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California Resource Recovery Association

September 11, 2009

Matt McKenna, President & CEO
Keep America Beautiful
1010 Washington Boulevard
Stamford, CT 06901

Dear Matt,

The voting is over and I'm sure many are disappointed with the outcome. We feel the election process generated tremendous voter turnout, which displayed the passion and interest of the NRC members. Each side worked hard to campaign on the messages and direction they believed was the right thing to do.

CRRA came out early and strong to oppose this merger because we truly felt this was not the path for the National Recycling Coalition. Recycling needs its own stand-alone organization to forward its goals and help reduce climate change. Going forward, CRRA would like to put our opposition to the KAB proposal behind us and work together with KAB to build a strong alliance of our organizations. We believe there is a place for KAB to be directly involved in recycling, side-by-side with CRRA and with a national recycling organization.

We ask you to consider placing progressive recycling activities as a high priority for KAB. We believe there is a need for KAB to step forward and support progressive recycling activities such as producer and corporate responsibility for the impact their products and services impose on our planet. We also believe that KAB affiliates should engage in meaningful training opportunities to assist in improving recycling and waste reduction activities in their jurisdictions. Some examples of actions we recommend for the KAB include:

- a) KAB could fund a new study of Zero Waste success stories to highlight best practices and show everyone what is possible. The KAB could distribute this new study to "local, state, and federal officials" like they did with the 1994 study. CRRA would like to have input into who they picked to conduct the study.
- b) KAB can release an immediate public statement of KAB's support for recycling and composting beyond 35%, including public recognition that the 1994 study is outdated and inaccurate.
- c) KAB could fund a study (conducted by a truly objective firm) comparing the effectiveness of different bottle bills.

CRRA wants to build, repair if necessary, and expand bridges that will bring KAB to a new level of recycling activism. We are committed toward assisting in those efforts. Let us know how we can help.

Respectfully,

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