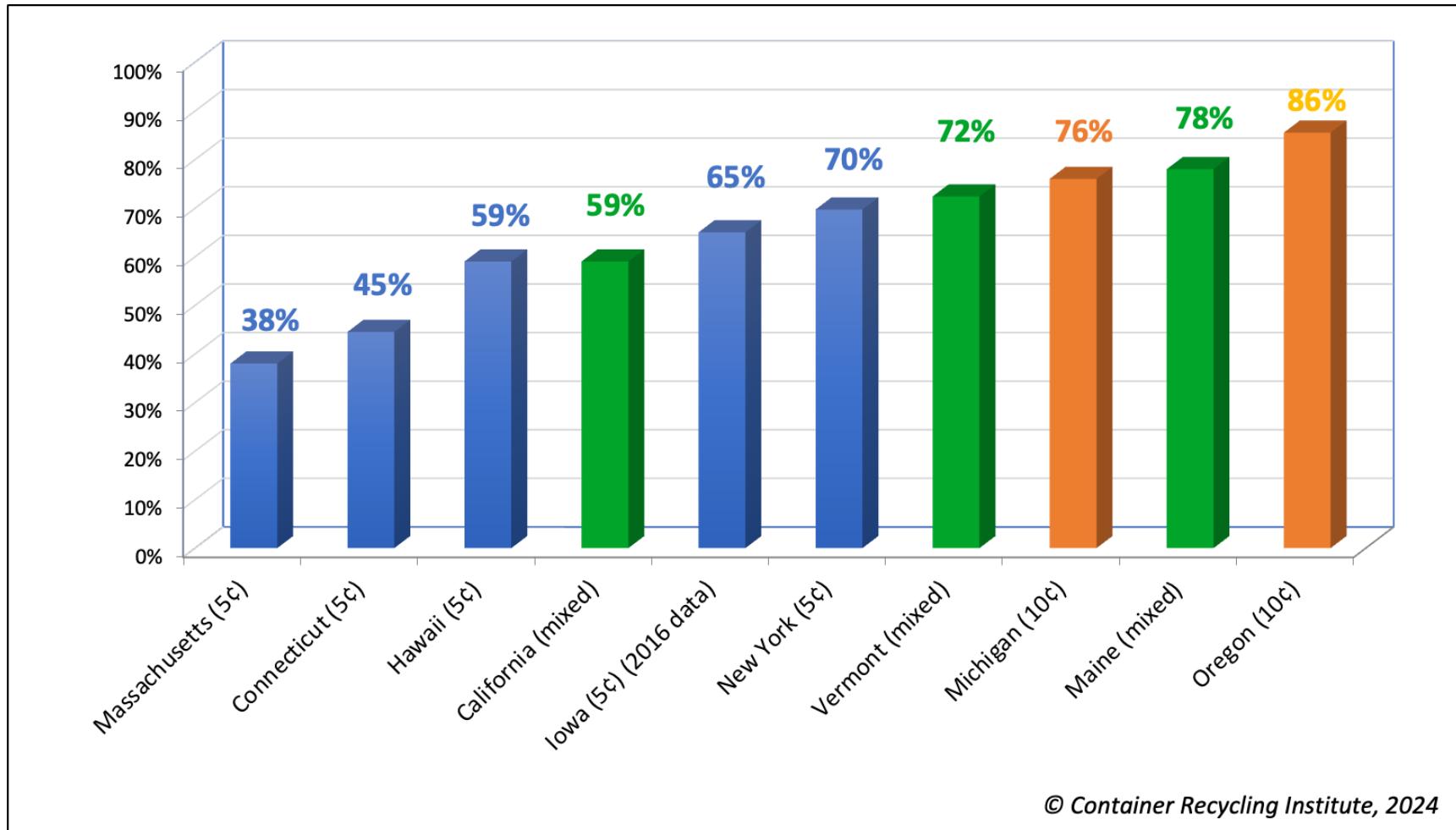
U.S. Nominal Recycling Rates by Deposit Status, 2021



Source: "2021 Beverage Market Data Analysis."

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Beverage Container Redemption Rates, 2022 (Bottle Bill States only)



In New Jersey:

Based on national statistics, CRI estimates that 75.8% of the **9 billion** beverage bottles and cans sold in New Jersey in 2021 were **wasted** (or more than **6 billion beverage containers were wasted**).

This wasting is equivalent to:

- **The annual emissions of 101,345 cars**
- The energy consumption of 101,323 households

Curbside Theoretical Maximum

- CRI estimates that the theoretical maximum (best case scenario beverage container recycling rate achievable by curbside recycling alone) is **38%**.
- Best case scenario: 100% of residents have curbside access; 100% participate in the program faithfully (no skipping).

Total beverage container waste generated	X	Proportion of tons consumed in residential sector	X	Retention after material losses:		=	Total Recycling
				Sorting	Processing		
100%	x	63%	x	86%	x	71%	= 38%
		37% Away-from-home consumption		14% loss		29% loss	

Thank You!

Learn

Main Website www.container-recycling.org

Bottle Bill Website www.bottlebill.org

Connect

Facebook www.facebook.com/container.recycling

Twitter @CRI_recycle

LinkedIn www.linkedin.com/company/container-recycling-institute

Contact

Tel (310) 559-7451

Email scollins@container-recycling.org



State	Redemption Rates (a)						Estimated Percent of Deposit	Overall Redemption by State
	2017	2018	2019	2020	2021	2022		
California	68%	66%	67%	60%	58%	59%	11%	70%
Connecticut	52%	50%	50%	44%	46%	45%	12%	56%
Hawaii	63%	66%	64%	64%	58%	59%	Already includes curbside in estimate	59%
Iowa								N/A
Maine	84%			76%	75%	78%	9%	87%
Massachusetts	57%	52%	50%	43%	38%	38%	13%	51%
Michigan	91%	89%	89%	73%	75%	76%	9%	85%
New York	65%	64%	64%	64%	70%	70%	10%	79%
Oregon	73%	81%	86%	77%	81%	86%	4%	90%
Vermont				78%	78%	72%	10%	82%

Source (for citation purposes): "Redemption Rates and Other Features of 10 U.S. State Deposit Programs," Container Recycling Institute, 2024.

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Wayne DeFeo, Association of New Jersey Recyclers
Susan Collins, President, Container Recycling Institute
Seth Hackman, Bureau Chief NJDEP Sustainable
Waste Management



Baseline Metrics, Status of Container Recycling Rates in New Jersey and Bottle Bill States

**Seth Hackman, Chief
Bureau of Solid Waste Planning
and Licensing
NJDEP**

Data Collection

Recycling data

1. Collected by Municipal Recycling Coordinators:
 - a. Recycling facilities
 - b. Businesses
 - c. Institutions
2. Submitted annually
3. Includes inbound material (minus contamination), sector and end market

Solid Waste Data

1. Gathered from SW facilities
 - a. Landfills
 - b. Incinerators
 - c. Transfer stations
2. Facilities submit monthly reports
3. Includes inbound material, municipality of origin and waste types

Recycling Material Collected



MATERIAL	DEP ID	MSW / nonMSW	WASTE CLASS
Corrugated	01	MSW	A
Mixed Office Paper	02	MSW	A
Newspaper	03	MSW	A
Other Paper/Mag/JunkMail	04	MSW	A
Glass Containers	05	MSW	A
Aluminum Containers	06	MSW	A
Steel Containers	07	MSW	A
Plastic Containers	08	MSW	A
Heavy Iron	09	non-MSW	A
NonFerrous/Aluminum Scrap	10	non-MSW	A
White Goods & Light Iron	11	non-MSW	A
Anti-freeze	12	MSW	D
Batteries (Automobile)	13	non-MSW	D
Automobile Scrap	14	non-MSW	A
Tires	15	non-MSW	B
Used Motor Oil	16	MSW	D
Brush/Tree Parts	17	MSW	C
Grass Clippings	18	MSW	C
Leaves	19	MSW	C
Stumps	20	non-MSW	C
Consumer Electronics	21	MSW	D
Concrete / Asphalt / Brick / Block	22	non-MSW	B
Food Waste	23	MSW	C
Other Material Not Listed	24	non-MSW	
Batteries (Dry Cell)	24	MSW	D
Other Glass	25	MSW	B
Other Plastic	26	MSW	B
Oil Contaminated Soil	27	non-MSW	B
Process Residue	28	non-MSW	
Textiles	29	MSW	A
Wood Scraps	30	non-MSW	B

materialsID new.xls

Recycling Data Calculation

Recycling data collected is used to calculate two recycling rates:

Municipal Solid Waste (MSW)

- MSW materials (Recycling and SW)
- Residential, commercial and institutional

Total recycling

- All recycling materials and SW types
- Includes industrial tonnage

Generation = recycling + SW

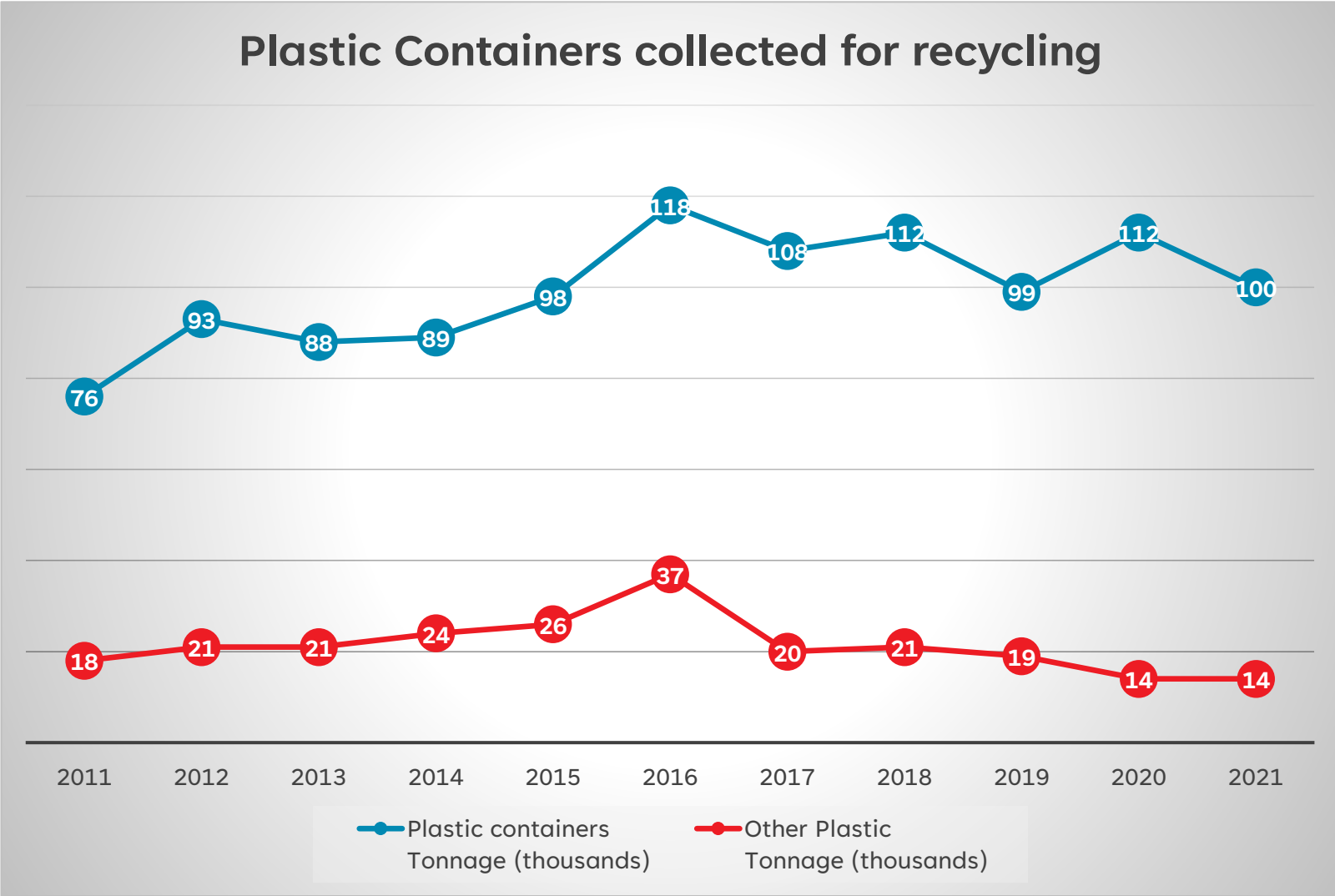
Calculation:

$$\frac{\text{Recycling}}{\text{Generation}}$$





Plastics data



Plastic Containers include:

- PET
- HDPE
- Vinyl - PVC
- LDPE
- Polypropylene
- Polystyrene

Other Plastic includes:

- LDPE bags and film
- Shrink wrap
- Hangers
- Bulky toys

New Jersey Baseline Metrics



Wayne DeFeo, Association of New Jersey Recyclers
Susan Collins, President, Container Recycling Institute
Seth Hackman, Bureau Chief NJDEP Sustainable
Waste Management

1. What are New Jersey's current plastic recycling rates (containers, other plastics)? What is the recycling rate in states that have Bottle Bills?
2. Are recycling rates calculated based on real numbers (scale data), just estimates or a combination of both? Can we compare data collected from different states?
3. What is the difference between a container collect rate and a recycling rate? What are NJ's rates for collection and recycling?
4. Do all Counties in New Jersey have the same plastic container recycling rate or is there wide variability? If variable, why?
5. A number of plastic items are not currently included in the NJ recycling list. What is the data on compliance and enforcement of recycling laws? Where are the greatest opportunities to increase the total recycling volume of NJ plastic products?

Economic Implications



Elizabeth Balkan, Reloop Platform
Joann Gemenden, Exec. Dir. New Jersey Clean
Community Council
Gary Sondermeyer, Vice President Bayshore Recycling

1. What financial (taxes, fees) systems would be affected by implementing a Bottle Bill?
2. Since the Clean Communities Act of 1986 already assesses a fee on manufacturers, what are the expected impacts on the consumer if a bottle bill assesses another fee on the manufacturers?
3. Would a Bottle Bill need to remove the existing fees levied on manufacturers under the Clean Communities Act?
4. How would a Bottle Bill affect municipal finances for plastic waste management? What has been the experience in Bottle Bill states?
5. What NJ infrastructure changes would be required to implement a Bottle Bill?
6. Will a bottle bill increase energy use through systems redemption collection and management?
7. In New Jersey and in bottle bill states, how are monies collected through fees? How can these fees be used - purpose and under what formula(s)?
8. Are fees collected consistent or variable in Bottle Bill states? Are they dedicated?

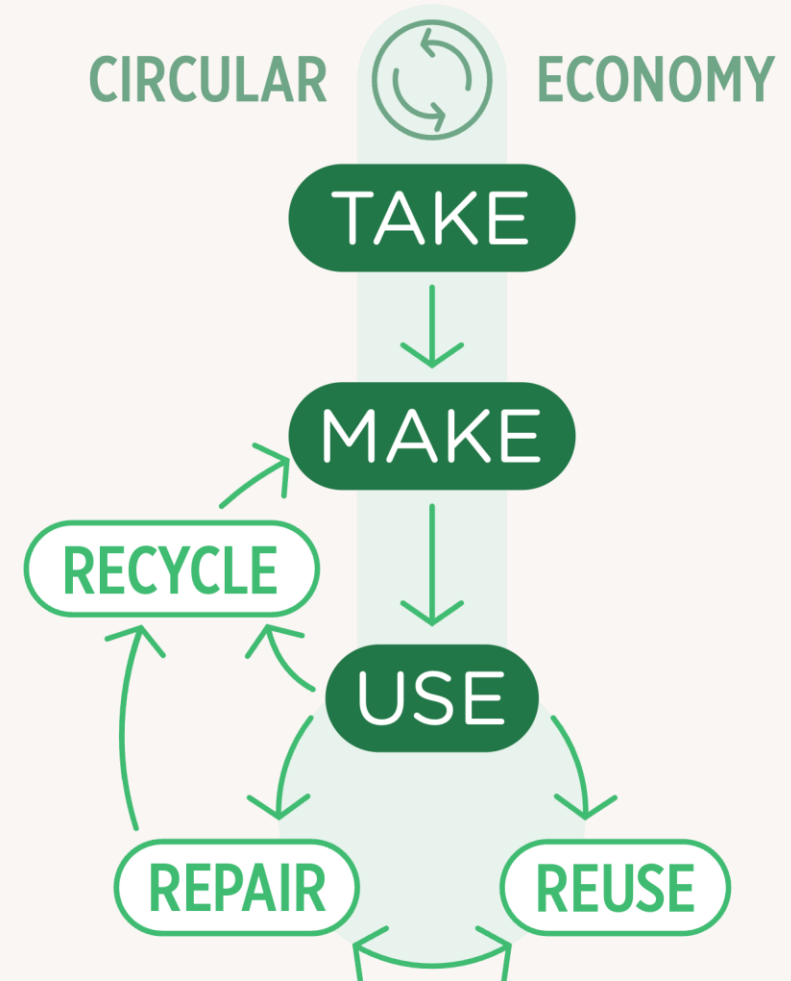
reloop

About Reloop

reloop

Reloop is an international non-profit that brings together stakeholders under a common vision of a system where resources remain resources

To accelerate the transition to a circular economy, Reloop uses research and multi-stakeholder education to drive supportive public policy



Economic impacts of DRS in New Jersey



- More than **6 billion** aluminum, plastic and glass beverage containers are wasted each year in New Jersey
 - Lost material = lost economic opportunity
- Reloop calculated the material and economic impact over the coming decade if a **modern deposit return system** is introduced in **New Jersey**

Figure 2: Projected material recovery in New Jersey, 2023-2032 (tons)

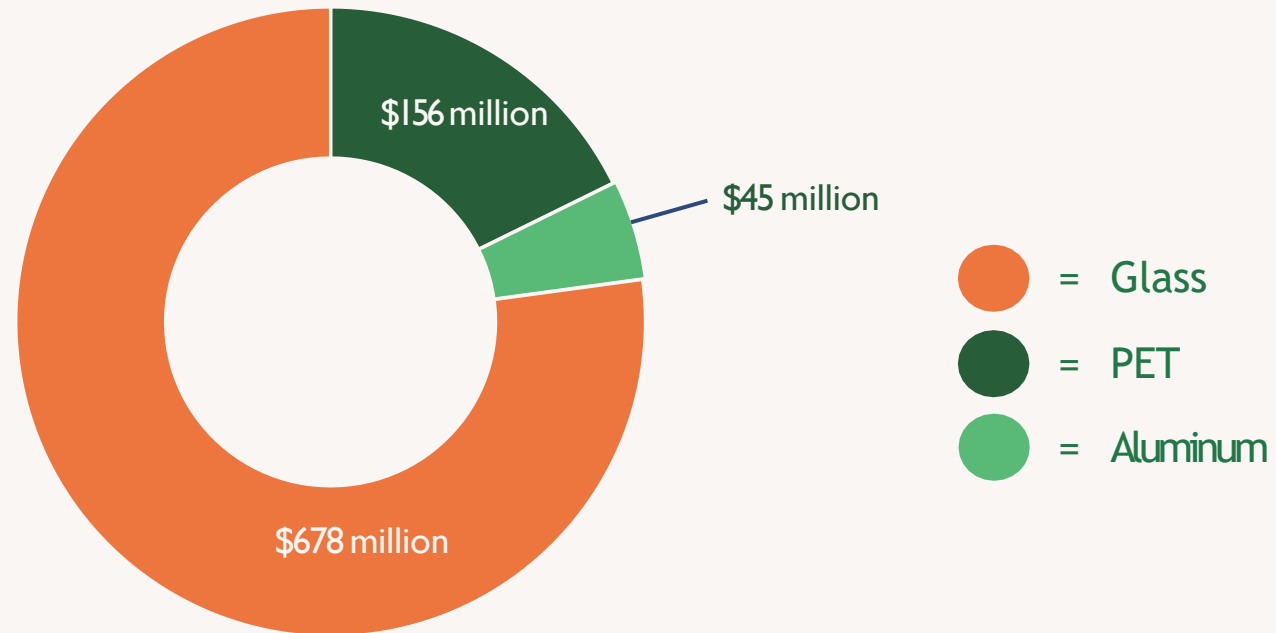
Container material type	Scenario 1- status quo	Scenario 2 - with bottle bill	
	Material	Material	Increase (%)
Plastic	249,000	1.0million	400%
Aluminum	228,000	329,000	45%
Glass	1.57million	2.5million	60%

Economic impacts of DRS in New Jersey



- New Jersey would recover more than **\$878 million** in additional material in the next decade

Figure 5: Recovered material value in New Jersey, 2023-2032



- This will bring supply chain **cost stability** for producers and a **more shock-proof economy** for New Jersey residents

Economic impacts of DRS in New Jersey

reloop



The adoption of **Target 90** could eliminate the equivalent GHG emissions of as much as 4.3% of the required reduction for that year

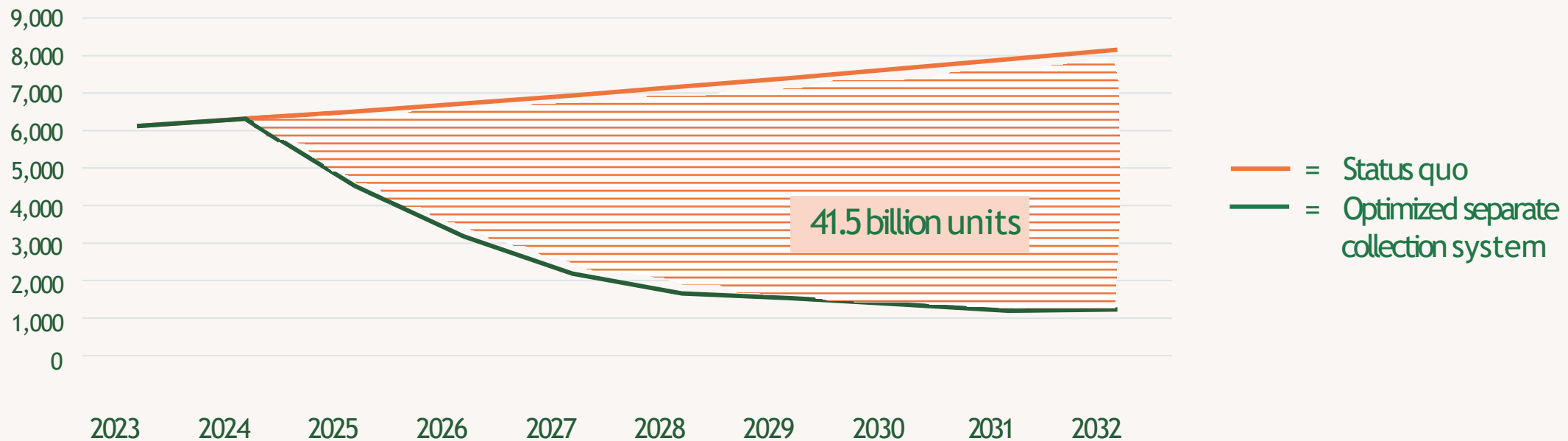


Economic impacts of DRS in New Jersey



- **42 billion** fewer beverage containers would be littered, landfilled or burned in New Jersey over the coming decade

Figure 3: Units of beverage containers wasted in New Jersey, 2023-2032

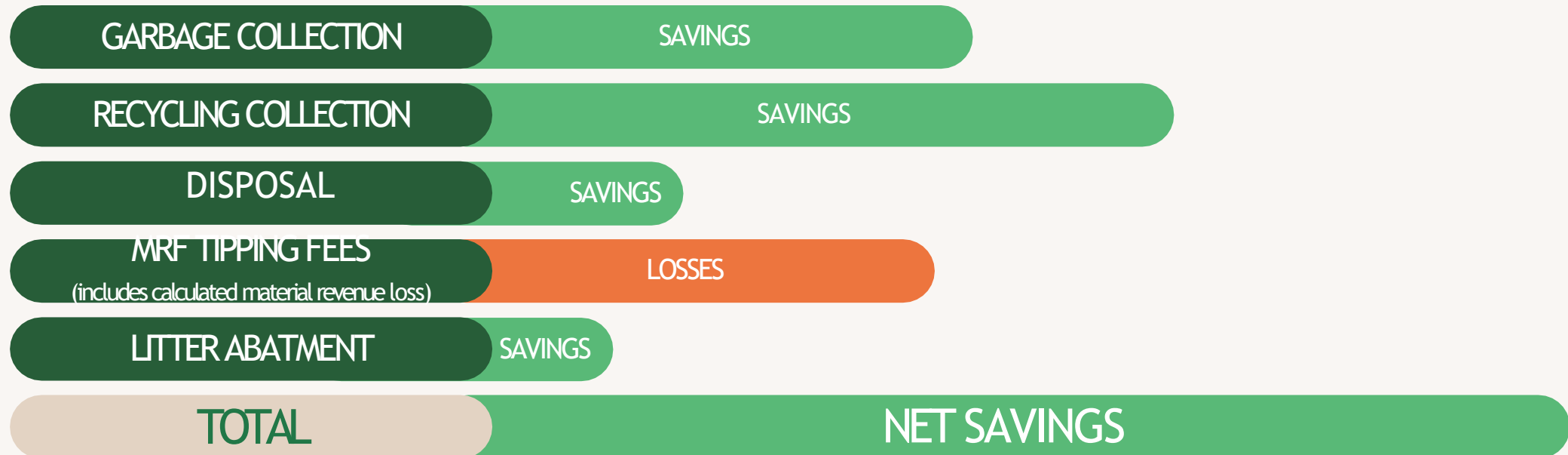


Economic impacts of DRS in New Jersey



NWRA and Reloop: Common ground

- **AGREE:** Expanded DRS would lead to increased recycling
- **AGREE:** Support for municipal recycling must be part of transition
- **AGREE:** Municipalities would see cost savings





Elizabeth Balkan, Director Reloop North America
elizabeth.balkan@reloopplatform.org

NJ Clean Communities

Opposed to Bottle Redemption Law

JoAnn Gemenden

Executive Director

NJ Clean Communities Council

Former County Recycling Coordinator for 25+ years



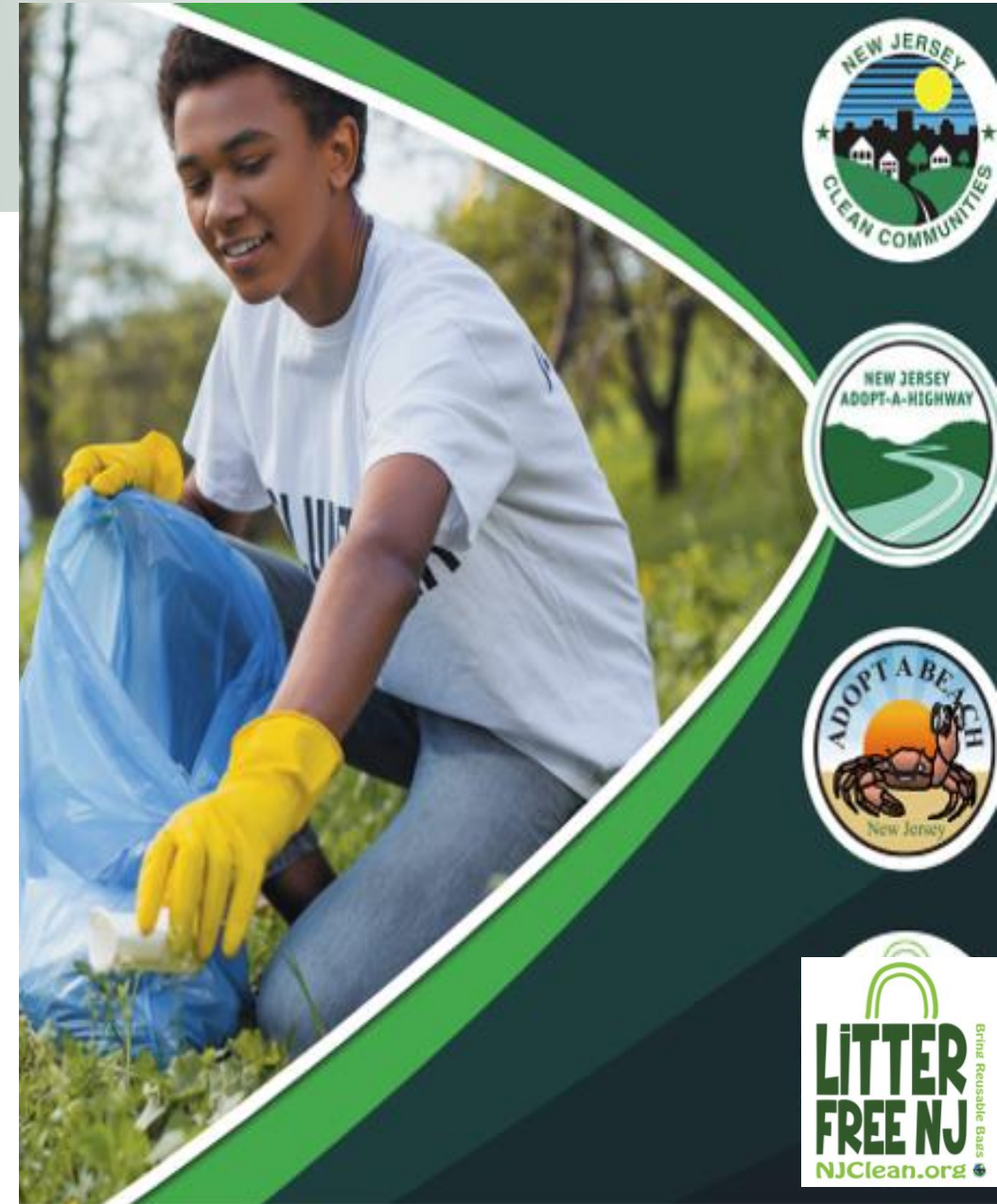
Been There, Done That!

In 1986, the NJ Legislature considered passing a bottle bill. After much debate and consideration, they passed two pieces of landmark legislation! NJCCC AND 1st Mandatory Recycling Law! **This is a 40 year old idea**

New Jersey Clean Communities is a statewide, comprehensive, litter-abatement program that currently provides funding to local governments for litter abatement, education and enforcement.

The Act provides a funding source by placing a small tax on fifteen categories of litter-generating products.

Clean Communities legislation was passed in 1986 in lieu of bottle bill and became NJ's first EPR Act.



15 Categories of Litter-Generating Products



- Beer and other malt beverages
- Cigarettes and tobacco products
- Cleaning agents and toiletries
- Distilled spirits
- Food for human or pet consumption
- Glass Containers
- Groceries
- Metal containers
- Motor vehicle tires
- Newsprint and magazine stock
- Drugstore sundry products
- Paper products and household paper
- Plastic or fiber containers
- Soft drinks and carbonated waters
- Wine

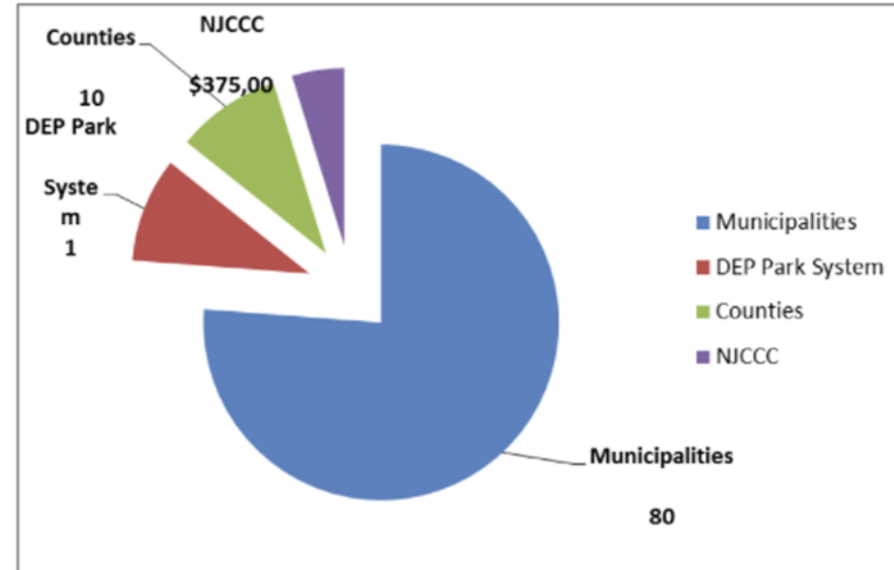
Funding is generated through a 0.03% (3/100 of 1%) fee on all gross receipts from wholesale sales of litter-generating products and 0.0225% fee on all gross receipts from retail sales of litter-generating products

\$24 million in Grants Awarded in 2023



Find complete funding breakdown by county at www.njclean.org

- Municipalities (80%)*
- Counties (10%)*
- NJDEP (10 %)
- NJCCC - \$375,000



- Amounts are based on population, housing units, road mileage
- Funding for NJ's 32 Urban Cities alone is > \$ 4 million annually
- **A bottle bill would further stress overburdened communities!**

If It Ain't Broke, Don't Fix It



NJCCC grant funds must be used for litter cleanup, enforcement, graffiti removal, stormwater management and education programs across 21 counties and 558 municipalities in New Jersey.

Last year, NJ's Clean Communities program was recognized as a Best Practices leader amongst all litter tax programs in the US.



Unintended Consequences



- **Inconvenient**
- **Burden on Businesses**
- **Cumbersome**
- **Potential for Fraud**
- **Time-Consuming**
- **Lost Revenue for Towns**
- **Cost Prohibitive**
- **Promotes Garbage Bandits**

Convenience = Success

Road to Success



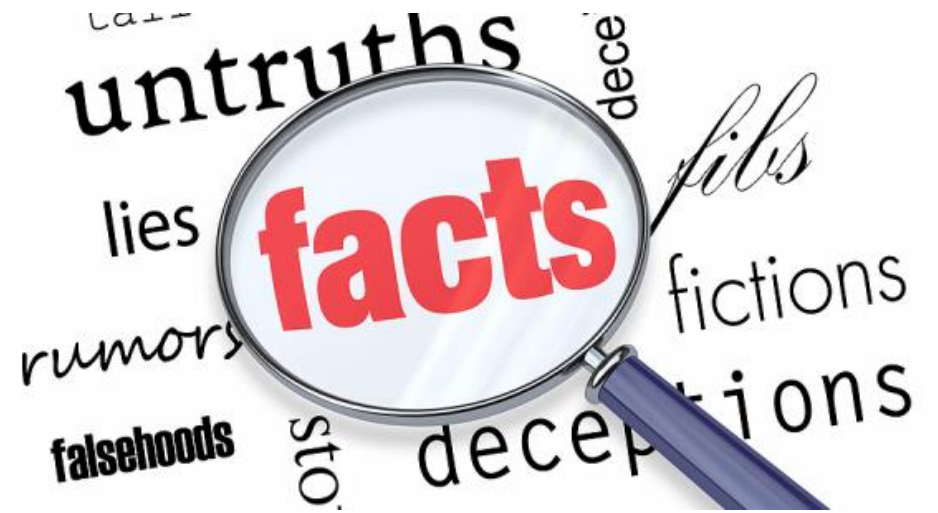
- Statewide Education Focusing on Commonalities
- Enhance Awareness of Recycle Coach
- Re-establish commitment to Enforcement



Funding



- Passage would eliminate Clean Communities and \$24 million in State Aide.
- Municipalities are already paying for curbside collection, a bottle bill would remove the revenue source.
- Industry will not pay twice so programs will disappear with the addition of a bottle bill.
- Passage would eliminate \$22 million in Recycling Tonnage Grants.



Bottom Line: There Will Be No Environmental Benefit From A Bottle Bill

Stop Reinventing the Wheel



2022 Recycling Market Development Council Report to the Governor and Legislature

April 2022

Key Recommendations

While this report includes numerous recommendations, the following are considered key recommendations from the Recycling Market Development Council. (**Note** – The key recommendations listed below are not listed in order of importance.)

- 1 Re-establish a low-interest recycling equipment/infrastructure loan program**
The Council recommends that the New Jersey State Legislature re-establish a low-interest recycling equipment/infrastructure loan program for the recycling industry. Such a program will enable facilities to invest in upgrades that will ultimately enhance recycling in New Jersey. The Council recommends that federal funding sources or state economic development funding sources be utilized for this program. (**Note** -The DEP administered a low-interest recycling loan program for the private sector in the late 1980s through 1996.)
- 2 Initiate a statewide public education campaign**
The Council recommends that a statewide public education campaign be initiated by the DEP and funded through the Recycling Enhancement Act. More specifically, the Recycling Enhancement Act of 2008 (P.L. 2008, c6) allocates 5% of the annual Recycling Fund, which is generated by a \$3.00 per ton recycling tax on waste sent for disposal, for grants to institutions of higher education to conduct research in recycling. The Council recommends that the Recycling Enhancement Act be revised such that \$250,000 of this allocation is set aside each year for an annual statewide public education campaign to be overseen by the DEP. The campaign will educate the public about the recycling contamination issue and recycling, in general.
- 3 Promote Recycle Coach and other recycling information systems**
The Council recommends that the Recycle Coach information system, or similar systems, be further promoted. The Recycle Coach information system and other similar systems reduce confusion about local recycling program requirements through a mobile app that enables residents to have this information at their fingertips. While the DEP provides Recycle Coach at no cost to municipalities, there are still many non-participating municipalities in the state.



*Let's Improve Recycling in New Jersey – NOT
Through a Bottle Bill, but by Working Together*

JoAnn Gemenden
jgemenden@njclean.org





*Gary
Sondermeyer*

OPPOSED to any Potential Bottle
Redemption Legislation



Personal Background

► **30 Years Experience, NJ Department of Environmental Protection**

- 17 Years in the Solid Waste/Recycling Program
- Director of the States Solid Waste/Recycling Program
- 3 Years Assistant Commissioner over most DEP Permitting Programs
- 10 Years DEP Chief of Staff under 6 NJ Governors

► **15 Years Vice President of Operations at Bayshore Recycling**

- One of NJ's Largest Recycling Facilities
- Take Curbside Material from 60 NJ Towns: Population of 1.4 Million People

► **Third Party Affiliations:**

- Vice Chair: Governor's Plastics Advisory Council
- Chair of the Board of Trustees of the Sustainable Jersey Program (12 Year Member)
- Co-Chair: Association of NJ Recyclers Legislative Committee (12 Year Member)
- Former Co-Chair New Jersey Climate Change Alliance (11 Year Member)

Devastating Economic Implications



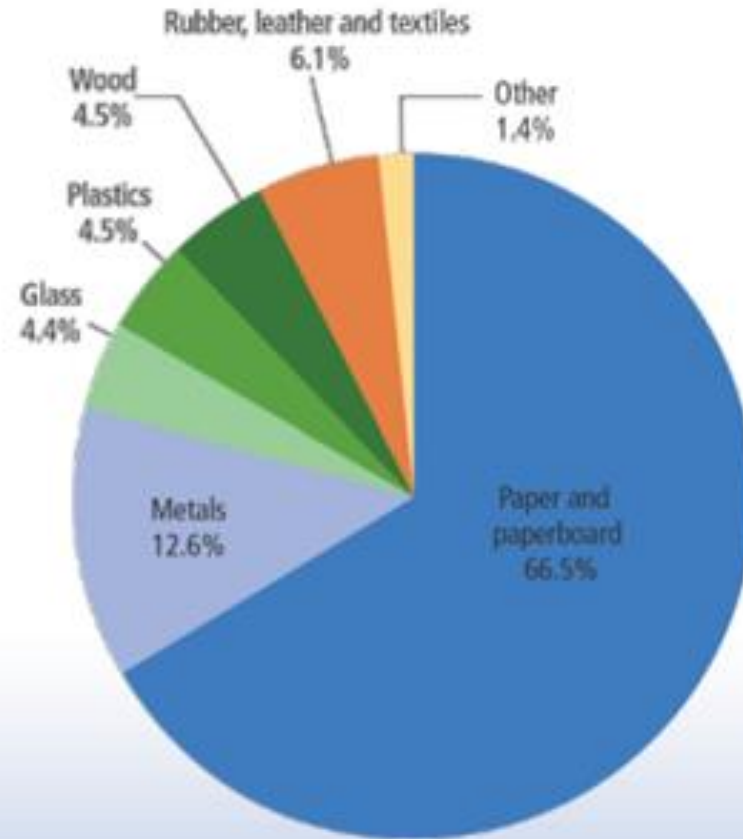
- ▶ A Bottle Bill Represents a Duplicative Collection System: Costs to Towns and Residents will Increase
- ▶ Municipal Tonnage Grants Program **Gutted**
- ▶ Clean Communities, NJ's First EPR Program **Eliminated**
- ▶ New Jersey Recycling Infrastructure Economically **Destroyed**

Why Create a Duplicative System?



- Bottle Bills Deal with “Most” (not all) Bottles & Cans
- Two-Thirds of All Recycling is Fiber (Paper/Cardboard)
- ANJR Estimates that a Bottle Bill Will Address 13% of What NJ Recycles
- **Still Need Curbside PLUS the Cost of Reverse Vending Machines & Redemption Centers**
- **NO QUESTION a Bottle Bill Increases Costs to Towns and Consumers**

Figure 5. Total MSW Recycling
(by material), 2018
69.1 Million Tons



Municipal Tonnage Grants



- \$3.00/Ton Tax on Disposal
- \$22/\$24 Million/Year Collected
- Incentive Based Formula for Disbursement
- **Critical to Document Origin of Collection to Award \$\$\$**
- Pays for 564 County & Municipal Recycling Coordinators – the Heart & Soul of NJ Recycling
- Disbursement Formula
 - 60% to Towns Based on Documented Recycling
 - 25% to Counties to Run Programs including HHW
 - 5% to Education
 - 5% to DEP to Run Programs
 - 5% to Recycling Research
- **You Lose Origin with a Bottle Bill program – You Gut Municipal Tonnage Grants**

Clean Communities Program



- NJ's First EPR Program
- Funded by "Litter Producing Industries"
- \$24 Million/Year Collected
- Disbursement Based on Population, Homes & Road Miles
- Supports Litter Coordinators in Nearly Every Town – the Heart & Soul of Litter Abatement
- Program Addresses **ALL LITTER** in 15 Categories (not just bottles and cans)
- Disbursement Formula
 - 80% to Towns
 - 10% to Counties to Run Programs
 - 10% to State Parks
 - \$375,000 to CC Council
- **Industry will NOT PAY TWICE with a Bottle Bill**

NJ Recycling Infrastructure



- NJ's System is Based on **Total Recycling** (not just bottle & cans)
- 23 Public & Private MRF's Operating in New Jersey
- **Hundreds of Millions Invested in the State**
- Larger Systems Employ Modern Separation Technology to Maximize Recovery
- Nearly All Recycling Collection is Curbside & Total Recycling (aka Convenient to the Public)
- Can Manufacturers Institute Tells us That 33% of MRF Revenue Comes from Aluminum Cans
- Next Most Valuable Commodities are Plastic Containers
- Aluminum Cans and Plastic Containers Go To Reverse Vending Machines and Redemption Centers
- **Conservatively, MRF's Will Lose 25% - 40% of Revenue**
- What Business Can Withstand a 25% - 40% Loss in Revenue???
- **You Destroy Existing Recycling Infrastructure Handling Total Recycling to Attempt to Get a Few More Bottles & Cans**

Conclusions

NO Disrespect to Bottle Bill States Intended!

In 1986 NJ Legislature Chose to NOT Adopt a Bottle Bill

We Built a Different & FAR More Comprehensive System

**You Can't Overlay a Bottle Bill Without
Destroying the Underlying System**

Let's Work Together to Improve NJ Recycling

Environmental Considerations



Judith Enck, President Beyond Plastics
Brooke Helmick, NJ Environmental Justice Alliance
Steven Rinaldi, Research Scientist New Jersey Bureau of Sustainability

1. What environmental benefit(s) would NJ gain from having a bottle bill?
2. How would a bottle bill increase environmental benefits compared to the existing recycling and litter abatement system in NJ?
3. Is NJ currently recycling plastic containers (including bottles) at a rate that is similar to recycle rates in Bottle Bill states. How would a Bottle Bill increase these rates in NJ?
4. There is great consumer confusion about what plastics are recyclable or not. What steps would you recommend to reduce this confusion about what plastics are recyclable and increase recycling of plastic waste?
5. Should there be a program in schools related to plastic reduction and recycling? What would this program include and how would it be successfully implemented?
6. Would a bottle bill advance NJ's Environmental Justice platform? If so, how in comparison to the existing system?
7. Would there be added pollution from additional trucks or collection systems?

Business Perspectives

Mary Ellen Peppard, Vice President New Jersey Food Council
Megan Daum, Vice President of Sustainability American Beverage Association

Marilyn Schlossbach, Restaurateur The Marilyn Group



1. A number of states have Bottle Bills. What is your company's experience complying with Bottle Bills in those States? Examples?
2. Plastic waste is rapidly increasing. If NJ does not enact a Bottle Bill, what measures would you recommend the State take to deal with the growing plastic container waste/litter problem?
3. From your perspective, how are NJ businesses doing with compliance with mandatory recycling? How would a bottle bill affect recycling in the business sector?
4. Adoption of a bottle bill would significantly change New Jersey's existing recycling and litter abatement programs. What costs and benefits would you see to New Jersey business?
5. What are the economic impacts or benefits to consumers in a Bottle Bill state?
6. What are the economic impacts or benefits to business that sell beverage containers in a Bottle Bill state?

Government Perspectives



Janine MacGregor, Director, NJDEP Div. of Sustainable Waste Mgmt.

Allen Weston, Legislative Dir. NJ Association of Counties

John Weber, Councilman Borough of Bradley Beach

1. The NJ Legislature enacted statewide mandatory recycling and litter abatement programs nearly 40 years ago. How would a bottle bill affect the existing system from the state, county and municipal perspectives?
2. Can a bottle bill be compatible with the existing system?
3. What changes would be needed in the regulatory system to incorporate a Bottle Bill component?
4. What experiences have other States had (pro and con) when implementing Bottle Bills?
5. What impact, positive or negative, would a bottle bill have to NJ municipalities, counties or the State from an economic perspective?



Plastics Advisory Council's Bottle Redemption Program Meeting

**Public Comment Period
3pm to 5pm**



Plastics Advisory Council's Bottle Redemption Program Meeting

**Thank you for your time and
participation**

