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ATTACHMENT C RECYCLE AT WORK MID-YEAR REPORT

Jurisdiction: Washington County
Contact: Heather Robinson 503-846-3660
Report Period: July 1, 2008 through December 31, 2008

I. Program Overview

Outreach Plan Goal:

The goal of the Washington County *Recycle at Work* (RAW) Program is to increase commercial recycling opportunities for the businesses in the Washington County Cooperative Recycling Program. In FY 08-09, RAW field staff will provide direct technical assistance to 250 businesses. Direct technical assistance focuses on identifying potential waste reduction practices and establishing new recycling programs or improving existing ones. Individual business needs shape the type and level of assistance provided. Staff will target specific business sectors for assistance as outlined in the following strategy. Outreach methods used in FY 07/08 will be continued.

Mid-Year Update: As of December 31, 2008 Washington County Recycle at Work staff have assisted 196 businesses. This reported number is based on the RAW database.

Successes:

Farmers Insurance – Hillsboro (600 employees)

Washington County Recycle at Work (WCRAW) staff worked with the Farmer's Insurance Sustainability Coordinator in October to expand their recycling program and implement a waste prevention campaign. RAW staff assisted in expanding the recycling from a cardboard and paper recycling system to a mixed recycling system providing posters, other educational materials and 600 desk side boxes. Farmer's Insurance also embarked on a waste reduction campaign focused on reducing the use of disposable cups and water bottles. RAW provided a reusable cup display to set up in their lobby for two weeks during the launch. Farmer's Insurance also provided each employee with a reusable water bottle with the intent to stop providing paper cups at the water cooler.

Lincoln Park Athletic Complex – Forest Grove

In collaboration with Pacific University and the City of Forest Grove Parks Department, and Waste Management, WCRAW staff set up roll cart recycling for three local sports fields and a public park which previously had no recycling containers on site. WCRAW staff created customized signage, provided decals for 30 recycling carts, and provided recycling information that was included in orientation packages for new students at the university.

Oregon Scientific (30 employees)

With the assistance of WCRAW staff, Oregon Scientific (OS) was able to expand their recycling from a cardboard-only system to a mixed recycling system. In addition, WCRAW staff worked with a private recycler and identified opportunities to divert non-curb-side recyclables such as plastic film, foam peanuts and wood pallets. The result is that OS was able to reduce their garbage collection frequency from three times per week to two times per week saving \$2,056 a year! OS employees are excited about the results and continue to look for avenues to recycle unique products.

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Outreach / Survey

During the summer of 2008, WCRAW staff visited 100 restaurants to promote awareness of the recycling system, RAW assistance and the importance of recycling. Staff discussed with the business' employees their ability to incorporate sustainability in their business practices and most businesses indicated they would take measures to improve their performance.

In October 2008, staff conducted a survey of 22 commercial accounts as part of a certificate review process for one of the garbage and recycling companies regulated by Washington County. Staff visited each business site and verified service level, adequacy of labels and when possible, queried business managers about their view of the recycling service. WCRAW staff also used this opportunity to introduce the RAW assistance program and offer further assistance.

As a result of subsequent coordination with the hauler, 8 facilities have expanded their recycling from cardboard-only to mixed recycling. The survey also resulted in a resolution of a customer complaint by the Solid Waste and Recycling Program Coordinator; the business now has an improved recycling set-up.

Challenges:

Travel Time: Recycle at Work staff still spends a significant portion of time traveling to and from businesses. Washington County is large and travel is unavoidable, however we continue to search for ways to increase efficiency by coordinating deliveries and meetings.

Expectations of Service Provider: Working within jurisdictions that do not have written, clearly defined collection service expectations can present difficulties in communication and coordinating provision of service. Washington County's Administrative Rules are available for cities to use when revising their own rules or service standards. Some cities are in the process of revising their rules and incorporating language from either the County's Administrative Rules or another city's service provision language. The goal is to have consistent and/or clearly defined expectations throughout the Cooperative.

II. Administrative Information

Alexis Allan, Program Educator, technical assistance	1.00 FTE	Metro Recycle At Work Grant
Efua Osam-Cue, Program Educator, technical assistance	1.00 FTE	Metro Recycle At Work Grant
Heather Robinson, Recycling Project Specialist, planning, research, analysis	0.31 FTE	County General Fund
Michelle Pimentel, Senior Program Educator, planning, education and outreach coordination, materials production	0.20 FTE	County General Fund
TOTAL	2. 51 FTE	2.0 FTE Metro Recycle At Work Funding 0.51 FTE County Funding

Staff Changes: Alexis Allan left the Washington County Recycle at Work program in October 2008 and Will Elder was hired as a Program Educator in December 2008.

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Fiscal summary: Review of budget, dollars received and spent from Metro and contribution by jurisdiction.

Funding Source for FY08/09	Funding used for:	Funding spent at mid-year
Metro Recycle At Work grant	2.51 FTE Salaries	\$82,000
Metro Waste Reduction grant	Portion of <i>Recyclewise.org</i> newsletter dedicated to promote Recycle at Work, display screen production, decals for commercial recycling containers, TVCTV PSA/Community Close-Up videos, recognition program flyers	\$ 4,500
County contributions	Additional Costs such as office space, transportation (WashCo fleet car)	\$ ~25,000

III. Staff Time by Activity

Alexis and Efua, and to a minor extent Will, spent 60 percent of their time on site visits and delivery of resources, 15 percent on other direct assistance to businesses, 10 percent on data entry and reporting, 5 percent on staff development five percent on outreach and marketing and 5 percent on administration and program coordination.

Heather and Michelle spent 50 percent of their time on administration and program coordination, 15 percent on other direct assistance, 15 percent on outreach and marketing, 10 percent on site visits and delivery and 10 percent on data entry and reporting.

IV. Annual Outreach Strategies

Complete the following tables listing specific efforts planned for completion during this fiscal year. Identify if the particular strategy is primarily ongoing (O), revised (R), new (N), or complete (C).

Provide an update on the specific goals and outreach strategies for the following:

- Government Facilities
- New and Large Businesses
- Targeted Business Sectors
- Targeted Geographic Locations

Status Key:

O = Ongoing (minor administrative updates and changes only).

R = Revised (major program policy or implementation adjustments).

N = New (brand new strategy, or substantially revised or reconstituted).

C = Complete (strategy or task has been completed)

Recycle at Work Outreach

Target audience, goals, and outreach strategy

Status

Government Facilities

Goals:

1. Outreach Strategy: Provide support to the Washington County Sustainability Program Coordinator, through quarterly postings on the County's internal webpage, *Horizons*, County building lobby displays during the outreach campaign, Recycling Awareness Week and Earth Week and provision of desk side and central collection recycling boxes. Washington County hired a Sustainability Program Coordinator in early 2008 to work with County employees and departments on waste reduction and recycling at County buildings.

O

Mid-Year Update: Posted information to the County's internal website, *Horizons* four times informing county employees about the Master Recyclers Plastic Roundup in October, the expanded bottle bill, recycling cell phones, how to stop receiving phone Books and the Oregon E-cycles program.

The Sustainability Coordinator for Washington County will be posting sustainability information to *Horizons* in the future.

Washington County staff provided displays for the Washington County Public Services Building main lobby during Recycling Awareness Week in November. The display topics included green cleaners, reusable versus disposable cups, illegal dumping and general recycling information. During Washington County's Energy Fair in December, staff set up a table with information relating energy to recycling.

Thirty desk side boxes and four central collection containers were distributed to Washington County departments.

2. Outreach Strategy: Offer RAW services to all Cooperative city governments.

O

Mid-Year Update: RAW staff offered assistance to Cooperative city members at the Washington County Technical Wasteshed Committee meeting in Fall 2008.

3. Outreach Strategy: Provide RAW services to the city governments of Tigard, Tualatin, Forest Grove, Hillsboro and Banks.

O

Mid-Year Update: RAW staff provided the cities of Banks, Hillsboro, Tigard, Tualatin, and Forest Grove with assistance including recycling boxes, decals and signs.

4. Outreach Strategy: Notify cooperative cities twice yearly of RAW events and promotions through e-mail and at Cooperative meetings.

O

Mid-Year Update: Staff updated the Cooperative cities during the Fall Washington County Technical Wasteshed Committee meeting.

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<p>5. Outreach Strategy: Distribute to Cooperative cities the RAW mid-year report submitted to Metro.</p> <p>Mid-Year Update: Planned for February 2009</p>	O
<p>6. Outreach Strategy: Continue to provide technical assistance upon request to large public agencies that provide county-wide services; Clean Water Services (CWS), a special service district that manages surface and sub-surface waters in Washington County, and Tualatin Valley Fire and Rescue (TVFR). CWS, along with 12 city water district partners, serve 500,000 customers. TVFR provides fire protection and emergency medical services to over 400,000 citizens in nine cities and the unincorporated areas of Clackamas, Multnomah, and Washington County.</p> <p>Mid-Year Update: Fifteen boxes were distributed to Tualatin Valley Fire and Rescue.</p>	O
New and Large Businesses (General Business Community)	
Goals:	
<p>7. Outreach Strategy: Provide technical assistance to businesses upon request.</p> <p>Mid-Year Update: WCRAW staff provided assistance to 190 businesses</p>	O
<p>8. Outreach Strategy: Continue to develop the business electronic newsletter, <i>Business Bulletin</i>, and send two times during Year 19 to at least 300 businesses. Track response to e-newsletter via webpage activity, phone calls and e-mail.</p> <p>Mid-Year Update: Developed content for the <i>Business Bulletin</i>. The newsletter will be distributed in 2009. An electronic subscription functionality was added to the County's website to promote the newsletter via e-subscriptions.</p>	N
<p>9. Outreach Strategy: Because of the transition of the business newsletter from a paper newsletter mailed to each business address to an electronic format, we will promote the Washington County <i>Recycle at Work</i> program in at least one edition of the <i>Recyclewise.org</i> residential newsletter. The residential newsletter is mailed to each single-family and multi-family residence throughout the Cooperative twice yearly.</p> <p>Mid-Year Update: Recycle at Work services, the Washington County Recycle at Work recognition program and the businesses that were recognized as Recycle at Work Businesses were promoted in the Fall edition of <i>Recyclewise.org</i>. The Fall <i>Recyclewise.org</i> was mailed to 169,000 Washington County households.</p>	N
<p>10. Outreach Strategy: Promote the Washington County <i>Recycle at Work</i> Business recognition program with one media release and announcement in the <i>Business Bulletin</i>.</p> <p>Mid-Year Update: The <i>Business Bulletin</i> will be distributed in 2009.</p>	N
<p>11. Outreach Strategy: Certify and recognize at least ten companies as Washington County <i>Recycle At Work Businesses</i> award winners.</p> <p>Mid-Year Update: Three businesses have been certified since July 2008, bringing the total</p>	N

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<p>number of Recycle at Work businesses to nine.</p>	
<p>12. Outreach Strategy: Promote RAW services through at least two media releases: Fall and Spring. Media releases are sent to Hillsboro Argus, Tualatin Valley Times, Associated Press, Community Newspapers, El Latino de Hoy, Forest Grove News Times, Hispanic News, KATU News, KEX (1190 AM), KGW, KOIN, KPAM, KPOJ, KXL, Oregonian-West Metro, KPTV, Kink, Northwest Cable News, Noticias Latinas, OPB News, The Asian Reporter, The King City Regal Courier, and The Portland Business Journal.</p> <p>Mid-Year Update: We did not submit a media release in the Fall. A Spring media release is still planned to complement the RAW campaign timing.</p>	R
<p>13. Outreach Strategy: Maintain and update current business web pages on <i>RecycleWise.org</i>.</p> <p>Mid-Year Update: The website is continuously updated. The newly redesigned County website will launch in the Spring of 2009.</p>	O
<p>14. Outreach Strategy: Continue membership in Hillsboro and Tigard Chambers of Commerce. Attend meetings and events, including but not limited to Hillsboro's <i>Young & Innovative</i> and <i>Good Morning Tigard</i>.</p> <p>Mid-Year Update: Washington County Recycle at Work (WCRAW) is a member of the Hillsboro, Tigard and Forest Grove Chambers of Commerce. WCRAW staff helped coordinate and participated in the Hillsboro Chamber of Commerce Eco Tour in July 2008 (See <i>Section I: Successes</i>). Staff has also attended seven networking events, presented to the Banks and Forest Grove chambers and staffed a booth at a Forest Grove Chamber of Commerce event in September.</p>	O
<p>15. Outreach Strategy: Become a member of the Tualatin Chamber of Commerce.</p> <p>Mid-Year Update: WCRAW became a member of the Tualatin Chamber of Commerce in December 2008</p>	C
<p>16. Outreach Strategy: Draft content for the Tigard, Hillsboro and Tualatin Chambers' newsletter and/or webpage to advertise <i>Recycle at Work</i> services</p> <p>Mid-Year Update: The November editions of the Tigard and Hillsboro Chambers of Commerce newsletters included information regarding the Washington County Recycle at Work Businesses, our recognition program and Recycle at Work services. The August edition of the Hillsboro Chamber newsletter published an article about recycling and a call to action to "Schedule a Specialist Visit".</p>	C
<p>17. Outreach Strategy: Deliver five presentations to professional and business groups. List two presentations through <i>Let's Talk About It</i>, a speaker series offered by Washington County.</p> <p>Mid-Year Update: Washington County Recycle at Work has two presentations listed on the <i>Let's Talk About It</i> webpage. WCRAW staff delivered thirteen presentations, including presentations to the Hampton Affiliates, Central Bethany Development, City of Banks Chamber of Commerce, Forest Medical, the Master Recycler Class 39, Providence Tigard Business Center, the Hillsboro Chamber of Commerce Eco Tour, the ARC of Washington County, the city of Sherwood's Green Team, the Forest Grove Chamber of Commerce, the Directors at Community Action and TraneOregon.</p>	C

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<p>18. Outreach Strategy: Participate in the regional 2008-2009 regional outreach campaign</p> <p>Mid-Year Update: Washington County staff has participated in development of the campaign with other local jurisdictions and Metro via the BRWG.</p>	○
<p>19. Outreach Strategy: Participate in regional efforts to provide technical assistance to multi-jurisdictional businesses with locations in Washington County (e.g. Burgerville, Rite Aid, and Starbucks).</p> <p>Mid-Year Update: WCRAW continues to work collaboratively with other jurisdictions to provide assistance to businesses with locations throughout the Metro region such as Starbucks, Portland Community College and Providence healthcare facilities.</p> <p>There is potential in the coming year to work with other jurisdictions to assist Shari's, Dennis 7-Dees Nursery, KB Investments and Lifeworks.</p>	○
<p>20. Outreach Strategy: Partner with organizations such as Clean Water Services, Tualatin Valley Water District, and Westside Transportation Alliance to share business contacts, cross promote our services, and leverage resources such as electronic and printed communication.</p> <p>Mid-Year Update: Planned for Spring 2009.</p>	○
<p>21. Outreach Strategy: Attend and participate in the Washington County Sustainability Network's (WCSN) quarterly meetings.</p> <p>Mid-Year Update: Staff attended the WCSN meeting in December 2008.</p>	○
<p>22. Outreach Strategy: Attend the Pollution Prevention Outreach (P2O) workgroup which focuses on pollution reduction education for auto shops and landscapers. Additionally, this workgroup coordinates the <i>EcoBiz</i> award program, which recognizes auto shops and landscapers for their pollution-prevention efforts.</p> <p>Mid-Year Update: The P2O group did not meet in 2008.</p>	○
<p>23. Outreach Strategy: Continue to encourage the Cooperative cities' licensing offices to advertise RAW services in new business packages and on city web pages.</p> <p>Mid-Year Update: The cities of Hillsboro, Tualatin, Tigard and Forest Grove are inserting information regarding Recycle at Work services in their new business license packets.</p>	○
<p>24. Outreach Strategy: Continue to encourage local Chambers of Commerce to advertise RAW services to new business members</p> <p>Mid-Year Update: The Forest Grove, Hillsboro and Tigard Chambers of Commerce included links to the Recycle at Work program on their members' webpage.</p>	○

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Target Business Sectors	
Goals:	
Property Management Companies	
Decisions from property managers can impact the waste stream of many businesses across multiple jurisdictions. A key strategy will be to leverage our services among properties and among tenants and property managers.	
25. Outreach Strategy: Attend three BOMA events.	○
Mid-Year Update: WCRAW staff attended the BOMA Golf Tournament in July and the Trade Show in October.	
26. Outreach Strategy: Develop a list of potential business leads based on assistance provided to existing properties.	○
Mid-Year Update: When assisting a business and/or the property management company RAW staff offers assistance to other businesses within that property.	
27. Outreach Strategy: Extend RAW outreach to involve the property manager when a business located within a multi-tenant property requests assistance.	○
Mid-Year Update: RAW staff generally contacts the property manager when assisting businesses at their property.	
Restaurants	
Restaurants generate large amounts of food waste that may be donated or composted.	
28. Outreach Strategy: Maintain a link to the <i>Recycle at Work</i> webpage from Washington County's Environmental Health restaurant licensing webpage.	○
Mid-Year Update: The Environmental Health Department included a link to Recycle at Work during the summer and Fall 2008.	
29. Outreach Strategy: Promote the " <i>Fork it Over!</i> " program to restaurants and other food-related businesses in written educational material and on www.RecycleWise.org .	○
Mid-Year Update: The Fork it Over! brochures are distributed to food service businesses and food rescue agencies. A link to the Fork it Over website will be included in the new County website (scheduled to launch in Spring 2009).	
30. Outreach Strategy: Distribute sector-specific educational materials and tools. Make materials available to clients directly or via websites.	○
Mid-Year Update: Sector specific materials are distributed as needed.	
31. Outreach Strategy: Provide technical assistance to restaurants that show an interest to develop food scrap collection or composting programs.	○
Mid-Year Update: RAW has provided information to businesses that have expressed	

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interest in reducing their food waste, including Burgerville, Shari's and Bon Appetite (Intel - Jones Farm).	
<p>32. Outreach Strategy: Develop bilingual education and promotion literature for restaurants (English/Spanish).</p> <p>Mid-Year Update: Development of bilingual materials began Fall 2008. Continued development is planned for Spring 2009.</p>	N
<p>33. Outreach Strategy: Visit 20 restaurants where Spanish is the predominant language spoken by staff.</p> <p>Mid-Year Update: WCRAW staff visited 17 restaurants with predominantly Spanish-speaking staff to discuss recycling and introduce the RAW program.</p>	N
<p>Non-Profits</p> <p>Non-profits generate office waste and are often responsive to free assistance. Opportunities to partner may result from relationships with non-profit organizations.</p>	
<p>34. Outreach Strategy: Direct-mail a letter to at least 20 non-profit organizations offering RAW services.</p> <p>Mid-Year Update: Planned for late Spring 2009. WCRAW staff has assisted two non-profits that responded to the outreach letters mailed in the previous year.</p>	N
<p>35. Outreach Strategy: Offer assistance through "warm-calls" to organizations that do not respond to the initial assistance letter.</p> <p>Mid-Year Update: Planned for June 2009.</p>	N
<p>36. Outreach Strategy: Maintain partnership with Vision Action Network (VAN) to engage with other sustainability-focused businesses. VAN is a private non-profit organization committed to the promotion and support of collaborative community-based problem solving in Washington County.</p> <p>Mid-Year Update: Ongoing</p>	O
<p>Architectural and Engineering Firms</p> <p>Architecture/Engineering firms generate large amounts of paper waste.</p>	
<p>37. Outreach Strategy: Research the local chapter of the AIA, possibly its COTE (Committee on the Environment), for potential avenues to reach the Washington County architectural community.</p> <p>Mid-Year Update: Planned for Spring 2009.</p>	O
<p>38. Outreach Strategy: Direct-mail to 20 Engineering firms offering RAW services.</p> <p>Mid-Year Update: Planned for Spring 2009.</p>	N
<p>39. Outreach Strategy: Distribute sector-specific educational materials and tools. Make these available to clients directly or via website.</p> <p>Mid-Year Update: Sector specific materials are distributed as needed.</p>	O
<p>40. Outreach Strategy: Partner with other jurisdictions working with architecture firms to extend outreach branches of those firms located in Washington County.</p>	O

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Mid-Year Update: Planned for Spring 2009.	
Target Geographical Areas	
Goals: NA – did not include specific geographic targets in our outreach plan	
Outreach Strategy: NA Mid-Year Update: NA	
Additional Strategies	
Goal: To promote adoption of consistent commercial standards Cooperative-wide.	
<p>Outreach Strategy: Continue to encourage Cooperative cities to adopt solid waste and recycling collection rules consistent with County Solid Waste and Recycling Administrative Rules.</p> <p>Mid-Year Update: During the Fall 2008 Washington County Technical Wasteshed Committee meeting, staff and member cities discussed the County’s revised set of Administrative Rules recently adopted by the Board of Commissioners in August. Discussion also focused on the importance of creating consistent administrative rules and service standards throughout the Cooperative.</p> <p>The city of Hillsboro is currently in the process of revising its Collection Service Standards and has included some language and rules similar to that in the County’s Administrative Rules.</p>	○

V. Outcomes (TBD by Metro)

- Number of Businesses Contacted – TBD by Metro
- Number of Businesses Assisted - 196
- Number of Businesses Visited - 126
- Number of New Evaluations (baseline) Performed - 68
- Number of Actions Recommended – 673
- Number of Follow-up Visits Performed - 6
- Number of Actions Implemented – TBD by Metro
- Number of other site visits w/o evaluation (meetings, presentations, resource delivery) - 238
- Number of Businesses Assisted in each Industry Category:
 - Agriculture – 5
 - Automotive – 3
 - Banking– 2
 - Construction – 1
 - Consulting - 1
 - Education – 6
 - Electronics - 1
 - Engineering – 2
 - Finance - 7
 - Food & Beverage – 32
 - Government – 14
 - Healthcare – 20
 - Hospitality – 1

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- Insurance – 3
- Manufacturing – 13
- Non-profit – 18
- Property Manager – 11
- Recreation – 7
- Retail – 12
- Shipping – 1
- Technology – 3
- Other – 34
- Resources Delivered – 4,956
- Number of Businesses Notified of Recycling Requirements – Not tracked by WCRAW staff
- Number of Compliance Actions Taken - Not tracked by WCRAW staff
- Number of Warning Notifications - Not tracked by WCRAW staff
- Number of Notices of Violation - Not tracked by WCRAW staff
- Number of Notices of Violation with Fines - Not tracked by WCRAW staff
-