SWANA 2011

Integrated Solid Waste Management System

Excellence Award Application

Department of Public Works
Environmental Services Division
Salem, Oregon
Marion County manages a fully integrated solid waste system providing an exceptional level of service to 315,000 residents and many businesses. It is the home of Salem, the state capital, and therefore is at the forefront of setting an example for the rest of the State.

It operates a $40 million enterprise fund that includes all aspects of an integrated system that has achieved remarkable results. Of the 500,000 tons of waste generated per year, only 65,000 tons or 13% finds its way into a municipal solid waste landfill. Over 52% of the waste is reused or recycled while earning an additional recovery credit of 6% for implementing a comprehensive reuse, home composting, promotion and education effort that has numerous different programs and services.

The system is truly financially stable with revenues exceeding annual expenditures while maintaining adequate reserve funds. The system utilizes a waste-to-energy facility, which has been operating since 1986, converting 185,000 tons per year into 13.1 MW of renewable energy. Meanwhile, it operates well beneath its air permit emission requirements.

The County has forged a true partnership with the cities, services providers, and citizens, who are all committed to a goal to manage waste in the most environmentally sound and cost efficient manner possible. They continue to meet the challenge of “working towards a greener future.”
Overview of System and System Performance

Over the past 25 years, Marion County has been committed to building an integrated solid waste management system. This road began in the early 1980’s as their landfill was filling up. The County did not want to introduce unexpected expenses to transport waste over long distances to disposal sites in the state nor rely on other elected officials to manage its waste. The County wanted to be in control of its own solid waste and develop a system that was sustainable and would best serve the interest of its communities. Recognizing the difficulty of finding a new in-county landfill location, they took a bold step and decided to invest in a waste-to-energy facility (WTEF). This required the County to take a long term view of the solid waste management system. The cost of building a WTEF would mean increased rates in the short term in order to finance the project. With full waste flow control vested in them by the State of Oregon, in partnership with Ogden Martin (now named Covanta) the facility began operation in 1986. With this decision made, the County, the franchised waste haulers, the citizens, and the cities banded together and focused their attention on developing a fully integrated system lead by a commitment to implement a strategy to reduce waste and recycle as much material as possible.

Today Marion County has achieved some remarkable results. It includes:

1. Leading the State of Oregon with a 58.2% recovery rate.
2. Establishing a broad-based promotional education program that elicits the support from over 500 volunteers each year to participate in recycling and education activities. These volunteers are a product of the Master Recycler Program that trains and certifies a continuing special interest work force.
3. A stable financial system where tip fees have remained unchanged since 1992.
4. Moving towards a Zero Waste goal. Of the 500,000 tons of waste generated in the County each year, in 2010 less than 13% is disposed of in landfills.

The achievements obtained by this mid-sized county in the State of Oregon are presented in this document. Many of the programs and services used to achieve these goals create a model that other jurisdictions and private industry can emulate.

A comprehensive and fully integrated Solid Waste Management System

Marion County has implemented a solid waste management system that is fully integrated. Each element of the system is interrelated. It begins with strong leadership by the County and its elected officials, it is supported by a solid partnership with cities, citizens and private industry, and guided by commitment on a focused management strategy towards common goals. The solid waste system includes:
1. A comprehensive waste reduction/prevention promotion and education program. The programs and priorities for this program are set by an Advisory Council that meet each month. Key members of the community are at the table to decide and participate in the direction for this program.

2. Reuse and recycling services are provided by the County, franchised collection companies and private industry. These services are coordinated by the County and by cities through the franchise agreements for collection services.

3. Recycling facilities, transfer stations, and the Waste To Energy Facility are largely owned by private companies but all facilities are operated through agreements with the County. The County operates the gatehouse/scale systems at each facility and therefore collects the tip fees. Contractors are paid for the services.

4. The only landfills operated in the County are the Browns Island Demolition Landfill facility and the North Marion County Ash Landfill. All municipal solid waste that cannot be recycled or used to produce energy at the WTEF is taken to the Coffin Butte Landfill approximately 30 miles from the City of Salem.

All aspects of the solid waste management system are coordinated with the County following the direction and priorities adopted in the 2009 Solid Waste Management Plan, the latest of the ongoing planning efforts. Through the preparation of these SWMPs the County and its partners have worked together to move towards zero waste by reducing waste and building a sustainable solid waste management system. The following sections discuss in more detail how this system delivers on its commitment.

**Background & Population**

Marion County is located in the northwest portion of the State of Oregon and is home to the City of Salem, the state capital. It lies about 40 miles south of Portland and is comprised of almost 1,200 square miles with diverse terrain. The western half of Marion County lies within the Willamette River Valley that is the agricultural heartland of the Pacific Northwest. The eastern half includes the foothills of the Cascade mountain range.

The County is comprised of 315,000 residents, generally concentrated in 20 different incorporated cities ranging in population from 132,000 in Salem to 145 in Idanha. About 26% of the population resides in the unincorporated portions of the County. Over the last 8 years, the County has continued to see a steady growth in population of 1-1/2%, which is consistent with the State of Oregon. As such, the solid waste management system must serve a diverse urban and rural community lifestyle.

**Developing a Long Term Strategy - Solid Waste Management Plans (SWMP)**

The management of the solid waste system is the responsibility of the Public Works Environmental Service Division (PWES).

PWES, working with private sector operators, is responsible for the day to day management and operations of the solid waste system. They carry out services and make sure the system meets its goals. The WTEF is a mainstay facility for processing waste and generating renewable energy from
refuse that is not recycled. However, the primary focus of PWES and its partners is to reduce or prevent generation of waste as stipulated by State law and adopted in the SWMP. Because the WTEF has a finite capacity, it was essential that a comprehensive strategy to reduce waste be implemented. The Board of Commissioners appointed a Solid Waste Management Advisory Council (SWMAC) made up of service providers, special interests and citizens to generate input and help set priorities for managing waste. The first comprehensive Solid Waste Management Plan waste was adopted in 1995. This planning effort established a cohesive and united approach for developing a fully integrated solid waste system. It created a forum whereby the trust level between the County, the franchised collection companies, cities and the public could openly discuss ideas and reach a consensus for moving forward. The primary objectives for the solid waste system were adopted in this plan and continue to be the guiding principles for the solid waste program. It states that the overall solid waste management strategy should provide:

“Guidance for the continued development and implementation of an integrated solid waste management system that has been developed through a cooperative effort of local governments, citizens, and industry. The SWMP should achieve development of a system which is environmentally sound, technologically feasible, cost effective, locally controlled and publically acceptable; and provides for an overall reduction in long term per capita generation and toxicity.”

The most important aspect of the County’s planning effort was the consensus building process that resulted in a plan of action. The 1995 SWMP set forth recommendations for a system that reinforced the priorities to reduce waste, reuse products, recycle materials, recover energy and, as a last resort, dispose in landfills.

The SWMP was updated in 2002 and most recently in 2009. The results of this extensive planning effort have been realized through a coordinated plan to implement numerous programs and services. The recommendations put forth by these planning efforts have resulted in significant increases in the recovery rate as measured by the State Department of Environmental Quality, from 28% in 1996 to over 58% in 2009. As such, the rate of recycling has increased more than the amount of waste generated and disposed. Less than 13% of the waste generated is landfilled. During the past 6 years the per capita generation rate has declined by 2.4% while the per capita recycling rate has increased by 11.8% as measured by DEQ.

<table>
<thead>
<tr>
<th>Source</th>
<th>2003</th>
<th>2009</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generated</td>
<td>2,701</td>
<td>2,637</td>
<td>-2.4%</td>
</tr>
<tr>
<td>Disposed</td>
<td>1,430</td>
<td>1,261</td>
<td>-11.8%</td>
</tr>
<tr>
<td>Recovered</td>
<td>1,267</td>
<td>1,376</td>
<td>8.6%</td>
</tr>
</tbody>
</table>

As recommended in the 2009 SWMP Update, the County and the franchised collection haulers have recently embarked on expanding food waste collection. Implementing this new collection program along with the other recommendations is expected
to boost the recovery rate to over 65% in the next 5 years.

Preparing and updating the SWMP over the last 15 years has continued to provide a road map for guiding the direction for implementing an integrated approach. Most importantly it has the full support of the private collection companies, the recycling community, local cities and the citizens.

Solid Waste Management Advisory Council (SWMAC)

Marion County has an established citizens’ committee on solid waste that has worked in an advisory capacity since 1979. The Solid Waste Management Advisory Council (SWMAC). It is currently comprised of 16 members representing a diverse group of citizens, special interest groups, businesses, and representatives of the solid waste industry. The Board of Commissioners appoints members to the Council.

Marion County’s Board of Commissioners rely on SWMAC to offer advice and counsel in developing strategies and policies for managing solid waste. SWMAC has played an important role in advising the County on planning and implementing its waste reduction/reuse, recycling, and SWM programs. It is a forum for ideas, information and innovation. SWMAC also plays an crucial part in updating the County’s Solid Waste Management Plan. They act as a sounding board for the review of drafts and to advise on setting priorities and recommendations, while also being the primary forum for accepting input and comments from the public and citizen groups.

Comprehensive Solid Waste Services “Everyone Pulling in the same Direction”

The leadership for keeping the solid waste management system moving in the right direction is provided by the Marion County Board of Commissioners. They have continued to be a stable force supporting programs and services to meet the long term objectives and fulfill the needs of its residents and businesses. The cities have learned to rely heavily on the County and trust the needs of all citizens are met. The road map for the direction of the system is provided by the 2009 SWMP. The consensus building process used to prepare the plan and make the recommendations is critical for creating the support for implementation. An essential component of the planning process is role of SWMAC whose input is both appreciated and respected.

Finally, the stewardship of the day to day services is provided by a mature and cohesive public/private partnership between PWES, the franchised collection companies, private operators (Covanta, Garten Services etc.) and the citizens and businesses that have bought into this approach. The components of the integrated system are described below.

Collection Services

The collection services are provided by eight private companies. Each of these companies operate under a franchise agreement with either the County or with the City in which it provides services.
These companies provide comprehensive collection systems for garbage, commingled recyclable materials and yard waste. Over the past 15 years, the collection companies have continued to expand their services including recently to provide to curbside collection of recyclable material to every household in the County, whether it is in a rural jurisdiction or in a city. The goal of the collection services is to provide the highest level of service to all its constituents.

The effectiveness in which the franchise collection companies work with the County and the cities is truly special. The key to this unique relationship is the organization called the Mid-Valley Garbage and Recycling Association (MVGRA). It was established in 1954 for the family-owned companies that wanted to have a family attitude, and was created with a strong and well respected voice among the jurisdictions they served. Their philosophy and foresight was to agree that one voice would be more effective among the jurisdictions and elected officials than with each company speaking for themselves. Since its original founding, MVGRA has continued to represent its companies and continues to have the strong organization working cooperatively with the other partners to implement an integrated solid waste system. MVGRA is actively represented on the advisory council and are at the table to help forge the direction for the solid waste program. They have the ability to take issues and sort them out within their organization to bring forth solutions. This has been a key element of the success of the Marion County solid waste system.

In the last six years, the collection companies have transformed from non-automated collection to fully automated services. These collection services now provide a complete list of recyclable materials for collection. These services are consistent with overall goals to reduce the quantity and toxicity of the waste. Here is a short list of the materials currently picked up at the curb for recycling:

- Aerosol Cans
- Aluminum
- Antifreeze (smaller red basket)
- Cardboard
- Cooking Oil (smaller red basket)
- Household batteries
- Flower Pots (plastic and paperboard)
- Food Waste; all of it (mixed organics)
- Glass Bottles & Jars
- Greyboard
- Latex Paint (smaller red basket)
- Mixed Paper
- Motor Oil (smaller red basket)
- Newspaper
- Oil-Based Paint (smaller red basket)
- Rigid Plastics (includes yogurt/margarine containers and lids, clam-shells and trays)
- Scrap Metal (smaller items; if they fit into the 95-gal mixed recycle cart)
- Yard Debris if it grows; it goes (mixed organics)

MVGRA is now working to implement the recommendations of the 2009 SWMP. These include:

1. Maximize the collection of commingled recyclable materials - starting July 1, 2011 all residents in the rural areas of the County will be provided with 3 collection carts - 1 for commingled recyclables; 1 for yard waste and 1 for garbage. Previously, all urbanized and some
denser rural areas were provided with these services.

denser rural areas were provided with these services.

2. Expand collection of food waste (includes dairy and meat by-products) to be collected and delivered to one of two privately operated compost operations.

These programs are part of the next phase of recycling services aimed at increasing recovery.

Collection rates for these extensive services are among the most competitive in the state. Single family residences are charged a range from $17.35 per month to $19.10 per month for weekly pickup of garbage, recyclables and yard waste. These rates are less than neighboring communities for similar services. This includes collection of the items previously listed.

5. First in the country for curbside collection of used cooking oil – recycled into biodiesel in Salem

6. First in the state to develop and safely collect potentially infectious medical waste

7. First in the state to collect food-waste on full residential routes (Salem and Keizer)

In addition to providing collection services the MVGRA and its companies play an important role in the system-wide promotion and education programs. Here are some projects the haulers work on cooperatively with Marion County Environmental Services:

- Co-sponsor annual student Recycle Art Calendar project
- Serve on review committee for annual Marion County Recycling Grants project
- Annual distribution of Curbside Calendar and Recycling Brochures
- Recycle Hotline: based at MVGRA office
- Bi-Lingual decals/brochures/flyers
- Earth Walk: This project is located at the Salem Keizer Transfer Station, and is a 1.4 mile self-guided nature tour that includes recycling education as well as promotion to save natural resources. Employees used recycled materials to build many unique birdhouses and metal character statues, including a giant dinosaur. It’s fun for all ages.
- Annual Fall Haul: Began more than 30-years ago with Spring and Fall free drop sites for yard debris for the public. It has morphed into a single annual Fall program where Haulers donate the haul and staff to transfer leaves to the Marion County composting facility. The County waives the tipping fees.
- Haulers are working in coordination with Marion County to provide on-route collection of food waste for residents in the cities of Salem and Keizer. ALL FOOD WASTE can be combined with yard debris.

The MVGRA provide unique leadership in providing the most comprehensive collection services designed to achieve the goals of the solid waste system. Some of the Oregon-firsts in this county include:

1. Curbside collection of latex and oil based paint for recycling
2. Curbside collection of dry cell batteries for recycling
3. Curbside collection of antifreeze for recycling
4. Free depot for electronics recycling
Facilities that Serve Marion County

The facilities that serve the Marion County solid waste system represent a unique mixture of private and public partnerships. Whereas many facilities are owned and operated by the private sector, in each case each facility is operated through a franchise agreement with the County. Through these agreements, the County has the ability to work with the operators to implement new services and programs to ensure that constituents are provided with consistent service. Following is a description of the major components of the solid waste system.

Waste-to-Energy Facility (WTEF)

The waste-to-energy facility was built by Ogden Martin and has been operating in Marion County since 1986. The company’s name was later changed to Covanta. The plant is located less than 5 miles from the County’s two largest cities of Salem and Keizer. While privately owned and operated, Marion County operates the scalehouse and receives the tipping fees at this facility.

The WTEF has two boilers and state of the art air handling system. It processes 185,000 tons each year and produces over 13 MW of electricity. Electricity sold by the facility minus that of internal consumption averages approximately 465 kilowatt hours per ton of waste processed. Annual revenue from the sale of electricity is in excess of $5 million per year. The WTEF reduces the volume of the incoming waste stream by 90% and reduces the material to less than 50,000 tons of mixed ash residue. The ash is processed at the facility to recover over 4,000 tons of ferrous metal every year.

The WTEF has an excellent environmental compliance record. Over the years the plant has continued to make improvements resulting in keeping emissions to levels well below both state and federal air quality permit standards as shown in the table.

<table>
<thead>
<tr>
<th>WTEF Air Emissions Data</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Lead (mg/dscm)</td>
</tr>
<tr>
<td>Cadmium (mg/dscm)</td>
</tr>
<tr>
<td>Dioxin/Furan (ng/dscm)</td>
</tr>
<tr>
<td>Particulate (mg/dscm)</td>
</tr>
<tr>
<td>Mercury (mg/dscm)</td>
</tr>
</tbody>
</table>

The County has recently embarked in a new process to maximize the recovery and recycling of metals out of the ash stream. This entails the passing of the ash residue through a screening plant located at the ash monofill that can recover approximately another 4,000 tons per year of ferrous metals, as well as several hundred tons per year of non-ferrous metals. Besides processing the ash coming directly from the WTEF on an ongoing basis, the County is also mining into previously landfilled ash and extracting the metal as well. While the equipment and labor needed to operate this program is fairly costly, the revenue generated from the scrap sales more than pays for the cost of the program. Additionally, the ash that passes through a ¾ inch minus screen is now being taken to a regional landfill in a neighboring county where it is being used as an alternate daily cover at that facility. This leaves only a very small amount of ash residue
(approximately 20%) that still needs to be disposed in the ash monofill.

Transfer Stations

There are two transfer stations that serve the Marion County solid waste system. The first is the North Marion County Disposal Facility (NMCDF) located approximately 20 miles north of the Salem area. This transfer station serves the cities and rural areas of the northern portion of Marion County. It is owned and operated by Marion County. It provides a full compliment of recycling drop off services, as well as convenient locations for citizens to unload waste that is subsequently transported to the WTEF. Construction debris such as dry board and other materials that cannot be burned at the WTEF are then transported to the Browns Island Demolition Landfill.

The second transfer station is the Salem-Keizer Recycling and Transfer Station (SKRTS), located in southeast Salem. This facility is privately owned and operated under a contract with the County; however the County operates the gatehouse. Over 30,000 tons of waste is received at the SKRTS facility each year. The facility also houses a full scale recycling drop off facility for over 20 different categories of materials. These include the following items:

- Appliances, car batteries, cardboard, cell phones, computer components/electronics, dry cell batteries, eyeglasses, firewood (cordwood), fluorescent tubes/mercury lamps, glass bottles & jars, greyboard, hearing aids, latex paint, magazines, mercury thermometers, milk/juice cartons/drink boxes, mixed scrap paper, motor oil, newspaper, office paper, rigid plastic bottles/containers/trays/tubs #1-7, plastic bags, plastic milk jugs, printer cartridges, telephone books, scrap metal, tin & aluminum, tires, St. Vincent De Paul donations of clothing and furniture, wood waste, and yard waste.

Over the past 5 years, the SKRTS facility received an average of 32,000 tons per year. During this period over 30% is segregated and sent to be processed and recycled at the MRRF. The remaining material is transferred to the WTEF or if the plant is at capacity waste can be shipped to the Coffin Butte Landfill.

Marion Resource Recovery Facility (MRRF)

This material recovery facility is owned and operated by the MVGRA. The facility is the central receiving site for the commingled single stream recyclables collected from residences. Following recommendations contained in the 2002 SWMP to expand single stream collection services to more areas, the amount of material grew 14% from 17,692 tons in 2004 to 20,800 tons in 2010.

The materials are reloaded into transfer trailers and delivered 35 miles north to the Far West Fibers MRF in Hillsboro, Oregon. Here they are processed and shipped to markets. The trailers are reloaded with mixed paper that is a by-product of the Far West processing operations, with this material being back hauled to Salem to be processed by Garten Services, Inc. (see below).

The second function of the MRRF is to process select loads of commercial and construction demo-
The facility processes over 50,000 tons of waste per year, recovering roughly 28% or 15,000 tons for recycling. Materials recovered include wood, metal, OCC and plastics. Sheet rock and inert materials are also separated and delivered to the Browns Island Demolition Landfill in Salem. The mixed residue is taken to the Coffin Butte Landfill. A small amount representing less than 1% is taken to the WTEF for energy production.

In the 2009 SWMP, a recommendation was made to complete a new Master Facility Plan. A key element of this plan is to evaluate the possibility of expanding the MRRF to process additional waste streams. The expansion would be part of considering new collection programs to target more recovery of material from commercial customers that might result in as much as 20,000 tons of recyclables.

**Garten Services, Inc.**

Garten Services Inc. is a private non-profit organization providing many services to the community. It is the primary processor/marketer of recyclables of non-comingled collections throughout the County. As a non-profit organization that employs adult handicapped personnel, they can provide a cost effective labor force to sort mixed paper and other materials that might otherwise be discarded. The mixed paper backhauled by MVGRA from the MRF in Portland is brought to Garten for sorting into numerous different grades for marketing.

Garten also receives, sorts, bales, and ships mill-ready recyclables at its 120,000 sq. ft. processing facility. Garten receives recycled materials from various sources. These sources include franchise haulers, private business, state and local government, offices both inside and outside the County, and smaller independent recyclers from throughout the State.

All paper delivered to Garten is processed to meet quality standards and shipped directly to mills in Oregon and markets in the Pacific Rim. Over the past few years, Garten has expanded its capabilities to process E-waste. Employees dismantle computers and other e-waste bi-products to recover materials and to ship to other facilities for further processing. They are currently Marion County’s contracted vendor for E-waste processing.

**Household Hazardous Waste (HHW) Collection**

In 2006, the County built a new HHW drop off facility at the SKRTS transfer station. The HHW facility is owned by Marion County and operated by Clean Harbors Environmental. It is open two days per week on Thursday and Saturdays. The facility has the capacity to process and store a sufficient amount of material to completely fill a standard tractor-trailer rig. This provides an overall lower cost for transporting to the destruction/disposal sites. The facility also accepts commercially exempt small quantity generator waste, arranged by appointment ahead of time with Clean Harbors.

Working with two neighboring counties (Yamhill and Polk) through an intergovernmental agreement, Marion County developed a regional approach for offering HHW drop off services and satellite collection events. Through a State grant, a mobile HHW containment unit was purchased. This unit is used to sponsor HHW collection events at various
locations throughout the three counties. The material is then brought back to the SKRTS HHW facility where it is processed. It is stored and manifested at the site and therefore provides a more efficient system for handling and transporting the materials.

**Browns Island Demolition Landfill & Compost Facility**

This landfill is a limited purpose landfill facility that handles just inert type waste that cannot be received at the WTEF. About half of the material that the facility receives is drywall from the construction industry, with the remainder being primarily asphalt and fiberglass roofing, sheet plastics, and brick/rock/concrete. Browns Island receives approximately 6,000 tons of waste each year. This facility is owned and operated by the County.

Additionally, the County owns and operates a small yard debris composting facility on a closed out portion of the landfill. Approximately 3,200 tons of yard debris, mostly received from city parks and fall leaf collection programs, are composted at this facility.

**Compost Facilities**

The eight franchised collection companies through the County pickup source separated yard debris at the curb. The material is transported to one of two regional compost facilities. Compost Oregon is located in Aumsville in Marion County. This facility has been operating for more than 10 years and receives wood waste, yard waste, and recently received permits to accept and compost source separated food waste. A second compost facility, Process and Recovery Center Inc. is located about 25 miles south of Salem. This facility also receives yard waste and food waste for compost.

The solid waste system collects over 45,000 tons of yard debris and wood waste that is shipped to these facilities to be composted. The new food waste collection programs being implemented over the next few years are expected to increase the amount composted by 15,000 to 20,000 tons.

**Financial and Business Management - Keeping the System on a stable financial footing**

The PWES operates as a public utility through an enterprise fund. The revenue needed to meet the expenditure requirements of the program is totally provided by tipping and franchise fees, the sale of power, and revenue from the sale of recycled material. As an enterprise fund, there is no reliance on federal, state or local taxes. An enterprise fund mandates that financial obligations for delivery of service, as well as the associated environmental risk, must be in place. This often includes the need for contingency resources and/or reserves.

The purpose of any utility is to provide uninterrupted service to its customers. PWES assures this

<table>
<thead>
<tr>
<th>Revenues by Sources</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity Sales</td>
<td>$5,200,000</td>
</tr>
<tr>
<td>Tipping Fees</td>
<td>$13,440,000</td>
</tr>
<tr>
<td>Interest</td>
<td>$497,000</td>
</tr>
<tr>
<td>Recycled Material Sales</td>
<td>$780,000</td>
</tr>
<tr>
<td>Franchise Fees</td>
<td>$300,000</td>
</tr>
<tr>
<td>Transfer &amp; Other</td>
<td>$323,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$20,540,000</td>
</tr>
</tbody>
</table>
through three functions. First, it generates the revenues necessary to operate the service system. Second, it provides the capital and reserves required for system improvements. Third, it prepares for contingencies to minimize interruptions in service and provide rate stability.

PWES had always managed the Solid Waste Enterprise fund responsibly to assure rates would remain stable. Between the years of 1986 and 1995 they had built up about $15 million in reserves to address what they considered known liabilities. Certain reserves were required by underwriters of the WTEF while others provided insurance from risk associated with closed landfills and unforeseen events that could result in long hauling waste outside the County. Recognizing that factors beyond their control could greatly impact the need to spend these reserves, PWES commissioned an independent financial study to examine its current funds and evaluate possible unforeseen liabilities. The Financial Plan was completed in 1996 and it reached the conclusion that funds established by PWES were sufficient to address the primary known and unknown liabilities. The report also concluded it is important to maintain these funds at certain levels to guard against certain events. As a result PWES updates its contributions annually to ensure the funds are maintained.

As part of the Financial Plan, the consultant developed a new model that could be used to better track expenditures for each of their programs that was tied directly to the County’s accounting codes. The model provided a valuable tool to forecast and evaluate different scenarios for managing rates as well as a budgeting tool.

PWES’ revenue continues to follow an historic trend to exceed its annual operating expenditure for these services. Revenues in excess of annual expenditures are typically placed into dedicated reserve funds. These reserve funds are intended to be used for capital investments, either for new facilities or replacement of existing facilities, resources for post-closure maintenance of existing landfills, and contingency funds related to potential environmental liabilities or unforeseen conditions. Dedicated reserve funds are in place to ensure that disposal fees in Marion County remain stable and allow capital project funding without incurring additional debt. By exercising fiscal discipline the amount of reserves has grown to over $24 million in FY 10-11.

Equipped with an effective management tool and a committed longtime strategy adopted by the County Board, PWES has maintained rate stability. The current rate of $67.45 per ton has been in place since 1992. There have been no adjustments to the base rate during this timeframe. During this same period, the County has continued to grow its resources to adequately fund its known and unknown contingent liabilities, as well as to implement many programs to reduce waste and recycle materials. In contrast the tip fees for the two neighboring cities i.e. Eugene / Lane County and Portland/ Metro are $68 per ton and $85.50 per ton respectively.

### Resource Requirements

The revenue requirements to fund the programs and provide the services are reviewed on an annual basis. PWES establishes these revenue requirements in four different general categories. These include:

- Administration
- Waste Reduction and Recycling

<table>
<thead>
<tr>
<th>Unappropriated Funds</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undesignated Ending Fund Balance</td>
<td>$ 9,980,600</td>
</tr>
<tr>
<td>DEQ Closure/Post-closure fund</td>
<td>$ 7,500,000</td>
</tr>
<tr>
<td>BI Environmental Reserves</td>
<td>$ 2,000,000</td>
</tr>
<tr>
<td>North Marion Environmental Reserves</td>
<td>$ 7,000,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 24,480,600</strong></td>
</tr>
</tbody>
</table>
• Site Operations
• Engineering Support

The administration and administration support services for the SWM operation represents 7% of the entire budget. This includes the direct administrative activities of PWES, as well as support administrative activities from other County Departments. The administrative support activities include legal, financial, accounting, and other support services, including allocation of time for the Board of Commissioners. This budget is typically referred to as overhead and administration for most public utilities. The 7% total allocation for overhead and administration is well within industry standards for public utility operations, which can typically be between 10-15%.

The waste reduction and recycling effort are about $900,000 annually representing 4% of the total budget. This budget is primarily for labor and materials used in carrying out waste reduction education and promotion programs defined in the 2009 SWMP. It does not include the direct services provided at each facility for recycling and reducing waste nor does it include the monies expended by the MVGRA and other organizations to execute their promotion and education programs/services. However, these programs are coordinated and integrated with PWES’s programs.

Because the County owns and operates certain facilities, it employs an engineering and environmental support services group, which represents 3% of the budget. Engineering services are provided at the Brown’s Island Demolition Landfill and compost facility and the North Marion County Disposal Facility, as well as supporting activities at other operations as required. Site operations and transportation services represent 9% of the budget. This includes the gatehouse operations as well as agreements with private vendors. PWES does not directly operate vehicles to transport commodities or residuals, as all work is contracted with private-sector vendors.

Roughly 55% of the expenditure budget is for direct operations of the transfer stations and the WTEF. These facilities are privately owned but are operated under agreements with the County. PWES collects all fees and pays these vendors for services as stipulated in their contractual obligations. The current agreement for the operation of the WTEF is slated to expire in 2014. The County has begun the process of renegotiating an extension of that agreement.

In October of 2008, the County retired the debt service for the WTEF. Annual debt service payments were approximately $4 million per year. As a result, the overall financial liability of the County has been reduced, thus providing additional resources for solid waste programs and other purposes. The availability of these resources further enhances the County’s ability to maintain rate stability and continue to expand waste reduction services to citizens and businesses of Marion County.

**PWES Management Goals**

Marion County manages the programs and services according to a number of system-wide goals. These system-wide goals provide the guidance for playing a leadership role by directing the overall solid waste management (SWM) services for the
County. To meet the growing and ever-changing needs for SWM service, Marion County is driven by the following goals:

1. Continue to implement programs to further enhance services to reduce waste generation, improve the recovery of waste, and minimize disposal in landfills.
2. Manage the financial resources in a manner that maintains stability of rates to constituents and provide cost-effective services.
3. Facilitate the highest and best use of solid waste resources by maintaining the WTE facility.
4. Maintain long-term disposal capacity to avoid significant investments for new disposal facilities.
5. Work effectively with local jurisdictions, private industry, and citizens to provide coordinated SWM services throughout the County.

The County uses these goals to guide the use of resources for effectively carrying out SWM programs and services. They are used to help set priorities, as well as identify changes that may be necessary to improve the overall SWM system in the county.

The County also works cooperatively with other franchised haulers to ensure that solid waste is managed in an integrated, comprehensive, and coordinated approach. This includes cities, agencies, and private businesses. Over the past 20 years, the County has continued to foster a private-public partnership that has led to a SWM system that provides cost-effective services throughout the entire County. This approach has resulted in the County providing leadership in setting policy and sharing appropriate facilities while maximizing the use of the private-sector to implement and carry out direct services on a daily basis. In facilities around the county, the County either plays a direct role through operation of the gatehouse facilities or through direct operating agreements with private vendors. This relationship is an extension of the overall partnership while taking advantage of the private sector’s initiative and creativity to operate the facilities cost-effectively.

Community Relations - A Comprehensive Education & Promotion Program

Marion County recognizes the importance of having both a consistent and persistent message to reduce waste. As such the County puts a great amount of effort and resources into educating its citizens about the programs and opportunities available around the community related to solid waste reduction, reuse, recycling, and disposal, in order for them to make the best decisions possible. This includes various hands-on educational efforts, as well as advertising and promotion. The promotional and education programs are coordinated by the County but many people are involved. The community of organizations involved with this coordinated program includes:

- PWES Waste Reduction / Recycling Staff
- Mid Valley Garbage and Recycling Associates - this includes 8 different collection companies operating throughout the entire County
- Cities
- League of Women Voters
- Schools
- Garten Services Inc.
- Solid Waste Management Advisory Council - several members of the advisory council represent private industry

Through efforts of PWES Waste Reduction staff, production of education and promotional materials are coordinated in order to deliver consistent messages. The objectives pertaining to waste reduction, reuse and recycling are as follows:

1. To provide an integrated solid waste management system that achieves an effective combination of strategies and programs guided by the
principles adopted in the state hierarchy: to reduce waste at the source, reuse and recycle materials, compost, recover energy, and lastly land disposal.

2. To continue educating consumers in order to promote practices and methods to reduce the long-term per capita waste generation and seek, through community outreach, a cooperative spirit to assume individual responsibility to prevent waste.

3. To promote an approach for managing solid waste that supports continuation of building a more sustainable future.

4. To develop programs and support implementation of facilities that seek to ensure materials recovered from the waste stream attain the highest and best use and are recycled.

In keeping with these objectives, the County, cities and service providers have implemented over numerous waste reduction initiatives, including those described below. Enlisting the public in waste recovery efforts is vital to program participation and success, providing businesses and citizens with the information necessary to fully understand and properly use the recycling services available to them. Through partnerships with local businesses, trash and recyclables haulers, and citizen volunteers, PWES has developed a solid waste education outreach, promotion, and advertising program for recycling, composting and other waste reduction methods. The existing program provides information to citizens, teachers and students, businesses and institutions, and community groups. The following is a list of some of the various programs and services that have been instituted:

**Key Educational Programs**

1. School presentations by a full-time Recycling Educator (paid for by Marion County) and qualified volunteers
2. Master Recycler/Composter program classes
3. Green Building classes, including publication of a Sustainable Construction Guide
4. EarthWISE program providing resource efficiency audits and certifications for businesses desiring to identify waste reduction and recycling opportunities and achievements, as well as energy and water conservation
5. College scholarships and internships to facilitate the education of more individuals in the field of solid waste management and waste reduction
6. Resource library of books, videos, and lesson plans on various waste reduction, recycling, and composting topics
7. Working with Mid-Valley Garbage & Recycling Association on development and distribution of recycling education and promotional materials

**Key Promotional Programs**

1. Distributions of “Waste Matters”, a multi-page tabloid newsletter filled with recycling, waste reduction, composting, and general solid waste information, to all County residences twice a year
2. Support of Allied Waste’s self-guided nature walk “Earthwalk” at the SKRTS with educational exhibits on reused and recycled-content materials, waste reduction, recycling, and composting
3. Regular public service announcements and news stories broadcasts via television and radio
4. A regularly updated website which outlines the County’s comprehensive Recycling Program (http://www.mercycles.net)
5. A website dedicated to providing locations for disposal and/or recycling options for a wide variety of materials (http://apps.co.marion.or.us/Recycle/)
6. Sponsorship of a Recycler of the Year Contest, recognizing outstanding individuals and programs
7. Recycle Art Calendar Contest at area schools
8. Promotion of business paper recycling through the Saturated Collection of Office Paper (SCOOP) program run by Garten
9. Promotion of non-County run reuse and recycling programs including:
   - Goodwill Industries’ drop-off sites throughout Marion County
   - St. Vincent de Paul collections of reusable items at SKRTS
   - Habitat for Humanity ReStore construction materials reuse store
   - Christmas tree collections by church and scout groups
   - Promotion of recycling drop-off depots operated by private recycling businesses

**Key Customer Services Programs**

1. A recycling hotline, sponsored by Mid-Valley Garbage and Recycling Association, to provide residents with the latest waste prevention and recycling information. In Salem: (503) 390-4000. Toll free outside of Salem: (877) 390-4001.
2. An informational website, sponsored by Mid-Valley Garbage and Recycling Association, to provide residents with the latest waste prevention and recycling information (www.mrtrashrecycles.com)
3. Compost demonstration sites at selected locations throughout the County
4. Sponsorship of subsidized compost bin sales at truckload events
5. Publication of a Waste Reduction & Disposal User Guide with information on various aspects of the SWM in the County
6. Lending of recycling collection bins for private events or community functions
7. Each year PWES monitors the result of these programs. The Annual Report for 2010 is included in Appendix A. Here are some of the highlights.

**Master Recycler Program**

A great way to learn more about waste reduction and recycling is to take the Marion County Master Recycler class. The classes are held one evening a week for eight weeks and are augmented with several guided field trips to many solid waste and recycling facilities.

Those accepted for the classes receive more than thirty hours of training in solid waste issues and opportunities. Expert guest speakers supplement the staff to teach what happens to our garbage; recycling and reusing; waste prevention; composting; vermicomposting; household hazardous waste reduction; sustainability and green building; products made with recycled content; and water conservation.

In return, students are asked to pay back the training time through a variety of outreach activities.
These include setting up or expanding a recycling program at one’s workplace, staffing a recycling information booth at public events and shows, leading tours of the SKRTS facilities, or organizing a workshop in their own neighborhood. Since its inception, the County has trained and certified over 640 volunteers. Many of the Master Recyclers volunteer to participate in our many events.

In The Schools

Marion County employs a Recycling Educator for the Salem-Keizer School District. The Recycling Educator visits schools on a daily basis to teach them about the environmental and societal benefits of reducing waste and recycling. The Educator teaches students and teachers how to conduct waste audits and analyze the impact of their school on the world around them. The Coordinator can provide educators with lesson plans and background information on waste reduction and recycling.

The County and approximately 50 schools throughout the county are participating in the Oregon Green Schools (OGS) Program. The Oregon Green Schools Association is a nonprofit organization that began in 1995 to assist Oregon schools in setting up, maintaining, and recognizing effective permanent waste reduction and resource efficiency programs that improve the school environment and community. Participating schools receive educational support, guidance, resources, and recognition for their efforts. Marion County has an employee coordinating the Green Schools Program outside the Salem-Keizer School District.

Recycle Art Calendar Contest

Every October, Marion County and the Haulers Association solicit drawings from local students on waste reduction and recycling. Fourteen winners (out of about 900 received) are selected for publication in the annual calendar that is distributed throughout the county. Winners receive a $100 savings bond. Five thousand calendars are distributed free to residents of Marion County.

Waste Reduction Grant Program

This grant program, funded with $200,000 per year, is designed to help individuals and organizations develop new programs that reduce the amount of waste generated or disposed of in Marion County. Grants have helped apartment complexes and businesses improve their recycling programs, provided funding for Habitat for Humanity’s ReStore and the Marion-Polk Food Share program, and helped schools create compost demonstration sites.

Waste Matters Tabloid

Twice a year, the County publishes an eight-page tabloid covering various current waste reduction, reuse, and recycling subjects which is distributed to all county residents (approximately 115,000 households).
Summary of Marion County SWM System Performance

A key element of any integrated solid waste system is to continue to monitor and measure the performance of that system. Since Marion County first prepared a solid waste management plan in 1995, the County and its service providers have continued to evaluate the programs and services to gauge their performance and ascertain whether they meet their objectives. The County continues to make adjustments for working towards a greener future.

The following represents a summary of the monitoring and measuring performance information used by Marion County.

1. Marion County has increased its recovery rate from 28% in 1995 to 58% in 2010. The County’s recovery rate is monitored and reported by the State Department of Environmental Quality (DEQ). They require that all jurisdictions, collection companies, processors and private businesses report the recycled material quantities to them each year. DEQ then issues a report annually to gauge how each County has performed. The DEQ maintains a central database respecting total anonymity for those businesses that do not wish to publicize their figures. In addition to the State recording the entire activity of recycling in the County, Marion County and service providers keep their figures for the operations they manage. This information allows PWES to make policy and program decisions to enhance their recycling rate.

2. As discussed in this application, the County has implemented a comprehensive waste reduction program consisting of over 22 different programs to encourage and educate residences and businesses to reduce waste, reuse, and recycle. Marion County monitors the results of these activities according to participation, number of events, and factual data that allows them to modify and improve the programs on an ongoing basis.

3. The franchised collection companies throughout the County continue to monitor the amount of material recovered from the recycling collection programs. They also record the amount of materials recovered at the MRRF. This information is evaluated to determine ways to increase recovery of materials. The result is that each year the MVGRA has shown an increase in the amount of material recovered. Likewise, they have expanded the curbside collection of recycled material to all residents throughout the entire County, including rural areas.
4. The County prepared a comprehensive SWMP in 1995. *Every 5 to 7 years the SWMP is updated, specifically in 2002 and 2009.* In completing their solid waste management plan updates, the SWMAC and the service providers continue to inventory current services, evaluate the effectiveness of programs and make recommendations to improve and advance the recycling and recovery programs. The plans are used to develop a consensus on the direction of the programs, thus providing a road map for making improvements. The institutional framework established with the operational facilities and the agreements with the franchised haulers and cities allow for effective implementation of the recommendations of the solid waste plan. This was recently evidenced by the County’s support of the proposal by the franchised collection haulers to collect curbside recycling at all rural households and adding food waste collection to both residential and commercial collection system.

5. A key part of the SWMP Update process is to examine the policies that form the foundation for changes and direction for the solid waste system.

6. The SWMAC offers an open forum for public input to the solid waste system. *SWMAC meets each month to review the results of the system and to provide feedback to the Board of Commissioners on the programs and policies that affect the solid waste program.* Meetings are well advertised to provide adequate notice to the public.

7. One of Marion County’s chief goals is to reduce the amount of waste generated and waste disposed in landfills. *Over the last five years, the per capita rate of recycling has increased at a rate of 8.6%, while the amount of waste going to landfills has declined by 11.8%. Additionally, the per capita generation rate has decreased by 2.4%.* Although these numbers are affected by the economy and other factors beyond the control of the County, the overall goals have been met.

8. The recommendations in the 2009 SWMP Update, if fully implemented, are expected to increase the recovery rate from 58% to 65-70% by the year 2014.
In 2010 Marion County Public Works - Environmental Services used a variety of approaches to educate and encourage waste reduction, reuse and recycling. The pages that follow describe some of the programs & techniques used:

**Classes, Education Outreach & Tours:**

**Salem-Keizer School District Recycling Coordinator**
- Provided funding and other support for the District's Recycling Coordinator Position. This resulted in the continued membership of approximately 50 Oregon Green Schools. Approximately 280 classroom presentations.

**Field Trips, Classroom Presentations, Assemblies & Extracurricular Clubs**
- 10 field trips for approximately 400 students to teach them about waste management.
- 3 puppet shows and class presentations to approximately 90 students.
- Provided 5 composters for elementary schools.
- Provided 40+ educators with lessons, field trip guides and other educational resources.
- 10 student waste reduction assemblies.

**Lending Library**
Loaned educators and community members books, lesson plans, videos, magazines & field trip contacts.

**Website**
The Department continued to improve and advertise its website: http://www.mcrecycles.net

**School Outreach**
- In conjunction with the County's school districts, we sponsored an art calendar contest to promote the 3 R's. There were nearly 1000 entries. Winners received U.S. Savings Bonds of $100 - $200. We distributed 5,000 of the calendars free of charge.
- We provided material and financial assistance to the 50 Oregon Green Schools

**Master Recycler Class**
In Winter and Fall we offered a Master Recycler class to 50 community members. The class covered Recycling & Reusing; Waste Prevention; Composting & Vermicomposting; HHW Reduction; Sustainability & Green Building; Products made with Recycled Content; Water Conservation.

**Scholarship**
We offered a $1,500 scholarship for graduating high school seniors planning to major in environmental studies, engineering or any other major related to solid waste management at a four year college or university. The scholarship also provided a paid summer internship. The intern assisted with our waste reduction/recycling programs.

**Compost Demonstration Sites**
The Department maintains two compost demonstration sites that have informational signs and literature to encourage backyard composting. The sites feature 6 working composting systems. One site is located at Deepwood Gardens (12th St. & Mission) and the other is at the Oregon Garden in Silverton.

**Salem-Keizer Recycling & Transfer Station Nature Walk**
In partnership with Allied Waste Management of Salem (formerly Capitol Garbage & Recycling), Marion County maintains a ¼ mile outdoor nature trail called Earthwalk. It features exhibits and educational kiosks relating to the importance of recycling and composting. Approximately 600 students visited the nature trail this year. It is located at the Salem-Keizer Recycling & Transfer Station.

**Public Signs**
• 20 street signs to identify recycling depots.
• Signs in & on busses and billboards throughout the Salem area.
• Improved signage an informational booth at the North-Marion Recycling & Transfer Station.
• Informational signs at selected depot locations in Spanish.

**Guides**

• In order to make recycling easier for businesses and individuals involved in the construction and demolition industry, we have created a Construction and Demolition Guide. This document is handed out to contractors, architects and home remodelers and is downloadable on our website.
• Our Waste Reduction and Recycling User Guide provides residents with more detailed information and tips on waste management and can be downloaded from our website.
• Numerous examples of brochures are included in their corresponding category at the end of this folder. These informational handouts were included in promotional give-away bags, & provided at our informational booths & kiosks.

**Wasteless Holiday**

The Department sponsored and promoted a "'Give the gift of time & experience" campaign in November and December. The program encouraged individuals to reduce the amount of waste they generate during the holiday season by giving experiences instead of material objects, purchasing gifts made from recycled materials, using reusable dishes instead of disposables, purchasing live trees and then replanting them instead of buying cut trees, purchasing rechargeable batteries, etc.

**Educational Give-Aways**

In order to promote waste reduction and recycling, the Department distributes t-shirts, pencils, crayons, calendars, literature, composters, bird and bat houses, and other items made from recycled content.

**Solid Waste Management Advisory Council (SWMAC)**

Marion County Public Works – Environmental Services’ Solid Waste Management Advisory Council provides motivated residents to take part in our department’s planning and organization. This offers individuals the opportunity to learn more about the management of our solid waste.

**Newsletters & Publications**

• The Department publishes a monthly newsletter that is emailed out to Master Recyclers and others. An example is included.
• The Department publishes a quarterly newsletter “The EarthWISE Business Bulletin” that is emailed out to all EarthWISE certified businesses and other businesses that are interested. An example is included.
• The Department publishes the Solid Waste Management Plan and Annual Plan.

---

**Programs Targeting Businesses:**

**Workshops & Waste Reviews**

The County offered free Waste Assessments to nearly 40 businesses in Marion County. These helped businesses reduce their waste and increase their recycling. 41 businesses became fully Marion County EarthWISE certified, bringing the total to 96 at the end of 2010.

**Green Building Consultations**

A Department Waste Prevention Specialist worked with contractors and architects to promote L.E.E.D. Program design elements in new construction jobs.

**Green Waste Program**

In an effort to reduce the amount of food waste being sent to our waste-to-energy facility, Marion County, the Mid-Valley Garbage & Recycling Association are promoting type III food waste composting where it has been approved in Salem & Keizer and are promoting Type I and II in other communities. A fourth Waste Reduction Coordinator was hired to focus on commercial generators.

**Saturated Collection of Office Paper (SCOOP)**

Garten Recycling Services, in conjunction with Marion County and local garbage haulers, have
developed the SCOOP Program. This program was created to increase office paper recycling in Marion County by educating businesses about recycling, providing alternatives for recycling pick-ups, and designing a recycling program that best fits the individual business.

**Sponsored Events & Collection Drives:**

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Truckload Composter Sale</strong></td>
<td>In the first week of May we sponsored a one-day only sale of subsidized composters. The units were sold at six businesses throughout the county. In 2010 approximately 1,200 were sold through this event. We also sell composters at a discounted rate at the County’s Juvenile Dept. Market.</td>
</tr>
<tr>
<td><strong>Earth Day</strong></td>
<td>Marion County sponsored &amp; promoted the Earth Day Celebration at the Oregon Garden on April 17th. Booths, activities and presenters educated the over 5,000 people in attendance about the importance of waste reduction and recycling.</td>
</tr>
<tr>
<td><strong>Free PVC Disposal on Earth Day</strong></td>
<td>In an effort to reduce the burning of PVC plastics (and subsequent release of dioxins and other toxic chemicals), the Department offered free disposal of PVC plastics on April 17th.</td>
</tr>
<tr>
<td><strong>Styrofoam Collection</strong></td>
<td>The Department established a free year-round styrofoam collection facility in cooperation with the County Juvenile Department’s Fresh Start Market. Businesses are charged a nominal fee. This has become a very popular program in just the few months that it has been operating, and the extra traffic has been a big boost for the Market which sells recycled and handmade gifts in addition to food and coffee. A second depot at Queen of Peace School in South Salem was opened in 2010.</td>
</tr>
<tr>
<td><strong>Medical Waste Collection</strong></td>
<td>In conjunction with the local garbage haulers, we promote the Sharps Program, which provides citizens with rigid, puncture-proof boxes for the collection of syringes. Collection for commercial generators is also available. Marion County also helped widely promote two prescription drug take-back events in 2010.</td>
</tr>
<tr>
<td><strong>Household Hazardous Waste Collection</strong></td>
<td>The Department operated the Salem-Keizer Household Hazardous Waste Collection Facility. This facility provides free hazardous waste disposal for residents of Marion and Polk Counties. It is open 6 days a month. The Department also sponsored a HHW collection events in Silverton and Stayto.</td>
</tr>
<tr>
<td><strong>Christmas Tree Recycling</strong></td>
<td>Promoted opportunities for recycling Christmas trees through community service groups, curbside pick-up and reduced-fee drop off at Recycling and Transfer stations.</td>
</tr>
<tr>
<td><strong>City Leaf Collections</strong></td>
<td>The Department offers each of the cities in Marion County free yard debris disposal once a year. The Department also coordinates with Salem, Keizer, &amp; Stayton to promote the collection of leaves. This year’s collection drives were in the first week of December. The material collected is composted at the Brown’s Island Facility and the compost is used in restoration projects, in the areas parks, and is sold to the public at the County Juvenile Department’s Fresh Start Market.</td>
</tr>
<tr>
<td><strong>Battery Collection</strong></td>
<td>With the help of local businesses, we provide citizens with several convenient drop-off locations for battery recycling. Batteries are also accepted at the curb for recycling.</td>
</tr>
<tr>
<td><strong>Vegetable Oil Collection</strong></td>
<td>The county provides drop-off locations at both its Recycling and Transfer Stations for used vegetable oil, and promotes both the drop-off locations and the haulers’ curbside pickup. The oil is collected by a local company and processed into biodiesel.</td>
</tr>
</tbody>
</table>
Participation in Fairs & Shows

**Informational Tables &/or Sponsorships**

- With the help of Master Recyclers, we staffed 21 informational tables that focused on green building, construction & demolition recycling, business recycling, composting, paint recycling, etc.
- Raffled or donated 10 composters to encourage backyard composting.

**Subsidies**

- Helped sponsor public transportation to waste reduction & recycling education events (i.e. Earth Day & Oregon State Fair).
- Made financial contributions to the Earth Day Fair, Oregon Green Schools Association, the Association of Oregon Recyclers, Friends of Straub Environmental Learning Center, Chambers of Commerce.

**Event Recycling**

- Promoted recycling at sporting events.

The following forms of mass media were used to promote the programs described above.

**Mass Media Promotions:**

**Television**

**In 2010, 14,000 television commercials (30 seconds)** were aired on major cable stations and on broadcast television.

**Radio**

**In 2010 we ran approximately 9,000 radio spots (30 seconds)** on seven AM stations and five FM stations.

**Buses & Billboards**

- In 2010, we placed large ads on three bus backs. Electronic pictures of these are included.
- In 2010 we had three large billboards that rotated throughout the Salem-Keizer area.

**Radio Interviews, Newspaper Articles, Press Releases**

In addition to the media time/space that was purchased by our department, we also received free publicity in the form of live radio interviews, newspaper stories, event coverage, PSA’s, and press releases.

**Movie Theaters**

Slides were projected in movie theaters before shows in Silverton, and nearly 18,000 30 second commercial were aired at the two major multiplex cinemas in Salem.

**Direct Mailings**

- Our 8 page *Waste Matters* Tabloid was mailed to Marion County’s 115,000 households and businesses in April and November. Examples of each are included in this folder.
- The Mid-Valley Garbage and Recycling Association provided information on recycling and their programs to all of their customers in their bills.

**Web Sites:**

- In addition to our own website (http://www.mcrecycles.net), we have also provided recycling information on five other businesses’ and organizations’ sites.

**Newspaper & Print Advertising**

The disc in this folder contains examples of print ads that we ran in 2010. They were run in 30 different newspapers, magazines, direct mailings & guides.
Many Everyday Household Products Can Be Dangerous!

Household Cleaners  |  Rose Dust  |  Pesticides  |  Wood Preservatives
Weed Killers & Herbicides  |  Rust Remover
Fuels  |  Degreasers
Fluorescent Lights  |  Slug Bait
Solvents  |  Furniture Stripper
Mercury  |  Pool Chemicals
Turpentine  |  Glues & Epoxy

Residents can bring these materials to the Household Hazardous Waste Collection Facility located at the Salem-Keizer Recycling and Transfer Station (see next panel for location) for FREE*! We can also mail you these free materials:

- Household Cleaners
- Pesticides
- Weed Killers & Herbicides
- Fuels
- Fluorescent Lights
- Solvents
- Mercury
- Turpentine
- Rose Dust
- Wood Preservatives
- Rust Remover
- Degreasers
- Slug Bait
- Furniture Stripper
- Pool Chemicals
- Glues & Epoxy

In addition to everything taken through the curbside program, we can also recycle...

- Fluorescent Lights*  |  Mercury Thermometers
- Vehicle Batteries  |  Aseptic Containers  |  Large Appliances**
- Tires**  |  Clean Plastic Bags & Tarps  |  Clean Nursery Pots, Buckets & Large Jugs
- Printer Cartridges  |  Eyeglasses  |  Hearing Aids
- Scrap Metal  |  Small Appliances  |  Computers & all other electronics ***

Salem-Keizer Recycling & Transfer Station
3250 Deer Park Dr. SE, Salem, OR 97317
Open 7 Days A Week, 8:00am - 5:00pm

North Marion Recycling & Transfer Station
17827 Whitney Ln. NE, Woodburn, OR 97071
Mon. - Sat. 8:00am - 5:00pm

Public Works - Environmental Services
mcrecycles.net
503.588.5169 :: Se habla español
**Curbside Recycling**

Curbside recycling varies by city. For details on your city’s program, call your garbage and recycling hauler or 503.390.4000 (Call 877.390.4001 if outside of the Salem calling area)

### Household Batteries
- Alkaline, rechargeable, & small button cells. Sizes AAAA through D, 6 Volt - 9 Volt.
- Must be in a zip-sealed bag.

### Usable Latex Paint and any Oil-Based Paint
- Place up to 2, one-gallon labeled cans.
- Please: NO rusty cans!

### Used Motor Oil
- In a sealed, leak-proof, plastic screw-top container.

### Antifreeze
- Place into screw-top see-thru plastic jug. Keep separate from motor oil.

### Glass Bottles and Jars
- Please sort large quantities of glass into paper sacks - keep clear from colored.
- No other types of glass please.

### Vegetable Cooking Oil
- Place up to 2 gallons of cooled oil into original or clean see-thru plastic screw-top container.

---

**New for Salem - Keizer**

**Curbside Recycling**

### Mixed Organics
These Items Go In The MIXED ORGANICS ROLLCART:

- **All Food**

- **Some Paper***
  - Coffee Filters, Tea Bags, Food-soiled Napkins and Paper Towels, Pizza Boxes (No Frozen Food Boxes)

- **Plants**
  - Grass Clippings, Yard Prunings, Leaves, Pine Needles, Weeds, Flowers & Floral Trimmings (No Poison Oak)

**Cities of Jefferson, Hubbard, Stayton, Silverton and Woodburn:**

- All yard waste (including, leaves, twigs and grass clippings) fruit & vegetable scraps, and coffee & tea grounds/filters can be included in the yard debris roll cart. Lid must be completely shut for automated system to work properly.

**Remember:**

IF IT GROWS, IT GOES!

- Plastic Bags, Medical Waste, Animal Waste, Foil, Liquids, Grease/Oils, Metal, Personal Hygiene Products, Other plastic, Styrofoam, Utensils

*Sorry, no other paper items at this time

**NO:**

- Plastic bags, Styrofoam, plastic bottle caps, syringes, medical waste, greasy or waxed cardboard, garbage, or glass in the mixed recycling rolcart

**IMPORTANT**

- The items above must be placed inside the small recycling basket

**PLEASE PLACE THESE CONTAINERS 4 FEET APART AND 4 FEET FROM OTHER ITEMS, SUCH AS VEHICLES, SHRUBS, AND MAILBOXES.**

---

**Recycling Baskets**

### Mixed Recycling
These Items Go In The MIXED RECYCLING ROLLCART:

- **Paper/Cardboard** including:
  - Junk Mail
  - Gift Wrap and Greeting Cards (no foil)
  - Magazines
  - Newspaper
  - Phone Books
  - Paperback Books
  - Shredded Paper in Paper Bags
  - Egg Cartons (No Styrofoam)

- **Plastics** Rinse first!
  - Number 1-7 Bottles and Tubs - caps and pumps discarded, and Flower Pots/Trays. Sorry, no Styrofoam!

- **Metal**
  - Tin & Aluminum Cans -Rinse first!
  - Paper labels can be added to cart separately. Aerosol Cans with tips and caps removed, and Small Scrap Metal under 10 lbs and 18" long.

**YOU KNOW WHAT TO DO, TOSS IT IN BIG BLUE!**

- Lid must be completely shut for automated system to work properly.

### Small Recycling Basket
These Items Go In The SMALL RECYCLING BASKET:

- **Household Batteries**
  - Alkaline, rechargeable, & small button cells. Sizes AAAA through D, 6 Volt - 9 Volt. Must be in a zip-sealed bag.

- **Usable Latex Paint and any Oil-Based Paint**
  - Place up to 2, one-gallon labeled cans. Please: NO rusty cans!

- **Used Motor Oil**
  - In a sealed, leak-proof, plastic screw-top container.

- **Antifreeze**
  - Place into screw-top see-thru plastic jug. Keep separate from motor oil.

- **Glass Bottles and Jars**
  - Please sort large quantities of glass into paper sacks - keep clear from colored. No other types of glass please.

- **Vegetable Cooking Oil**
  - Place up to 2 gallons of cooled oil into original or clean see-thru plastic screw-top container.
What Master Recyclers Say About The Class

This class was excellent all the way around. The information on various topics delivered by the facilitators was strongly reinforced by using presentations, community speakers and industry professionals. Field trips were relevant and impressive. Environmental Services staff was professional, on task, committed, friendly & humorous.

Get Involved!

A Master Recycler teaching people about backyard composting

A speaker teaches a Master Recycler class about local green building projects

Public Works - Environmental Services
5155 Silverton Road NE, Salem, OR 97305
PHONE 503.588.5169  FAX 503.588.3565
environmentalservices@co.marion.or.us
mrecycles.net

Learn from the experts.
Share with your neighbors. Make a difference.

Printed on 100% post-consumer recycled content, processed chlorine free. Ancient forest friendly.
About the Program

At one of the class tours we see workers sort recyclables at a material recovery facility.

The course includes eight 3 hour weekly evening sessions and three weekend field trips over the course of eight weeks. The classes and fieldtrips feature presentations and talks from over 20 experts in the industry. The class is usually offered twice a year. Topics covered in the class include:

- Overview of solid waste in Marion County
- Collection, transfer and disposal methods
- Solid waste hierarchy (the 3 R's and more)
- What can be recycled & how recyclables are collected and processed
- Local businesses that are leading the way in environmental stewardship

What do Master Recyclers do?

After completing the training, participants undertake 30 hours of community “payback” through independent projects and outreach events. The following list is not comprehensive and many Master Recyclers develop their own “self-contained” projects.

Create projects that focus on waste prevention and recycling at work, home, school, in their place of worship, and in the community.

Educate the public on the hazards of and alternatives to common household chemicals at Household Hazardous Waste Collection Events.

Speak to groups about recycling and reducing waste at home and work.

Volunteer to educate the community at local events and festivals.

Organize neighborhood cleanup events.

Work with schools, scout groups, and others to help improve their recycling programs.

Lead tours of the recycling center.

Program Benefits Include:

- Master Recycler certification (upon completion of the 30 hours of volunteer payback)
- Monthly newsletter featuring volunteer opportunities and waste reduction news.
- Project support and networking opportunities.
- The opportunity to make a difference by reducing waste in your community.

"The class was very comprehensive, informative and fun! Very enthusiastic speakers!"

"This class far exceeded my expectations; in fact, it took me by surprise."

"I loved the class and recommend it highly. It included so much more than I was expecting. I would tell anyone interested in the class that the name of it is only a very slight indication of the information that is imparted."
Resources

How does my business get started?

Whether you're starting from scratch or seeking EarthWISE certification, the EarthWISE program offers free resources, including:

• Personalized consulting and an environmental assessment report
• Deskside recycling bins
• Recycling posters and bin labels
• Environmentally preferable purchasing catalogs
• Sample purchasing policies
• Energy and water conservation strategies
• Employee training
• Much more!

Whether you want to set up an official assessment to get the ball rolling or you think your business is ready to apply for EarthWISE certification, contact Marion County Public Works - Environmental Services to speak with an EarthWISE representative or visit our website for more information.

503.365.3188
www.co.marion.or.us/pw/es/EarthWISE

Workplace Initiative for Sustainable Enterprise

Marion County

Public Works - Environmental Services
5155 Silverton Road NE, Salem, OR 97305
503.365.3188  503.588.3565
www.co.marion.or.us/pw/es

Printed on 100% post-consumer recycled content, processed chlorine free. Ancient forest friendly.
What is the EarthWISE Business Assistance Program?

Marion County's EarthWISE Business Assistance Program is a free environmental assistance program offered to all businesses in Marion County. The WISE in EarthWISE stands for Workplace Initiative for Sustainable Enterprise and, like its name, the program aims to assist businesses in incorporating environmental sustainability into their daily business practices.

EarthWISE program staff are available for anything from a quick phone call to a full-service site visit—whatever you need to answer your questions and get your business rolling. Program staff can provide assistance in any or all of the EarthWISE program focus areas:

- Recycling
- Waste reduction and prevention
- Environmentally preferable purchasing
- Energy efficiency and conservation
- Water pollution prevention
- Outreach and education

Is the EarthWISE program right for my business?

The purpose of the EarthWISE program is to move businesses towards more environmentally friendly business practices, no matter the starting point. The program can work for your business whether you want to start a recycling program, learn more about energy efficiency, or anything in between.

A great place to start is to schedule an EarthWISE environmental assessment for your business. EarthWISE personnel will send you an assessment survey for your staff to complete and return. Once returned, EarthWISE staff will visit your site to assist your business in identifying and implementing changes that will save your business money and protect the environment.

Participating in the EarthWISE program will send a message to your customers and employees that your business cares about the environment of Marion County.

EarthWISE Certification

Is your business already environmentally "above and beyond"? If so, you may be ready to apply to become a Marion County EarthWISE Certified business right now.

The benefits of becoming an EarthWISE certified business are many. Certified businesses will receive public recognition for their green business practices in the major newspapers in Marion County, inclusion in the EarthWISE Program Member Directory, and recognition in Waste Matters, a countywide twice-yearly newspaper insert. Your workplace will also receive a beautifully engraved plaque, a website decal to display on your homepage, and permission to post the EarthWISE Certified logo on promotional materials. Potential recognition in radio and television spots, bus advertising, and billboards is another possibility.

To obtain EarthWISE certification businesses must meet the criteria outlined in the EarthWISE certification application. Some businesses meet criteria right away. Most businesses, however, find that they need to make changes in their business practices to qualify for certification. An EarthWISE program staff member is available to assist your business with identifying and implementing these changes. Once your business feels confident that it has met the EarthWISE certification criteria, simply fill out the EarthWISE application and send it in. Once your application has been received, an EarthWISE program staff person will contact you to set up an on-site certification visit.

All services are customized to meet your business's specific needs. Your business can receive assistance in any or all of the EarthWISE focus areas. You set the pace and priorities.

It's a fact. Businesses generate half of the waste generated in Marion County annually.

Achieving EarthWISE certification is a great way to showcase environmental commitment to your customers and your community.