

BEFORE THE METRO COUNCIL

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| FOR THE PURPOSE OF ADDING ONE |) | Resolution No. 93-1823 |
| NEW PROJECT TO THE YEAR FIVE |) | |
| PROJECT LIST FOR THE ONE PERCENT |) | Introduced by Rena Cusma |
| FOR RECYCLING PROGRAM FOR |) | Executive Officer |
| FISCAL YEAR 1992-93 |) | |

WHEREAS, The 1992-93 One Percent For Recycling Project List consisting of five projects was approved March 11; and

WHEREAS, A sixth project was pending, subject to further review by the One Percent For Recycling Advisory Committee in light of new information received prior to Council presentation; and

WHEREAS, The Committee conducted a review of the project and determined that it did not meet the criteria of the program because of its potential for duplicating a similar facility which had secured private financing; and

WHEREAS, The Committee began renewed consideration of a proposal among those initially submitted, including interviews and discussion of a revised schedule and budget; and

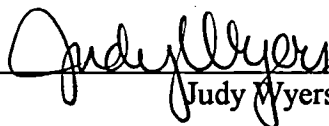
WHEREAS, After consideration the committee recommends funding of a grant to Palermini & Associates to conduct a project to educate event planners on precycling and reducing wastes at special public events; and

WHEREAS, The proposed project budget is \$30,400; which can be covered from unallocated carry-over in the 1% For Recycling Program; and

WHEREAS, The Resolution was submitted to the Executive Officer for consideration and forwarded to the Council for approval; now, therefore,

BE IT RESOLVED, That the Metro Council, as provided in Metro Code Section 5.04.050(a), approves the revised Project List submitted by the One Percent for Recycling Committee as shown in Exhibit A of this Resolution.

ADOPTED by the Metro Council this 22nd day of July, 1993.



 Judy Myers, Presiding Officer

EXHIBIT A

1% For Recycling Program 1992-93 Project List Revised

PROPOSER: Palermini & Associates \$30,400
Pamela Brown, Debbie Palermini; Project Coordinators

PROJECT: Educate event planners on precycling and reducing wastes at special public events, such as the Auto Show, the Home Show, OctoberFest, St. Patrick's Day Run, etc.

This promotion/education project provides educational services to inform event planners about precycling and reducing waste at public events. The contractor will work with event managers to develop practices that integrate sound environmental concepts into their event planning wherever possible. This will include developing guidelines for purchasing recycled content products with post consumer waste, using waste reducing containers, separating waste, and recycling. Contractor will work with event planners to develop specifications for Requests For Proposals to event exhibitors, concessionaires, and commercial haulers. Materials targeted for recycling will include glass, paper products, packaging materials, durable plastic containers such as reusable buckets, cork, food waste, aluminum, and wood and other materials used in booth and set construction and staging areas. Contractor will also work with solid waste haulers and recyclers to coordinate activities.

This project will tie together existing and previously funded 1% For Recycling and Waste Reduction projects. The composted food waste will be sent to the vermicomposting operation in Clackamas County and event employees will be provided construction recycling guides; set and booth construction debris can go to C/D waste processors. The restaurant recycling project funded this year that is being done by the same contractor can be interfaced with this project to learn more about managing organic food wastes, thus providing information that will assist in Metro's overall effort to develop the system for targeting organic wastes in the waste stream.

Additionally, the contractor will develop a "How-To" Guide to be used for future public events. Increasingly cities and counties will require waste management plans for such activities. Event organizers and promoters can acquire this guide to address this local government requirement. At the conclusion of the project, an evaluation will be conducted and results made available to event organizers and local governments.

The project will begin in late July and conclude in May, 1994. Seven events will be scheduled, targeting a total audience of 250,000 to 300,000 people. Events will include the Metro Zoo, OctoberFest, the Bridal Fair, the Auto Show, the Sportsman Show, the St. Patrick's Day Run, and the Home and Garden Show.

PROPOSER: Association of Oregon Recyclers
Jeff Detlefson, Coordinator, assisted by The Center for
Urban Studies, Portland State University

\$42,400

PROJECT: In-store and household used oil recycling promotion and education

This project is expected to increase the amount of used motor oil collected for recycling from do-it-yourself oil changers through retail store campaigns and direct contact with households in targeted areas. The proposed timeframe is eight months starting in May.

The project will be conducted in two phases. During Phase I, information on oil recycling will be distributed to 50 local retail outlets that sell large volumes of motor oil. These materials will be comprised of large signs with tear-off slips detailing the curbside collection program, proper preparation of used oil for collection, and local depots accepting the materials. Brochures will be made available on store shelves and at sales counters, and the promotion will also focus on encouraging consumers to purchase oil with re-refined content. The proposer has contacted several large retail chains including Fred Meyer and GI Joe's. Reaction has been positive, and a substantial level of commitment is indicated. Students from Portland State University will deliver and place signs in the stores and perform follow-up studies and surveys at the outlets.

Phase II of the project is designed to promote used oil collection directly at the household level. Over a six-month period, 2,400 households will be contacted at a rate of 400 per month. Several forms of promotion will be tested to determine the most effective method. These tests will be conducted on a pilot basis in several different residential areas throughout the region. Promotion will be conducted by a variety of methods, including direct mailing of brochures, garbage can or door hanger information fliers, personal direct contact, post-paid mailing cards to residences to return to request free oil recycling containers, and the direct distribution of oil recycling containers door-to-door. Clean plastic milk jugs are proposed as the container to be used. The proposer will work with local garbage haulers to assess the effectiveness of each method. Hauler support has been solicited and is indicated in some areas, such as Eastside Recycling in Multnomah County.

Despite curbside collection of used motor oil available to residents in the Metro area, the recycling rate remains very low (near 20%). There is a substantial difference between in the amount of oil consumed and the amount recycled or safely disposed in the region. Unsafe and illegal disposal, therefore, continues to be of major concern. This project intends to heighten awareness of the environmentally sound options available to do-it-yourself oil changers and to increase the recycling level of used motor oil in the Metro region.

PROPOSER: Palermini and Associates
Debbie Palermini, Coordinator

\$21,024

PROJECT: "Restaurants Taking the Challenge" Restaurant waste reduction and recycling

The purpose of this one-year project is to develop and implement a comprehensive demonstration program for Metro area restaurants. The goal is to reduce the amount of waste they generate, teach about and encourage the reuse and recycling of materials where possible, and encourage the use of products packaged in or made with recycled content. This project will target several types of restaurants, including upscale restaurants, cafe style and fast food establishments. Each pilot project will be tailored to suit the individual restaurant type.

This project has several commitments for in-kind services and other support from restaurant chains, Pacific Power, PGE and the Oregon Restaurant Association. It will be conducted in two phases.

Phase I will consist of five to seven pilot projects in local restaurants in the three-county area. These pilot projects will be used to determine the following:

- Baseline waste generation, current recycling levels, and currently used products that contain recycled materials.
- Hands-on training for managers and staff on cost effective ways to reduce waste, reuse materials when possible, and recycle as much as possible.
- Identify sources and encourage the purchase of recycled content products.
- Monitor the results of the educational pilots for six months.
- Conduct two follow-up waste audits on-site to determine changes in the recycling and waste flow levels.

The second phase of the project will be the development of a "How-To" guide which will contain information for restaurants on how to reduce, reuse, recycle, and purchase recycled content materials. The guide will also provide information on the use of less toxic cleaning materials, purchase of organic produce, and deal with the possibility of separating wastes for composting. A partner workshop for the guide will be held in cooperation with the Oregon Restaurant Association.

Restaurants produce a significant amount of the waste in the commercial waste stream (approximately 20%). Targeting the food industry could result in significant reductions of commercial waste generation levels in the Metro area. This project proposes to become a model for restaurants in the Metro area and, potentially through a later effort, reach out to a broader audience throughout the state. Because the scope includes several different types of eating establishments and has the support of the Oregon Restaurant Association, whose membership numbers 1,400, the project can serve as a model for many types of restaurants on several levels. The program will be designed to be flexible enough to suit particular establishments with unique needs.

PROPOSER: Project Resource
Paul Seitz, Coordinator

\$28,800

PROJECT: "One-stop shopping" resource center for teachers and educators in the Metro area designed to provide information on waste reduction and recycling and environmental curriculums

This one-year project is designed to provide an information network that brings together sources of waste reduction and recycling educational curricula to serve as a referral service for teachers and educators in the Metro region. Currently, information is widely dispersed and fragmented. To identify and seek out sources for curricula and teaching tools specific to waste reduction and the environment that can be used as course material, teachers must use their own time, money and energy. The project would make an "800" number telephone line (currently subscribed to by the Environmental Education Association of Oregon *Environmental Hotline*) available to teachers, students or community members allowing them access to a variety of environmental information sources. This project will bring together many of the valuable services offered by several agencies, including Metro's Recycling Information Center, Greenspaces Program, DEQ curricula, OMSI, education services districts, and services offered by the cities, counties, state and private industries.

The grant funding would provide for staff time and basic start-up costs for the creation of this service. Support has been garnered from OMSI consists of office space and some in-kind services at the old Museum site. Interest and potential support has also been offered by the Oregon Department of Education, the EEAO (Environmental Education Association of Oregon), energy companies and members of the recycling industry. Other funding sources are being sought to augment Metro's grant. An oversight team comprised of Metro staff, educators and industry experts would be established to provide guidance and support to the project.

This project serves to provide teachers, students and members of the community with expanded information about and access to waste reduction and recycling curricula. Teachers and educators have expressed the need for such a resource and have supported the project's development. The proposer expects to seek other funding sources to continue the program following implementation when its value has been established.

PROPOSER: Resource Information Systems (RIS)
David Allaway, Coordinator

\$20,400

PROJECT: Model source reduction programs at four Metro region businesses and institutions to promote source reduction and recycling

This one-year project will set up programs to promote source reduction at four locations in the region. Two school districts in Washington County, a hospital in the Legacy Health System in Multnomah County, and the headquarters of Mentor Graphics in Clackamas County. The project will be conducted in two phases; to first implement and document model source reduction activities on-site, and second to use the results obtained to promote source reduction elsewhere.

Phase I will consist of interviews with site personnel to set up programs at the four locations. Working with purchasing agents and nursing staff at the hospital, RIS will conduct research targeting alternatives to over-packaging and disposables. The source reduction efforts at the high technology location will identify ways to reduce waste sent off-site in manuals and packaging, reduce campus landscaping and cafeteria wastes, and assist in reducing office paper generation. The two school district programs will target teachers and students by promoting source reduction ideas. Concepts such as "*Zero Waste Lunch*", vermicomposting as science projects, and a materials exchange are examples of what can be promoted. This portion of phase I will begin after school starts in the fall. For each location, in-house promotional poster materials will be developed, designed to be modified or personalized for use by other businesses and institutions.

RIS will form teams of employees, perform waste audits and develop implementation plan at each site. As source reduction activities are implemented, staff will be trained and results monitored. Throughout the course of the project, modifications will be made to refine each model program. From this, information will be obtained to provide blue prints for fact sheets and brochures that can be replicated for other locations, promoting source reduction at hospitals, offices, schools, and specifically for yard maintenance and food service.

Phase II will begin this fall and consists of outreach to other businesses and institutions via local media, networking to professional organizations, and trade shows. Results of the model programs will be promoted with fact sheets and brochures. Metro Public Affairs and Solid Waste Department staff will be asked for assistance in integrating the information and to further refine communication strategies and identify target audiences.

Metro funds for this project will be used to provide two-thirds of the cost of project coordinator and promotion and educational materials. One-third of the coordinator's cost, or \$8,000, will be secured from other sources by the contractor. This project is seen as having the potential to be an important supplement to on-going programs. Teachers and purchasers are critical links in the outreach to promote reduced consumption of poor market materials such as mixed waste paper, plastics, and "disposable," over-packaged products.

PROPOSER: Venture Solutions
R. Wayne Fields, Coordinator

\$10,000

PROJECT: The development of a prototype high-benefit roof tile with mixed crushed glass content

This one-year project will develop and test an innovative roof tile made from 50% mixed crushed glass bonded with an epoxy-based fiberglass resin. This tile would utilize glass products that currently have no market for reuse such as flat glass (i.e. windows) and ceramic based material, and are otherwise targeted for landfill disposal. Unlike other products that use waste glass, the composition tile can tolerate contaminants such as paper labels and small metal fragments without sacrificing the quality of the end product.

It is expected that the product will have a price that is competitive with existing roof tiles. It is light weight, requiring no structural alterations such as those needed for concrete roof tiles, and it is moldable. This allows for texture, shape, style and color variations, as well as high strength. The product also has a unique design that reduces or alleviates water leakage and tile blow-off. Another benefit to this roofing tile is that old tiles can be removed, re-ground and added to the mixture for new tiles resulting in little or no waste. The manufacture of the product creates little or no residual waste as batches of resin are mixed according to the number of tiles being molded. Any remaining resin can be ground and added to the next product. Tile life expectancy is designed to be comparable to conventional roof tile.

The grant funds will be used for further testing to create a marketable prototype in order to garner needed private sector support. Metro's money will be used for equipment, promotion and education, testing and engineering services, and some market evaluation. The project has a phased long-term approach for the manufacture and marketing of the roof tiles. Metro is contributing to Phase 1 development of the product. Venture Solutions anticipates having the final product on the market by 1995.

This project targets and utilizes a portion of the waste stream that presently has little or no value to other processors. Materials that would otherwise go directly into the landfill may have the potential of being incorporated into a viable and high value resource.

JM:ay
MAND/IPCT/REVPROJ.LST
June 23, 1993

EXHIBIT B

**Revised Budget
Special Events Proposal**

SUBMITTED TO: 1% For Recycling Committee
FROM: Pam Brown and Debbie Palermini

| EVENT | Date | Attendance (Est.) |
|------------------------|---------------------|--------------------------|
| Metro Zoo Event | Late Summer 1993 | 10,000 |
| October Fest (tent) | October 1993 | 8-10,000 |
| The Bridal Fair | January 29-30, 1994 | 10-15,000 |
| The Auto Show | February 1994 | 150,000 |
| The Sportsman Show | Spring 1994 | 50,000 |
| St. Patrick's Day Run | March 1994 | 3-5,000 |
| The Home & Garden Show | April 1994 | 40-50,000 |

Budget

EXPENSES

Salaries, Wages, Benefits \$18,500

Materials and Services

Promotion and Education 11,900

Logo Development 700

Signage 2,500

Hand-out Materials 6,500

Includes graphics, lay-out, printing
26,000 Flyers @ \$.25

how-To Guide 2,200

Include graphics, lay-out, printing
500 copies @ \$4.40

TOTAL BUDGET \$30,400

STAFF REPORT

FOR THE PURPOSE OF APPROVING RESOLUTION NO. 93-1823, ADDING ONE NEW PROJECT TO THE YEAR FIVE PROJECT LIST FOR THE ONE PERCENT FOR RECYCLING PROGRAM FOR FISCAL YEAR 1992-93

Date: June 22, 1993

Presented by: Judith Mandt
Jennifer Ness

This staff report presents a revised Project List (Exhibit A) for the fifth funding cycle of the 1% For Recycling Program, revising the List to add one new project for \$30,400, to fund a project to educate event planners on precycling and reducing wastes at special public events, bringing the List to a total of six projects.

History: The 1% For Recycling Project List for 1992-93 was presented to the Metro Council on March 11. The 1% For Recycling Committee recommendations included five projects for a total of \$122,624. Originally six projects had been recommended for funding from the \$200,000 available; this recommendation was presented to the Council Solid Waste Committee March 2.

During the period between presentation to the Council committee and presentation to the full Council, Solid Waste staff were advised of a potential duplication of a project submitted by Pacific Rock Products located in Camas, WA. Their proposal for \$70,000 was to develop and test an aggregate base from waste concrete, asphalt, and glass. Staff learned that a similar facility was being built by East County Recycling, not far from the intended Pacific Rock Products site, and was expected to be on line several months before the proposed 1% project could be operable. At issue was whether the project was innovative, a qualification test of 1% funding.

In light of this potential, the committee requested the full Council to approve a motion amending the resolution approved by the Council Solid Waste Committee and revising the Project List from six projects to five, deleting the Pacific Rock Products project subject to further consideration by the 1% Committee for future recommendation to and action by the Council.

The Committee considered two questions: 1) Is the proposal innovative? and 2) Does it duplicate an existing facility? The Committee and staff conducted a review which included Solid Waste and Office of General Counsel staff meeting with representatives from both firms, followed by the committee meeting with and interviewing representatives from Pacific Rock Products (East County Recycling representatives were unable to attend), discussion and debate about the similarities between the two facilities, and finally requesting and receiving financial information from Ralph Gilbert of East County Recycling, depicting the nature of financing for his facility. This information was requested by the committee to assist in determining whether the facility specifically could be financed with private funds, another criterion for 1% funding; in reference: "It (the 1% Program) is not intended to provide funding for tested recycling programs and technologies, or *projects that can receive private financing or other types of government funding.*" (page i. Application Instructions, 1% For Recycling Grant Program, Application For Funding, Year 5. *emphasis added*).

Following receipt of information and further review, the committee determined that the projects were similar enough that the project would actually duplicate a facility that was already coming on line and financed with private funds. They reluctantly concluded that it would constitute a duplication and did not meet the 1% funding criteria. Pacific Rock Products representatives were notified of the committee's decision in early April.

The committee reconvened and began discussion of possible recommendation of one other project that had received serious consideration in the initial reviews but that had not been selected because there wasn't enough money for more than the original six projects. This proposal was an educational project to inform event planners and local governments about precycling and reducing waste at public events. The idea was to have a visible presence at public events such as Rose Festival, Metro Zoo events, Cathedral Park Jazz Festival, etc. The project coordinators would work with event planners and volunteers at five events to provide information about products with recycling content, develop waste management plans for events, install signage and distribute educational fliers to the public at such events, and conduct waste generation analysis for each event to identify ways in which waste could be reduced. The project would conclude with a slide presentation for use by Metro in promoting waste reduction and production of a "How-To" Guide for use by event coordinators and local governments in future event planning activities.

The committee met with Pamela Brown and Debbie Palermini, project coordinators, in May to determine if their proposal that was originally submitted in December, 1992, was still viable. Both welcomed the opportunity for a second chance to implement their idea. Given the lateness of the time schedule -- the project would have begun in April -- the committee requested a revised schedule. They also observed that with a changed schedule, there was opportunity for more events to be included over a longer period of time, thus allowing opportunity for broader penetration of the educational message to a wider range of the population. The committee also requested a revised budget for the project, shown as Exhibit B. The revised schedule for the project begins in late summer and concludes in spring, 1994. The budget has been increased from the original proposal of \$21,700 to \$30,400 to allow for a longer time period for the project, addition of two 50,000 + spectator events, and publication of more educational materials.

Funds for this project can be covered by 1% For Recycling funds carried over to 1993-94, since the decision not to fund the Pacific Rock Products project for \$70,000 was made after the FY 1993-94 budget was approved.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends adoption of Resolution No. 93-1823, approving the 1% For Recycling Committee's recommendation to revise the 1992-93 Project List, adding one new project for \$30,400, increasing the total approved by Council March 11, 1993 from \$122,624 to \$153,024.

SOLID WASTE COMMITTEE REPORT

CONSIDERATION OF RESOLUTION NO. 93-1823, FOR THE PURPOSE OF ADDING ONE NEW PROJECT TO THE YEAR FIVE PROJECT LIST FOR THE ONE PERCENT FOR RECYCLING PROGRAM FOR FISCAL YEAR 1992-93

Date: July 8, 1993

Presented by: Councilor McLain

Committee Recommendation: At the July 6 meeting, the Committee voted unanimously to recommend Council adoption of Resolution No. 93-1823. Voting in favor: Councilors Buchanan, McFarland, McLain, Washington and Wyers.

Committee Issues/Discussion: Jennifer Ness, Solid Waste Staff, explained that during the original consideration of projects for funding, the 1% for Recycling Committee had recommended that Pacific Rock Products receive \$70,000 to develop and test an aggregate base using waste concrete, asphalt and glass. It was then discovered that East County Recycling had received private funding for a similar project that would be operational prior to the Pacific Rock Product project. The 1% Committee examined whether the Pacific Rock project was innovative and whether it in fact would duplicate an existing facility. The committee concluded that it would in fact duplicate an existing facility.

The committee then reviewed projects that had earlier been rejected for funding and decided to fund one additional project. This resolution would approve this funding decision. Del Seitzinger, 1% Committee member, reviewed the project proposed for funding. He indicated that the project would involve an education program for large scale event planners to encourage recycling and waste reduction at these events. Examples would include the Auto Show, Home Show and the Octoberfest. The project also would include development of a "how-to" guide for future shows and reviewing the effectiveness of the program in actually reducing the waste generated by such events. Total funding for the project would be \$30,400.

Councilor McLain asked if this project would duplicate any other existing programs. Ness answered that the program would be addressing much broader audiences. She indicated that it would compliment an existing 1% grant that will develop model recycling and waste reduction programs for the restaurant industry.

Martin Pohl, Northwest District Association representative on the enhancement committee, appeared in opposition to the amendment proposed by Mr. Bay. He expressed concern that the amendment would give a single neighborhood association too much control in the review and funding process. He noted that the present goals allow the entire enhancement area to benefit.

Leslie Blaize, Forest Park Association representative on the enhancement committee, appeared in opposition to the Bay amendment. Mr. Blaize noted that such a change in "mid-stream" would be harmful. He contended that the committee had attempted to follow the existing criteria. He noted that the Bay amendment was the result of NINA's belief that it did get its share of the funding. He further noted that NINA's representative on the committee had not attended many of the meetings related to the review and funding of projects.

Councilor Hansen, the chair of the enhancement committee noted that the proposals had been reviewed by individuals representing a broad spectrum of interests in the enhancement area. She indicated that she was sorry that NINA still feels that this is an issue. She expressed concern that the Bay amendment would create an impression that, unless a project was sponsored by a neighborhood association, it would not be actively considered.

The committee voted to approve the original ordinance, without the Bay amendment.