



BOARD OF DIRECTORS MEETING HIGHLIGHTS January 18, 2018

2018 ELECTION OF OFFICERS

The preceding officers were re-elected to a second one year term. The three officers compose the Executive Committee, which meets the Thursday two weeks prior to the regular Board of Directors meetings.



Simón Salinas
President
County of Monterey



Rob Cullen
Vice President
City of King



Gloria De La Rosa
Alternate Vice President
City of Salinas



WELCOME ABOARD!

SVR welcomes to the team *Paloma Zamora*, Resource Recovery Technician.

2017 EMPLOYEE SURVEY

The results of the current survey, which measures items such as employee job attitude, morale, and general attitude, were presented to the Board. Overall the report was comparable to previous years in most items, with the exception of morale which had a significant decline. Comments received within the survey related to the uncertainty of the future of the Sun Street Transfer Station or other SVR facility to serve the Salinas area lead Management to believe that it is the direct cause to the decline in morale.



MARKET RESEARCH SURVEY

SVR hired EMC Research, Inc. in conjunction with the AdManor, SVR's Marketing & Media Consultant, to conduct a survey focused on the most effective methods of public outreach and delivery of services to help SVR's Marketing team with the realignment of the branding and marketing strategy. The survey was conducted via telephone and surveyed 503 Monterey County residents in SVR's service area. It measured general resident's satisfaction regarding waste services, preferred methods of communication, media habits, and opinions around recycling and waste management. The key findings were;

- The Authority's brand and job ratings are healthy.
 - There is more familiarity with the SVR brand than the SVSWA brand, but both are viewed favorably and known to a majority of residents.
- Confidence is high among residents when it comes to their ability to correctly sort their waste and recyclables, and most feel it is important to do correctly.
- Two in three residents have brought waste or recycling to an SVR facility, and there is some awareness of where waste goes after it is picked up by the local hauler.
- There is significant support for the Sun Street Station remaining open, and being upgraded to a permanent facility.

Conclusions

- Residents are strongly supportive of each of SVR's priorities in providing service.
 - Reducing illegal dumping is a top priority, as is ensuring local residents have a safe and convenient place to dispose of waste and harmful materials.
- Facility proposals that include maintaining a transfer station facility in Salinas are better supported than those that do not.
 - The proposal to haul waste out of the Salinas Valley, forcing residents to travel to Marina to personally dispose of materials meets with the strongest opposition.
- Online resources are clearly the preferred way residents wish to receive information, so having a strong and clear presence online will be key to increasing awareness of waste and recycling protocols, and communicating with residents about changes to facilities.

The Marketing team will utilize this information when planning their future public outreach efforts. To view the full Market Research Survey Results, visit our website www.SalinasValleyRecycles.org.

FINANCIAL REPORT FOR MONTH ENDED NOVEMBER 2017 (41.67 % OF THE FISCAL YEAR)

Revenue collected	\$ 9,621,070 (41.3% of Estimated Revenue of \$18,364,750)
Expenditures for operations	\$ 6,683,411 (41.6% of Operating Budget of \$16,720,000)
Cash balance	\$ 24,134,728

REDUCE REUSE RECYCLE

"To manage Salinas Valley solid waste as a resource, promoting sustainable, environmentally sound and cost-effective practices through an integrated system of waste reduction, reuse, recycling, innovative technology, customer service, and education."