



**Proudly produced and edited by SVR Administration Department.**

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**SalinasValleyRecycles.org**

SALINAS VALLEY SOLID WASTE AUTHORITY

**ANNUAL REPORT  
2013-14**

# **WORKING FOR A FUTURE *without landfills...***

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Innovation

Efficiency

Fiscal Prudence

Resourcefulness

Integrity

Customer Service

Public Education

Community Partnerships





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# Board of Directors



Liz Silva  
President  
Executive Committee  
City of Gonzales  
Since 2010



Jyl Lutes  
Vice President  
Executive Committee  
City of Salinas  
Since 2010



Simon Salinas  
Alternate Vice President  
Executive Committee  
County of Monterey  
Since 2014



Fernando Armenta  
Past President  
Executive Committee  
County of Monterey  
Since 1997



Gloria De La Rosa  
City of Salinas  
Since 2001



Robert Cullen  
City of King  
Since 2008



Tony Barrera  
City of Salinas  
Since 2013



Annie Moreno  
City of Greenfield  
Since 2003



Richard Perez  
City of Soledad  
Since 2010

## Alternate Directors

Lou Calcagno  
County of Monterey

Joe Gunter  
City of Salinas

Scott Funk  
City of Gonzales

Christopher Bourke  
City of Soledad

Raul Rodriguez  
City of Greenfield

Carlos Victoria  
City of King

## Mission Statement

"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."

## Vision Statement

"To reduce the amount of waste by promoting individual and corporate responsibility. To recover waste for its highest and best use while balancing rates and services. To transform our business from burying waste to utilizing waste as a resource!"

## Values

Innovation  
Integrity  
Public Education  
Efficiency  
Fiscal Prudence  
Resourcefulness  
Customer Service  
Community Partnerships <sup>3</sup>



# Letter from the General Manager



This has truly been an incredible year full of ups and downs. In the end, the wise decisions of our Board of Directors have put Salinas Valley Recycles (SVR) on a far more sustainable path than at any other time in its 17 year history. We can no longer depend on revenue from landfilling of waste to pay for our recycling and waste diversion programs (designed to keep this same waste out of our landfills). With this conflict in mind, the Board of Directors approved a new form of funding to replace landfill tipping fees, also known as AB 939 fees. This fee provides ongoing funding of our public waste diversion, recycling, and education programs and eliminates the need to import waste to supplement our funding needs. We have also committed to ending waste importation to our community landfill in 2014 to reduce the long term landfill care costs and environmental liabilities to our community, extended the life of our last remaining active landfill, and taken a positive step towards reducing dependence on landfills: A major part of SVR's "Vision" for a healthier community, and a "Future without landfills."

To further reduce our dependence on landfilling, the Board of Directors has made development of our new materials recovery center a priority in our current three-year strategic plan. This new facility would include all our current public services and programs, and space to support our public/private partnership with Global OrganicS Energy (GOE) to develop a "Steam Autoclave" paper fiber and organics recovery project. This project and technology has been the center-point of SVR research with the USDA for over 7 years and will be designed to reduce our current waste destined for landfilling by 60-70%. This project not only has the potential to dramatically reduce our landfill dependence, but also would create new jobs, reduce greenhouse gases, reduce our dependence on foreign markets for sale of recycled paper fiber, create a new energy source through anaerobic digestion of process waste products, exceed State goals of 75% waste diversion, and assist in stimulating increased demand for local services and supplies. This project would have the added benefit of improving the "green" image of the Salinas Valley and helping attract new business to support our regional revitalization efforts.

While many of the overarching goals have changed from the last planning period, all the new goals are extensions of the successful implementation of goals from the last planning session from 2010-2013.

Staff development remains a key to our success. This year's focus was on succession planning and training our future leaders. We saw key promotions to our leadership team, internal reorganization efforts to improve efficiency and team communications, expansion of our open communications

policy, staff mentoring, and formation of internal working groups to address a variety of community, operational, and personnel needs. All our efforts culminated in SVR receiving an award from the Monterey County Business Council as one of the “Best Places to Work” in Monterey County.

SVR continues to promote internal savings through staff initiatives, ideas, and projects. A brief summary of cost saving initiatives is included in this report and reflects on a wide variety of creative ideas from staff, from simple contract changes to taking non-traditional approaches to major capital projects. Leveraging partnerships with private businesses also provides for cost savings, risk reduction, and a stronger sense of community. Much of our focus in 2013-2014 has been on bringing project ideas and partnerships forward that will benefit our customers, and create economic benefits for the region through new local jobs, economic stimulus, and demand for support services.

A few other key milestones for this year include:

- Re-affirmation of all 6 member agencies commitments through refinancing our previous bond debt, resulting in \$5 million in interest savings, and a \$3.8 million reduction in total debt
- Completion of Anaerobic Digestion studies with USDA
- Planning, financing, staffing, and acquisition of equipment for SVR take-over of the Johnson Canyon Landfill operation in 2015
- Completed closure of Crazy Horse Landfill with SVR staff and achieved over \$2 million in savings over competitive construction bids
- Initiated planning for commercial sized demonstration of GOE Steam Autoclave fiber and organics recovery system
- Completed Materials Recovery Center Siting Study with Citizens Advisory Group
- Started planning for a resale center and composting operations at the Johnson Canyon Landfill

Our coming year will also be very exciting and challenging as we focus on moving the new facilities and advanced waste recovery projects forward. Staff continues to exhibit great environmental stewardship and commitment to reducing waste at all levels in our community. The results are positive as we see our regional diversion levels continue to rise, more citizens use our facilities than ever before as our outreach and marketing efforts expand, and operating costs remain balanced with delivery of quality public service at one of the lowest per capita rates in the greater Monterey Bay area.

On behalf of the entire staff at SVR, we want to thank the members of our community, stakeholders, member agencies, and our dedicated Board of Directors for all their support and commitment to a healthier and cleaner Salinas Valley.



R. Patrick Mathews

General Manager, Chief Administrative Officer



# Strategic Goals & Objectives

## 2013-2016 Plan

DEFINE your plan and translate it into ACTION.

SUCCESS in your endeavor is bound to come.

-Anonymous

Status	3-Year Goals & 6-Month Objectives
	<b>Fund and Implement 75% Diversion of Waste from Landfills</b>
✓	<ul style="list-style-type: none"> <li>Complete the bond refinancing.</li> </ul>
Ongoing	<ul style="list-style-type: none"> <li>Develop a plan to increase construction and demolition diversion from the landfill.</li> </ul>
✓	<ul style="list-style-type: none"> <li>Obtain funding commitment from Global Organics Energy for the commercial autoclave as part of the Materials Recovery Center.</li> </ul>
✓	<ul style="list-style-type: none"> <li>Demonstrate autoclave waste recovery technology at the Johnson Canyon Landfill.</li> </ul>
✓	<ul style="list-style-type: none"> <li>Interim report on the USDA Digester Pilot Project and its impact towards achieving the 75% diversion goal.</li> </ul>
✓	<ul style="list-style-type: none"> <li>Private Recyclers to be included in the SVSWA diversion rate and report the preliminary results.</li> </ul>
✓(8/2014)	<ul style="list-style-type: none"> <li>Report on Environmental Review process of moving the Transfer Station Materials Recovery Center and autoclave technology.</li> </ul>
Ongoing	<ul style="list-style-type: none"> <li>Actively participate in the City Manger's Group regarding the Regional Solid Waste Study and provide an update to the Board.</li> </ul>
	<b>Complete Development of Salinas Area Transfer Station and Materials Recovery Center</b>
✓	<ul style="list-style-type: none"> <li>Citizens Advisory Group's recommendation of acceptable sites for Salinas Area Transfer Station &amp; Materials Recovery Center.</li> </ul>
Continued	<ul style="list-style-type: none"> <li>Agreement with the City of Salinas to facilitate relocation of the Sun Street Transfer Station through a possible exchange of properties.</li> </ul>
Continued	<ul style="list-style-type: none"> <li>Contingent upon approval of acceptable site, begin a development plan for Salinas Area Transfer Station and Materials Recovery Center.</li> </ul>
Continued	<ul style="list-style-type: none"> <li>Salinas Area Transfer Station and Materials Recovery Center project implementation schedule.</li> </ul>

## Utilize Jolon Road, Crazy Horse and Lewis Road Closed Landfills to Generate Revenue

- |           |   |
|-----------|---|
| Continued | • Present a lease agreement with MoCo Emergency Services for a cell tower at Lewis Road.    |
| Continued | • Report on the Crazy Horse Landfill Gas-to-Energy Project as a revenue generator.          |
| ✓         | • Report revenue generating options for the pavement & turf area at Crazy Horse Landfill.   |
| ✓         | • Report revenue generating options for 400 acres at the Jolon Road Landfill.               |
| ✓         | • Report revenue generating options of 40 acres (archery club) at the Crazy Horse Landfill. |
| Continued | • Report on process for selecting/funding a consultant to identify revenue opportunities.   |
| Continued | • Report on feedback from meetings to generate revenue from the closed landfills.           |
| Continued | • Develop a Business Plans for generating revenues from closed landfills.                   |

## Increase Public Access, Involvement and Awareness of SVR Activities

- |          |   |
|----------|---|
| ✓        | • Participate in radio station interviews about SVR's Mission, Vision, and public message.              |
| ✓        | • Citizens Advisory Group hold at least 3 meetings and report its progress to the Board.                |
| ✓        | • Hold 2 community forums to educate public on SVR's Strategic Goals and Objectives.                    |
| ✓        | • Present for review a new SVR public message and the current TV ad messages.                           |
| ✓        | • Create at least 2 news releases of SVR's role as a resource recovery agency.                          |
| ✓        | • Post at least 1 tip p/week on Facebook on SVR's role as resource recovery agency.                     |
| ✓        | • Present an expanded/enhanced student education plan on the important of recycling.                    |
| On-going | • Board/Management to be visible & promote SVR at least at one community event.                         |
| ✓        | • Send at least 1,000 messages to the community to increase visibility/participation in SVR activities. |
| ✓        | • Broadcasting of at least 2 new SVR radio & TV ads targeting the Hispanic community.                   |

## Reduce Costs & Improve Services at Johnson Canyon Landfill and Other SVSWA Facilities

- |   |   |
|---|---|
| ✓ | • Present a Request for Proposals (RFP) for landfill operations.  |
| ✓ | • Determine the viability of a compost operation at the Johnson Canyon Landfill.  |
| ✓ | • Present a comparison report for landfill operations by private contractor vs. in-house operations.                                    |
| ✓ | • Present the results of the RFP for ongoing operations of the Johnson Canyon Landfill.   |
| ✓ | • Request county, regional agency, state & federal funding commitment to construct the Regional Landfill Truck Route & report to Board. |
| ✓ | • Present ideas from the staff for cost saving opportunities at SVR facilities.   |





# Staff



## Our Partners





# & Some Changes

Earth Day every day!



## Promotions! Promotions!

07/01/13

**John Naegle**  
Diversion Driver to  
Equipment Operator/Driver



**Michael Silva**  
Solid Waste Tech II to  
Field Operations Supervisor



**Manuel Alderete**  
Diversion Worker I to  
Diversion Worker II



12/30/13

**Ernesto Natera**  
Admin Asst II to  
Accounting Technician



01/06/14

**Monica Ambriz**  
Admin Asst I to  
Admin Asst II



06/02/14

**Ray Hendricks**  
Business Services Supervisor  
to (Interim) Finance  
Manager



## Welcome aboard!

07/01/13

**Netza Ruiz**  
Diversion Worker I



08/19/13

**Eric Amaral**  
Solid Waste Tech I



## On to New Adventures...

12/27/13

**Christine Casey**  
Accounting Tech  
**Retired**



05/30/14

**Robert Moreno**  
Finance Manager  
**Started his own  
business**



Salinas Valley Recycles understands that there is no one key to a successful agency. Each employee is part of a larger picture and understands how their work is important to the Agency's vision of a *Future Without Landfills*.



# Board Highlights

## July 2013

- Developed the 2013-16 **Strategic Plan** Goals.
- Ratified the submittal of a proposal to the **Cities of Gilroy and Morgan Hill for waste management services**, subject to the operation of the proposed autoclave system.

## August 2013

- The **Citizens Advisory Group (CAG)** selection criteria was approved.
- Efforts continued to **Refund the Revenue Bonds**. Staff was directed to submit resolutions to all member agencies reaffirming their commitment to the Joint Powers Agency and their waste delivery agreements as required for the bonds refinancing.

## September 2013

- **Community Action Partnership of San Luis Obispo (CAPSLO)** was recognized for partnering with SVR to implement comprehensive recycling programs in all nine of its pre-school facilities in the Salinas Valley, including discontinue use of disposable dishware in some of its kitchens.

- Standard & Poor affirmed the **SVR's A+ Rating with a stable outlook**. SVR and the County appointed representatives in efforts to resolve concerns surrounding the County's Notice of intent to Withdrawal.

## October 2013

- An **Unqualified Opinion of SVR's Financial Statements** was issued, the best opinion that can be received, for the 5th consecutive year.
- The release of the **RFP for Johnson Canyon Landfill Operating and Diversion Services** was authorized. This is the agency's single largest contract expense. Staff was asked to submit a proposal as well.

## November 2013



- The **Johnson Canyon Roadway Improvements** revised preliminary scope and cost were presented.
- Topics for review by the CAG were selected,

including the **Relocation of the Sun Street Transfer Station**.

- The Board received the County's conditions for approving the **Refunding of the Revenue Bonds**.

## December 2013

- The County's conditions for refunding the **Revenue Bonds were approved** with revisions.
- The County Board of Supervisors approved SVR's **Bond Issuance**, including an amendment committing to a Waste Delivery Agreement.
- SVR approved the **2014 Refunding Revenue Bonds**.
- The Agreement and revised Scope of Work for the **Regional Solid Waste Management Study** was approved, after Monterey Regional Waste Management District's request to remove studying a merger with SVR.

## January 2014



- Local businesses were recognized for their partnership in the used **Battery Collection Program**: Russ's TV Service in Gonzales and the Monterey County Free Libraries in Soledad and Greenfield.

- Concepts to **Generate Revenue** from the closed landfills were introduced such as solar projects, recreational open space, and storage accommodations.

## February 2014

- Final Results of **Refunding Revenue Bonds**, Series 2014 were received. In the restructure, the Authority was able to reduce its outstanding debt by 11%.

	Authorized	Estimated	Actual
Amount of Issue	\$ 38,000,000	\$ 37,400,000	\$ 31,390,000
Cost of Issuance	\$ 800,000	\$ 800,000	\$ 753,931
Debt Service Reserve	\$ 3,200,000	\$ 3,200,000	\$ -
Bond Insurance *	Unknown	Unknown	\$ 189,806
True Interest Cost	5.1%	4.6%	4.70%
Underwriter's Discount	2.0%	1.6%	1.79%
Present Value Savings	3.5%	6.0%	4.89%
Cash Flow Savings		\$ 2,201,929	\$ 4,991,172

- After receiving the bid comparison report for the Johnson Canyon Landfill operations, staff was directed to move forward with bringing the **Landfill Operations in-house**.
- The Board approved moving forward with the **Commercial-scale Autoclave Demonstration Project** at the Johnson Canyon Landfill.

## March 2014

- The Salinas Education Center – Transitions Program was recognized for Successful Implementation of **Recycling Programs**.



- The implementation plan for SVR staff to take over the Johnson Canyon **Landfill Operations and Diversion Services** was approved commencing January 1, 2015.



- **No increase in tipping fees** was approved; only a \$3 per ton surcharge on the City of Salinas to recover the cost of transporting its waste to the landfill.

## April 2014

- **Revised financial policies** were approved to allow funding of reserves with any remaining fund balance at year end.

## May 2014

- Finance Manager **Roberto Moreno** said farewell to the SVR Team as he moved on to start his own business.



- The **Enhanced School Recycling Education Program** was presented.
- The **Operating Budget** of \$14,950,000 was approved for FY14-15 (a 5.8% decrease over the FY13-14 budget). It is financed with \$15,717,700 in revenues, a decrease of 12.2% from the previous budget. A balanced budget was possible due to the timely implementation of the AB939 fee.
- A funding agreement with Capital One Public Funding, LLC was approved for the lease-purchase of new and/or used **Landfill Equipment**.



## June 2014

- An update on the **strategic plan objectives** included the following:
  - The determination that the **methane digester** project can contribute toward the 75% waste diversion goal, anticipating a 66% reduction in waste by volume of post autoclave material.
  - A report that a **compost operation** at the Johnson Canyon Landfill is viable and would result in an 11% increase in organics diversion. It would require equalizing green waste tipping fees among all the franchises and adding a new food waste tipping fee in FY2015-16.
  - A **costs savings** report year-to-date of almost \$115,000 in landfill operations by staff, not including the anticipated savings with taking over the landfill operations.
- The Board accepted the **CAG's Sites Recommendation** for the **Salinas Area Materials Recovery Center** for consideration of environmental review. Their recommendation showed Work Street as the preferred site. The alternate sites were Hitchcock Road, Madison Lane, and Sun Street properties.

## December 2014

- **End of Importation of Waste** from South Santa Clara County. The contract to accept out of area waste ends in 2014.

Stay informed on actions by the Board of Directors. Subscribe to receive our agendas electronically by emailing the Clerk of the Board at [eliaz@svswa.org](mailto:eliaz@svswa.org).



# Getting the Word Out...

Marketing

Education

Branding

Public Outreach



Compost Workshops



Group Tours



Recycling Program Implementation



Door-to-Door Education



Media Campaigns



Community Events



**& more...**

# About what we do & why

## Recycling Implementations

The Authority helped 20 Schools implement a Recycling program.

Virginia Rocca Barton School	CAPSLO Main Center-Soledad	MAOF Child Care Center-Salinas
Oasis Charter School	CAPSLO La Paz Center-Gonzales	MAOF Center-Gonzales
CAPSLO San Jerardo Center-Salinas	CAPSLO Primavera Center-Chualar	MAOF Acosta Center-Soledad
CAPSLO Little Angel Center-King City	CAPSLO SCDC Center-Salinas	MAOF Center-Greenfield
CAPSLO Alegria Center-King City	El Sausal Middle School	MAOF Santa Rita Center-Salinas
CAPSLO Gabilan Center-Soledad	MAOF Mountain Valley Center-Salinas	Salinas Adult School
		Alisal Recycling Implementation



## RecycleRama Show

RecycleRama is an outreach program that is sponsored by SVR. A total of 60 shows were performed for various schools and other organizations throughout the Salinas Valley. The program consists of promoting the three Rs: waste Reduction, Reusing items, and Recycling. The show is performed through a fun and interactive presentation to get kids involved and interested in recycling. Some of the locations that received performances:

Lincoln School	Salvation Army	John Steinbeck Library
Monterey Park School	YMCA Soledad	King City Recreation Department
Sherwood School	Los Padres School	King City Art Magnet School
Loma Vista School	Roosevelt School	HSBC Center
Natividad School	Kammann School	Laurel Wood School
Oasis Charter School	University School	Boronda Meadow School



## Community Events

The Authority participated in 45 local community events (not all listed)

Compositing Workshops at the Chinatown Community Garden - Salinas  
 Literacy Event - Greenfield  
 Rava Ranch Employee Open House  
 Mee Memorial Health & Safety Event  
 Earth Day Mixer McShane's Nursery  
 Earth Day Give Away Bags  
 Earth Day Corral De Tierra  
 ALBA: School Recycling & Composting  
 Resource Fair at Boys & Girls Club-Salinas  
 Gonzales High School Symposium Event  
 South County YMCA Kids Day Event  
 Plug and Play Event  
 Natividad Creek Cleanup  
 CAPSLO Health and Safety Day  
 Natividad Park Music & Art Summit  
 El Dia Del Trabajador Agricola-Greenfield  
 Gabilan First Day of School-Soledad  
 Food Safety Conference-Monterey  
 Health & Safety Day-Gonzales  
 Healthy Community Day at Natividad Park-Salinas  
 Greenfield One Day Cleanup  
 Caminos del Arte Day of the Dead-Salinas  
 America Recycle Day Giveaway Bags  
 Salinas Parade of Lights

## Special Media Campaigns

### "New Green TV"

Featured September through November on both Spanish and English stations and the Maya Cinema Preshow.

### Tire Amnesty Campaign

Ran on the radio and newspaper from September through November, on both Spanish and English stations.

### Community Forum Campaign

Campaign started in October and ran through January and was advertised in all the local papers, Facebook, and email blast from our email contact list.

### Holiday Tree Recycling

Ran from December through January. Allowed for the community to drop off their Christmas Trees at zero cost.

### Vision Recycling & Green Waste Contamination Campaign

The message helps identify what does and doesn't go into the green waste bin.

### HouseHold Hazardous Mobile Collection

Event started in November and ran through January. The message was to inform the community of the collection events and the locations.



# New Recycling Programs

## WORKING FOR A FUTURE WITHOUT LANDFILLS

The best way to learn is through experience.

Because  
there is no  
such thing as  
away!

## Enhanced School Recycling Program

SVR's School Recycling program began in 2001 to help schools reduce their waste by implementing recycling programs. Since schools continue to be one of the larger generators of waste in our service area, this year staff developed an enhanced recycling education program which continues the current program and adds new incentives, such as an annual Wally-Waste-Not Award of up to \$20K, which will help incentivize those schools without a recycling program and will reward those that already participate and are willing to go above and beyond. The enhanced program also established a partnership with O'Neill Sea Odyssey—a hands-on educational program that encourages the protection and preservation of the marine environment through waste reduction and the connection to the watershed aboard a 65ft catamaran; this partnership will allow 12 4th-6th grade classes in the Salinas Valley to participate.



O'Neill Sea Odyssey

## Backyard & Worm Composting

Resource Recovery Technician, Estela Gutierrez is SVR's Master Composter and Vermi (worms) Composter. In partnership with the Chinatown Community Garden, Estela teaches bilingual, monthly composting workshops and provides community presentations to residents of the Salinas Valley in yet another effort to reduce waste and recover and return valuable resources back to our soils.



Presentation to ALBA



Presentation to Rescate Verde



Presentation at Greenfield Park



# Grants Received

## GRANT FUNDING SUMMARY

Grant	Award	Received	Balance Due	Term
Tire Amnesty Grant	\$76,747	\$17,079	\$59,668	7/1/13 – 9/30/15
Tire-Derived Aggregate Grant	\$85,208	\$0	\$85,208	4/1/13 – 4/1/15
Household Hazardous Waste Site Collections	\$63,444	\$0	\$63,444	5/1/13 – 4/15/15
HHW Sharps Grant	\$10,686	\$10,686	\$0	6/1/13 – 6/30/14
City/County Payment Program	\$63,268	\$63,268	\$0	Continuous
USDA Bioenergy Grant	\$66,000	\$66,000	\$0	9/27/11 – 9/15/15
MBUAPCD Biodiesel Grant	\$61,339	\$55,205	\$6,134	2/1/11 – 1/31/13
<b>Total</b>	<b>\$426,692</b>	<b>\$212,238</b>	<b>\$214,454</b>	



- The tire-derived aggregate served as backfill for a horizontal landfill gas collection system at Johnson Canyon Landfill.

- The household hazardous waste collection events were held at Jolon Road Landfill, Johnson Canyon Landfill, and at L.A. Hearne in Prunedale.

- The USDA grant was used to develop an anaerobic digester system in which post autoclave material is converted to bio-methane.

- The Monterey Bay Unified Air Pollution Control District grant allowed the purchase and installation of a 4,000 gallon bio-fuel tank, permits, and vehicle upgrades.

## Going Beyond Recycling...

The Authority partnered with The Offset Project to assist two of the largest community events in the Salinas Valley to reduce their waste production—the Salinas Valley Fair in King City and the California Rodeo in Salinas. Both events worked to go beyond the traditional recycling of cans, bottles and cardboard by implementing a food waste recycling component at their events. The Offset Project, the haulers, and SVR worked with the food vendors and caterers to provide direct education and daily assistance in this venture. Due to the combined efforts of all the partners, the Rodeo successfully diverted 2.4 tons of clean food waste and the Salinas Valley Fair diverted 4.2 tons of mixed recycling and food waste! Because of the success of each program, both events have agreed to continue to implement the programs. Also, SVR purchased 200 blue recycling containers & lids as well as a mobile storage unit for the SV Fair to help improve their traditional recycling program.



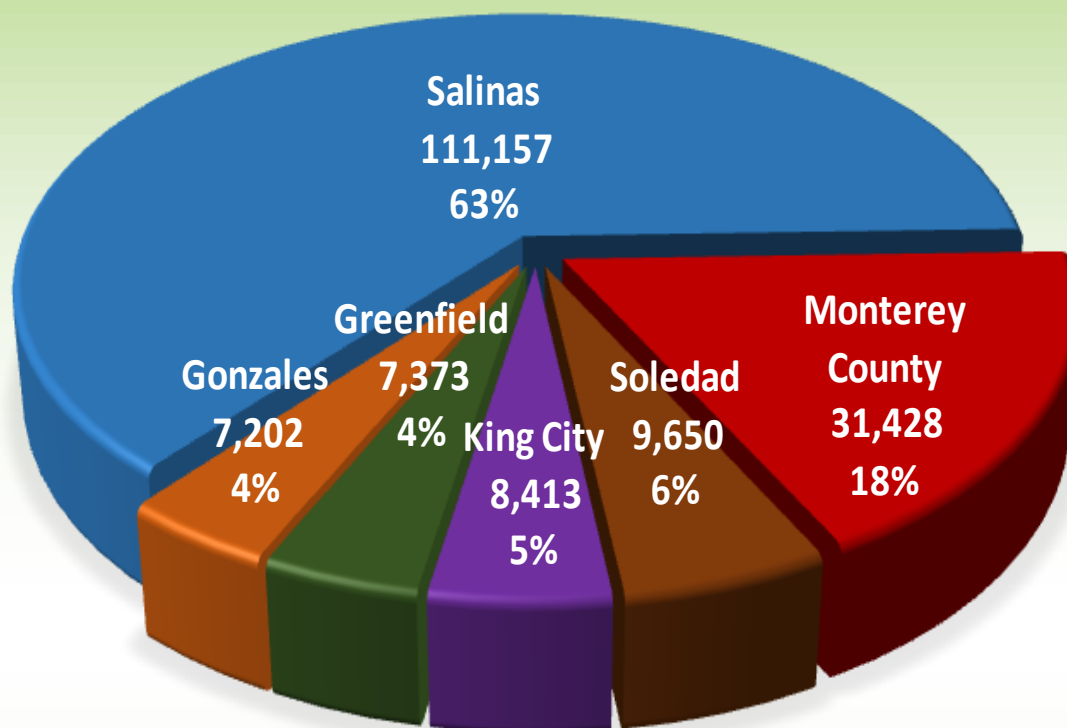
Food waste bins at the California Rodeo - Salinas



Salinas Valley Fair - King City

# Statistics

## Tons of Waste Landfilled



## Tons of Waste Processed

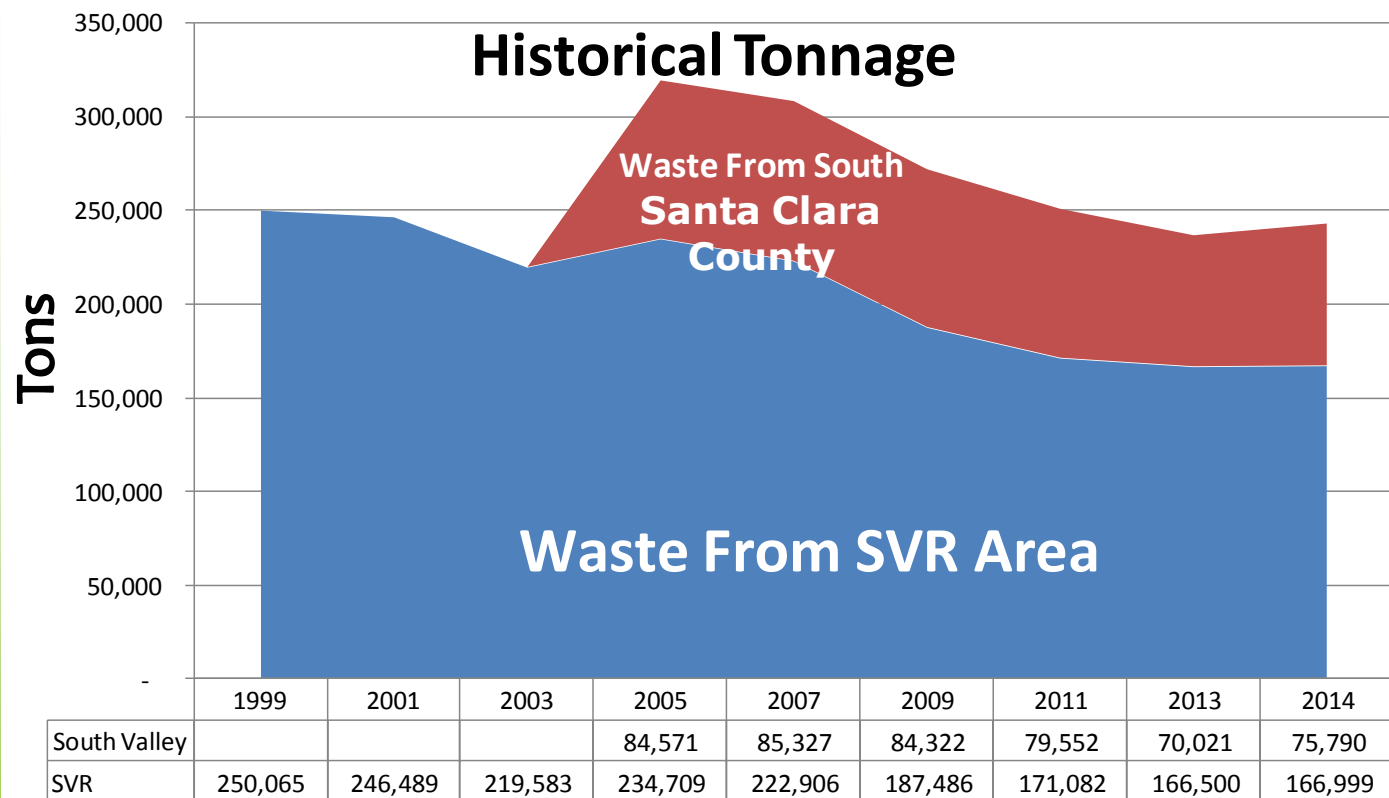
	Salinas	Monterey County	Soledad	King City	Greenfield	Gonzales	Total
<b>Total Received *</b>	132,826	37,601	13,213	9,754	9,952	9,669	213,016
<b>Diverted Greenwaste</b>	17,061	5,054	1,579	1,222	1,351	1,177	27,443
<b>Diverted C&amp;D</b>	1,541	383	58	1	22	36	2,041
<b>Diverted Wood Waste</b>	1,520	104	62	20	32	125	1,862
<b>Diverted Biosolids</b>			1,484		1,002		2,486
<b>Diverted Other</b>	1,548	632	380	98	172	1,129	3,959
<b>Total Tons Diverted</b>	<b>21,670</b>	<b>6,173</b>	<b>3,563</b>	<b>1,341</b>	<b>2,579</b>	<b>2,476</b>	<b>37,793</b>
<b>% Diverted</b>	<b>16.31%</b>	<b>16.42%</b>	<b>26.97%</b>	<b>13.75%</b>	<b>25.91%</b>	<b>25.51%</b>	<b>17.74%</b>
<b>Solid Waste Landfilled*</b>	111,157	31,428	9,650	8,413	7,373	7,202	175,223

# Annual Diversion Rates

MEMBER	2005	2006	2007	2008	2009	2010	2011	2012	<b>2013 REGIONAL DIVERSION RATE</b>  <b>72%</b>
Salinas	60%	61%	64%	70%	69%	71%	71%	71%	
Gonzales	45%	40%	62%	64%	62%	62%	61%	65%	
Soledad	54%	50%	55%	59%	60%	59%	63%	66%	
Greenfield	23%	24%	55%	56%	54%	50%	52%	48%	
King City	78%	78%	76%	79%	80%	81%	84%	84%	
Unincorporated Monterey County	63%	54%	54%	53%	62%	58%	62%	62%	*58%

\*In 2013, SVR became a Regional Agency on behalf of the five member cities, for AB 939/SB 1016 Annual Reporting to CalRecycle. The County of Monterey chose to opt out of the regional agency reporting and conducts its own standalone reporting. The percentage is an estimated calculation based on each jurisdiction reported lbs./person/day numbers.

## Historical Landfill Tonnage





# Operating Budget

The achievement of a balanced budget with a year-end surplus in a budget year with no rate increases and with the loss of \$2.1 million in revenue from ending the importation of waste from Recology South Valley is the result of a lot of planning. The Board's decisions to implement an AB939 Fee of \$1.7 million effective July 1, 2013 and to end the funding of operations with revenues from the importation of waste from South Santa Clara County, was followed by the Board's decision to refinance the 2002 revenue bonds and the Crazy Horse Installment Purchase Agreement. These decisions have put the Authority on a path to sustainable revenues, and being financially sound.

A balanced budget was achieved due to the following items:

- ✓ No increase in tipping fees.
- ✓ Increase the Salinas Transportation Surcharge by \$3.00 per ton to \$14.00. This allows the Authority to slowly get out of subsidizing the transfer of Salinas franchise garbage.
- ✓ Minimize operating budget increases by maintaining a status quo budget. Budget increases where necessary primarily for costs beyond SVR's control. Making more efficient use of Sun Street Transfer Station has allowed SVR to absorb increased regulatory costs.

REVENUE	Actual FY 2012-13	Actual FY 2013-14	Budgeted FY 2014-15
Tipping Fees	\$ 12,981,900	\$ 13,132,600	\$ 13,300,000
AB 939 Services	-	\$ 1,732,000	\$ 1,732,000
South Santa Clara County	\$ 2,340,900	\$ 2,318,800	\$ -
Charges for Services	\$ 117,000	\$ 117,000	\$ 124,500
Sales of Materials	\$ 572,500	\$ 385,000	\$ 309,500
Gas Royalties	\$ 60,000	\$ 187,500	\$ 220,000
Investment Earnings	\$ 80,200	\$ 30,200	\$ 31,700
<b>TOTAL REVENUE</b>	<b>16,152,500</b>	<b>17,903,100</b>	<b>15,717,700</b>

EXPENDITURES			
Administration	\$ 2,353,160	\$ 2,182,750	\$ 2,412,100
Resource Recovery	\$ 2,348,190	\$ 2,357,150	\$ 2,424,850
Scalehouse Operations	\$ 342,590	\$ 371,630	\$ 389,650
Transfer Stations Operations	\$ 2,732,180	\$ 2,660,740	\$ 2,720,750
Landfill Operations	\$ 3,568,290	\$ 3,717,840	\$ 3,515,000
Environmental Control Systems	\$ 511,800	\$ 439,410	\$ 450,600
Postclosure Maintenance	\$ 725,370	\$ 907,680	\$ 930,050
Debt Services	\$ 3,140,120	\$ 3,199,300	\$ 1,921,000
Closure Costs	\$ 277,000	\$ 277,000	\$ 186,000
<b>TOTAL EXPENDISTURES</b>	<b>\$ 15,998,700</b>	<b>\$ 16,113,500</b>	<b>\$ 14,950,000</b>

<b>NET OPERATING REVENUE</b>	<b>\$ 153,800</b>	<b>\$ 1,789,600</b>	<b>\$ 767,700</b>
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## MORE DETAILED INFORMATION

To view SVR's latest financial information including budget documents and audited financial statements go online to [www.svswwa.opengov.com](http://www.svswwa.opengov.com).

# Cost Savings

## Promoting Savings

*Fiscal prudence is one of the agency's core values. As such, staff takes every opportunity to increase efficiency and achieve cost savings.*

### Crazy Horse Landfill

- Silt removal, expanded capacity of sedimentation basins. **Savings: \$40,000**
- Liner repairs completed in house. **Savings: \$8,500**
- Leachate collection station plumbing. **Savings: \$9,000**
- Condensate pump removal/investigation trenching. **Savings: \$9,500**
- Entrance Paving Repairs. **Savings: \$2,500**

### Lewis Road

- Sedimentation basin inlet repair. **Savings: \$10,000**

### Johnson Canyon Landfill

- Landfill gas well drilling. **Savings: \$20,000**
- New Landfill gas collection system and well connections. **Savings: \$15,000**
- The take-over of the landfill operations by staff. **Anticipated Savings: \$500,000**

### Jolon Road

- Vector Control. **Savings: \$7,500**

### Sun Street Transfer Station Savings

- In FY 2013-14, SVR staff was able to negotiate the deferral of a \$6.00/ton increase from our carpet recycler. **Annual Savings: \$360**

### Administration Savings

- Electronic agenda packets for SVR managers, 2 Board members, Alternate members, and member agencies' executives. **Savings: \$1,100**
- Automation of an Accounts Payable workflow process. Staff time **Savings: \$2,800**





# Salinas Area Materials Recovery Center & The Citizens Advisory Group

Paula Getzelman  
County of Monterey  
(Salinas)

John Fair  
City of Salinas  
(Lutes)

Joel Hernandez  
City of Salinas  
(De La Rosa)

Victor Hernandez  
City of Salinas  
(Barrera)

Robert Brandt  
City of Gonzales  
(Silva)

Daniel Raquinio  
City of King  
(Cullen)

The Citizens Advisory Group first met in November 2013, and took on its first challenge to recommend to the Board preferred sites for siting the Salinas Area Materials Recovery Center (MRC). The five appointed members formulated and ranked criteria to help determine the preferable properties. Out of the six sites chosen by the Group to consider, four sites were recommended to the Board for environmental review consideration, Work Street property being the preferred location; Hitchcock Road, Sun Street and Madison Lane properties were selected as alternate sites. The Board was then set to discuss critical questions surrounding each of the properties at its July 2014 strategic planning session.

Summary of WEIGHTED Site Rankings 5/08/14									
Line	Category	Criteria	Criteria Weighting	Site 1 Work Street	Site 2 Hitchcock	Site 3 Madison	Site 4 Sun Street	Site 5 Boronda	Site 6 Laurel
1	Location	Acres	5	120	125	120	60	105	105
2		Ownership	3	95	110	55	105	40	80
3		Access	5	105	80	75	70	50	45
4		Zoning	5	115	100	120	105	105	85
5		Environmental Constraints	3	70	55	100	110	65	45
6	Proximity	Freeway Access	4	100	40	84	76	64	44
7		Landfill Access	3	80	64	52	68	68	60
8		City Center	3	84	44	52	76	44	52
9		Residential Subdivision	5	52	76	40	68	80	60
10	Costs	Land Acquisition	5	80	80	55	105	30	45
11		Entitlement Processing	4	95	65	60	55	55	60
12		Construction Complexity	5	95	80	105	75	85	95
13		Water	5	100	90	60	65	30	45
14		Storm Drain	5	95	105	90	55	30	45
15		Sewer	5	105	90	80	105	30	45
16		Power	5	95	100	100	95	30	45
17	Environment	Aesthetics	2	24	30	38	26	30	28
18		Agricultural Resources	3	38	42	44	44	20	40
19		Air Quality	5	46	30	38	28	32	30
20		Noise	3	34	26	34	26	34	30
21		Odor	5	32	32	30	26	36	30
22	Other	Timeline	4	68	68	52	84	36	36
23		Total		1728	1532	1484	1527	1099	1150
24		Ranking		1	2	4	3	6	5

## Anaerobic Digester Biomethane Demonstration Project

In a successful collaboration with Global Organics Energy and the United States Department of Agriculture, SVR hosted a Bio-methane Demonstration Project at the Crazy Horse Landfill. The purpose of the demonstration was to produce bio-methane gas in an anaerobic digester using municipal solid waste as a feedstock. Biogas is the emissions from the anaerobic (without oxygen) decomposition of organic material (plants and animals). Any combustible fuel derived from organic matter maybe considered a bio-fuel. Methane is the main component (~98%) of natural gas and is created at every landfill and in natural environments where organic life degrades in low levels of oxygen such as swamps. About 33% of SVR's waste stream is organic in the form of food scraps and yard waste. In the demonstration project, a steel tank was fabricated as the digester and sealed to deprive the contents of oxygen. Over a four week period about 1,700 pounds of solid waste pulp from the steam autoclave process and more than 500 gallons of water were added. Five hundred gallons of activated sludge from a local wastewater treatment plant were introduced into the digester as a culture to stimulate anaerobic digestion.



The conversion of the material into methane gas took place in 18 days after the first feeding in three steps. The first stage is hydrolysis when the bacteria in the sludge begin to break down the autoclaved material into smaller molecules. The decomposed material converts to organic acids and biogases including carbon dioxide and hydrogen. Finally, the acids are converted to gas and together form methane (CH<sub>4</sub> or one carbon atom and four hydrogen atoms). Gas production was continuously metered and analyzed weekly for content and volume. The anticipated results are

production of ~10,000 cubic feet of bio-methane, the equivalent of about 80 gallons of gasoline and avoidance of greenhouse gas emissions up to 90% when compared to diesel fuel. The material remaining in the digester after the water is removed consists of organic material which takes more time to degrade such as fiber and proteins and can be used as a bio-fertilizer providing carbon, nitrogen and phosphorus to soil. In addition to displacing fossil fuels and providing soil nutrients, the volume reduction of solid waste which would have been landfilled is estimated at 66%.

# HHW Safe Disposal & Recycling

Salinas Valley Recycles makes it easier to safely and legally dispose of your Household Hazardous Waste (HHW) with Saturday mobile HHW Collection events throughout the Salinas Valley. **You can always bring your HHW to the Sun Street Transfer Station in Salinas for safe disposal.** If that's not convenient, we can come to you!

## Free HHW Disposal Events

SalinasValleyRecycles.org makes it easier to safely and legally dispose of your Household Hazardous Waste (HHW) with Saturday mobile HHW collection events throughout the Salinas Valley. You can always bring your HHW to the Sun Street Transfer Station in Salinas; open 8 a.m. - 5 p.m. M-F and 8 a.m. - 4 p.m. Saturdays. But if that's not convenient, we're coming to you!

**Free disposal of: Anti-freeze, Batteries (household & automotive), Motor Oil & Filters, Latex Paint, plus Medical Sharps (in approved containers)!**

First come, first served. Free to residents; no businesses please.

### New South County locations starting September

**King City**  
South Monterey County Joint Union  
High School District  
800 Broadway, King City  
FIRST Saturday of the month  
9 a.m. - 12 noon

**Soledad**  
Soledad Mission Shopping Center  
Parking Lot at H  
Dela Rosa Sr. St., Soledad  
SECOND Saturday of the month  
9 a.m. - 12 noon

**Prunedale North Salinas**  
L.A. Hearn Company  
8525 Prunedale North Road, Salinas  
THIRD Saturday of the month  
9 a.m. - 12 noon



For details, visit  
[www.SalinasValleyRecycles.org](http://www.SalinasValleyRecycles.org)  
or call (831) 775-3000.



Funded by a Grant from CalRecycle.  
Recycling your HHW is another step toward a future without landfills.

## HHW Collection

FY 2013-2014

Material	Pounds Collected
Flammable Solids / Liquids	7,150
Oil Base Paint	52,275
Poisons	16,370
Acid	3,025
Base	12,675
Oxidizer	895
PCB	411
Antifreeze	7,515
Auto Batteries	20,232
Latex Paint	86,250
Motor Oil & Filters	86,312
Mercury containing	75
Fluorescent Lamps	13,593
Household Batteries	30,091
Electronic Waste	564,282
Universal Waste	330,222
Medical Waste	1,608
Gas Cylinders	5,798
Other Materials	12,825
<b>Total Pounds Collected</b>	<b>1,251,604</b>

## We are here to help



Meet the pros! Edwin, Araceli, David & Jason!

### HHW Location & Hours

139 Sun Street • Salinas, CA • 93901  
Monday - Friday • 8:00am - 5:00pm  
Saturday • 8:00am - 4:00pm  
Tel: 831-424-5520

**523% More**

**Auto Batteries**

**&**

**1,852% More**

**Household Batteries**

**were collected!**

Compared to last  
Fiscal Year



# A Look Ahead

## ***The Siting of a Permanent Salinas-area MRC Continues***

The decisions in this past fiscal year have laid the grounds for the next steps in finding a permanent location for the Salinas Materials Recovery Center (MRC). The Board has given direction to include the steam autoclave paper fiber recovery technology in the project's environmental review process, with Madison Lane selected by the Board as the preferred location, currently serving as Waste Management's Transfer Station. Staff is now working with URS Corporation to commence the environmental review process. Numerous meetings and discussions lie ahead to discuss issues pertaining to concurrent studies such as property acquisition, extension of Rossi Street, fatal flaws, collaboration with the City of Salinas and County, GOE Commercial Autoclave fiber and organics recovery system, Economics, and Risk Analysis. The Board has asked that all SVR employees participate in the design of the facility for optimal customer and employee access and efficiency.

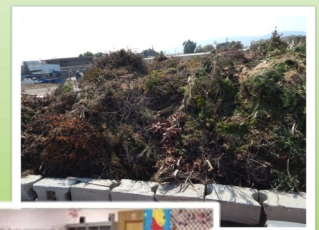
## ***While we wait for a permanent Salinas-area MRC home***

In the meantime, business continues at the interim Materials Recovery Center & Transfer Station at Sun Street. All SVR staff will be getting together in the coming months to evaluate the current operations and will be developing a prioritized list of suggestions to help improve diversion and efficiency at the facility. This fall the waste tipping pad area will be repaved. The project has been delayed for some time with the hopes of finding a permanent home but it cannot wait any longer. The project is being scheduled so that it has the least impact on customers and the operations, being as fiscally prudent as possible considering that it is unknown how long it will be before the permanent location is developed.



## ***Looking for new ways to reduce waste landfilled***

Staff does tremendous work to promote the 3Rs—Reduce, Reuse, Recycle in the community. However, at the end of the day there is still waste that needs to be landfilled. This coming year, staff will be applying for grant funding to include composting in the green waste chip and grind operation at Johnson Canyon. Staff will also be evaluating alternatives for optimal recovery and marketing of recyclable materials such as glass, plastic, film plastic, wood, organics, metal, construction debris, and textiles. Another Board objective for this coming year is for staff to develop plans for a second-hand merchandise retail store for salvaged materials.



# to Fiscal Year 2014-15

## ***Public Participation & Feedback***

Who is Salinas Valley Recycles? What do they do? One of the Strategic Plan Goals is to increase public access, involvement and awareness of SVR Activities. This coming year, staff will be exploring other non-conventional outreach methods to inform and engage the community. Acknowledging the popular use of quick access technology, we will be exploring the conduct of public meetings through webinars and increasing the use of our social media outlets such as Facebook, our website, and e-messaging. We are also planning to expand connections with local special interests organizations and provide presentations at their meetings on subjects of their interests related to our business. We will also be exploring new ideas to expand our Spanish outreach. If you are interested in having a presentation from us, just give us a call 775-3000!

***Like us on  
Facebook!***

***Learn about  
SVR, what we  
do, and why  
we do it...***



## ***Reducing Costs & Improving Services***

January 1, 2015, will be the first day of the Johnson Canyon Landfill operations takeover by SVR staff. Staff is making all the necessary preparations for this day. All heavy equipment has been purchased and personnel is being hired. SVR is excited to commence this new venture. Having internal control of the single largest operation of the agency, gives opportunity and flexibility to continue looking at ways to reduce costs and improve services as the waste processing industry evolves.

## ***New Uses for Closed Landfills***

SVR has three closed landfills that are not generating revenue any longer. The question has come up as to how can these be used to generate revenue. Some general ideas were presented to the Board such as solar projects, storage facilities, recreational open space, and other options. This coming year, staff will be working to present funding options, a scope of work, and a procurement process to hire a consultant and possibly have student intern support in business development planning.





## WE APPRECIATE YOUR FEEDBACK

***"Just a short note to sincerely THANK YOU BOTH for taking time to come to Rio Farms and train us on WORM COMPOSTING and HOW TO BUILD A COMPOST PILE!! What fun, so informative and inspiring!!"***

***Nikki Rodoni, Measure To Improve, LLC***

***"Just wanted to THANK YOU BOTH for the stellar job you did yesterday at the Staff Trainings! I think we made a ton of progress and I can't wait to start reporting on the great job everyone is doing. You both were amazing; I learned a ton and no way I could have accomplished the first step without your help. I would also like to thank SVSWA for the generous donation of all our new recycling receptacles! I realize this was huge investment, we ALL appreciate our pretty new containers that are going to be used for many years to come."***

***Nikki Rodoni, Sustainability Coordinator,  
Rio Farms***

***"I would like to thank you and your amazing coordinators for taking the time to do a presentation on waste and recycling for the community of Tynan Village. The presentation was very insightful and I believe many of the participants have become more aware in the benefits and consequences of not recycling properly."***

***Arturo S. Roque,  
Resident Services Coordinator,  
Tynan Village Apartments***

***"We are all agreed that our field trip to Salinas Recycles last month was stellar. All of our cubs scouts enjoyed it and the parents did as well. It was super well organized and presented. Thank you so much for a wonderful field trip. The boys had fun watching the PowerPoint, watching the junior high produced video, playing loteria/bingo, donning hard hats and vests, taking the walking tour and jumping in the cab of the model recycling truck."***

***Thank you,  
Ana Sandoval, Den Leader  
Wolf Den 2 - Lincoln School***

***"We have just finished unloading your first trailer. With most of our first time clients there is a slight learning curve as to what is or isn't acceptable for recycling. It would seem you understood the guidelines perfectly. I applaud you and your crew on a perfect load of material. Thank you for the concerted effort that your facility placed on sticking to our guidelines. I look forward to your next load and continued partnership."***

***Martin McLeod, Operations Manager  
Greenwaste Carpet Recycling***

***facebook.com/SalinasValleyRecycles***

***twitter.com/SalinasValleyRecycles***

***www.SalinasValleyRecycles.org***



### **Main Office**

128 Sun Street, Suite 101  
Salinas, CA 93901  
Mon - Fri 8am - 5pm  
(831) 775-3000  
fax - (831) 755-1322  
info@svswa.org

### **Sun Street Transfer Station**

139 Sun Street  
Salinas, CA 93901  
Mon - Fri 7am - 5pm  
Saturday 8am - 4pm  
(831) 424-5535

### **Household Hazardous Waste Facility**

139 Sun Street  
Salinas, CA 93901  
Mon - Fri 8am - 5pm  
Saturday 8am - 4pm  
(831) 424-5520

### **Johnson Canyon Landfill**

31400 Johnson Canyon Rd.  
Gonzales, CA 93926  
Mon - Fri 7am - 4pm  
Sat. & Sun. 8am - 4pm  
(831) 675-2165

### **Jolon Road Transfer Station**

52654 Jolon Rd.  
King City, CA 93930  
Mon - Fri 8am - 4pm  
Saturday 8am - 12pm  
(831) 385-6213

