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Operations Division- Sanitation Services

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**Assembly Committee on the Environment
May 6, 2021**

**City of Milwaukee Testimony on 2021 Assembly Bill 254:
E-Cycle Wisconsin Program**

The City of Milwaukee supports the E-Cycle Wisconsin program which went into effect in 2010 after its enactment as 2009 Wisconsin Act 50. The program has facilitated responsible management of millions of tons of ewaste through shared responsibility of producers, consumers, collectors and recyclers. The City supports the law's product stewardship approach to managing discarded electronics as well as the landfill ban. Concerning 2021 Assembly Bill 254 (Senate Bill 248), we urge your consideration of an amendment that we propose to materially improve the law and the sustainability of the program.

The City recommends adjusting the basis of Original Equipment Manufacturers' recycling targets to tie them to weight of discarded electronics actually collected rather than tied to the weight of sales of new equipment. With the landfill ban, the supply of discarded electronics is inelastic. Manufacturers' recycling targets do not move in relation to the actual volumes of end of life equipment managed each year. The result is that manufacturer's effective obligations are insufficient to prevent end of life charges to the consumers and collection sites which are bearing a disproportionate share of the total costs to manage e-waste. Collection site numbers have been decreasing in recent years and are particularly sparse in rural areas. This represents a real threat to effectively sustain a landfill ban, a ban that we agree is appropriate policy in the public interest.

Consumers are facing both shrinking access to collectors as well as increased fees to recycle their e-waste, and now is the time to address the targets under the law. The current version of AB254/SB248 does not address this critical matter, and we urge your consideration of the approach outlined below to improve the alignment between manufacturer targets and the actual supply of discarded electronics. Such a tweak improves the sustainability of the program as it internalizes more of the true life cycle costs into the producer/consumer cycle and reduces the externalized costs. The Wisconsin Department of Natural Resources recommends such a change in its annual report to the State legislature on the E-Cycle program, and it is broadly supported by local governmental units throughout Wisconsin.

To sustain and improve the program, please consider this amendment to AB 254/SB 248:

SECTION 33. 287.17 (4) (d) 1. of the statutes is amended to read:

287.17 (4) (d) 1. Determine the manufacturer's target recycling weight by multiplying the sum total from all manufacturers of pounds of eligible electronic devices recycled reported under 287.17 (5) (b) for most recent reporting year, by the manufacturer's obligation percent, which is calculated as the manufacturer's number of pounds divided by the sum of all registered manufacturers' pounds of ~~the manufacturer's~~ covered electronic devices sold to households or covered schools in this state during the program year that began ~~36 months~~ ~~3~~ program years before the beginning of the program year in which the calculation is made, as reported under sub. (5) (a), ~~by 0.8.~~

Thank you for your consideration of this requested amendment to AB 254/SB 248

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