

<b>Date:</b> June 16, 2025	<b>Time:</b> 2:00pm – 3:30pm
<b>IAC Co-Chairs:</b> Carol Hochu, Jeffrey Steiner	<b>IAC Secretary:</b> Cameron Parrack
<p><b>Attendees:</b></p> <p><u>Industry Council Members:</u>  Carol Hochu, Tire and Rubber Association of Canada  Michelle Saunders, Food, Health &amp; Consumer Products of Canada  Cherith Sinasac, Electro-Federation Canada  Yasmin Tarmohamed, Canadian Vehicle Manufacturers' Association  Julie Kwiecinski, Canadian Federation of Independent Business  Sebastian Prins, Retail Council of Canada  Simon Kinsman, Canadian Consumer Specialty Products Association  Shane Buckingham, Canadian Beverage Association</p> <p><u>RPRA Staff:</u>  Noah Gitterman, Chief Executive Officer  Wilson Lee, Chief of Programs and Public Affairs  Lorella Hayes, Chief Financial and Administrative Officer  Mary Cummins, Registrar  Cameron Parrack, Director of Programs and Stakeholder Relations  Nathan Aranha, Manager, Portfolio Management and Strategic Initiatives  Zoe Barlas, Policy Analyst  Tristian Nathaniel, Stakeholder Relations Advisor</p> <p><u>RPRA Board:</u>  Jeffrey Steiner, SPAC Co-Chair, RPRA Board  Mary Shenstone, RPRA Board Vice Chair  Robert Poirier, RPRA Board Chair</p> <p><u>MECP Representative:</u>  Marc Peverini, Resource Recovery Policy Branch  John Fox, Resource Recovery Policy Branch</p>	
<p><b>Regrets:</b>  Don Fusco, Chemistry Industry Association of Canada  Gordon Cameron, Ontario Community Newspapers Association  Electronics Product Stewardship Canada</p>	
<b>Recording Secretary:</b> Tristan Nathaniel, Stakeholder Relations Advisor	

## 1. Welcome and opening remarks

- Welcome and opening remarks by the IAC Co-Chairs.

- RPRA's CEO provided introductory remarks, briefly reviewed key details from advisory council's previous engagement with the RPRA Board in March 2025, and reviewed the meeting's agenda.

## **2. Follow up on IAC Engagement with RPRA Board in March**

- RPRA staff reviewed feedback received from IAC members during the recent engagement with the RPRA Board in March 2025 and provided responses to the feedback, including how RPRA is responding to the feedback and reviewing which elements are outside of RPRA's scope of influence.
- The following IAC topics of interest were discussed:
  - Budget and Fee Setting
    - Some IAC Members requested that the timing of RPRA fee setting be harmonized with PROs and take place earlier in the year.
    - RPRA noted that the timing of PRO fee setting is not within the control of RPRA.
    - One IAC member noted that the dominant Blue Box PRO sets fees in the fall, and member businesses have not expressed issues with this timing.
    - The same IAC member reminded the advisory council that across all producer responsibility programs RPRA program fees represent less than 1% of total system costs.
    - RPRA staff noted the 2025 Business Plan commitment to initiate a review of RPRA's fee methodology and model, anticipating that outcomes of this work could be adopted ahead of RPRA's 2027 program fees consultation in 2026.
  - Reducing Administrative Burden
    - RPRA staff reviewed burden reduction efforts made in 2024 because of industry feedback and committed to working with the regulated community to identify opportunities to reduce burden, including harmonizing with other EPR regulators where possible.
    - An IAC member suggested that RPRA proactively conduct an internal "red tape" review of its operations.
    - RPRA's CEO highlighted that RPRA is interested in opportunities to reduce burden to increase efficiency, reduce friction and better support registrants to fulfill their compliance obligations.
  - Regulatory Enforcement

- RPRA staff noted that more information about RPRA's compliance and enforcement activities are being published to the website to ensure greater transparency
- An IAC member expressed support for industry associations' ability to collaborate with RPRA to share information about potential free-rider businesses.
- An IAC Member noted that small businesses are still learning about producer responsibility requirements and communications for compliance approaches need to continue for this producer group.
- Responsiveness
  - RPRA staff outlined plans to finalize and implement the registry service delivery model, including proposed service standards, which will be consulted on with stakeholders later in the year.

### **3. 2024 Registrant Survey Results**

- RPRA staff presented the results of the 2024 registrant survey, identified areas of focus, and RPRA's 2025 key planned activities to address each performance area.
- Areas for improvement include understanding business needs, clarity in communications, supporting registrants, fairness and responsiveness.
- The declining response rate was discussed.
  - An IAC member speculated that the decline may be due to smaller businesses disengaging, but larger businesses are likely continuing to provide feedback
  - To help increase participation rates, RPRA staff encouraged IAC members to encourage their members to share feedback with RPRA.
  - RPRA staff noted that the response rates continue to be sufficient to provide statistically relevant insights.

### **4. 2024 RPRA performance measures, targets and results**

- RPRA staff shared RPRA's 2024 performance measures, targets and results.

### **5. 2025 performance measures and targets**

- RPRA staff shared RPRA's 2025 performance measures and targets committed to in the 2025 Business Plan.

## **6. 2026-2028 Business Plan**

- Proposed 2026 key planned activities
  - RPRA's CEO reviewed the business planning process, including opportunities for advisory council members to provide advice and feedback.
  - RPRA staff reviewed the proposed 2026 planned activities, including how each aligns with RPRA's strategic goals.
  - An IAC member expressed support for RPRA's planned activities to focus more on service delivery.
  - An IAC member encouraged RPRA to continue focusing on enforcement, identifying free riders, and increase investment in audit and verification.
- Proposed 2026 key performance indicators (KPIs)
  - RPRA reviewed potential 2026 key performance indicators and solicited feedback on the KPIs and asked for suggestions for alternative measures.
  - An IAC member requested that RPRA consider a measure of the impact of RPRA's audit and verification activities since greater reporting accuracy supports a level playing field and sharing of system costs.
  - An IAC member suggested that RPRA adopt multi-year KPIs to convey RPRA's long term performance and service delivery goals, recognizing that performance improvements take time.

## **7. Auditor General of Ontario's performance audit**

- RPRA's CEO provided a brief overview of the AGO's performance audit process.
- An IAC member asked why RPRA was selected for a performance audit.
  - RPRA staff shared that the audit is routine and that the AGO has been systematically auditing administrative authorities over the past several years.

## **8. Open Discussion**

- The IAC Co-Chairs opened the floor to discussion.
- An IAC member encouraged RPRA to continue to increase enforcement activity, including data verification and audit, noting that the increased investment in RPRA in these areas results in an outsized benefit to

compliant producers by helping to distribute system costs across all obligated businesses.

- An IAC member requested an update on RPRA's recruitment efforts to fill vacant Board seats.
  - RPRA's Chair provided an update on the current recruitment process for vacant Board seats, noting that RPRA is interested in recruiting Board members with industry experience.

## **9. Closing and next steps**

- RPRA staff shared that the next IAC meeting will focus on RPRA's resourcing plan including the budget and forecasts for the business planning period.
- The CEO and IAC co-chairs thanked the council members for their participation and feedback and closed the meeting.