

W. G. D.

Memorandum Date: October 16, 2007

Order Date: November 7, 2007

TO: Board of County Commissioners

DEPARTMENT: Public Works, Waste Management Division

PRESENTED BY: Sarah Grimm, Waste Reduction Specialist, x4339

AGENDA ITEM TITLE: ORDER / IN THE MATTER OF AWARDING ANNUAL TRASHBUSTER AWARDS.

I. MOTION

Move approval of Board Order awarding annual Trashbuster awards.

II. AGENDA ITEM SUMMARY

Lane County has established through its Board of County Commissioners and its Resource Recovery Advisory Committee (RRAC) a process for recognizing individuals, organizations, and businesses in the community who make outstanding efforts in the area of waste reduction.

III. BACKGROUND/IMPLICATIONS OF ACTION

A. Board Action and Other History

The Board approved a Recycling Recognition Award program proposed by RRAC in 1992. RRAC subsequently renamed the award program "Trashbuster" to denote a wider spectrum of activity beyond just recycling. Typically, the Trashbuster awards are given around November 15th, which has been declared by the Federal and State governments as America Recycles Day.

B. Policy Issues

Lane County Solid Waste Management Plan (SWMP), adopted by Ordinance 10-02, provides a roadmap of priorities and guidance for managing the County's Solid Waste Management system. SWMP 5.5 emphasizes the importance of strong County commitment to recycling and the need to increase Lane County's resource recovery in order to conserve limited, long-term capacity of the Short Mt. Landfill as well as to meet State requirements to reach 54% recycling rate by 2009 (SB) 3744.

C. Board Goals

Lane County's Resource Planning and Allocation chapter of the Strategic Plan emphasizes that Lane County "has placed as its highest priority on public health and safety services with a strategic eye towards prevention services." Recycling and conservation are preventative actions that result in prevention of air pollution, conservation of energy resources, safer water systems and increases in marketable commodities for a healthier local economy.

D. Financial and/or Resource Considerations

The financial costs of taking action on this item are negligible considering the valuable benefits of promotion and attention to business waste prevention efforts.

E. Analysis

The following individuals were nominated by various members of the community and approved by members of the Resource Recovery Advisory Committee. Their accomplishments are important to the long term economic, environmental and social sustainability of our community. The following information provides some highlights.

Local Government Trashbuster: Lane County Fair Zero Waste Effort

Address: 796 W 13th Ave.
Eugene, Oregon 97402

Recipient of award: Jane Holloway, marketing co-manager

Commissioner: Pete Sorenson

Accomplishments:

- Through a collaborative effort with the City of Eugene Solid Waste Program, Lane County Public Works Waste Management and Sanipac, the Lane County Fair has moved from a 35% recycling rate in 2000 to a 72% recycling rate this year.
- The comprehensive recycling effort places a bin at every garbage can and offers specialized attention to vendors, public, animals and the contest arenas.
- This effort at the fair created the demand for a recycling operations business which has since been hired for more and more events each year.
- The County Fair was the first to purchase Green Tag energy credits for their event in 2006. And also purchased the entire LTD bus system for the week to encourage fair-goers to use mass transit instead of individual cars.
- They used recycled content paper for brochures and employed an on-line exhibitor registration in order to eliminate the paper waste of exhibitor hand books.
- They purchased 10,000 biodegradable cups for the beverage gardens, which were then composted instead of landfilled.

- In 2006, they educated the public with a Sustainable Sunday Showcase. This whole day activity featured alternative energy and transportation options, information booths, kids activities, and workshops on recycling and composting.
- And this year they provided Zero Waste information to the public through the 85,000 printed program guides as well as the web site.

K-12 School Trashbuster, Adams Elementary School

Address: 950 West 22nd Ave
Eugene, OR 97402
687-3475

Recipient of award: Dr Pamela Irvine, School Principal

Commissioner: Pete Sorenson

Accomplishments:

- Adams Elementary became an Oregon Green School in 2004. They recycle all the basic recyclables from the cafeteria, staff rooms, and from classrooms, and have recently added composting.
- Adams' use of durable snack bowls, classroom sponges, reused paper in copiers, as well as ,timers on the bathroom lights and computer monitors all demonstrate a strong commitment to conservation that results in economic and environmental benefits.
- Adams implemented a cafeteria food waste compost system utilizing basic backyard compost bins. Since the compost program began, they have composted over 5,000 pounds of cafeteria food waste.
- All students at the school are involved in the program. Participating students are rewarded with "I Composted at Lunch" stickers, which also serve as an educational take-home message.
- Adams school has provided leadership by giving tours of their compost operation to other schools, local press, radio and TV. This helps to spread the waste reduction message and demonstrates the ease of replacing wasteful systems with composting systems that inspire and inform the educational environment.

Special Event Trashbuster, Ruby Larson

Address: 2942 Floral Hill Drive
Eugene, OR 97403
343-6165

Recipient of award: Ruby Larson, owner, Get Fried Rice Food Booth

Commissioner: Pete Sorenson

Accomplishments:

- As a Master Recycler and small business owner of a festival food booth, Ruby has been a catalyst for recycling and waste prevention at special events. He created a recycling station that travels with his booth so that if recycling is not provided at a particular festival, he is still able to collect and haul his own recyclables to ensure they are recycled.
- In 2005, Ruby purchased enough durable serving dishes and forks to supply his food vending business. With a fully permitted wash system and a refundable \$1.00 deposit charged at time of purchase, Ruby has prevented the disposal of more than 78,000 plates and forks over the last three years.
- He has helped other festivals employ reusables instead of disposables and also helped the Master Recyclers develop a durable picnic kit with service for 100.
- Ruby has been a vocal and positive influence when events choose to attempt composting of food service items. He willingly sets a good example for other vendors at special events throughout the county and indeed throughout the west.
- In fact, when vendors showed up at the 2007 Folk Festival without compostable service items, instead of allowing the event to falter on its 'green' reputation, Ruby sold compostable cups to these vendors from his own supply.
- When he learned that the only public water source at another special event was cases and cases of disposable 12 oz. water bottles, Ruby build a water spigot on his front counter that was plumbed to provide the public with a way to refill water bottles instead of tossing and buying another
- Ruby has also lent a more creative hand to several other events in our community. At the Less is Best Holiday Fair and at the Earth Day Celebration, Ruby volunteers his time to demonstrate the recycling of old bottles into vases, bowls and drinking glasses. With a tool he invented and constructed himself, Ruby inspires reuse and conservation—even to the point of making wind chimes from the leftover bottle scraps so they don't go to waste.
- Ruby's generosity and energy around conservation stands as an inspiration and as a guide to providing a delicious experience at special events without the waste.

Non Profit Trashbuster, Springfield Marcola Family Center

Address: 1030 G Street
Springfield, OR 97477
744-6769

Recipient of award: Gloria Griffith, Janet Beckman

Commissioner: Bill Dwyer

Accomplishments:

- The Springfield Marcola Family Resource Center, a non-profit that serves low income families and youth, has helped UO Campus Recycling collect reusable items from Residence Halls during the end-of-year move-out for nine years now.
- When they began in 1998, the collection yielded 3 tons of materials. Today, through the tireless dedication of this group, 21 tons of materials were collected as 3,300 students vacated campus.
- The Springfield Marcola Family Resource Center sorts through and organizes every single item that is collected—washing clothes, checking food items for safety and sorting out working items from non-working items.
- This monumental volunteer effort not only helps the University reduce and reuse waste, but it makes it possible for the Family Center to offer direct services to over 300 families in need, as well a free clothing program that served over 1500 kids last year alone.

Individual Trashbuster, Willard Petersen

Address: 220 Banton Ave
Eugene, OR 97404-1723
(541) 688-0854

Recipient of award: Willard Petersen

Commissioner: Bill Fleenor

Accomplishments:

- Willard has volunteered as the Equipment Maintenance Coordinator for NextStep Recycling for three years. His daily management and care of tools, equipment, and the building is invaluable contribution to the success of this non profit recycler.
- After just three years, his donation of time totals more than 2500 hours. Willard demonstrates outstanding leadership in his commitment and unwavering support of NextStep's social and environmental services.
- He supervises and trains exceptionally challenged volunteers in safety, equipment operation, product specifications and industrial operations. Willard believes—and demonstrates, that with the right support, all people are capable of participating in the world.
- Not only has Willard saved NextStep hundreds of dollars in tool purchases by salvaging and refitting parts and pieces of machinery to make working tools, his leadership in applying the principles of environmental stewardship to the day-to-day operations of NextStep has been inspirational and instrumental in the success of its recycling programs.

Business Trashbuster, Holy Cow Foods

Address: 2260 Augusta St
Eugene, OR 97403
345-3639

Recipient of award: Kathee Lavine

Commissioner: Sorenson

Accomplishments:

- Holy Cow is a catering company offering organic vegetarian foods in Eugene. They operate a café at the University of Oregon's EMU and they produce snack and meal items that are sold in grocery and health markets throughout Eugene and around Oregon.
- Holy Cow's sales area is intentionally small to reduce pollution from fossil fuels. And their product packaging is intentionally minimal to reduce resource use and packaging waste.
- They use nearly 100% organic ingredients, sourced locally whenever possible. They employ careful meal planning and food purchasing to maximize efficiency of food use and minimize packaging waste in all three of their operations.
- They lead by example and educate the public by collect recycling and composting at the café, all catered events, and in their food production. At their café, they collect food scraps and work with the Northwest Youth Corps to compost the material on their student farm.
- Holy Cow voluntarily instituted a reusable plate program and discounts for refillable beverages at their University café. This greatly reduces waste at the EMU and provides leadership to other businesses at the university. This small business demonstrates that sustainable practices are in fact profitable.

Product Manufacturer Trashbuster: Hynix Semiconductor

Address: 1830 Willow Creek Circle,
Eugene OR 97402
(541) 338-5494

Recipient of award: President and CEO Donggyun (pronounced Don-gwin) Kim
or Brian Allen

Commissioner: Bill Fleenor

Accomplishments:

- Through reuse, recycling and energy recovery, 78 percent of all manufacturing material discards are recovered. In 2006 this equated to: 720 tons of sulfuric acid; 397 tons of plastic and glass; 324 tons of wood; 75 tons of metal and misc; 75 tons isopropyl alcohol; 54 tons of paper and cardboard; 40 tons of comparable fuel; 1.6 tons of batteries.

- Recycling efforts and opportunities are promoted to employees and neighbors through a monthly newsletter, by email, and a display in the café. They are also discussed during annual HAZWOPER refresher training and annual Earth Day activities.
- Employees are also encouraged to submit suggestions to the Environmental Department for consideration. For example it was employee suggestion that resulted in a recycling program for the hundreds of shoe covers that are utilized each day by employees in the clean room environment.
- In addition, Target Teams are formed to help brain storm new ideas in minimizing hazardous materials used and disposed. Last year, Hynix implemented engineering improvements that created a 7% reduction in solvent disposal and 67% reduction in photo resist disposal.
- Furthermore, a list of restricted and/or discouraged chemicals is posted and maintained on-site and each material must be pre-approved by Environmental and Safety departments before the chemical is accepted for use.
- In 2006 and 2007 Hynix celebrated Earth Day by providing free recycling of personal electronics to all employees. This effort collected 23 cubic yards of electronics, totaling over 5 tons of material.

F. Alternatives/Options

The Board may choose to award Trashbuster Awards to the proposed recipients or the Board may choose not to award to the proposed recipients.

IV. TIMING/IMPLEMENTATION

A time certain agenda placement is requested at 10:00 am so the Board can present a plaque to each award recipient selected for recognition.

V. RECOMMENDATION

Staff recommends approval of the Trashbuster Awards as proposed by the Resource Recovery Advisory Committee. The potential recipients meet all award criteria established by the Committee.

VI. FOLLOW-UP

None

VII. ATTACHMENTS

Board Order

IN THE BOARD OF COUNTY COMMISSIONERS OF LANE COUNTY, OREGON

O R D E R N O.

**) IN THE MATTER OF AWARDING ANNUAL
) TRASHBUSTER AWARDS.**

WHEREAS, the Board of County Commissioners established a Lane County recycling recognition program (now called "Trashbuster Awards") for individuals, organizations, and businesses in the community who make outstanding efforts to reduce waste generation, recycle, or reduce waste products, and make innovative uses of materials that might otherwise become part of the waste stream, and

WHEREAS, November 15th is America Recycles Day,

WHEREAS, the purpose of the program is to honor those individuals and organizations that practice and promote waste reduction, and

WHEREAS, the Resource recovery Advisory Committee has recommended that Brian Allen with Hynix Semiconductor, Jane Holloway with the Lane County Fair, Willard Peterson with NextStep Recycling, Holy Cow Catering and Cafe, and Ruby Larson, be recognized for their outstanding efforts in the areas of recycling and waste reduction,

NOW THEREFORE IT IS HEREBY ORDERED, that Brian Allen with Hynix Semiconductor, Jane Holloway with the Lane County Fair, Willard Peterson with NextStep Recycling, Holy Cow Catering and Cafe, and Ruby Larson, be recognized for their outstanding efforts in the areas of recycling and waste reduction, are publicly recognized with Trashbuster Awards.

Adopted this ____ day of November, 2007.

Faye Stewart
Chair, Lane County Board of Commissioners

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