



2021 Summary of Activities:

Late in 2020, the WRRMA Board approved a “working” Strategic Plan. This document emphasized the short-term goal of increasing the quantity of high-quality recycling and the long-term goals of analyzing and evaluating options for group contracting and monitoring and supporting regional full service Drop Off Stations. The Strategic Plan also lays out a number of objectives and ways to achieve the goals of the plan. The document is available to the public on WRRMA’s website at WRRMA.org.

As the only full service Drop Off Station in Washtenaw County is slowly sinking into a landfill, it is suitable for replacement. WRRMA passed Resolution 21-2, a resolution supporting the City of Ann Arbor’s application to the Michigan Department of Environment, Great Lakes, and Energy (EGLE). The cost is expected to be around \$4.5 million dollars. It is expected that additional funds will need to be raised for replacement.

WRRMA continued to learn about regional recycling by receiving a presentation about Ann Arbor’s Material Recovery Facility (MRF) from Recycle Ann Arbor. Additionally, WRRMA toured the MRF in New Boston operated by GFL, where the majority of WRRMA’s recycling ends up. In September, representatives from the MRF joined WRRMA’s meeting. WRRMA will be working with the representatives to find out how where materials go and what materials they are recycled into.

By far the most of WRRMA’s activities were related to executing a grant through EGLE and The Recycling Partnership. The grant provided a number of educational resources to target contamination and increase the value of the recycling stream in single family households. Educational outreach included mailers, press releases, newsletters, billboards, digital marketing, and access to an online recycling search engine that enables residents to search for whether materials are recyclable or not. A “Feet on the Street” curbside tagging component provided immediate and individualized feedback to residents on how they could recycle better. To evaluate effectiveness, a number of metrics were collected including participation rates, pre and post audits to determine estimated contamination rates by weight, and tagging rates by material to understand what contaminants should be the focus of future educational campaigns. A full report is expected to be published in by early November and will contain data by municipality. **The overall results show that WRRMA reduced contamination by 42% during the campaign.**

Additionally, WRRMA was awarded a follow up “App to Action Grant” which will provide over \$135,000 funds for education and outreach as well as tagging component of the grant for the City of Ann Arbor if the proposal to amend the Articles of Incorporation is passed.