RPRA
Resource Productivity & Recovery Authority

Industry Advisory Council
Meeting Minutes

Date: May 11, 2026	**Time:** 9:30 am – 11:00 pm
IAC Co-Chairs: Carol Hochu, Jeffrey Steiner	**IAC Secretary**: Cameron Parrack

Attendees:

Industry Advisory Council Members:
Carol Hochu, Tire and Rubber Association of Canada (TRAC)
Cherith Sinasac, Electro-Federation Canada (EFC)
Lavindi Richards-Harvey, Electro-Federation Canada (EFC)
Don Fusco, Chemistry Industry Association of Canada (CIAC)
Harrison Brook, Retail Council of Canada (RCC)
Yasmin Tarmohamed, Canadian Vehicle Manufacturers' Association (CVMA)
Michelle Saunders, Food, Health & Consumer Products of Canada (FHCP)
Shelia Dumesh, Canadian Beverage Association (CBA)
Julie Kwiecinski, Canadian Federation of Independent Business (CFIB)
Meagan Hatch, Electronic Products Stewardship Canada (EPSC)
Shannon Coombs, Canadian Consumer Speciality Products Association (CCSPA)

RPRA Staff:
Noah Gitterman, Chief Executive Officer
Mary Cummins, Registrar
Lorella Hayes, Chief Financial and Administrative Officer
Cameron Parrack, Director of Programs and Stakeholder Relations
Nathan Aranha, Manager, Portfolio Management and Strategic Initiatives
Axel Ghinea, Senior Stakeholder Relations Advisor
Tristan Nathaniel, Stakeholder Relations Advisor

RPRA Board:
Robert Poirier, RPRA Board Chair
Mary Shenstone, RPRA Board Vice-Chair
Jeffrey Steiner, IAC Co-Chair, RPRA Board

MECP Staff
Charles O'Hara, Resource Recovery Policy Branch
Marc Peverini, Resource Recovery Policy Branch
Sophia Giangioppo, Resource Recovery Policy Branch
John Fox, Resource Recovery Policy Branch

Regrets:
Wilson Lee, Chief of Programs and Public Affairs, RPRA
Gordon Cameron, Ontario Community of Newspapers Association
Paul Deegan, NewsMedia Canada

Recording Secretary: Tristan Nathanial, Stakeholder Relations Advisor

1. **Welcome and opening remarks**
   - Welcome and introductory remarks by the IAC co-chairs.

- IAC Co-Chairs opened the meeting by outlining several key areas of discussion, including RPRA's 2027 business planning, ongoing efforts to contain cost, how RPRA measures and reports on compliance performance, and updates on current cross-jurisdictional engagement.

2. Follow-up on IAC engagement with RPRA's Board

- RPRA staff reviewed key themes from the February IAC engagement with the Board, including requests for updates on the work the of Canadian EPR Regulators Forum (CERF) and exploring opportunities to reduce burden on producers operating across multiple jurisdictions through opportunities for EPR regulators to identify potential areas for alignment such as reporting guidance and methodologies, definitions and audit requirements.
- RPRA staff provided the advisory council with updates on RPRA's ongoing collaboration with other provincial EPR regulators
    - Provincial EPR regulators have been collaborating throughout 2025 to align, where possible, in areas such as producer brand reporting and supply reporting methodologies.
    - A number of Canadian EPR regulators recently met to discuss opportunities to collaborate further in 2026, with a focus on building a community of practice, information sharing, building relationships, and identifying opportunities for alignment.
    - IAC members expressed support for the continued collaboration between provincial EPR regulators to support burden reduction and increase efficiencies for both the provincial oversight authorities and regulated communities.
    - One IAC member continued to advocate for using mutual recognition instead of harmonization to reduce administrative and regulatory burdens, whereby if requirements in one jurisdiction are determined by the regulator to have been met, similar requirements in other jurisdictions are deemed to have been satisfied too.
- RPRA staff noted that while no regulator has made formal commitments, Canadian EPR regulators including ARMA, Divert NS, RecycleNB, RPRA and Recyc-Québec, are engaging and all are interested in continuing to collaborate.

3. 2025 registrant survey results

- RPRA staff shared the results of RPRA's 2025 registrant survey and noted that the information would be published by June 1st, along with RPRA's 2025 Annual Report.
- RPRA staff shared the survey's key performance indicator (KPI) results which measure registrant perception of the organization's effectiveness in achieving its strategic goals and objectives.
- RPRA staff noted that the 2025 KPI results have remained generally stable, although some KPI targets were narrowly missed.
- RPRA staff highlighted the declining survey response rate and shared RPRA's plans in 2026 to assess the survey methodology and redesign the questionnaire to encourage greater registrant participation and increase the utility of the registrant feedback collected.
- IAC members provided feedback on the importance of ensuring the correct business contact(s) of each registrant organization are invited to participate.
- RPRA staff shared that industry will be engaged during the reassessment of the survey methodology and questionnaire redesign.

4. **2027-2029 business planning**
    - RPRA staff outlined its business planning process and shared plans to consult on RPRA program fees during the summer, before RPRA's business plan and budget are finalized in response to industry feedback.
        - IAC members expressed appreciation for RPRA's responsiveness in adjusting the timing of the fees consultation to better align with registrant business budgeting requirements.
    - RPRA staff reviewed the proposed 2027 business plan activities with the council.
        - IAC members encouraged RPRA to revise the business plan activities to better communicate how each planned activity will support and/or benefit RPRA's registrants.
        - An IAC member raised that none of RPRA's proposed business plan activities mention bringing free riders into compliance and requested that RPRA consider planned activities focused on free rider enforcement.
        - IAC members emphasized the importance of an education-first approach to compliance, before more severe enforcement activity is initiated.
        - IAC members advocated for greater compliance promotion for producers noting that many producers still require clearer guidance on obligations and would benefit from the use of plain, business-friendly language that would resonate and be better understood by the regulated community.
        - RPRA staff shared that RPRA's 2026 business plan includes the development and implementation of an awareness and outreach strategy, including outreach to industry associations to support identification of potentially unregistered producers and to raise awareness of compliance requirements as well as ongoing work to refine service delivery and market intelligence activities.
    - RPRA staff shared compliance activity metrics for 2025 including total compliance interactions, total cases closed and free rider cases closed.
        - IAC members provided feedback that reporting compliance activity metrics by RPRA program would help industry to better understand where compliance challenges exist.
        - IAC members requested that RPRA consider reporting the outcomes of RPRA's compliance and enforcement activity including free riders brought into compliance and new tonnage reported by RPRA program.

5. **RPRA performance measures**
    - RPRA staff reviewed RPRA performance measures, including RPRA's 2025 performance to target and new performance measures and targets for 2026.
        - RPRA staff highlighted the new performance measures adopted for 2026, including a new free rider metric and a first contact resolution KPI and encouraged stakeholders to share feedback on other performance measures RPRA should consider adopting.
    - An IAC member asked how RPRA sets the targets for its performance measures
        - RPRA staff noted that targets are set using historical operational information and calibrated to current resourcing.
    - An IAC member asked about RPRA's process for eliminating performance measures and adopting new measures
        - RPRA staff shared that we gather feedback from stakeholders during the business planning to understand which RPRA performance measures may be useful to industry staff in assessing the organization's performance

- RPRA aims to keep the performance measures that we have adopted consistent, with new KPIs added as needed.
- RPRA's performance measures are not eliminated over time but may be deprioritized in reporting.
- An IAC member requested that RPRA consider adopting a performance measure to report on the level of operating reserve against the approved operating expenses.

6. Public reporting calendar

- RPRA staff shared an overview of RPRA's public reporting schedule including targeted dates of publication of resource recovery program data.
- RPRA staff highlighted that RPRA's internal review processes are maturing and becoming more efficient which is resulting in more expedient publication dates with the goal of publishing EPR program data within 3 months of each program's reporting deadline.

7. Auditor General of Ontario (OAGO) recommendations

- RPRA staff reviewed the OAGO recommendations resulting from the 2025 performance audit and shared RPRA's estimated timelines for responding to each recommendation.
- An IAC member inquired if RPRA's budgeted allocation to respond to the performance audit recommendations had changed, and if more resources would be needed.
    - RPRA staff shared that the 2026 business plan included a one-time contingency of $200K for project management, consulting, and other temporary resources to support RPRA's response to the audit recommendations. A preliminary contingency of $500K was forecasted for 2027 in the 2026 business plan
    - RPRA staff will share updated budget information at the July IAC meeting related to the proposed resources RPRA needs to support RPRA's responses to the OAGO recommendations.
- IAC members requested an update on the status of the OAGO recommendations to the ministry.
    - RPRA staff shared that we cannot speak on behalf of the ministry in terms of how they are working to respond to the OAGO recommendations, but RPRA does continue to work closely and regularly with our ministry counterparts.
- An IAC member suggested using RPRA's annual public meeting to build awareness of RPRA's work and progress towards addressing the OAGO recommendations.
- RPRA staff emphasized that the OAGO review provides an opportunity for long-term organizational improvement.

8. Co-chairs' closing remarks

- The IAC co-chairs noted that RPRA staff will consider the feedback received during the advisory council meeting as the 2027 RPRA business plan continues to be developed.
- RPRA staff will coordinate the next advisory council meeting to take place in July to gather advisory council member feedback on RPRA's resourcing plan and budget as part of the business planning process.
- The IAC co-chairs thanked the advisory council members for their participation and feedback and closed the meeting.