

A G E N D A



METRO

MEETING: **REGIONAL SOLID WASTE ADVISORY COMMITTEE**

DATE: Thursday, November 16, 2006

TIME: **SPECIAL TIME: 2:00 – 4:00 p.m.**

PLACE: Room 370 A&B, 600 NE Grand Avenue, Portland

- 5 mins. **I. Call to Order..... Mike Hoglund**
Introductions/announcements
Approval of minutes
- 10 mins. **II. Solid Waste & Recycling Director's Update..... Mike Hoglund**
- 70 mins. **III. RSWMP Update Project: Issue Identification..... Janet Matthews**
Sections of the RSWMP still in draft development are related to (1) facilities and services in the regional system; and (2) rates and revenue. This agenda item will involve SWAC in a brainstorming and prioritizing exercise, intended to elicit key planning issues for these particular areas of the plan. The next step will be a discussion of policy direction or goals for some of the issues raised.
- 30 mins. **IV. Recycle at Work Campaign: Generating Business Partners..... Rahn/Cable**
Over 100,000 additional tons of material recovery is needed from the commercial sector in order to meet the region's 2009 waste reduction goal. This is the challenge of the Recycle at Work regional campaign. The branding and fall outreach campaign has generated nearly 200 business partners committed to improving their office recycling efforts. Paid and earned media, new program resources, and rolling out a regional brand have led to new partnerships and requests for technical assistance. This agenda item will update SWAC on the campaign approach, success, and the plan for further evaluating effectiveness.
- 5 mins. **V. Other business and adjourn..... Mike Hoglund**

*Denotes material included in the meeting packet

All times listed on this agenda are approximate. Items may not be considered in the exact order listed.

Chair: Councilor Rod Park (797-1547) Staff: Janet Matthews (797-1826) Committee Clerk: Susan Moore (797-1643)

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METRO

600 NE Grand Ave.
Portland, OR 97232-2736

MINUTES OF THE METRO SOLID WASTE AND RECYCLING COMMITTEE (SWAC) MEETING

Metro Regional Center, Room 370A/B

Thursday, October 26, 2006

Members / Alternates Present:

Councilor Rod Park, Chair
Mike Hogle
Mike Leichner
Bruce Walker
Paul Edwards
Rick Winterhalter
Dave Garten
Dave White

JoAnn Herrigel
Ralph Gilbert
Ray Phelps
Glenn Zimmerman
Lori Stole
Dean Kampfer
Wade Lange
Wendy Fisher

Anita Largent
Mike Miller
Audrey O'Brien
Matt Korot
Theresa Koppang
Steve Schwab
John Lucini
Andy Kahut

Guests and Metro staff:

Janet Matthews
Barb Disser
Bryce Jacobson
Easton Cross
Paul Garrahan
Chris Garrett

Doug Drennen
Lee Barrett
Steve Kraten
Tom Chaimov
Brad Botkin
Paul Ehinger

Kevin Six
Julie Cash
Bill Metzler
Kathryn Sofich
Segeni Mungai

I. Call to Order and Announcements Councilor Park

- Councilor Rod Park convened the meeting at 10:05 a.m.
- A change to the minutes, requested by Clackamas County's Rick Winterhalter, was given to all the members. The minutes were approved unanimously with the change.

II. Solid Waste & Recycling Director's Update Mike Hogle

- Mr. Hogle reported a busy month for Regulatory Affairs. East County Recycling paid a fine of \$74,000 resulting from over-claiming System Fee and Excise Tax credits. Mr. Hogle noted that the media had approached Metro about the incident, and so Metro put out a press release in order to be fair to all media outlets. This will likely be used as a precedent for getting information out regarding "significant fines like this in the future."
- A settlement has been reached with the owner of the land where Urban Vision Corp. resides. Two notices of violations and penalties (\$16,500) have been levied against Urban Vision for illegal MRFin and denial of access to conduct inspections. The landowner has agreed to give Metro inspectors access, so an agreement has been reached with him. No agreement has yet been reached with Urban Vision, which leases the property; its illegal MRFin operations are causing leachate leakage into the Columbia Slough.
- Metro, the Multnomah County Sheriff's office and inmate work crews, the Portland Fire Bureau, and diver teams from Multnomah and Clackamas counties joined in a cleanup on the Columbia River on October 19. The cleanup, north of the Portland International Airport, yielded nearly 150 tires, 8 cubic

yards of metal debris, and two vehicles. Nearly 200 chemical drums remain, Metro will work with DEQ and the Coast Guard for their removal in the new year.

- Regarding Nature in Neighborhoods, the Clackamas Review featured a story about one of the grants recently. The project removed 5 tons of waste from the Three Creeks area of Clackamas County which has a history of transient camps. The grant will also provide funding for patrols, removal of invasive species, and various other work that will help sustain the sensitive watershed area. Waste Management donated some equipment and drivers to the cleanup.

III. Pumping up Dry Waste Recovery, Part II Lee Barrett

Councilor Park introduced this agenda item, and noted that while good progress was being made, the issue was not ready to be voted on. Mr. Hoglund added that staff's goal is to make further progress on some elements that have come up. Decisions still need to be made about whether the material recovery performance standard set should be on dry tonnage received ("front door") or residual ("back door), what percentage the standard should be, costs and assumptions about effect on tip fees, and equitability. Further discussion will be needed on the implications for landfills in Washington County, and implementation.

Waste Reduction & Outreach Division Manager Lee Barrett reviewed the purpose of this project, including to reach the 2009 recovery goal. This program is projected to garner an additional 30,000 tons of dry waste, as well as provide substantial environmental benefits. He explained some rationale for possibly switching from front door measurement, to residual / back door measurement. This would help determine how much recoverable material is still being landfilled. Some residual sampling has been done at Metro South, Waste Management's Troutdale facility, and further samples will be sought at some area MRFs, Mr. Barrett continued. "We think that a 15% back door (residual) is the equivalent of a 25% front door minimum requirement." If they find differently, that number will be adjusted.

East County Recycling's Ralph Gilbert asked if any waste surveys have been done. Mr. Barrett replied that the DEQ did such a survey in 2005, taking 70 samples from WMO Troutdale, Wastech, ECR, and WRI. Engineering & Environmental Services' Paul Ehinger added that in loads going to MRFs, the aggregate of all desired materials (wood, metal, cardboard) as 35.9%

Dean Kampfer of Waste Management commented that the back vs front door issue is quite relevant. His company has done its own residual sampling and feels that 22% should be an acceptable standard. To recover smaller pieces, extra staffing would be necessary to spread the waste out wider or do a picking line, he pointed out. 15% is achievable, but it would take a substantial amount of extra effort.

WRI / Allied's Ray Phelps said there is no relationship between front and back door figures. Measure one or the other, he continued, but don't look for a relationship. While he prefers the back door idea, he echoed Mr. Kampfer's assertion that recovering more will be expensive. Mr. Gilbert said he would be comfortable with the back door approach, as well.

In further discussion, Mr. Kampfer clarified that using the residual approach would actually allow facilities to accept some loads they currently try to avoid, such as a load of tennis shoes (an example from Clackamas County's Rick Winterhalter). The problem, Mr. Barrett explained, is that the more loads accepted at a facility with zero recoverables, the easier it would be "for the stuff you missed to be less than 15% of the total you're throwing away."

Mr. Barrett introduced Tom Chaimov of the Financial Management & Analysis Division, who presented MRF statistics (2001-2005, averaged). Mr. Chaimov handed out material regarding the economic impacts of the program (attached). As staff sees it, he said, the main impact will be an increase in the tip fees charged at MRFs. While it costs a certain amount of money to process a ton of waste, a facility may not wish to charge customers that for fear of losing them to a less-expensive disposal option. However, this tonnage can be subsidized with wet waste or system fee credits. "If low cost landfill disposal ceases to be an option, then those material recovery facilities are apt to be able to raise their tip fee closer to the actual cost to do the work," Mr. Chaimov explained. Staff modeled its analysis as shown on the handout.

Mr. Chaimov briefly explained the piece, and took questions / comments. Mr. Drennan felt that customers may take their waste to Metro transfer stations because it's less expensive. Mr. Kampfer added that the numbers presented wouldn't work for his company. The City of Gresham's Matt Korot suggested the group not "shy away" from policy decisions that may cost money or negatively affect one facility. "In the absence of a policy direction from the citizens of Oregon, I think the integrated companies would be recovering scrap metal, maybe, and nothing else," he added. While local governments are trying to be cooperative with their private industry partners, Mr. Korot noted that in the larger picture, "A ton of recyclables puts a lot more money into the economy than a ton of materials going to the landfill."

Next up, Mr. Ehinger made a PowerPoint presentation (attached) regarding the concept of an equal playing field between Metro and private facilities. "I'm here to tell you that [the two Metro facilities] are different," he said. "We handle two separate and distinct dry waste streams at our two facilities. One is the self-haul waste stream, which has dramatically different characteristics when it comes to how we receive the waste, and the operational techniques that we have to use to deal with the waste." Mr. Ehinger added that "we" included Allied Waste, the operations contract holder for the two sites.

Because of the difference in the waste streams, and the policy of being the stations of last resort for the public (therefore unable to turn away loads that private facilities might), staff is not confident Metro South and Metro Central could achieve a 15% back door standard, Mr. Ehinger said. However, every effort will be made to meet the same standards as other facilities. If need be, Metro could end its current contract and look at other options.

Mr. Kampfer felt that Mr. Ehinger's presentation had several operational issues unrelated to recovery. If private companies build facilities that will take self-haul, the costs would be substantially higher. Mr. Ehinger replied that it's a similar type of issue to one mentioned earlier, having to spread the waste out to look for recoverables.

In the Rate Policy Committee that met earlier this year, the idea of self-haul was presented as a "right," Councilor Park commented. That committee's members felt that while it should be allowed, it should not be subsidized. Perhaps that idea needs to be raised again, the Councilor continued, "and perhaps [self-haul] should be pushed back more into the franchise system."

Dave White of ORRA suggested that it appears self-haul is detrimental to the recovery goal.

Finishing up the agenda item, Mr. Barrett presented a revised timeline for the project and related MRF Standards project (attached).

In final remarks on the subject, Mr. Kampfer said that Waste Management requests 24 months after the MRF standards are effective to build their facility. Mr. Phelps urged that the current credits program shouldn't be terminated until all existing facilities are compliant.

IV. RSWMP Guiding Direction.....Janet Matthews

Janet Matthews used a PowerPoint presentation (attached) to explain what the term "guiding direction" means regarding the revised Regional Solid Waste Management Plan (RSWMP). She asked the group to consider how they want the regional solid waste system perform, showing the System Performance Goal from the current RSWMP, she asked if those characteristics were reasonable and still durable for the years ahead.

Dave Garten commented that the benefits are inherent. Additionally, he said, regarding technological feasibility, that Metro has a role as early users / implementers , helping to kick-start innovative ideas. JoAnn Herrigel of the City of Milwaukie would like language added to indicate continual evolution and improvement as the initial goals are met.

Mr. White prefers to think of RSWMP as a guiding document, not a mandate, he said. It should be a partnership with local elected officials, who would be guided but not controlled by it. DEQ's Audrey O'Brien responded that this has been discussed before, and that DEQ is comfortable with the RSWMP setting the recycling service standard for the region. Within those boundaries, she assured, both DEQ and Metro will work with local governments when they want to try a different way.

Wrapping up, Ms. Matthews said that prior to the next SWAC, Council will be asked to discuss the system performance goal and other disposal system issues. Direction from Council will be brought back to SWAC.

She presented a SWAC schedule for November and December to get through the guiding direction work, while working around the holidays: meeting times were subject to meeting room availability, Ms. Matthews added:

November 16 – 2:00 pm-4:00 pm
November 30 – 10:00 am-12 noon
December 12 – 2:00 pm-4:00 pm

V. Other business..... Councilor Park

With no other business forthcoming, Councilor Park adjourned the meeting at 11:58 a.m.
Prepared by:

Gina Cubbon
Administrative Secretary
Metro Solid Waste & Recycling Department

gbc
Attachments
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Preliminary Dry Waste Price (Tip Fee) Changes:

If Current Users of	...Deliver tons/year	And Currently Pay		Under Enhanced Dry Waste Recovery Program			
		Per Ton	Total	Projected		Change	
				Rates	Cost	Rates	Cost
MRFs	170,000	\$63.82	\$10,849,124	\$68.36	\$11,620,899	\$4.54	\$771,775
Hillsboro	65,500	\$61.85	\$4,051,175	\$68.36	\$4,477,464	\$6.51	\$426,289
Lakeside	60,000	\$50.12	\$3,007,200	\$68.36	\$4,101,494	\$18.24	\$1,094,294
	295,500	\$60.60	\$17,907,499	\$68.36	\$20,199,856	\$7.76	\$2,292,358

Source: estimates by Metro staff

An analysis of the increase in disposal cost:

Cost

MRFs \$ 771,775 } Roughly equal to current system fee & tax credits of ~\$800,000 (equivalent to \$35-\$90 per recovered ton)*

Hillsboro \$ 426,289 } \$1.52 million increase provides the \$ to recover 34,000 additional tons
 Lakeside \$1,094,294 } (equivalent to about \$45 per recovered ton)

\$2,292,358 Total increase in disposal cost

*The wide variation in the cost per recovered ton from Metro’s credits stems from the wide variation in recovery that is attributed to the credit program. For example, if only that portion of recovered tons above the 25% regulatory minimum is attributed to the credits, then the credits cost around \$90 per recovered ton; if, on the other hand, one believes that MRF recovery would decline by as much as half were the credits to be phased out, then the credit cost is closer to \$35 per recovered ton.

Tip fee increases achieve the following policy goals:

- Implement a “polluter pays” principle by charging each user the full cost of recovery
- Use price signals to boost the generator’s incentive to source separate
- Reduce or eliminate public and private subsidies
- Preserve the sunk investment in MRFs and foster a market structure favoring material recovery over disposal

Note: All dollar figures shown are presumed accurate to within a range of approximately +/- 10%.



Dry Waste at Metro Transfer Stations

Solid Waste Advisory Committee
October 26, 2006



Metro Dry Waste

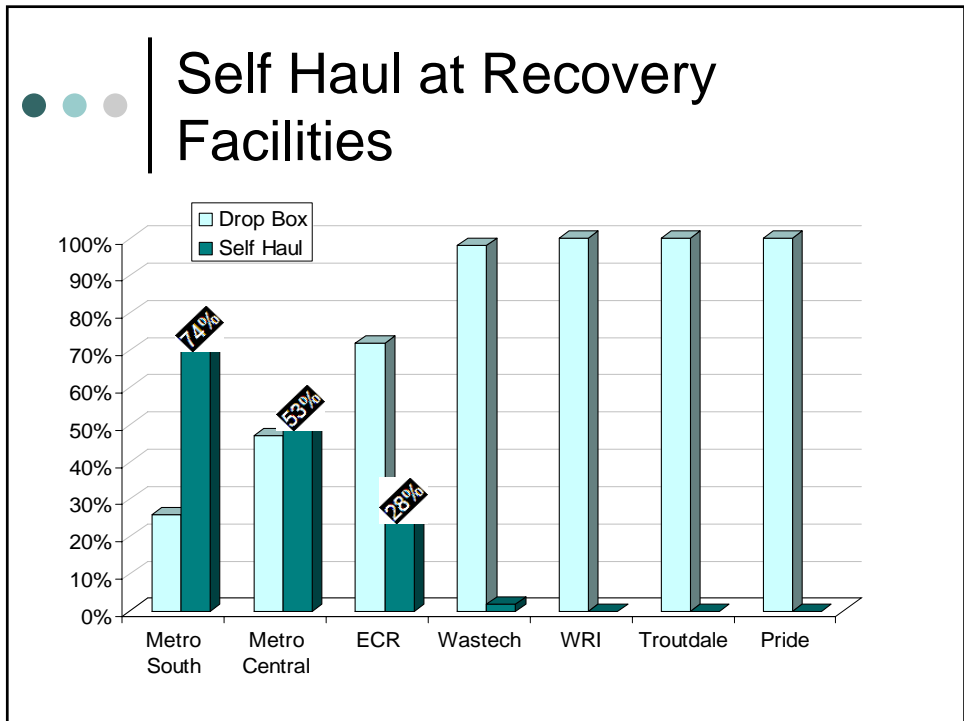
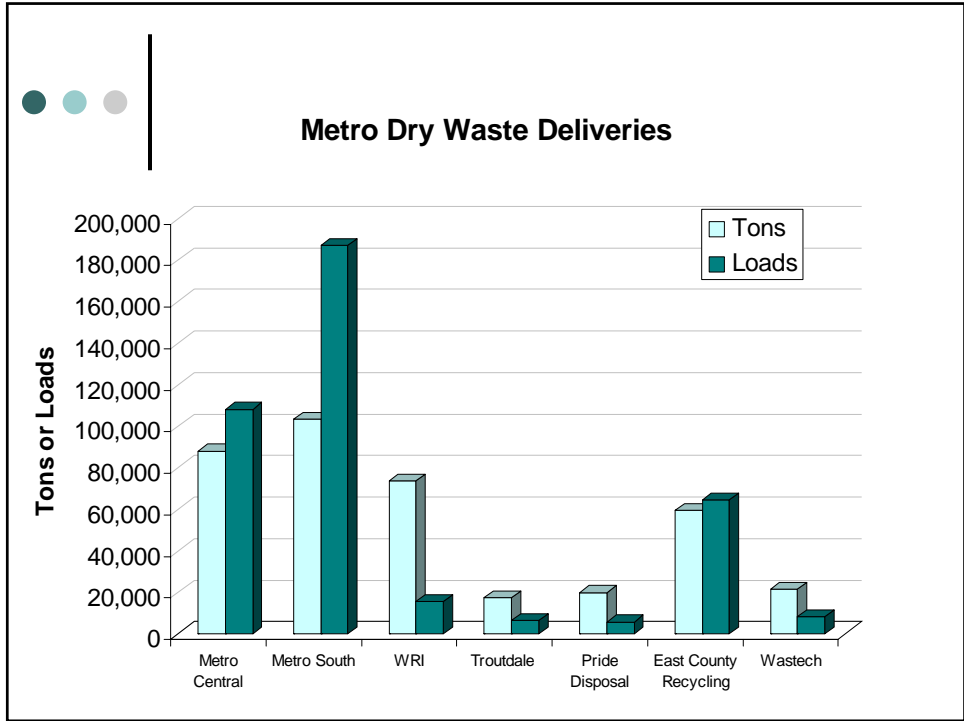
- Two Distinct Waste Streams
 - Self Haul (Small Vehicles)
 - Loose Drop Boxes
- Unique Among Facilities
 - Only Facilities with Majority Self Haul
 - Smallest Load Sizes
 - Most Floor Space Committed to Unloading

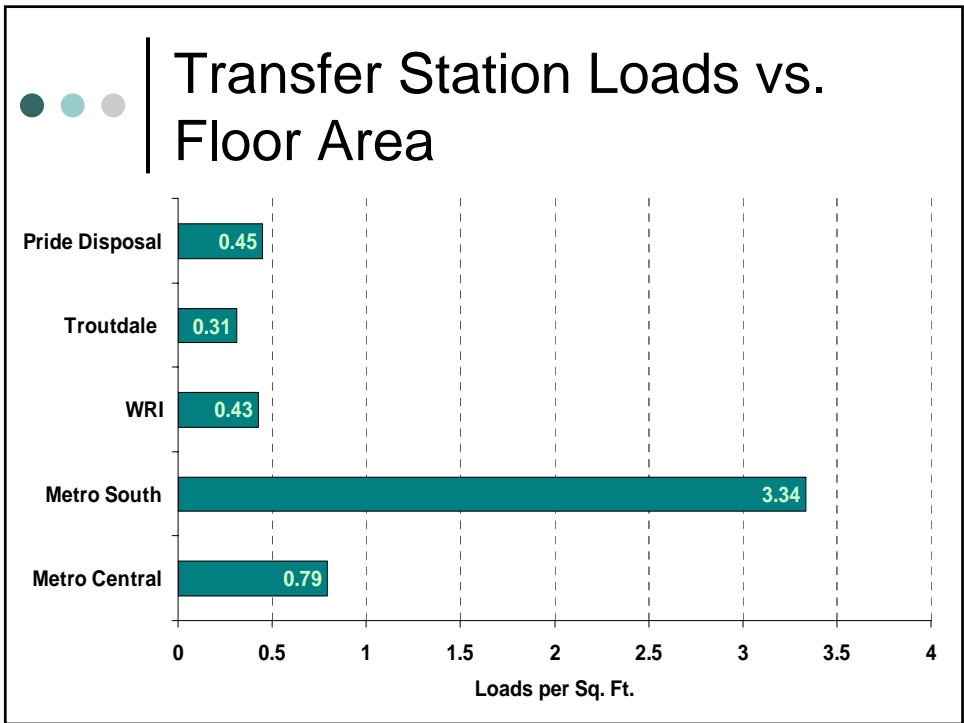
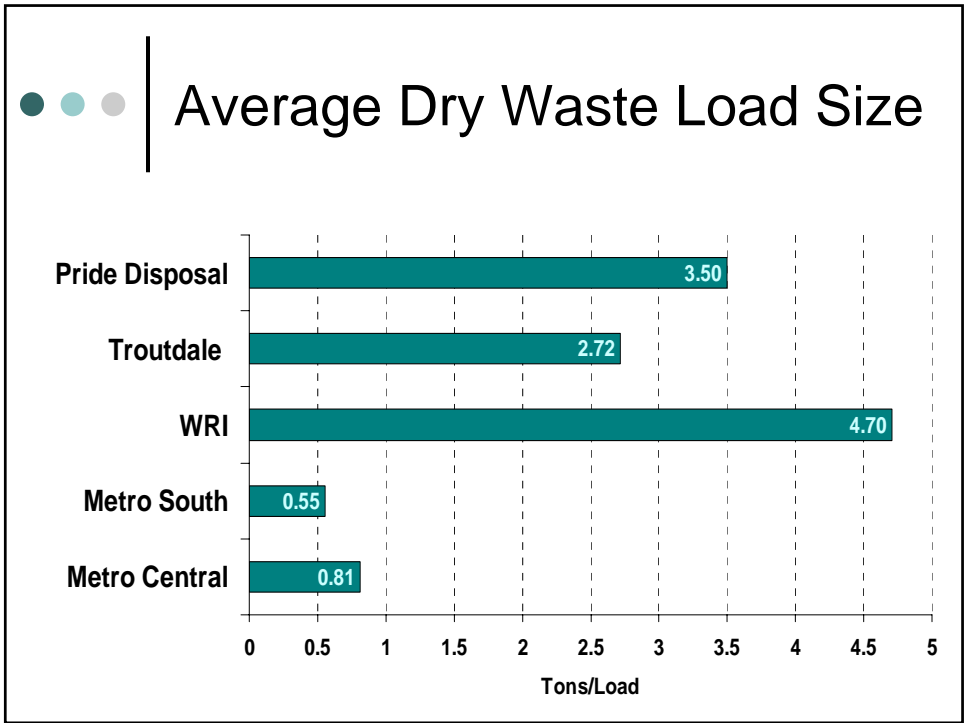


Metro Dry Waste

- Drop Box Recovery Similar to Other Facilities in the Region
- Impact of Traffic Restricts Self Haul Recovery
- Character of Self Haul Different than Drop Box Waste



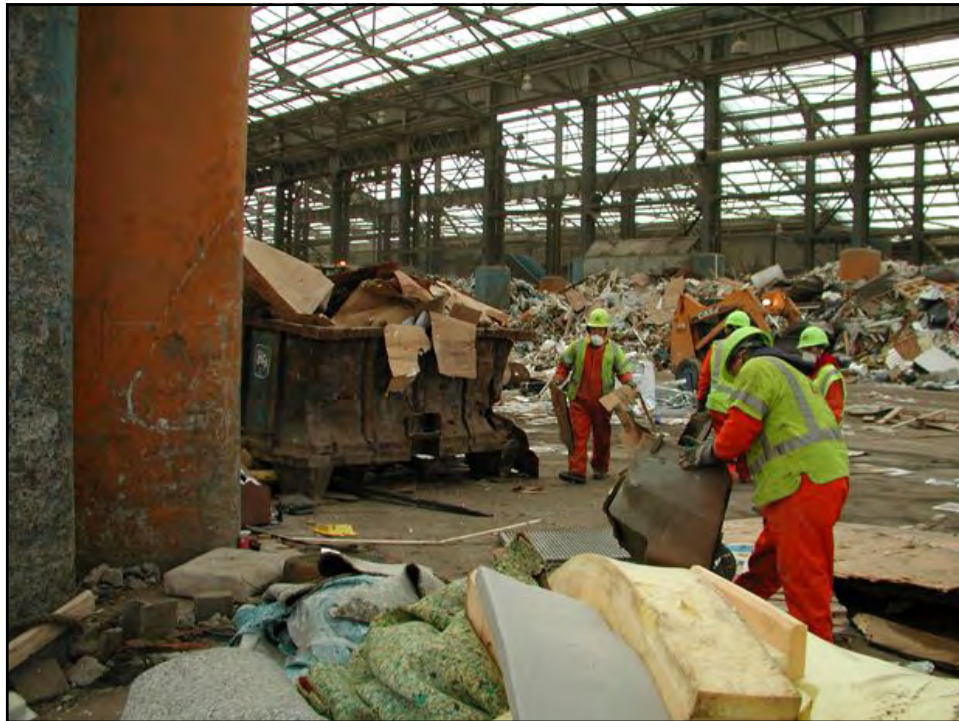
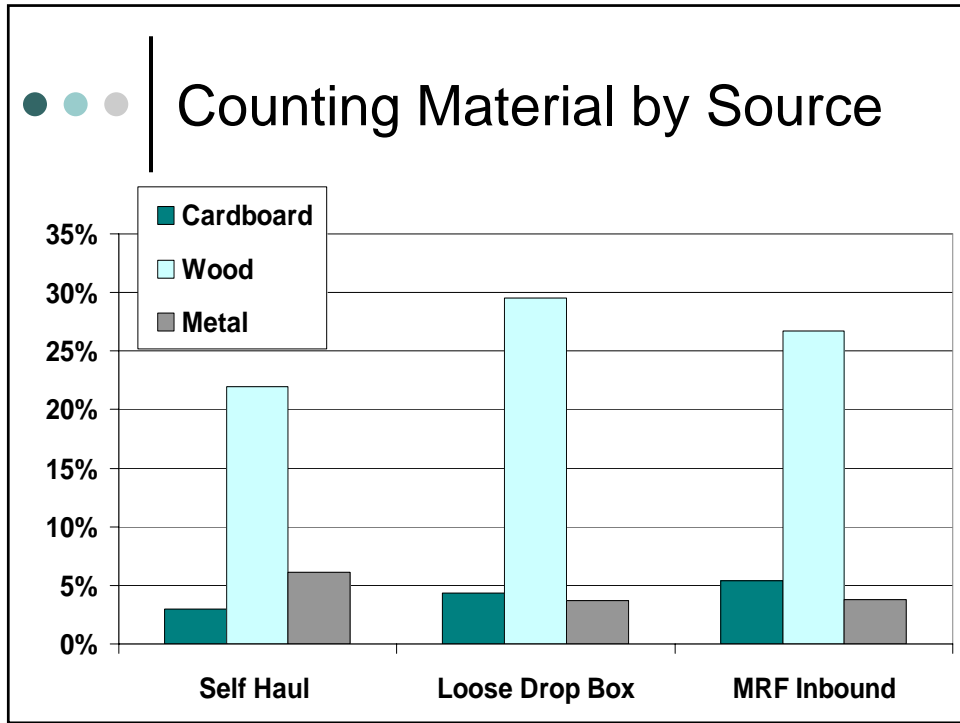




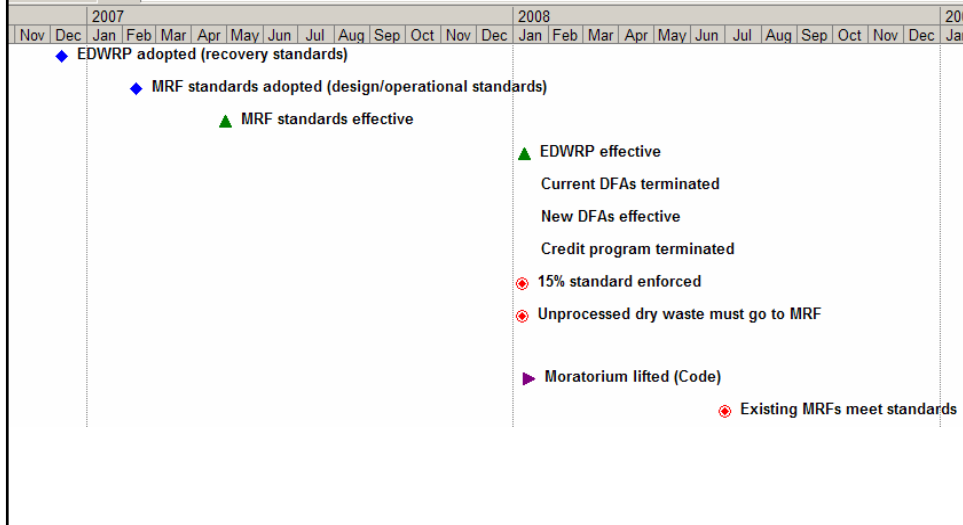


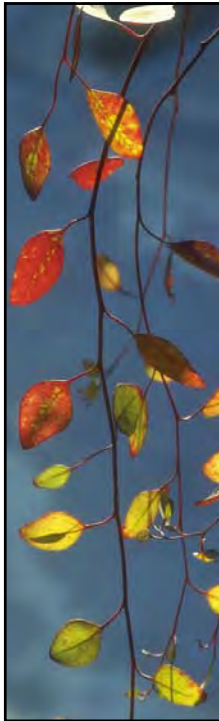
Counting Materials for Assay

- Cardboard/Brown Bags 1 foot or larger
- Reusable Dimensional Lumber: unpainted
- Other Untreated Lumber one foot or larger
- Clean HogFuel Lumber one foot or larger
- Reusable Dimensional Lumber: painted
- Other Painted Lumber one foot or larger
- Wood Pallets / Crates
- Wood Furniture
- Other Aluminum 8 inches or larger
- Other Nonferrous Metal 8 inches or larger
- Other Ferrous Metal 8 inches or larger
- Mixed ferrous - non-ferrous 8 inches or larger



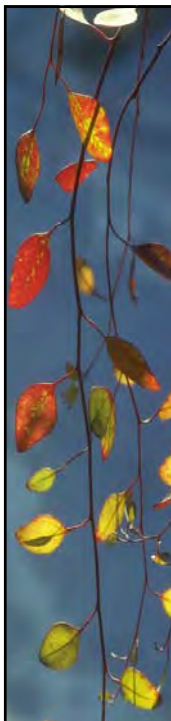
Key Dates for Dry Waste Recovery and MRF Standards





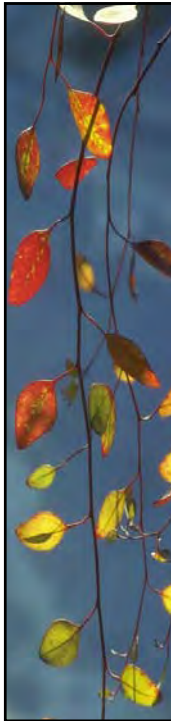
RSWMP Update

*Solid Waste Advisory Committee
October 26, 2006*



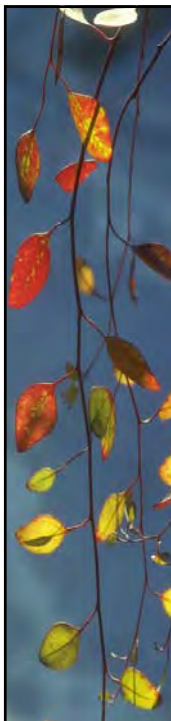
**Goal: establish guiding
direction for**

- The solid waste system
- Facilities and services
- Rates and revenue



What is “guiding direction”?

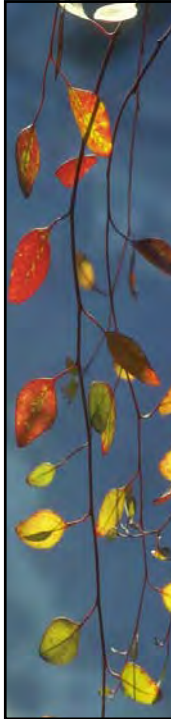
- Plan Vision
- Regional Values
- **Policies – high-level guidance for determining decisions and courses of action**
- **Goals – broad aspirations**
- **Objectives – specific items to accomplish goals**



Who is guided?

Implementers of the RSWMP

- Metro (staff and electeds)
- Local govt. (staff and electeds)

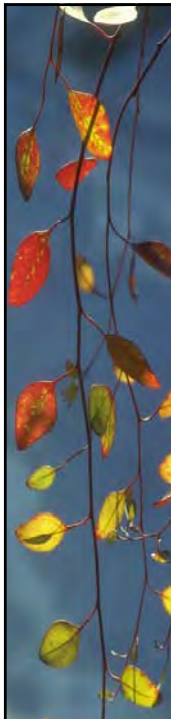


Starting point today:

- Discuss the characteristics of optimal solid waste system performance.

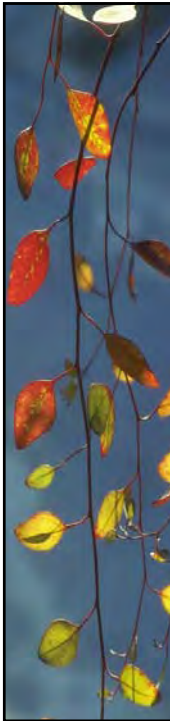
Future meetings:

- Determine the guiding direction to maintaining and/or achieve that optimal system.



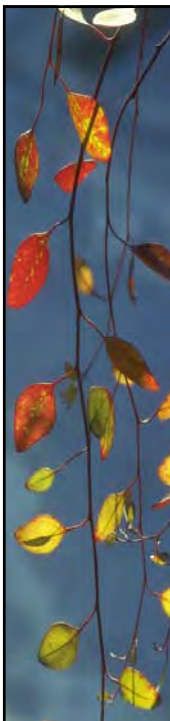
What is meant by “Solid Waste System”?

- Collection
- Processing
- Disposal



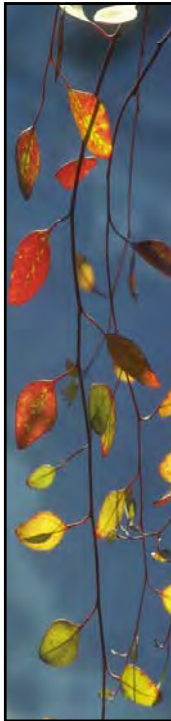
Today's discussion:

How should the regional solid waste system perform?



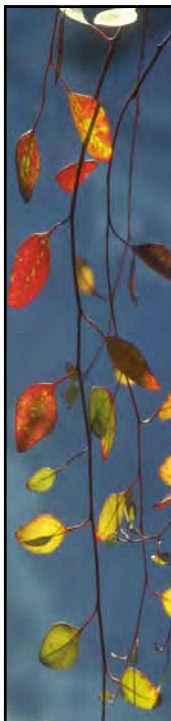
Metro Council Values for the Disposal System

Protect public investment	Ensure participants pay fees and taxes
Ensure environmentally sustainable performance	Preserve public access to disposal options
Ensure equitable distribution of disposal options	Maintain general fund source for Metro govt.
Ensure reasonable rates	



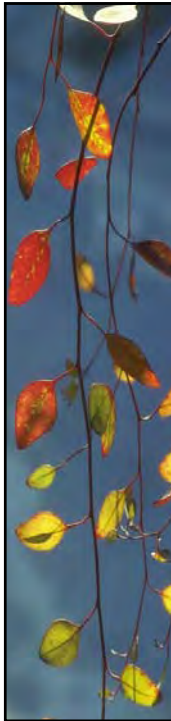
System Performance (from current RSWMP)

- Environmentally sound
- Regionally balanced
- Cost effective
- Adaptable to change
- Technologically feasible
- Acceptable to the public



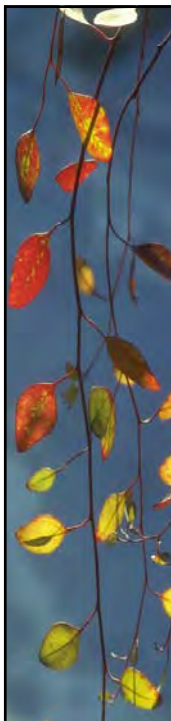
“Environmentally Sound”

- ✓ Goals for sustainable operations
- Policies that apply fees & taxes to encourage material recovery
- Goal of facility regulatory standards



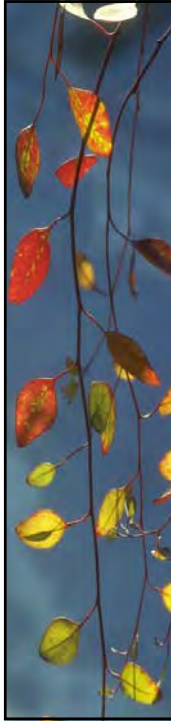
Regionally Balanced

- Policy on market entry
- Goal on access to services
- Policy on zoning



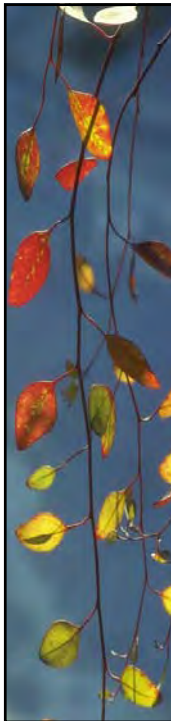
Cost Effective

- Policy on user charges being related to services received
- Goal of predictable rate adjustments



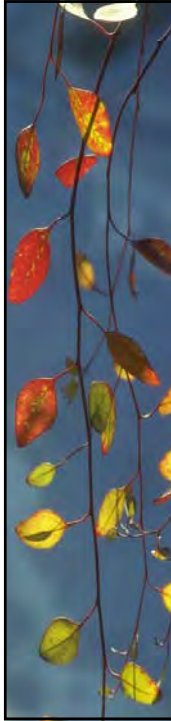
Adaptable to Change

- Policy on ensuring that capacity accommodates growth
- Goal of facility operations and/or facility regulation



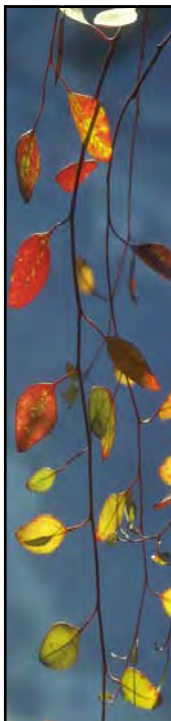
Technologically Feasible

- Goal to encourage innovation
- Goal of facility regulation



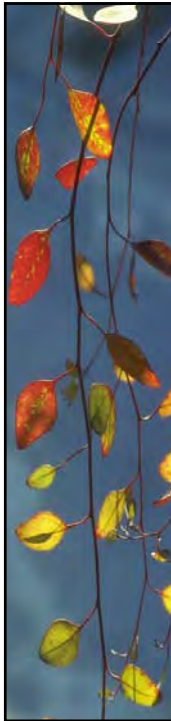
Acceptable to the Public

- Policy on access to (and level of?) public services at facilities
- Policy on enhancement fees for host communities



System Performance Goals

- Environmentally sound
- Regionally balanced
- Cost effective
- Adaptable to change
- Technologically feasible
- Acceptable to the public



Council Discussions

When:

November 14th

December 5th

What:

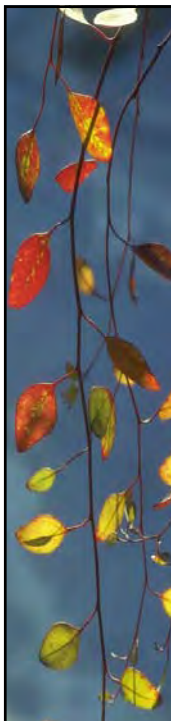
System performance

Public services

Market entry

Waste allocation

Rates and revenue



SWAC Schedule in Nov. & Dec.

- November 16th, 2 to 4
- November 30th, 10 to noon
- December 12th, 2 to 4
- **December 19th???? 2 to 4**



Recycle at Work
from Metro and your local governments

Presentation to SWAC

November 16, 2006



"This is a commendable new push by Metro. It promises to move the Portland area closer to the perfect world where every office worker has a personal recycling box, and the trash bin is something located down the corridor, for occasional use only."

– The Oregonian, September 21, 2006



Recycle at Work
from Metro and your local governments



Recycle at Work

- Provide free waste reduction and recycling technical assistance to businesses throughout the region
- Businesses are often multi-jurisdictional
- Uniform opportunities exist regardless of location
- \$600k provided annually to local jurisdictions – collaborate
- Metro provides resources and marketing services for local jurisdictions



Previous Outreach Campaigns

RecycleAtWork.com

**No sorting.
No kidding.**



Free boxes. Call Metro. 503-234-3000. 



So simple even your boss can understand it.
New! All paper, one-box recycling.

Free boxes. Call Metro. 503-234-3000 





Challenge

- Most business employees have not heard of Recycle At Work (80%)
- Do not know their local government provides free recycling assistance (74%)



2004 Survey “Let’s Talk About Business Recycling”

- 84% of ~40,000 businesses had a paper recycling program
- 66% had deskside boxes for employees
- 41% knew that staples, paperclips tape and rubber bands do not need to be removed



2006 Survey Recycle At Work Habits

- 66% say they “always” recycle at work
- 38% say their co-workers “always” recycle at work
- 51% thought that their colleagues recycled at work only “sometimes”



Goal

- Develop a consistent, long-term brand
- 2006 campaign that increases business recycling
- Increase regional waste recovery goal to 64% by 2009 (currently 59%)





Key Audiences

- Company executives, office managers and employees at professional service firms, highly concentrated downtown Portland (law, accounting, real estate, architects, etc.)
- Commercial Property Management firms
- Business Trade Organizations (PBA, BOMA, AOI, OEF, SAO, Chambers)
- Business Media, primarily editors and publishers (PBJ/Daily Update, DJC, KPAM, KXL, dBusinessNews)



Recycle At Work Brand & Campaign Strategies

- Campaign "Co-Creation"
- Increase "Touch Points"
- "Surprise" with unique message delivery





"re:" Campaign Elements

- Partnerships
- Lobby Displays
- Web Site <http://www.recycleatwork.com/>
- Chalking
- Radio – OPB sponsorship
- Press Conference/Launch
- Trade Organization Newsletters
- Portland Business Journal insert/ads, paid/earned media
- Deskside Boxes



Measurable Objectives

- 150+ respondents to July 2006 survey
- 300+ partners in the fall campaign
- 500+ A-level leads for year-long follow up
- 2,000+ desk-side boxes
- Increase awareness of recycle at work
- Increase awareness of free recycling services provided by local governments by 50%





Business Partner Tasks

- Provide/distribute boxes
- Distribute posters with information
- Distribute information in newsletters
- Verify participation



Partners

- 190 signed business partner forms
- Partners received info packet and thank-you letter from President Bragdon
- Recognition in Portland Business Journal (full page ad)
- Businesses can continue to sign up



Program Signature



Recycle at Work
from Metro and your local governments



Recycle at Work
from Metro and your local governments



Launch Event



Recycle at Work
from Metro and your local governments





Media

- Media Coverage: 1 TV, 5 Radio, 5 major regional print



Media Coverage



Program to encourage recycling at work

Metro wants to help businesses understand what can be collected

By ALGERIE VAN BUREN, The Tribune

Sometimes knowing what and how to recycle can seem like understanding what's best to eat. That's about to be laid to rest, now it belongs over the top. One year, Metro offers businesses a free recycling audit to help them understand what can be collected.

As Metro's recycling program grows, Metro wants to help businesses understand what can be collected. Metro offers businesses a free recycling audit to help them understand what can be collected.

Metro's Council President, David Brinkman, will announce the launch of the program.

The program will help businesses understand what can be collected. Metro offers businesses a free recycling audit to help them understand what can be collected.

The program will help businesses understand what can be collected. Metro offers businesses a free recycling audit to help them understand what can be collected.

If your business is interested in participating, Metro's list goes on. For more information, visit www.metrorecycleatwork.com.





Media Coverage

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Lake Oswego Chamber of Commerce Newsletter—October 2006

Metro Launches "Recycle at Work" Program

David Bragdon, Metro Council President

Here's a statistic that may surprise and even alarm many business leaders. Nearly half of the region's waste sent to area landfills comes from the 50,000 businesses in the Portland metropolitan area. That's nearly 575,000 tons of waste per year, including 84,000 tons of recyclable paper.



Recycle at Work
from Metro and your local governments

By national standards, recycling efforts by businesses and residents in this region are commendable. Our 59 percent waste-recovery rate is one of the highest in the country. Yet, we can do better.

While many efforts to recycle at work are already underway, a Metro survey found



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Results

- 6+ Chamber of Commerce and trade organization newsletters
- A-lead generation through online survey, partner forms, lobby displays, website
- Integrated graphic identity across materials



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Results

- 22,000 Website Hits
- 2,000 Unique Visitors
- 45% e-blast "read rate" (20% is excellent)
- Response/progress by 8+ of the largest property management companies
- Expanded partnership with BOMA and PBA
- Growing e-database, email recycling tips



Next Steps

- Campaign evaluation
- On-going partner generation
- Brand extension to local jurisdictions
- Spring outreach campaign





Recycle at Work Campaign Team



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KINETICOMM
communication strategy

pinch. a design office.



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