

**Solid Waste Advisory Committee Meeting Summary**  
**July 26, 2004**  
**Adopted**

**Attendees:**

Sarah Jo Chaplen	Tanya Schaefer	Vince Gilbert
Dean Kampfer	David White	Jeff Murray
Mike Misovetz	Eric Merrill	Mike Leichner
Mark Altenhofen	Anita Largent	Bruce Walker
John Lucini	Rick Winterhalter	Mike Huycke
Jan O'Dell	Jerry Powell	Jennifer Erickson
Marta McGuire	Karen Blauer	Barb Disser
Mike Dewey	John Charles	Will Gehr
Tom Chaimov	Paul Garrahan	Scott Klag
Leslie Kochan	Chuck Geyer	Ray Phelps
Easton Cross	Tom Badrick	Mary Sue Gilliland
Michele Adams	Susan McLain	Doug Anderson

**Call to Order and Announcements**

**Susan McLain**

- Councilor Susan McLain convened the meeting.
- Councilor McLain thanked respondents of the SWAC Survey and mentioned that the survey results were included in the agenda packet. A process will be developed to use the survey for improvements.
- Approval of June 28, 2004, Meeting Summary: Mr. Dean Kampfer motioned to approve the summary; Ms. Sarah Jo Chaplen seconded the motion; all responded aye; the Meeting Summary passed as read.

**Solid Waste & Recycling Director's Update**

**Doug Anderson**

- Mr. Doug Anderson explained that he was Acting Director while Mr. Hoglund was on vacation.
- Mr. Anderson said SWAC members and others should have received a RSWMP Progress Report via email last week. The Progress Report will be produced every other month. It is intended to keep stakeholders and interested parties up-to-date on the Plan's development, upcoming events and tasks, and how to get more information on the Plan Update Project.
- Mr. Anderson explained that Metro offers collection, recycling and disposal of hazardous waste, including education about ways to reduce the use of toxic products to reduce the toxicity of the region's waste. He mentioned statistics indicating demand for Metro's household hazardous waste services continues to be strong year after year.
- Mr. Anderson said total calls to Metro Recycling information topped 105,000 last year – the third highest year ever. The number of businesses calling Metro Recycling Information increased slightly in FY 03-04, by one percent, and businesses now represent just over eight percent of all callers. Business callers have increased steadily in last three years, due to continued coordination between Metro and local governments.
- Council will soon consider a set of ordinances to amend the RSWMP and Code to establish a temporary moratorium on new transfer station applications. Because there is currently ample transfer capacity in the region and major system issues are under consideration as part of the RSWMP update, Council will consider this temporary move at a work session on August 10, and vote August 19. If adopted, the moratorium will expire at the end of 2005.
- Mr. Anderson explained that Metro recently placed much of its solid waste regulatory documents on its web site. There are copies of all solid waste license, franchise, non-system license forms,

supplemental forms and renewal forms. The site also links to Metro's solid waste code, administrative procedures and regulatory bulletins. Application forms are included in both PDF and Word formats. (<http://www.metroregion.org/article.cfm?articleid=10094>)

### **III. Fork It Over! Food Donation Campaign**

**Jennifer Erickson**

Ms. Jennifer Erickson passed out business cards and brochures and explained that Metro has been working on food donation projects for many years. Fork it Over! was developed after a November 2003 study was completed to understand the audiences better, including food industry conceptions of the benefits and barriers to donating food. Following what was learned during this study, the campaign is based on three concepts: food donation is simple, safe and a good thing to do.

Ms. Erickson explained the various resources Metro has developed for this campaign including the brochure, business card, website, poster and window decals. Metro has also provided grants for infrastructure development to food rescue agencies so they can safely transport and accept more. Local government Commercial Technical Assistance Programs (CTAP) are also important partners in that they do waste evaluations for businesses. Building relationships with various trade associations and pioneer donors has been important.

The goal is to instill donation as the first choice, before organic food waste composting programs gear up. Ms. Erickson explained how much edible food never makes it to market, and the worth of it being donated rather than disposed of.

Mr. Winterhalter remarked that the brochure is one of the best he's seen. Councilor McLain complimented the consultant, Amy Stork, and staff that worked on this campaign. Mr. Badrick asked if staff are available to walk through a kitchen to provide specific advice. Ms. Erickson replied that local government CTAP staff are available to do this.

### **IV. RSWMP Issue Discussion: The 62% Goal**

**Susan McLain**

Councilor McLain introduced the topic, explained its importance to the RSWMP update and introduced a panel that will provide background and perspective on the 62% waste recovery goal.

Ms. Mary Sue Gilliland, Manager of DEQ's solid waste programs, sought to explain the objective of the 62% goal including its basis in State statute and DEQ rules. Ms. Gilliland cautioned against comparing recovery rates state-to-state due to differences in counting materials. Ms. Gilliland then outlined the history of the State's recycling goals beginning in 1991. Ms. Gilliland explained that recovery rates are calculated by wastesheds, which are counties except in the case of the Metro region. Wastesheds such as Metro must achieve higher recycling rates than some of the more remote wastesheds in order for Oregon to reach its goal. Wastesheds can earn two percent credits, up to six of which can be added to the recovery rate, for backyard composting, material reuse and waste prevention programs burned for energy. Ms. Gilliland explained that there is still a significant amount of recoverable material in the waste stream and though landfill space is not an issue, recovery would result in energy and resource savings. The low hanging fruit of recoverable material is gone and even maintaining the current recovery rate may be difficult. Ms. Gilliland briefly reviewed the many issues and variables associated with the recovery rate. If wastesheds do not achieve the rate, DEQ rules only require a technical review of waste reduction programs. However, if this region's goal is not met, it is subjected to additional measures through RSWMP requirements.

Mr. Doug Anderson, Metro, provided further background on the 62% goal. He explained that it was an outcome of a planning process, is a measure of RSWMP performance and costs were considered. According to RSWMP directives developed in 1995, demand for disposal should be reduced, or at least kept within current capacity through waste prevention and recycling activities. Such a program would also satisfy State requirements for a waste reduction program. Disposal issues were addressed through four steps in the RSWMP: establishing resources; developing waste reduction options, including cost and performance evaluations; deciding and recommending options that provide the most diversion for the cost and that complement other programs (i.e., recommended practices); and challenging the region to meet goals. Mr. Anderson said a 53% recovery rate was the expected outcome of implementing the recommended practices, and is only one of many performance measures for the Plan. However, the political response was to issue the challenge to the region of a 56% recovery rate, rationalizing that marginal recoverable material could be targeted if conditions were to change. The 62% recovery goal is derived from this 56% goal in addition to the 6% additional recovery credits. Mr. Anderson summarized key milestones and concluded that the recovery goal is a planning outcome; it measures RSWMP performance; is sensitive to costs; and is not an arbitrary target. However, he acknowledged that it is fair to ask if the technical foundations have changed since 1995.

Mr. John Charles, Cascade Policy Institute, a free market think tank, said that his past environmental work with Oregon Environmental Council (OEC) on the Recycling Opportunity Act and the bottle bill are two of his greatest achievements. After supplying history and examples of benchmarking such as the 62% recycling goal, Mr. Charles asked "why does it matter?" He acknowledged that in some areas it does matter, for example, in drinking water standard of purity. However, arguments for the recovery goal, such as saving farmland from encroaching landfill disposal capacity and externalities caused by landfill disposal are not viable.

Mr. Charles stated that the economy has done an incredible job of intervening in the environment, and that environmental trends are positive. He argued that if Ms. Gilliland and six other colleagues were interrogated in separate rooms, "you'd come up with a lot of different stories about how they measure all this stuff." Mr. Charles said, "it's not particularly enforceable. You miss a deadline...what does the legislator do. Oh, well we'll extend the deadline. You miss the deadline again, they give her a little wet noodle to embarrass you with and what is that?"

Mr. Charles said he believe some people want to impose their esthetic or cultural or personal preferences on others. He added that this sometimes results in unintended consequences, for example, commingling results in a degraded feedstock. Mandates should have costs that do not exceed the benefits for most individual people in order to be sustainable and are therefore what the market will bear. Mr. Charles named many examples of mandates with disproportionate costs and unintended consequences. Additionally, he said subsidy programs to accomplish unsustainable mandates are extremely difficult to kill. Mr. Charles concluded by stressing that these forecasts and mandates are not based on common sense or compelling public health and safety issues. If it is a marketing challenge to sell recycling, etc., then it does not make sense and it could create a backlash against other good work.

Mr. Jerry Powell, Editor of *Resource Recycling*, noted that this panel discussion is similar to one that took place recently at the Association of Oregon Recyclers conference. He said that Oregon is making superb progress in waste reduction and recovery, however the Metro region is not the best. Given successes elsewhere, such as in Oakland, California, it is time to do better here. He noted that recycling is a major industrial policy; that recycling markets are important.

Mr. Powell said that 62% may be unattainable in the current system, but the system could be modernized at this juncture. Mr. Powell called on Mr. Bruce Walker saying suppose he were a citizen on Portland's SWAC and he called on local governments in this region to adopt a resolution telling Salem that an expansion of the bottle bill is needed. Mr. Powell said that at the expense of losing

readers, he would continue by asking Mr. David White for Oregon Refuse and Recycling Associate to also support an effort to expand the bottle bill. Mr. Powell said to Mr. Anderson that if the bottle bill were expanded, it would amount to another 3% on the recycling goal at no additional cost to Metro, the City of Portland or the haulers. Mr. Powell suggested it is also time for local governments, haulers and other environmentalists to “get off their duffs” to support product stewardship initiatives. To Mr. Anderson he said this also would accrue an additional percentage point at no cost to Metro, the City of Portland or haulers. Mr. Powell suggests it is time for Oregon to join other states in working for better, expanded markets so that economic growth in China does not account for our markets. He suggested that surcharges on disposal could fund material recovery. Mr. Powell argued that landfill space is important, using the site of St. Johns Landfill as an example. He suggested it is time for local governments to enact mandatory requirements for things such as participation in recycling and landfill bans. He asked Mr. Walker how it was fair for Fred Meyer stores in Portland to have required recycling, while those in other jurisdictions do not. Mr. Powell postulated that there used to be a healthy political friction between advocates for recycling and where we were headed, but this is gone. He suggested that recycling rates should be pushed down to the regulated community because it is monopolistic. This could be done through financial incentives. New standards such as the use of carts should also be implemented. Mr. Powell summarized that he thinks it is time for new ideas such as the ones he has suggested. He said that history shows that elected officials often use market regulation and supplied numerous examples of Republican and bipartisan support of recycling-related policies.

Mr. Gilbert commented that contrary to Mr. Charles, he thinks trends are positive because of the types of mandates Mr. Powell was just talking about.

Mr. Winterhalter asked Mr. Charles how much progress he would attribute to things such as the Clean Air Act. Mr. Charles said some, but that much improvement in air quality predated the Clean Air laws. He attributes much of the progress to wealth creation, whereby wealthier people value environmental protection more and have the resources to pay for it. He said that many of his environmental friends have a hard time with his proposal of wealth creation worldwide as an environmental strategy.

In response to a question from Mr. Walker, Mr. Powell said the bottle bill helped set up momentum for recycling of other materials. Expanding the bottle bill would have benefits beyond recycling more bottles; it would reenergize people even towards curbside recycling. Mr. Charles argued that he sees the bottle bill as redundant; he'd rather see curbside recycling expanded.

## **V. Other Business and Adjourn**

**Susan McLain**

Councilor McLain asked members to e-mail her with any suggestions for upcoming SWAC meetings and as there was no further business, adjourned the meeting.

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### **Documents to be kept with the record of the meeting (copies available upon request):**

#### Agenda Item I:

- Meeting Summary of the June 28, 2004, SWAC meeting (included in agenda packet)

#### Other:

- SWAC Survey Results (included in agenda packet)

#### Agenda Item III:

- Fork It Over! program overview (included in agenda packet)


- Fork It Over! brochure and business card (handouts; available upon request)

Agenda Item IV:

- RSWMP Issue Discussion: speakers agenda (included in agenda packet)
- Getting to 50% - What, When, Where, Why and How? (PowerPoint presentation by Mary Sue Gilliland, DEQ; attached to this summary)
- The 62% Regional Recovery Goal (PowerPoint presentation by Doug Anderson, Metro; attached to this summary)

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Department of Environmental Quality



**Getting to 50% - What, When, Where, Why and How?**

- What is waste recovery?
- Any process of obtaining from solid waste, by pre-segregation or otherwise, materials that still have useful physical or chemical properties and can be reused or recycled for some purpose. "Recovery" includes materials recycled, including yard debris; beverage containers collected under the bottle bill; and materials composted or burned for energy.


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**Getting to 50% - When**

- In 1991, the Legislature set a goal of recovering 50% of Oregon's waste by 2000.
- The first material recovery survey reported material recovered in 1992 at 27.1%.


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**Getting to 50% - When**

- Waste Policy Leadership Group
- Recognized that we were not on track to meet 50% goal. 1999 recovery rate was only 36.8%.


Department of Environmental Quality



**Getting to 50% - When**

- WPLG recommendations:
- *New, higher watershed recovery rates shall be set for 2005 and 2009.*
- *By, 2005, the statewide recovery rate shall be at least 45%.*
- *By, 2009, the statewide recovery rate shall be at least 50%.*


Department of Environmental Quality



**Getting to 50% - When**

- 2001 Legislature adopted new watershed and statewide recovery rates via HB3744.
- For the calendar year 2005, the amount of recovery from the general solid waste stream shall be at least 45 percent;
- For the calendar year 2009, the amount of recovery from the general solid waste stream shall be at least 50 percent;

Department of Environmental Quality



**Getting to 50% - Where**

- Newly established watershed recovery rates, if met, would allow state to reach HB3744 goals.
- 2 percent plus credit given to watersheds with backyard composting quantifiable recovery over 2 percent.
- Marion County given credit for recoverable materials burned for energy
- Watershed 2 percent credits added to statewide rate calculation.



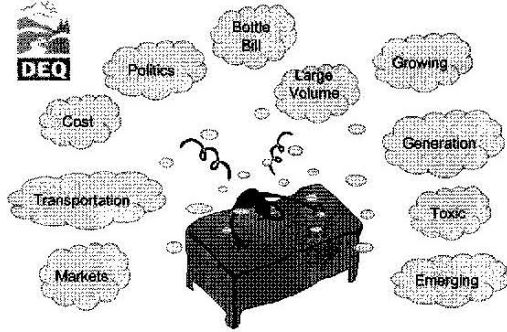
### Getting to 50% - Why

- There is still a significant amount of material in the waste stream available for recovery. Recycling and recovering waste will result in saving energy and resources. (WPLG, 2000)
- But.... Conserving Resources: Is Getting to 50 Percent the Answer?



### Getting to 50% - How

- 2002 recovery rate 46.6%
- Low hanging fruit is gone.....



## The 62% Regional Recovery Goal

Solid Waste Advisory Committee  
July 26, 2004

## What is "The 62%" Goal?

- ♦ Purpose today: explain its genesis.
- ♦ I also hope to show that:
  - It is planning outcome;
  - A measure of RSWMP performance;
  - Costs were considered.
  - Not an arbitrary target.

## Where Did the Goal Come From?

- ♦ Emerged from the 1995 RSWMP.
- ♦ The RSWMP confronted 2 main directives:
  - State: *waste reduction program*
  - Council: *no new transfer stations*
- ♦ The 62% is a result of the RSWMP solutions to these directives.

## Directive 1 The Waste Reduction Program

Required elements (as of 1994):

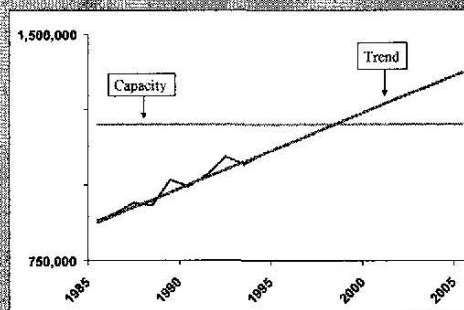
- ♦ Commitment to reduce landfilled waste;
- ♦ Provide opportunity to recycle  
*(as specified in ORS 459A)*;
- ♦ Follow the "3-Rs" hierarchy;
- ♦ Implementation timetable.

## Directive 2 "No New Transfer Stations"

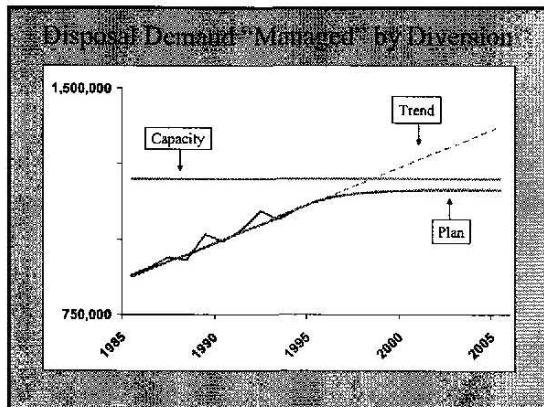
Question

Could a program  
of prevention & recycling  
keep the demand for disposal  
within existing capacity?

Demand for Disposal vs. Capacity







### "No New Transfer Stations"

Such a program of prevention & recycling would also satisfy State requirements for a waste reduction program.

### Addressing the problem

Four Steps to the Plan:

- ♦ Establish resources: how much can we pay?
- ♦ Develop & evaluate options
- ♦ Decide & recommend
- ♦ The "Challenge to the Region"

### Step 1. How much can we pay?

- ♦ At least the same as garbage.
- ♦ Collection + disposal = "system cost"  
*Overall system cost was \$150/ton in 1994.*
- ♦ "Cost premium" acceptable to account for positive but non-market benefits of recycling.

### Step 2. Develop options

- ♦ Develop new waste reduction options
- ♦ Cost them out.
- ♦ Estimate performance (*diversion from disposal*)
- ♦ Examples:
  - Promote home composting
  - Provide universal weekly yard debris collection
  - Add scrap paper & plastic containers

### Step 3. Decision & Recommendation

1. Screen options that cost more than garbage.
2. Identify options that:
  - Provide the most diversion for the cost.
  - Complement other programs ("portfolio")

⇒ "Recommended Practices"

## Adding it all Up

- ♦ The recovery rate was the *expected outcome* of implementing Recommended Practices.
- ♦ 53% resulted from the planning exercise.
- ♦ Many other measures, including:
  - Recycling rate
  - Total and per-capita disposal
  - Proportion of reuse vs. recycling vs. recovery

## Step 4. The Political Response

### The “Challenge to the Region”

*If we want to meet goals, set a higher target*

- ♦ Boost 53% initial rate to a 56% “Challenge”
- ♦ Getting there: wallboard, residential organics
- ♦ Cost criterion  $\leq$  (system cost + premium)

## Milestones

- ♦ Metro Council adopted RSWMP 1995
- ♦ Accepted as waste reduction plan by DEQ
- ♦ 1995 Legislature amends ORS 459
- ♦ 1995 recovery rate reported at 42%
- ♦ 2000 Legislature adopts 62% by 2005
- ♦ 2002 recovery rate reported at 54% (48+6)

## Conclusion Genesis of the Recovery Goal

- ♦ It is:
  - A planning outcome.
  - A measure of RSWMP performance.
  - Sensitive to costs
  - Not an arbitrary target.
- ♦ It is a fair to ask if the technical foundations have changed since 1995.
- ♦ Might mean: lower rate, higher, or stand pat.