

Supplement: Charlevoix County Materials Management County Engagement

March 1, 2023

PREPARED BY:

RRS  | recycle.com

COMMISSIONED BY:

 **Networks
Northwest**
Talent / Business / Community

EXECUTIVE SUMMARY

Working together with Networks Northwest and member communities, RRS completed a comprehensive set of tasks that fulfills the objectives of Michigan Department of Environment, Great Lakes, and Energy (EGLE) Materials Management Community Engagement (MMCE) grant and lays the groundwork for regional collaboration in materials management planning among member communities.

The MMCE grant process is intended to help counties in the transition to materials management and begin to identify partnership within regions and counties, understand current materials management deficiencies and opportunities, highlight future changes to the planning process, and outline steps that can occur now at the county and regional levels to assist with the development of future materials management programs and infrastructure.

Key improvements and recommendations for counties within Networks Northwest are found in the respective sections in the report. RRS identified forty (40) recommendations that are categorized into seven areas which form the basis for a robust materials management system:

- Community Access
- Facilities and Infrastructure
- Robust Markets, including Materials of Focus
- Public/Private Partnerships
- Supportive Policy
- Education and Outreach
- Regional Planning

Specific to Charlevoix County and as required by the EGLE grant, RRS identified the top five needs and the top three materials management projects that Charlevoix County should consider.

TOP FIVE NEEDS:

1. Curbside recycling in select areas
2. Consistent education and outreach
3. At least one Center for Hard to Recycle Materials (CHaRM) that includes household hazardous waste collection opportunities
4. Hub-and-spoke collections for key materials, particularly yard and food waste
5. Sustainable funding

TOP THREE MATERIALS MANAGEMENT PROJECTS:

Based on the top five needs above, RRS recommends Charlevoix County focus on three projects that could have significant impact on accessibility, awareness, and sustainable funding for programs and services.

1. Engage County and municipal leaders in conversations about materials management solutions in light of changes in state law.
2. Evaluate the funding and infrastructure needed to collect additional materials, including more frequent household hazardous waste events, mattresses, food waste, and other difficult to recycle items regularly or periodically.
3. Develop consistent recycling outreach materials in partnership with the hauler, the processor, the mills, and, as appropriate, the region.

STAKEHOLDERS

A stakeholder list was developed in collaboration with each county recycling contact to determine priority county, municipal, and other invested stakeholders. Perspectives were sought from either direct interview (in person or via phone) or through a set of questions distributed via email. Emails were sent at least twice seeking feedback.

First	Last	Organization	Primary stakeholder Type	Contact Type
Terry	Amick	Charlevoix County	Recycling coordinator	call
Robert	Jess	Charlevoix County	county official	email
Chris	Christensen	Charlevoix County	county official	email
Ronald	Reinhardt	Charlevoix County	county official	email
Robert	Draves	Charlevoix County	county official	email
Scott	Hankins	Charlevoix County	county official	email
Shirley	Roloff	Charlevoix County	county official	email
Kevin	Shepard	Charlevoix County	county official	email
Larry	Moeschke	Bay Township	municipal official	email
Sue	Hobbs	Boyne Valley Township	municipal official	email
Dennis	Howard	Chandler Township	municipal official	email
James	Howell	Evangeline Township	municipal official	email
John	Vrondran	Eveline Township	municipal official	email
Ronald	VanZee	Hayes Township	municipal official	email
Terrence	Erber	Hudson Township	municipal official	email
John	Martin	Marion Township	municipal official	email
Vern	Goodwin	Melrose Township	municipal official	email
Benjamin	Freds	Norwood Township	municipal official	email
Doug	Tilly	Peaine Township	municipal official	email
Kathleen	McNamara	St. James Township	municipal official	email
Robert	Christensen	South Arm Township	municipal official	email
Todd	Sorenson	Wilson Township	municipal official	email
Charles	Tate	Village of Boyne Falls	municipal official	email
Tom	Cannon	City of East Jordan	municipal official	email
Michael	Cain	City of Boyne City	municipal official	email
Mark	Heydlauff	City of Charlevoix	county official	email
Alison	Adams	Charlevoix Conservation District	community organization	email
Julia	Drost	Charlevoix County	county official	email
Becky	King	Charlevoix County	county official	email
Denise	Cunningham	Charlevoix County	county official	email
Sarna	Salzman	SEEDS	community organization	in-person



Ann	Rogers	Northern Michigan Environmental Action Council	community organization	email
Mark	Bevelhimer	GFL/American Waste	hauler	in-person
Jill	Reynolds	Waste Management	hauler	email
Todd	Harland	Republic Services	hauler	email

CHARLEVOIX COUNTY - GAPS



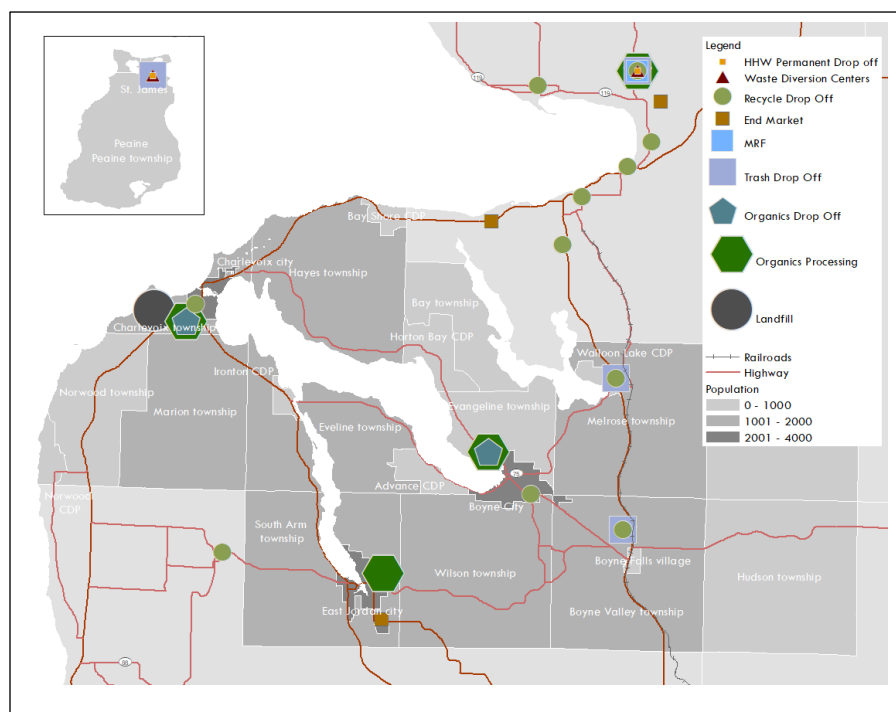
Population:	26,054
Square Miles of Land Area:	416.3
Households:	11,725
Employer Establishments:	802
Countywide Curbside Trash:	NO
Countywide Curbside Recycling:	NO
Countywide Curbside Organics:	NO
Countywide Drop-off Trash:	NO
Countywide Drop-off Recycling:	YES
Countywide Drop-off Organics:	NO
Countywide Drop-off HHW:	YES


Community Access: Every household and business in a community needs convenient access to effective programs. This access can be through curbside collection, drop-off site locations, or a combination of the two. Material diversion and recovery needs to be as convenient as waste disposal as a first step sustainable materials management.

- Charlevoix County offers six (6) access points for drop-off of recyclables, averaging one for every 69 square miles (1:69).
- Charlevoix County residents are not offered curbside recycling.
- HHW days are offered one (1) time per year.
- There is no countywide organic waste collection program for either yard waste or food waste.

Processing Facilities: The material collected at the home and business needs to be processed before reaching the end market. It is crucial for the County to own or have access to processing facilities conveniently located, technologically advanced, and with enough capacity to handle the population's current and future material streams. These facilities act as the "middleman" between the local government and the end market.

- Charlevoix County does not own or operate any processing facilities but does contract with a MRF for processing.





Robust Markets: The success of end markets that receive the recyclables that are collected leads to success in growing a sustainable circular economy that ultimately allows material to be diverted from landfills over the long term. By increasing demand, Networks Northwest creates a ‘pull’ for additional materials that in turn, drives supply.

- Charlevoix County has one end market, East Jordan Plastics.

Public/Private Partnerships: The business community and Networks Northwest will need to work closely together to find success. These partnerships can be found through funding opportunities with private companies, shared owner/operator agreements for MRFs and composting facilities, marketing and educational campaigns, and everything in between. Many retailers and packaging companies are realizing that local governments are responsible for the end of life for their products, thus leading to the sustainability of their product. Therefore, the benefits of public/private partnerships are becoming more apparent and accessible.

- There are no identified partnerships.

Supportive Policy: To reach high landfill diversion goals, policy will need to be crafted to ensure responsible recovery of material is the standard practice throughout the community, not just the best practice. A variety of policy approaches can be explored for Networks Northwest that have found success in other parts of the country and the globe.

- Charlevoix County relies on a millage to fund recycling programs.

Education and Outreach: Once a strong infrastructure is in place, all citizens and businesses will need to know how to handle material in their home and at work. Recycling systems continue to evolve as material composition changes and technologies change. Thus, information needs to be put in front of the citizens of your community on a regular basis in many different ways to feed MRFs and end markets with good quality material, while continuing to decrease the material buried in landfills.

- There does not appear to be a consistent message about recycling locations and materials across the county.

SURVEY

Over 1,650 individuals across the Networks Northwest region took the survey that included questions about current participation in recycling-related activities as well as future needs and demographic information to inform trends. 471 people from Charlevoix County participated in the survey.

This survey was not intended to meet statistical minimums. Rather, it was intended to be a snapshot to inform the current usage and future needs of the region. The set of questions that were asked was purposefully restricted to reduce the chance of survey fatigue, wherein participants close the survey prior to completing it.

The survey was intended to take no more than 10 minutes to complete, with participants being told in the introduction that it should take no more than 5-8 minutes. The survey was distributed by community recycling coordinators and Networks Northwest via social media and press release. Survey logic was built into the flow of questions to ensure that the appropriate type of question was asked based on previous responses. As such, participation rates in each question varied. The majority of survey respondents are current recyclers and is the result of the way the survey was distributed. Further studies to understand reasons for non-participation may be needed.

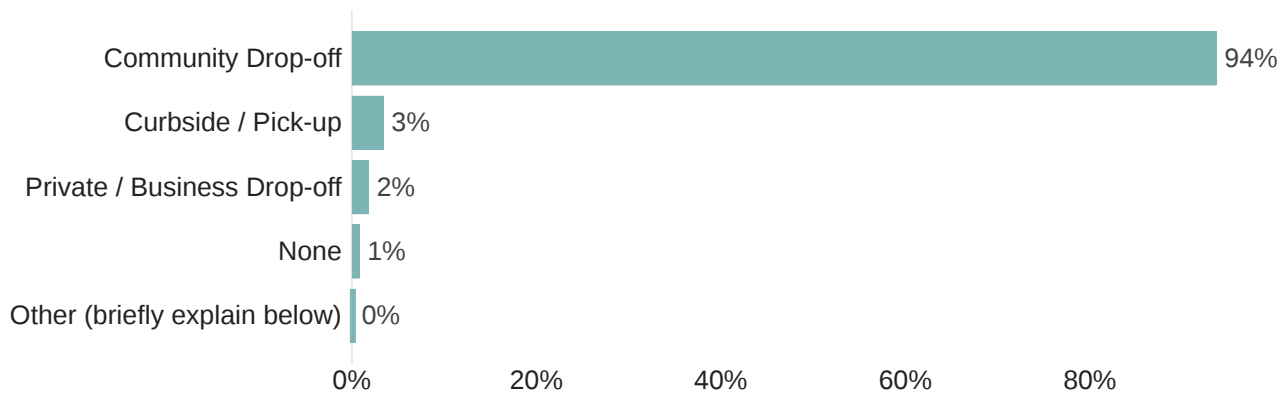
The full survey results for Charlevoix County are on the following pages.

MMCE Networks Northwest Survey Results Summary (Charlevoix County)

Q1 - What recycling services are available in your area? (select all that apply)

SUMMARY - Community Drop-off is the predominate recycling service type offered in Charlevoix County. Only 3% state having accessing to Curbside Pick-up recycling services.

471 Responses



Q1 - "Other" text responses

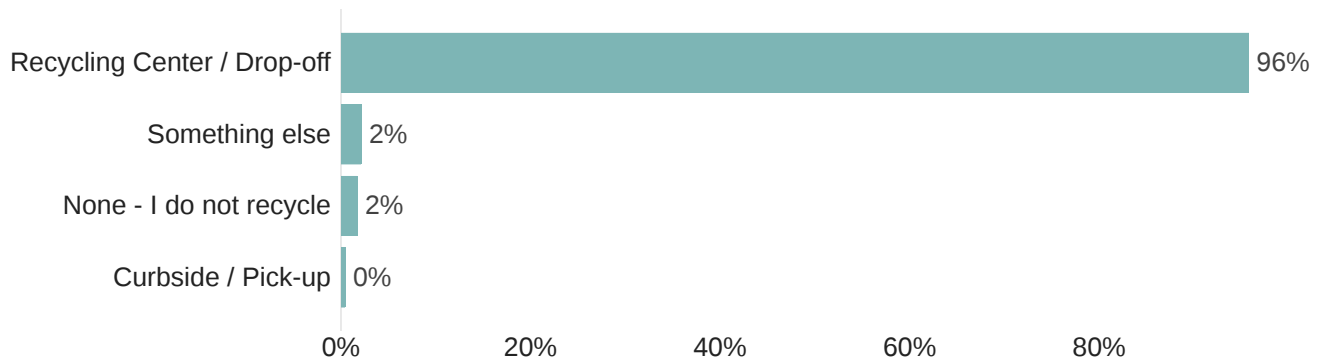
1 Responses

city
center
place

Q2 - What type of recycling services do you most often use, not including bottle returns?

SUMMARY - Given the stated availability of recycling services, it is unsurprising that Drop-off services are most often used. There is an additional 1% of respondents beyond those without access to recycling who say that they do not recycle at all.

471 Responses



Q2 - What type of recycling services do you most often use, not including bottle returns? Text responses

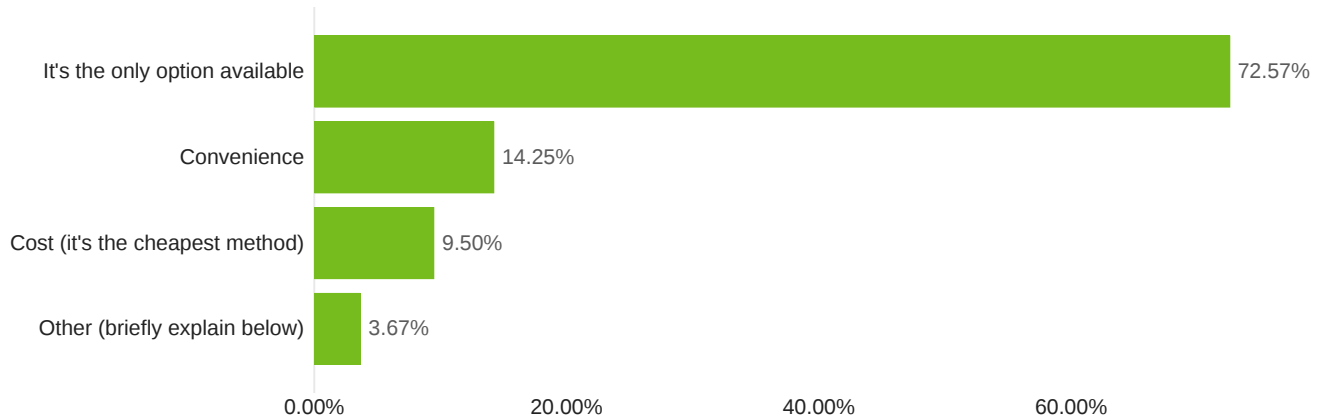
8 Responses



Q3 - What is the most important reason you choose to recycle this way?

SUMMARY - When offered, residents prefer Curbside Pick-up services for convenience and as the cheapest method of recycling. However, most only have the option to recycle via Drop-off.

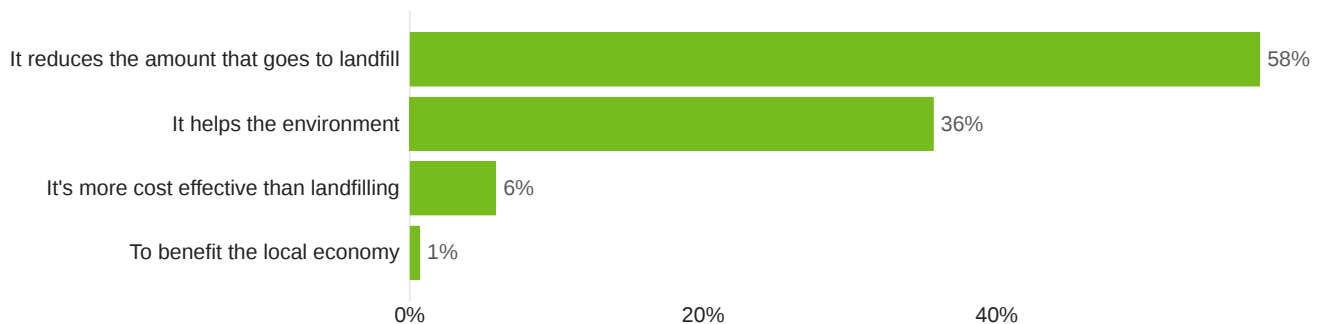
463 Responses



Q4 - Why do you recycle?

SUMMARY - Yet, very few recycle for economic reasons. Instead, they associate recycling as reducing the amount of waste headed to landfills or as an environmentally sound decision.

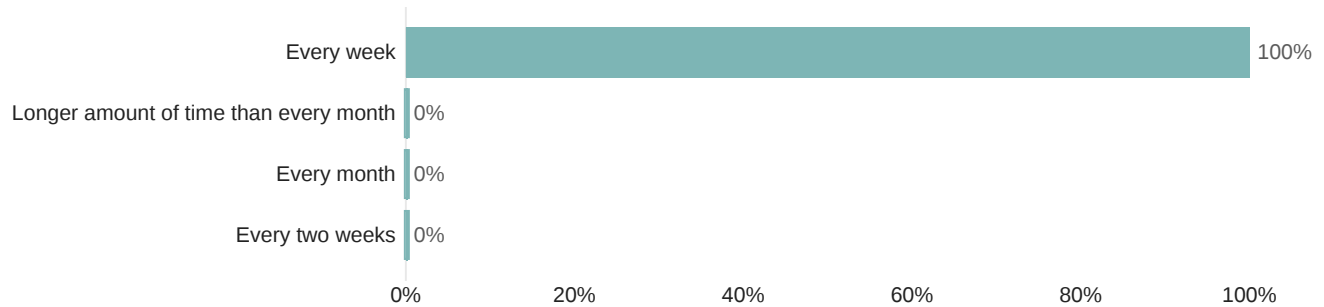
463 Responses



Q5 - How often do you recycle using curbside / pick-up?

SUMMARY - Of those who are offered Curbside Pick-up services, 100% use the service every week.

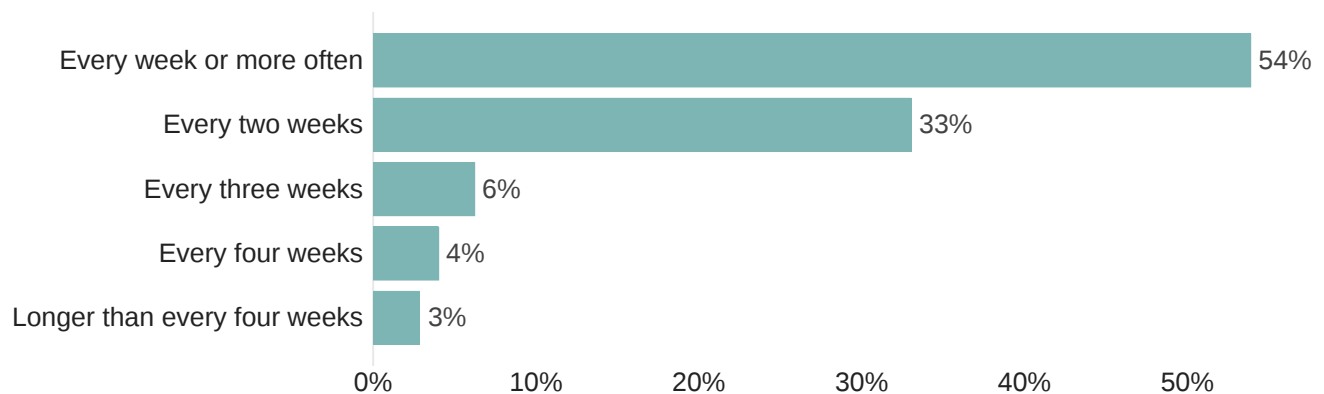
2 Responses



Q6 - How often do you recycle using a Recycling Center or drop-off?

SUMMARY - Those with access only to Drop-off recycling services are most likely to use the service weekly. Otherwise, residents with other recycling services available use Drop-off recycling services less frequently, though every two weeks is not uncommon.

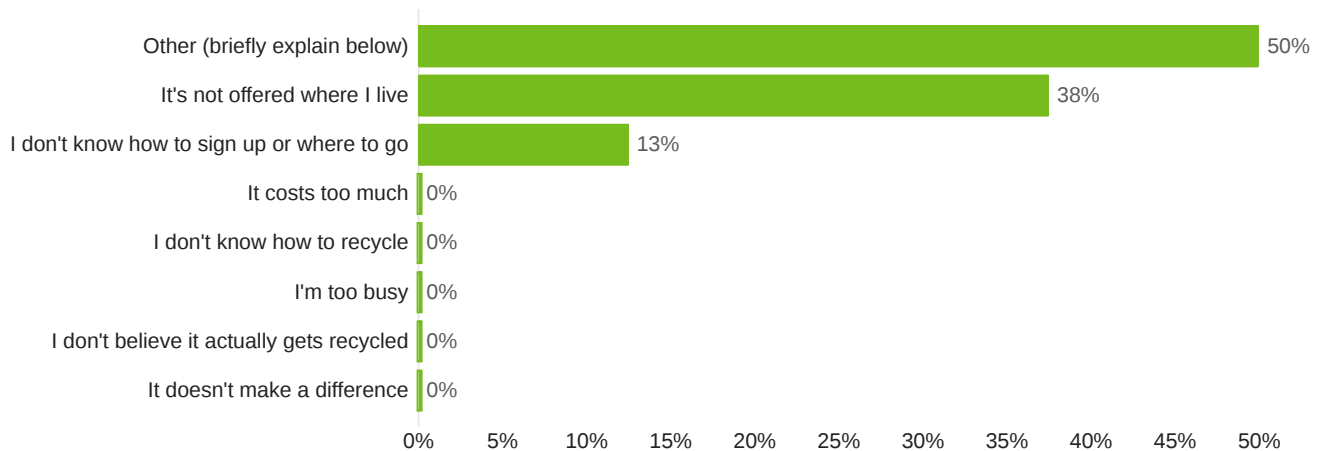
451 Responses



Q7 - What is the most significant reason you do not recycle?

SUMMARY - Of the two individuals who do not recycle, most feel that it is inconvenient and not available near where they live, especially for senior citizens. At the recycling drop-off sites, the recycling bins are always full.

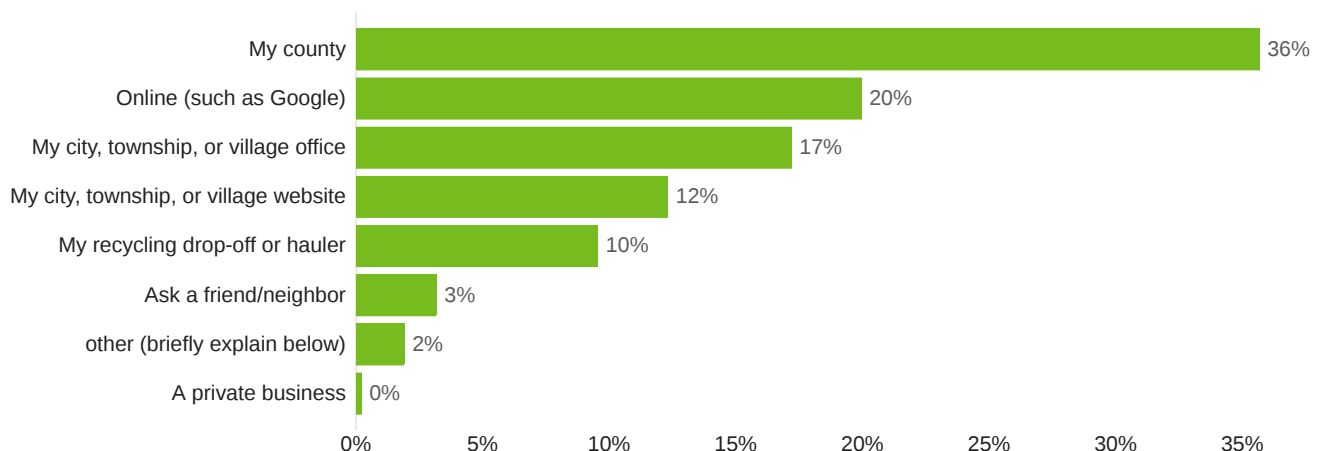
8 Responses



Q8 - If you had questions about recycling, where would you first seek out information?

SUMMARY - 75% first look towards their municipality and recycling providers to answer questions about recycling. While the other third seeks information from Google and friends.

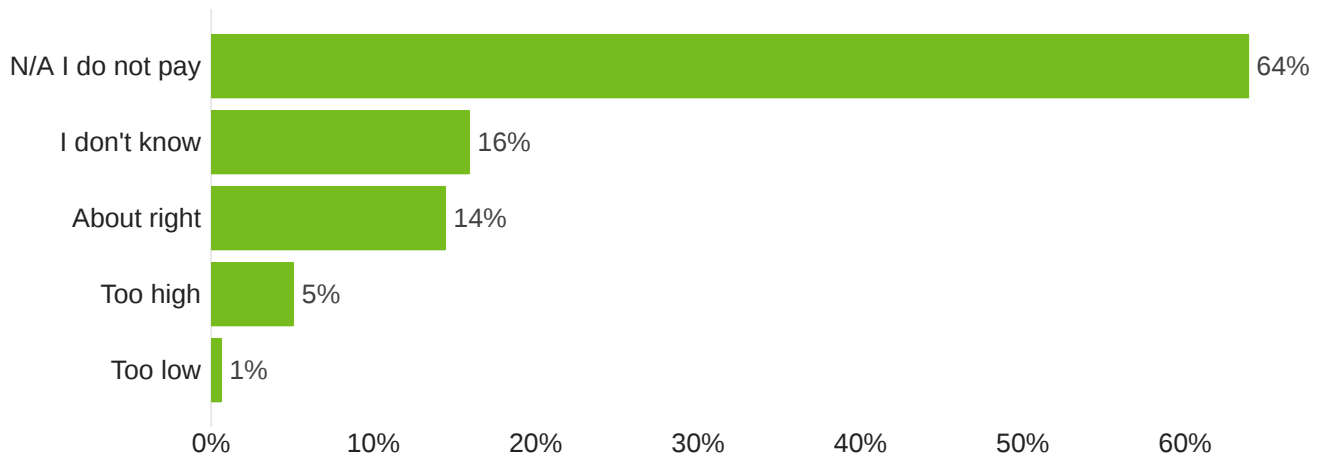
471 Responses



Q9 - Do you think the cost of recycling is too high, about right or too low?
Please respond even if you do not recycle.

SUMMARY - 64% do not pay for recycling. While 16% feel that they don't know how much recycling should cost.
NOTE: One potential problem with this question, is that the survey did not capture whether the respondent knows if the cost of recycling is bundled into the cost of their trash pickup.

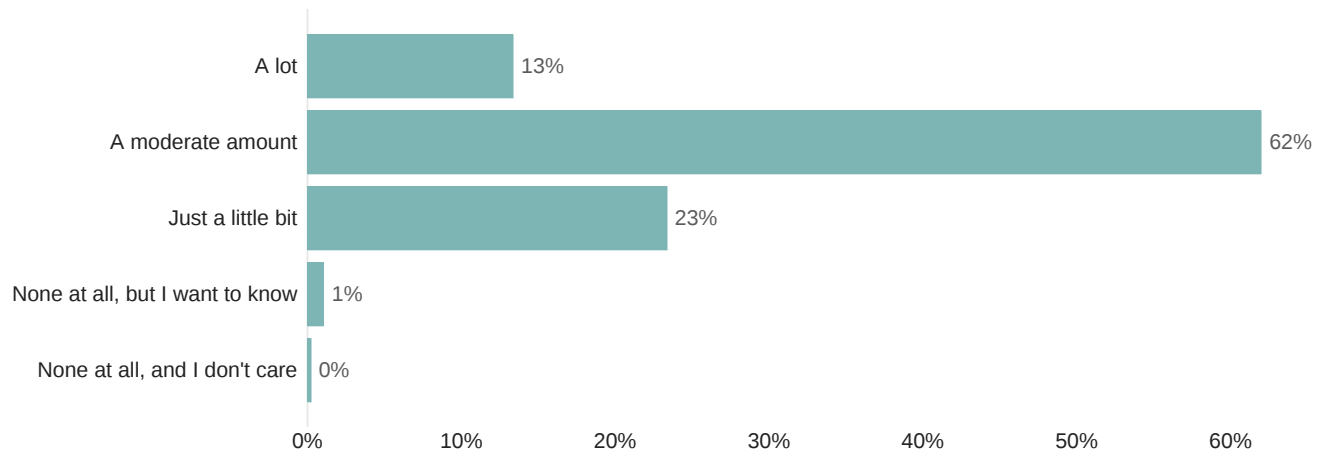
471 Responses



Q10 - How much do you know about recycling, generally speaking?

SUMMARY - A majority feels they know a moderate amount about recycling. Whereas only 13% feels that they know a lot.

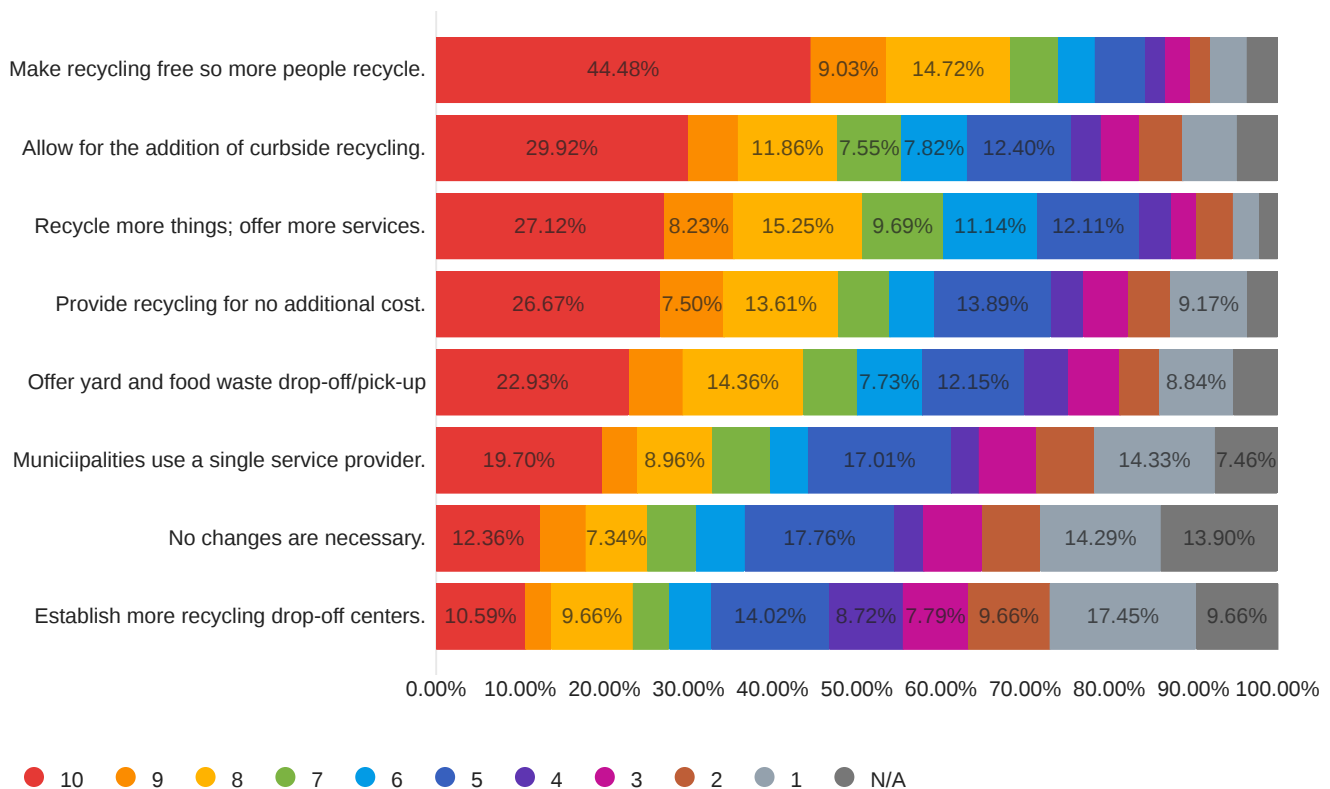
471 Responses



Q11 - Leaders in Northwest Michigan are exploring ways to improve recycling and other waste management services offered to residents and businesses. On a scale of 1-10, with 10 being VERY IMPORTANT and 0 being NOT AT ALL IMPORTANT, how important are each of the following potential improvements to you? If you already have access to an option, select 'not applicable'

SUMMARY - Although residents who currently recycle feel that recycling costs little to nothing, they express the need for recycling to be completely free to allow for greater accessibility and participation from more people. As well, residents would like Curbside Pick-up recycling services.

456 Responses

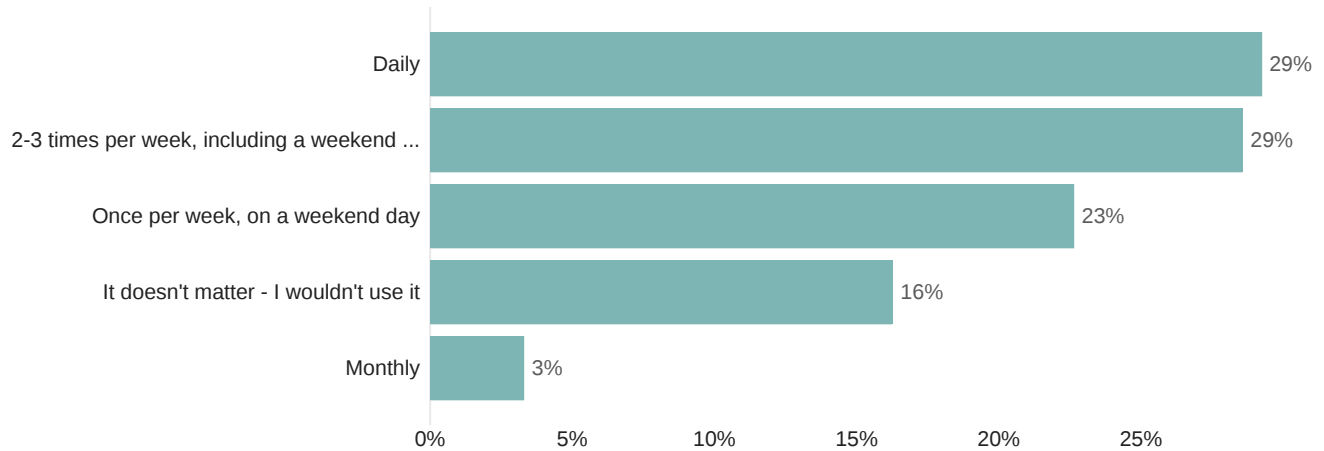


Select a field

Q12 - If a convenient recycling or food waste drop-off site were available close to where you live, how often would you want it open?

SUMMARY - 52% of people would like a Drop-off site open at least once per week on the weekend day. Over a quarter would like Drop-off sites open daily.

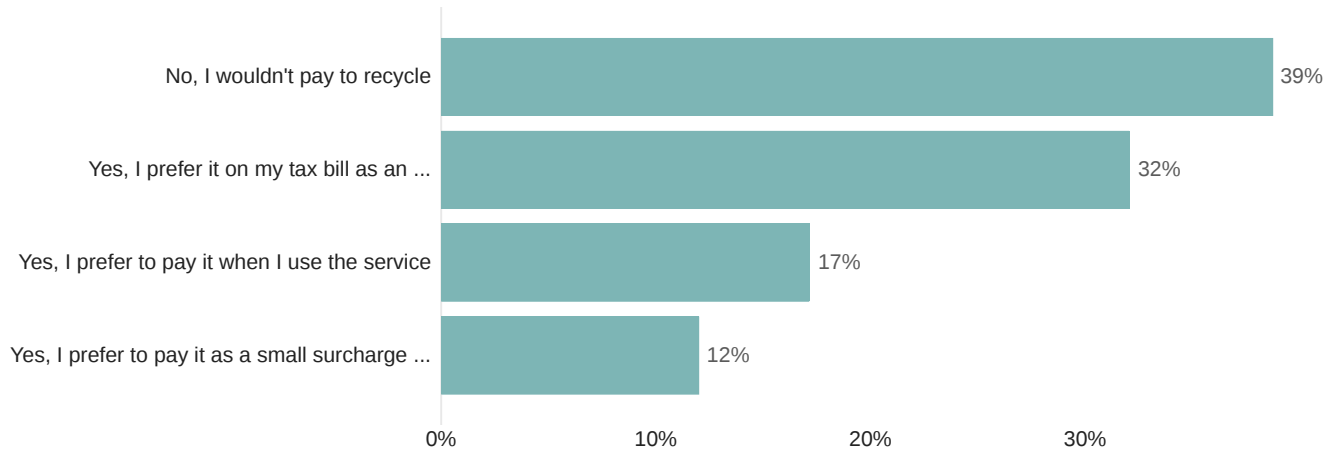
455 Responses



Q13 - Would you be willing to pay a small fee to have convenient access to recycling or food waste collection?

SUMMARY - There is a near equal split between those who would prefer to pay for recycling or food waste collection through an assessment or fee on their tax bill and those who do not want to pay anything for recycling or food waste collection services.

471 Responses

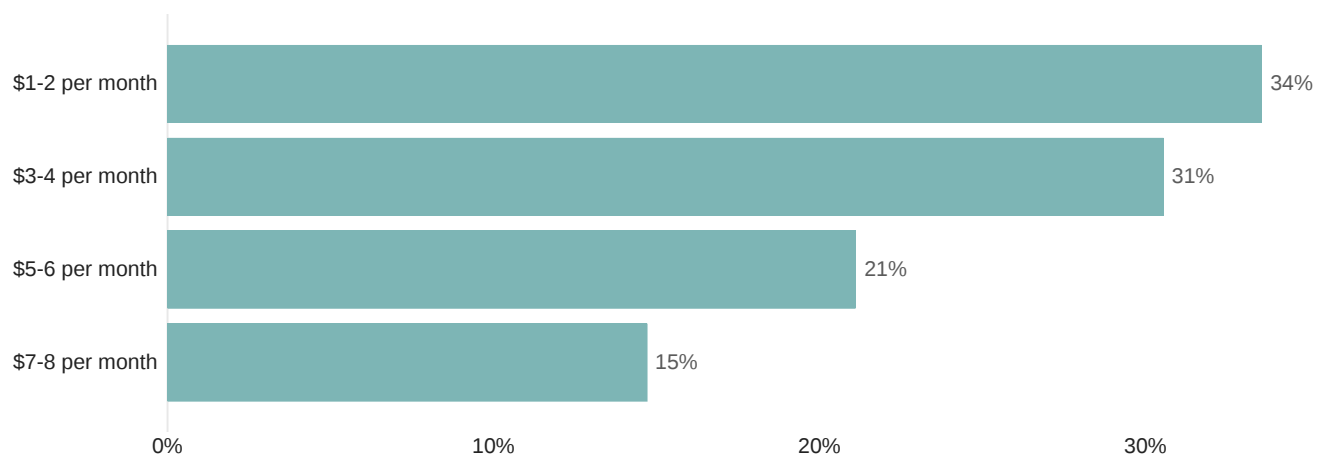


Q14 - What would you be willing to spend to get convenient access to recycling or food waste collection?

SUMMARY - A sizeable fraction of respondents (39%) would not pay anything for convenient access to recycling or food waste collection. Of those willing to pay for recycling or food waste collection, 86% want to pay \$6 or less a month for recycling or food waste collection; \$1-2 per month is most preferred.

Note: 39% of respondents would not pay anything.

265 Responses



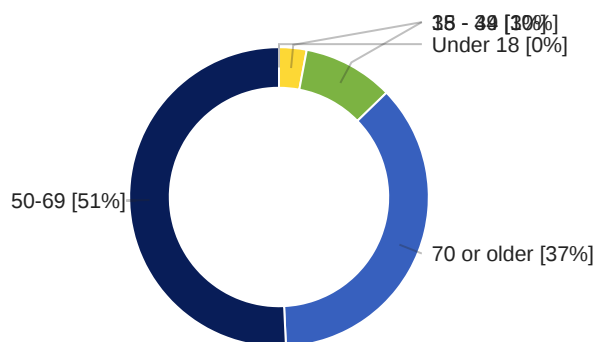
Demographics and Background of Respondents

SUMMARY:

- Respondents are primarily 50 years of age or older.
- Respondents are predominately female.
- 90% have some college education or higher.
- 96% of respondents own the home that they live in.
- 81% live in Charlevoix County year around.
- Unsurprisingly, because of the higher age range of our respondents, 89% do not have children living at home who are school age or younger.
- 93% of respondents are white with little representation of other racial or ethnic groups.
- Median yearly household income falls around \$75,000 - \$100,000 per year.
- Of those who rent or lease their home, a majority does not have on-site recycling available to them, but would like to have the option. One quarter have access to and use on-site recycling services.

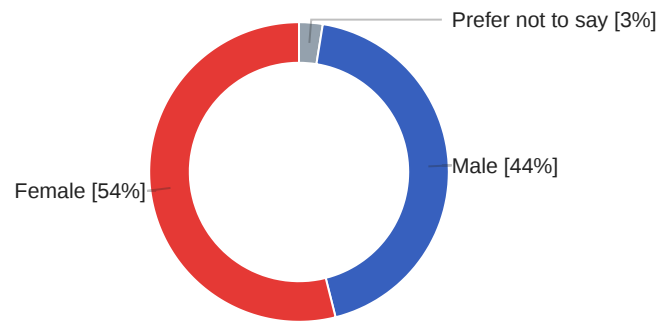
Q16 - Which of these best fits your age?

471 Responses



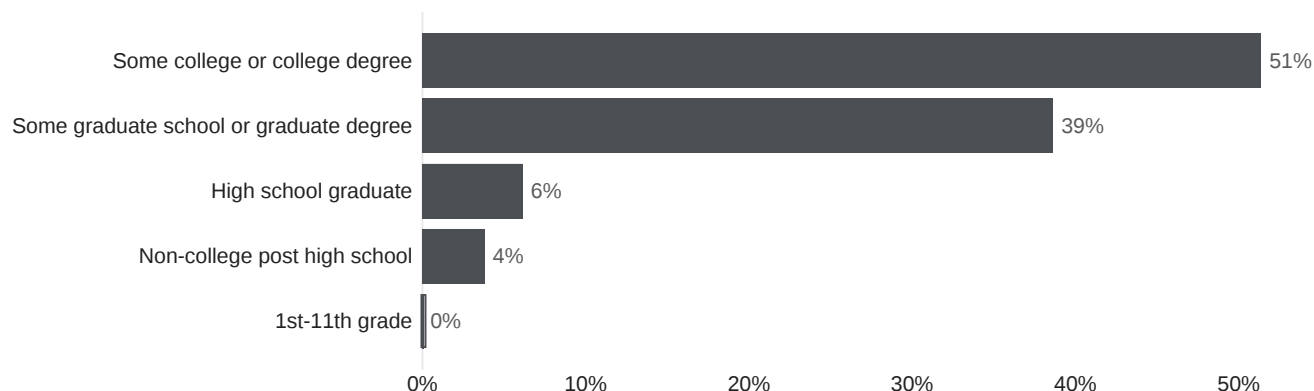
Q17 - What is your gender?

471 Responses



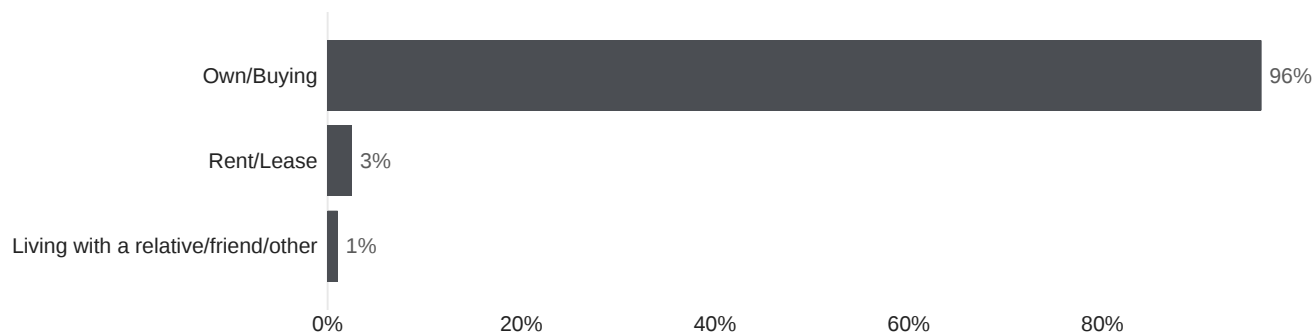
Q18 - What is the last grade or level of schooling you completed?

471 Responses



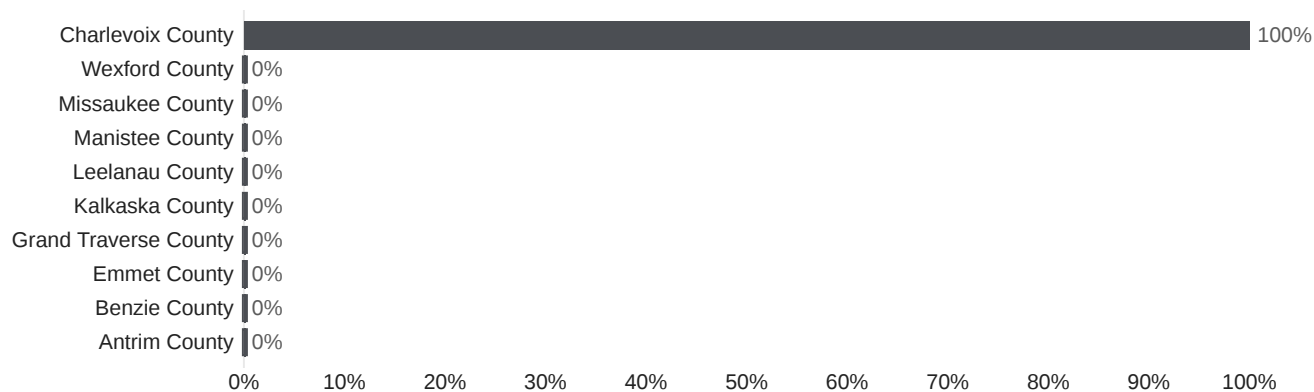
Q19 - Do you own your own home, are you buying a home, or do you lease or rent where you live?

471 Responses



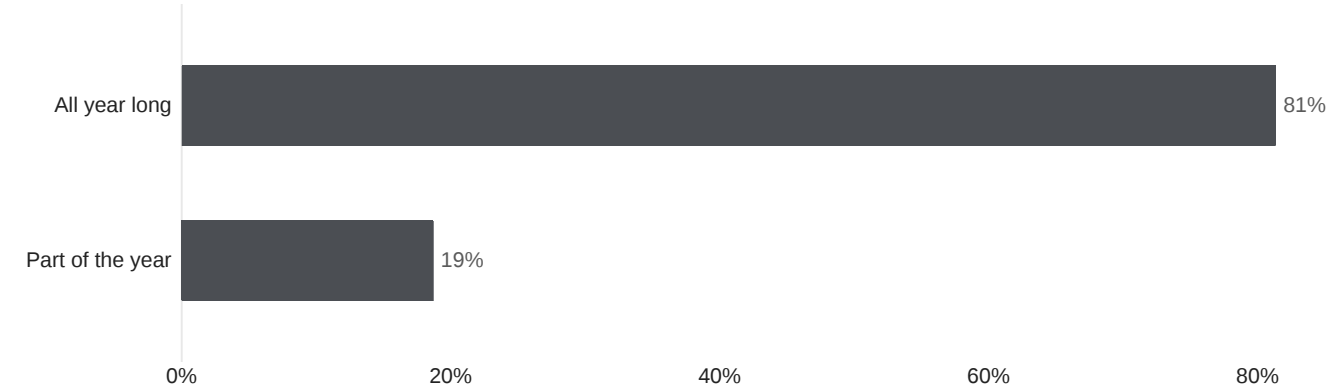
Q20 - County

471 Responses



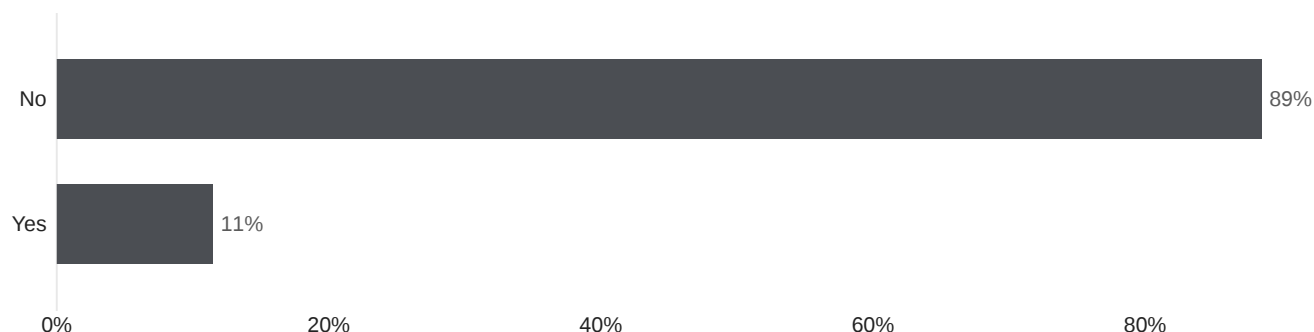
Q21 - How much of the year do you live in this county?

471 Responses



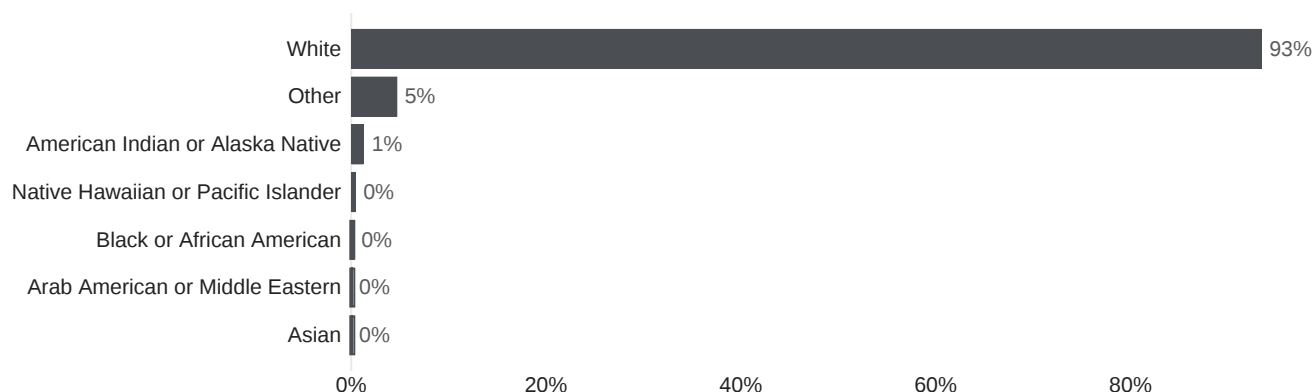
Q22 - Do you have children living in your home who are school age or younger?

471 Responses



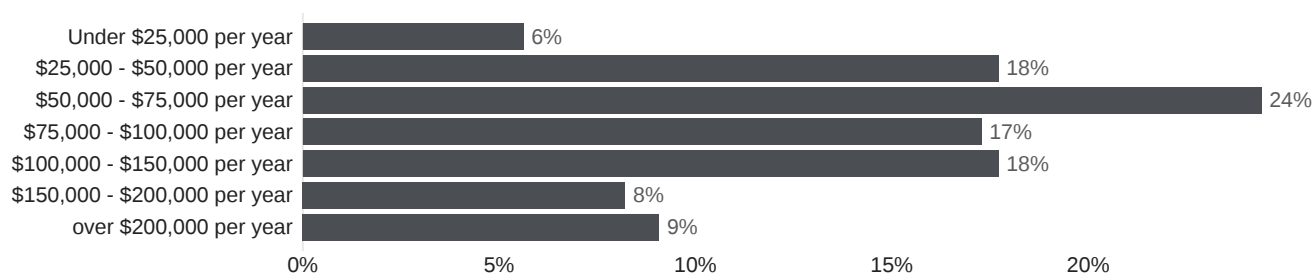
Q23 - Which racial or ethnic group best describes you?

471 Responses



Q24 - In which of the following categories does your total yearly household income fall, including everyone in the household? If retired, please select an income category based on retirement income.

463 Responses



Q27 - As a renter/lessee, do you have recycling available on the property where you live?

12 Responses

