

## Executive Summary

### Solid Waste Advisory Committee May 19, 2003

#### I. Call to Order and Announcements

Susan McLain

- Councilor McLain introduced new SWAC members: Tom Badrick of Legacy Health Systems, is a recycling specialist, and fills the remaining business representative position on the Committee. Mark Altenhofen recently moved to the Metro region from Medford. He's the Solid Waste Manager for Washington County and will represent the County on this committee.
- Sometime in July, a SWAC primer meeting will be held for new (and somewhat new) members. Janet Matthews will contact members with the details as they are set. The meeting will include an overview of the regional solid waste system and the role of SWAC within the system.
- Approval of Minutes: Rick Winterhalter would like a change on page two, second paragraph, last sentence. He would prefer it to read, "...*the money spent on this program could probably be more effectively spent to increase recovery in other areas.*" With that change, Mr. Winterhalter moved to approve the minutes; Sarah Jo Chaplen seconded the motion, and the minutes were approved by the group.

#### II. Introduction of Metro's New Chief Operating Officer, Michael Jordan

Susan McLain

Councilor McLain gave the floor to the new administration's "first hired manager", Michael Jordan, who steps in as Metro's Chief Operating Officer. He was formerly President of the Metro Policy Advisory Committee (MPAC), City Manager for the City of Canby, and a Commissioner for Clackamas County.

Mr. Jordan explained where his position fits in, as a similar position to the former Executive Officer, but appointed by the Council President and confirmed by the full Council. His immediate priority is to work with Council and senior management staff to learn how everything works within the Agency since the Charter change. As he is becoming more knowledgeable about Metro, he's been aware that it's easy – and human nature – to quickly notice the problem areas, but he's also been pleased to note that 95% is good and works well.

In answer to a question from Dave White regarding how SWAC can access the Council under the new administration (he's heard testimony in the first reading, second reading, and is unsure of the "informals"), Mr. Jordan said he will put together an outline or structured presentation with the Council for the Committee's reference. Councilor McLain agreed that it's both helpful and important for people to know how the system works and the steps involved. Mr. Jordan added that there will be instances that require two hearings, but he will see to it that it's all clarified.

#### III. Solid Waste & Recycling Director's Update

Mike Hoglund

- Mr. Hoglund announced that the Department has now sold \$1 million of recycled latex paint since the program's inception. Over the years, Metro's hazardous waste specialists and technicians have constantly worked to improve the product, which is now commercial grade (suitable for sprayers). The current space has become too small and is difficult for the public to access. Therefore, a larger, off-site space is being sought, which would also allow for expanded out-of-region collection. A business plan is being presented to the Metro Council for approval.

Bruce Walker interjected that Paulette Rossi has been a great ambassador of the recycled paint. Because of her "endless enthusiasm" the City of Portland is including information about the paint in its next flier. Mr. Hoglund added that staff at the paint facility have been amazing at trouble-shooting and developing the whole system. Metro hopes that expanding the collection base, and therefore increasing the amount of paint available for sale, will not only cover operational costs (as it currently does), but help with some capital expenses, as well.

- Recommended changes to the RSWMP were adopted by the Council on May 1.

- Regarding the requested funding for C&D infrastructure, Mr. Hoglund reported that \$100,000 was approved for deconstruction activities, but the remaining funds for C&D post-collection recovery infrastructure were not. Pending possible changes to regulatory policies (such as the System Fee Credit program, disposal bans, etc.), recovery infrastructure funding may be revisited.
- There is a Request for Proposals (RFP) out for a remedial site investigation and feasibility study at the St. Johns Landfill, the key component of which will be environmental hazard risk assessment. Questions can be directed to Jim Watkins, Dennis O'Neil, or Michele Adams.
- Regarding a couple of capital improvements, expansion of the north floor at Metro South Station has been approved. Also, a new roof will be installed at Metro Central Station using an innovative type of fiberglass that will allow more natural lighting in the facility.

#### **IV. Fiscal Year 2003-04 Budget**

**Mike Hoglund**

Mr. Hoglund directed the group's attention to a memo dated May 14, 2003, which was included in the agenda packet. The memo lists and explains changes from last fiscal year's adopted budget. One change to the memo, however, is that the stated \$72,500 budgeted for the ENACT program should read \$75,000.

Mr. White asked that SWAC be kept informed as the proposed excise tax for Parks is considered. Councilor McLain replied the Committee will certainly be updated after the Council Work Session on this topic. Council would appreciate SWAC members' perspective.

#### **V. Landfill Legacy Mapping Project**

**Jim Watkins**

One of the Department's goals, Mr. Watkins began, is to provide environmental leadership in new ways. Towards that goal, Metro is looking into the liability issues, need, and revenue sources regarding closed or "orphaned" disposal sites. The first step was to compile a report of as many of these sites, whether publicly or privately owned, as possible. Some of the information was sketchy because little or no documentation was available for sites prior to about 1960. Joanna Karl and Dennis O'Neal conducted research and had maps made of 56 sites within, or within ten miles of, the Metro region's boundary. The 10-mile boundary took into consideration that waste from the current Metro area was most likely included, and that the region may eventually expand to include such land. This information should prove extremely helpful, especially for anyone considering buying property formerly used as a disposal site. The initial effort focused primarily on "detecting, locating, and gathering information about closed solid waste disposal sites." The findings are available in a draft document; Mr. Watkins would like members of the Committee to look it over and offer comments and ideas.

From the audience, Easton Cross noted that at least two sites are not listed (Dunaway and where the horse track is now located). Mr. Watkins acknowledged their omission; they were both closed prior to 1960, but any information about them would be very helpful to have.

#### **VI. Business Paper Recycling Campaign**

**Lee Barrett and Jan O'Dell (for Vicki Kolberg)**

Mr. Barrett told the group that a goal has been set to recover 97,000 additional tons from the commercial sector. There is capacity within the region to accept this extra tonnage, and Metro hopes to strongly encourage the recycling of this waste stream. The City of Beaverton has surveyed area businesses, and got very favorable responses to the possibility of implementing desk-side recycling to increase commercially generated paper recycling.

Ms. O'Dell described the ad campaign Metro commissioned to begin the push for additional commercial waste recovery. The campaign, entitled "All paper, one box," was developed with input from several local paper processors. Ads on the box will update the business community about what can now be recycled

right beside their desks, specifically mixed paper rather than needing several boxes for different papers. Commercial Technical Assistance Program (CTAP) staff will deliver boxes to interested businesses and educate their staff.

About 44 small (12' x 25') billboards will be erected around the region, and 28 radio stations will broadcast spots during their traffic reports (125 spots per week). In addition, an e-zine will be developed, and local business associations will be contacted.

The tagline to be used is "So simple, even your boss can understand it." Metro's Recycling Information hotline number will be given for details. The initial campaign is budgeted at \$50,000; additional funding may be used in the Fall.

Response to the ads will be tracked and the campaign modified as necessary. Tracking will consist of information gleaned by CTAP, the number of calls to Metro regarding the campaign, and the number of boxes requested and delivered.

Information given to responding businesses will be individualized according to how their hauler would like the recycling gathered. Some prefer clear plastic bags, others don't, for instance. Requests will be funneled to local jurisdictions, who will coordinate the box drop-off and education. 10,000 boxes are available for the start of the campaign, and businesses will be told to expect about a two-week turn-around.

Doug DeVries commented that King City has a similar system, and the first year alone received tremendous results. Mr. Barrett reiterated that the current material recovery system has the capacity to accept a drastic increase in waste paper.

## **VII. Other Business and Adjourn**

**Susan McLain**

Steve Schwab asked for an updated list of current SWAC members. Ms. Matthews replied that it will be available at or before the next meeting. Councilor McLain thanked everyone for their attendance and adjourned the meeting at 4:25 p.m.

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