

MARION COUNTY
SOLID WASTE MANAGEMENT ADVISORY COUNCIL

MINUTES OF THE SWMAC MEETING

September 24, 2019
5:30-7:30 PM

Commissioners' Board Room
555 Court St NE
Salem, OR 97301

PRESENT: **Members:** Kaileigh Westermann-Lewis, Judy Skinner, Bonnie Sullivan, Tim Rice, Julie Jackson, Keith Bondaug-Winn, Brian Sund, April Murazzo, Kevin Hines, Kurt Tackman, Will Posegate, Joe Fowler
Staff: Brian May, Stephanie Rosentrater, Thomas Kissinger, Commissioner Brentano, Jessica Ramey
Public: Carolyn Stein, Thomas Egleston

ABSENT: Chris Ream, Scott Anderson

CONSENT

MOTION: Kevin moved to approve the August 27, 2019 minutes.

DISCUSSION: Bonnie made a note that the processing and manufacturing discussion will take place at the December 12 meeting that is replacing the November 26 meeting (after the GBB presentation).

RESULTS: Will seconded the motion. A voice vote was unanimous. Minutes approved.

ADMINISTRATIVE (Information/Action):

PUBLIC INPUT: None.

AGENDA REVIEW: Keith wanted to bring attention to the activity on the agenda. This activity should serve to wrap up the three presentations on outreach and education that precede it.

BRING Presentation

BRING began processing household recycling in 1971 and has since evolved into a waste reduction and reuse organization. 97% of BRING's budget is generated through the sale of used building materials and contracts for services. BRING is based out of their 3.5 acre Planet Improvement Center, which houses their reuse retail store, a learning center, and demonstration areas. BRING releases a quarterly newsletter that reaches 10,000 residents in Lane County. They put on an annual Home and Garden Tour that features sustainable home and garden design. Their school-based education program serves over 4,000 students and includes classroom lessons, presentations, and tours. BRING runs a program for Lane County that is very similar to Marion County's EarthWISE program, called Rethink Business. Under their Rethink Business program, they also provide assistance for the City of Eugene's Love Food Not Waste commercial food waste collection program and EcoBiz (a DEQ automotive business assistance program). Rethink Business serves as a feeder program for the Mayor of Eugene's Bold Steps Award that recognizes exceptional businesses in the community. BRING provides technical assistance and education to contractors and builders through their Construction Materials Reuse and Recovery (CMRR) program. Since the program started in 2017, BRING has been able to keep 325,000 pounds of construction material out of landfills or MRFs through on-site, hands-on assistance. BRING actively seeks out construction sites through Lane County or City of Eugene building permits and then goes to the site to provide education, connect contractors with available, reusable material, and haul off unused material to BRING or other nonprofits in the community. BRING offers waste assessment studies for a fee for businesses that are looking to reduce their waste or to public agencies looking to assess waste composition, etc. BRING is also an active advocate of extended producer responsibility (EPR) legislation.

Time was allowed for questions and answers.

Washington County Presentation

Tom Egleston is a Senior Program Coordinator with Washington County Solid Waste and Recycling. He manages their education and outreach program. Washington County has IGAs with 10 cities in the county and education and outreach is done cooperatively. Solid Waste and Recycling in Washington County is embedded in the Health and Human Services Department. 505,000 community members are served by Washington County.

Their education and outreach is split into two teams, each with 4.5 FTE employees. The community outreach team is currently focused on wasted food prevention, reuse and repair, equity, and multifamily services. "Eat Smart, Waste Less" is a food waste prevention program that all residents in the Portland Metro region have access to. It is trans-created in Spanish, meaning that it's not just a straight translation of the language, but has different topics, pictures, statements, etc. The program asks community members to take a pledge to reduce food waste and then sets up communication and reminders. For repair efforts, Washington County is still figuring out the logistics with their Risk Management Department, though they feel that repair is an important message to get out, including promoting repair businesses. Washington County Cooperative Library Services has started a library of things, where they lend out home items so that community members don't have to purchase them. Washington County is working with community-based nonprofits to start a repair micro-enterprise development program that provides grant funding for people wanting to start repair businesses. To help create more equity, Washington County is working on community design master recycler classes, which take into consideration and tackle barriers to taking a class such as child care, transportation, cost, missing dinner for an evening class, etc. They're currently looking at a volunteer stipend program that pays students \$15/hour for the volunteer time required to complete the course. The community outreach team is considering recruiting promoters for solid waste and recycling, like many health departments have health promoters in the community that are trusted sources of information for underserved populations. They are using their partnerships with community-based organizations to help them ensure equity among their programs and services. For multifamily housing, Washington County is trying to increase recycling performance by getting color-coded bins and regional signs and decals that are the same throughout the entire Portland Metro region. Metro is also working on regulatory work that will set service level minimums.

The green business leaders team focuses on food waste prevention, mandatory food scrap collection, micro-enterprise coaching and development, and green business awards. Tom showed a case study video of a business that had been helped with its sustainability by Washington County. Metro is starting a mandatory food scraps collection in 2020 that will be a requirement for all businesses that generate over 250 pounds of food per week. The business team provides support and sustainability coaching to micro-enterprises. They also try to share information about micro-businesses to larger businesses in the community (like Intel) and promote partnerships. Washington County also hosts Green Business Awards and communicates often with its green businesses, including hosting quarterly roundtables.

Time was allowed for questions and answers.

Marion County Presentation

Jessica Ramey presented on Marion County's outreach and education programs. Programs include the Master Recycler class, the EarthWISE business assistance program which has over 100 certified businesses, tabling at events (see presentation for a list), and Wasteless Wednesdays which teaches simple in-home skills that reduce waste and consumption. Past outreach events include swaps (clothing, blue jeans, art supplies, etc.), a Reduce/Reuse Challenge in which items that were removed from the curbside program were put to use in a creative way or an alternative to them was presented, a Trashion Show which promoted a reduction in garment consumption, Repair Fairs, and a Consumption art exhibit. Annual events that Environmental Services puts on include the Earth Day event at the Oregon Garden, the Sustainability Luncheon where Green Awards are announced, the reuse Puppet Parade, and the Salem Art Fair. Jessica mentioned that the milk dispenser project is still in the works. Outreach efforts

also include social media and website consent/advertising, as well as the physical “Waste Matters” mailer that goes out to every home in Marion County once per year, and the Waste Matters radio show. Time was allowed for questions and answers.

Group Activity and Discussion

April explained that the idea for the activity was to brainstorm ways that Marion County can shift its programs to better focus on reduction of upstream impacts. She asked each group to come up with an objective for SWMAC to help guide Marion County’s outreach and education to meet these goals.

The first group suggested using BRING’s model for building material reuse to Marion County. The Council could help to study the viability and make recommendations to Environmental Services.

The second group suggested mandatory MRFing or a materials ban for construction/building materials. They feel this might encourage contractors to reach out for help, as they do to BRING in Lane County. This group would also like to see SWMAC work with Environmental Services to identify target audiences through demographics, multi-family trends, etc.

The third group wanted to encourage green business with a focus on repair. They provided an example of encouraging existing clothing stores to hire a tailor or seamstress in the store to bring in business for mending along with purchasing new clothing. They would also like to bring all of the Chambers of Commerce together for brainstorming activity and have them come up with ideas for business outreach and encouraging green business.

Grant Update

The grant app is due October 4. Planning app focuses heavily on the strategic planning part, which combined with the word count limit makes it difficult to fully explain the project. We will be including supplemental information with the application. Presented to the Commissioners, they were supportive. The budget includes staff time, cost of consultant, meeting costs, etc. We’re asking for \$150,000. Time was allowed for questions and answers.

FUTURE TOPICS/EMERGING ISSUES/OTHER BUSINESS (Information/Discussion):

Announcements and Upcoming Events:

Judy announced that Life Source’s Fall Food Festival will be October 5 from 11:00 – 4:00.

Staff Updates:

The Board of Commissioners approved a one year contract extension with Covanta. This is to give Covanta one more opportunity to get their renewable energy credits in the short session. PGE has offered to give them a year grace with their Power Purchase Agreement (PPA) in exchange for taking a year off of the end of the PPA.

Membership/Attendance:

Chris Ream and Scott Anderson were not present.

Meeting Review:

Keith thanked the group for asking thoughtful questions to the presenters, for participating in the activity, and for staying late.

Bonnie enjoyed the speakers and is excited to move forward with projects.

Motion to close the meeting:

Bonnie motioned to adjourn the meeting. Will seconded the motion. Meeting adjourned.