

OUR CONTINUED COMMITMENT TO OUR FUTURE GENERATIONS AND COMMUNITY



2015-16

Annual Report



SalinasValleyRecycles.org

SALINAS VALLEY SOLID WASTE AUTHORITY

Working towards a future without landfills...

TABLE OF CONTENTS

Mission, Vision, Values	3
Letter from General Manager	4
Board of Directors	6
Board Meeting Highlights	7
Strategic Planning	8
SVR's Committed Team	10
Statistics	12
Operation Budget	14
Grants & CIP Budget	15
Guiding Our Community	16
Contributing to Our Community	18
Marketing	20
HHW Safe Disposal & Recycling	21
Improvements and Cost Savings	22
More To Come	23
Feedback	24



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."

VALUES

Innovation * Integrity

Public Education * Efficiency

Fiscal Prudence * Resourcefulness

Customer Service * Community

Partnerships

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. To eliminate the need for landfills."

Salinas Valley Recycles' Mission, Vision, and Values were developed and approved by its Board of Directors in 2009. They have been continuously reaffirmed during the Board's Strategic Planning sessions that are held every six months.

- ◆ Our Mission helps us focus on our core purpose.
- ◆ Our Vision motivates our actions to get to where we want to be in the future.
- ◆ Our Core Values guide our behavior and actions towards teamwork, company culture, and success.

LETTER FROM THE GENERAL MANAGER



Fiscal year 2015-16 was full of major decisions for a more sustainable path forward for Salinas Valley Recycles (SVR) and our community. Staff and I want to again thank the Board of Directors for their leadership in moving forward the final decision process to complete this agency's long range planning for our future public facility needs. As SVR's member agencies embark on implementing their local plans to create more vibrant, healthy and sustainable communities, the contributions of our agency to these goals are critical. Garbage and recycling, like water, sewer, gas and electricity, are imperative public utility services that are essential to community health and well-being. Yet, the importance of our services are often overlooked. When we go to the trash or recycling containers at home or work, we expect the by-products of our lifestyle to just go "Away". SVR and our partners, marketers, and collectors are your "Away" and as a community utility service provider, we must work in an ever increasing atmosphere of expanding environmental regulation, financially and politically complicated markets for recycled materials, climate change adaptation mandates, and local concerns over solid waste facilities and related transportation.

Community partnerships, technological innovation, and climate action plan opportunities continue to drive the future vision of SVR and our partner agencies. Our vision for a future which uses waste as a resource instead of burying it, is both challenging and exciting, because change is both necessary and good. At the same time, change is often hard to achieve within the complexity of new laws and regulations, existing financial obligations, community concerns, and acclimation to political sensitivities. However, as communities, each of us has made this commitment to change through our General Plans, Strategic Plans, Climate Action Plans, and Economic Development Goals that guide the whole region towards more sustainable living. Salinas Valley Recycles, through the Source Reduction and Recycling Element of each adopted General Plan, is part of this healthy change.

Key Achievements

A few of the key achievements that we should all be very proud of on our way to a healthier and more sustainable "Future without Landfills":

- SVR Board of Directors and staff completed its second 3-year Strategic Planning period, accomplishing almost all of the goals and objectives it set forth. A new 3-year plan was prepared by Board and staff in July 2016 to implement our Mission and Vision through 2019.
- SVR continues to sustainably meet our service and financial obligations without depending on revenues from landfilling waste imported from outside Monterey County, which has:
 - ◆ Reduced our community's long-term financial and environmental liabilities
 - ◆ Extended the landfill life by over ten years
 - ◆ Reduced transportation greenhouse gases by an estimated 1,200 tons of carbon dioxide (CO₂) per year
 - ◆ Reduced long-term methane generation in the landfill (a very potent greenhouse gas)
- SVR continues work on a public-private partnership with Global OrganicS Energy (GOE) to co-locate a green-business opportunity that could recover up to 80% of our remaining landfill-bound waste into renewable energy and market ready paper pulp for re-manufacturing, as well as recover any remaining recyclables such as bottles and cans.
 - ◆ This partnership could reduce our dependence on unstable foreign markets for our recycled paper and reduce waste management related greenhouse gases
 - ◆ This partnership could provide new jobs and a source of renewable bioenergy for facility operations and local use/resale
- SVR Board of Directors approved a three-pronged approach to study the future facility needs of our community, including Environmental Impact Report preparation, Long-Range Financial Modeling, and Economic Benefits Studies on five project options, including the GOE partnership.

- SVR funded three critical strategic components required in our Fiscal Policies: Capital, Environmental Impairment and Operational Reserves.
- SVR's Finance Department received its second Government Finance Officers Association award for our Comprehensive Annual Financial Report (CAFR), providing more transparent and detailed financial reporting for the public.
- SVR maintains the lowest per capita cost for delivery of recycling and solid waste services in the region, even with nearly 30% of our budget going to care for 3 closed landfills ("legacy liabilities"), inherited by SVR in 1997.
- SVR staff has increased recovery of materials at the Johnson Canyon Landfill and Sun Street Transfer Station by nearly 20,000 tons compared to the prior year, through our efficient and convenient services.
- SVR staff continues to operate the Johnson Canyon Landfill at significant savings over the previous private-sector operation.
- SVR has completed preparations to assume operations of its Jolon Road Transfer Station upon expiration of the private-sector contract operations in September 2016. Additional agency cost savings are expected from this change in operations.
- SVR continues to move forward with development of electricity generating solar fields and other renewable energy concepts on our closed landfills.
- SVR continues to benefit from cost savings through staff initiatives, new ideas, and programs.

These accomplishments have improved SVR's ability to expand and deliver better public services, become a sustainable partner in the community, and most of all to advance SVR's commitment to its Mission, Vision and Values. With our Board's leadership, we have become a more efficient, agile and progressive agency, equipped to meet the challenges of government services and sustainable practices, both financial and environmental.

A Future Without Landfills

The decisions we make today regarding a sustainable waste management system will serve our communities and future generations for decades to come and serve as a model for others to emulate. We will continue to encourage the Board, staff, partners, community, and stakeholders to look into the future and imagine a world without burying trash, and in its place, a system to repurpose, reuse, reduce, and recycle all our thrown away resources.

Landfills have historically been at the center of managing society's waste, but the idea of building new landfills and expanding current ones has fallen in great disfavor with the public. Landfilling is not a sustainable practice and the sooner we as a community address this reality, the better our future will look. The SVR Board has taken this realization to heart and, over 10 years ago, set the course to find viable solutions. This year has been the culmination of those years of work as we began the next and most important phase of our long range facilities needs assessment with several comprehensive studies underway to provide a clear and fact-based analysis for the final decisions to come.

Our Future

This annual report is a summary of SVR's accomplishments, waste reduction activities, cost saving measures, and dedicated professional staff for the 2015-2016 fiscal year. We hope it provides the reader with a clear overview of the sustainable direction of Salinas Valley Recycles!

I want to again thank the SVR Board of Directors, staff, community partners, our Citizens Advisory Group, and all those who have supported our efforts to improve our environment and help make sustainable living in the Salinas Valley a reality.



R. Patrick Mathews
General Manager/Chief Administrative Officer

BOARD OF DIRECTORS



Jyl Lutes
President
City of Salinas



Simon Salinas
Vice President
County of Monterey



Richard Perez
Alternative V. President
City of Soledad



Elizabeth Silva
Immediate Past President
City of Gonzales



Fernando Armenta
County of Monterey



Gloria De La Rosa
City of Salinas



Tony Barrera
City of Salinas



Avelina Torres
City of Greenfield



Robert Cullen
City of King



STAY INFORMED

The Board of Directors meets every 3rd Thursday of every month at 6:00 p.m. at the City of Gonzales City Council Chambers.

The Executive Committee, (Board executive officers), meets monthly on the Thursday two weeks before each Board of Directors meeting as necessary at 4:00 p.m. at SVR's Administration Office.

<http://svswa.org/government/agendas-meeting-schedules/>

BOARD ALTERNATES

John M. Phillips
County of Monterey



Christopher Bourke
City of Soledad



Scott Funk
City of Gonzales



Joe Gunter
City of Salinas



Raul Rodriguez
City of Greenfield



Darleen Acosta
City of King



BOARD MEETING HIGHLIGHTS

♦ **July Special Meeting** - R3 Consulting, hired by the Monterey Bay Area Managers Group, presented its recommendation on an analysis conducted to find a lowest-cost alternative for processing solid waste in the county. They recommended redirecting the Salinas and North County waste to MRWMD in Marina and discontinue current efforts to increase waste reduction activities in Salinas Valley, specifically the investigation of the Clean Fiber and Organics Recovery System (CFORS) proposed by Global Organics Energy (GOE). This change in waste flow would save an estimated 47¢ per month to a typical household customer vs. an estimated increase of \$1.03 for GOE's proposed waste recovery project. For 47¢ per month savings, the community would lose the opportunity to fully understand what long term benefits a project like the CFORS could bring to the community, including jobs, economic development, greenhouse gas reduction, and increased waste diversion opportunities. The recommendation would also eliminate the primary public service facility in Salinas. This recommendation lead the way to several actions of the Board to help determine the future of waste in the Salinas Valley.

♦ **July Strategic Planning Retreat** - The goal to complete development of the Salinas-area facility was revised to complete the "fact-finding process" for the Salinas area facility. A plan was developed to study different project scenarios at various properties under the California Environmental Quality Act, referred to as the Long Term Facility Needs study (the Project), along with preparation of independent studies for financial modeling and economic impact for each scenario, including the Monterey Bay Area Managers Group recommendation.

♦ **August** - The strategic goals and objectives were adopted as recommended at the retreat.

♦ **September** - The Citizens Advisory Group presented the Project's scope of work, functions, and locations including a new property at Harrison/Sala Road.

♦ **October** - A list of properties was selected to commence the Project's study. The properties on Madison Lane, Work Street, and Hitchcock Road were removed. The Board President was directed to submit a letter to MRWMD to discuss interest in consolidation.

♦ **November/December** - AECOM was selected as the Project consultant and a funding agreement with

GOE was approved where GOE will reimburse 33% of the study's expenses. Staff was authorized to solicit proposals for the financial modeling study and economic benefit analysis.

♦ **January** - A purchase option agreement was approved for the Harrison/Sala Road parcel.

♦ **February** - Designs of modern Materials Recovery Centers were presented along with the concept of a green business park and alternatives for the Salinas-area facility.

♦ **February Strategic Planning Retreat** - Further plans were developed to help complete the Long Term Facility Needs study.

♦ **March/April** - Updates were given on the collaboration discussions with MRWMD and direction was given to continue the discussions.

♦ **May/June** - A progress report was given on the Project's progress, and the public outreach plans for the various properties were presented. CH2M Hill Engineers was selected to prepare the independent studies for each Project scenario.

♦ Many other actions were also taken, besides those pertaining to future facilities. Fees for disposal of mattresses/box springs were eliminated, the Board voted to assume operations of the Jolon Road Transfer Station, various entities were recognized for implementation of successful waste reduction programs. The Board was also kept apprised on the progress of Monterey Bay Community Power project. The formation of a joint power agency for this project would provide local residents and business with another choice to purchase renewable and cost competitive green electricity and create a local demand for future SVR renewable energy projects.

Long Term Facility Needs Environmental Impact Report PROJECT SCENARIOS					MRWMD
	Sun Street	Harrison/Sala	Johnson Canyon	Crazy Horse	
1. Transfer Station - Materials Recovery Center - CFORS		✓			
2. Transfer Station - Materials Recovery Center only	✓	✓		✓	
3. CFORS only		✓	✓		
4. No Salinas Facility (R3 Recommendation)					✓
5. No Project (stay at Sun Street with/without MRWMD)	✓				✓

STRATEGIC PLANNING



2013-16 STRATEGIC PLAN

Our Strategic Plan goals and objectives promote our Mission and Vision and highlight our core Values.



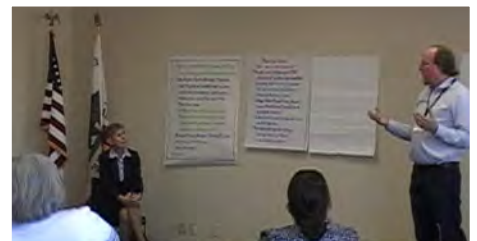
Despite the various halts and reroutes along the path, much work was completed during the past three years. Below is a recap of some of the major accomplishments from the 97 Board directives between July 2013 through June 2016.

GOAL A: Fund and Implement 75% waste diversion from landfills

- ✓ Refinanced the revenue bonds
- ✓ Advanced the Clean Fiber & Organics Recovery System (CFORS) demonstration unit at Johnson Canyon
- ✓ Confirmed positive diversion levels from the USDA digester pilot project
- ✓ Participated in Monterey Bay Area Managers Group County-wide Solid Waste Study
- ✓ Sought grant funding for a composting operation at Johnson Canyon
- ✓ Partnered with Salvation Army for a used clothing outlet
- ✓ Developed a work plan for the Long Term Facility Needs (LTFN) environmental review process
- ✓ Commenced collaboration discussions with MRWMD on shared capacities
- ✓ Commenced public outreach on the CFORS project to educate, gain input, assess community support
- ✓ Sought a food waste composting permit at Johnson Canyon

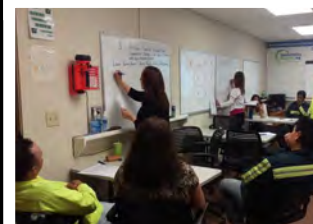
GOAL B: Complete *fact-finding process for Salinas-Area Materials Recovery Center (SAMRC) - *revised 7/2015

- ✓ Received a recommendation from the Citizens Advisory Group on acceptable SAMRC project sites
- ✓ Combined the SAMRC/CFORS project into one study (the LTFN project)
- ✓ Completed property assessments of Sun Street & Madison Lane properties
- ✓ Considered the lease or purchase of the Madison Lane property
- ✓ Assessed City of Salinas & County support for Madison Lane property
- ✓ Included staff input in the design of a new materials recovery center for optimal customer and employee efficiency
- ✓ Reviewed permanent improvement options for the Sun Street facility
- ✓ Prepared a public outreach plan for each LTFN scenario
- ✓ Authorized the preparation of independent long-range financial modeling & economic impact analysis for each LTFN scenario



GOAL C: Utilize closed landfills to generate revenue

- ✓ Developed a reuse plan for closed landfills
- ✓ Evaluated energy delivery options to County facilities
- ✓ Reached out to local wineries and landfill neighbors on solar power partnerships
- ✓ Prepared a work plan and budget to explore wind power development
- ✓ Reached out to commercial companies for the installation of cell towers
- ✓ Researched the process to sell excess landfill property

**GOAL D: Increase public access, involvement, and awareness of SVR activities**

- | | |
|---|--|
| <ul style="list-style-type: none"> ✓ Participated in radio interviews ✓ Held Citizens Advisory Group meetings ✓ Held community forums ✓ Published news releases ✓ Published weekly Facebook posts ✓ Developed an expanded public outreach plan ✓ Enhanced the student education recycling program ✓ Broadcasted two new radio and TV advertisements ✓ Increased social media by 50% ✓ Expanded connections with local special interest groups | <ul style="list-style-type: none"> ✓ Posted the 2015 rate hearing to social media ✓ Conducted Sun Street customer service surveys ✓ Developed a measuring plan for marketing campaigns ✓ Improved the Wally Waste-Not school award program ✓ Promoted that the Johnson Canyon facility is open on Sundays ✓ Held a "Like Us" on Facebook contest ✓ Conducted a customer survey to assess facility alternatives if the Sun Street facility were to close |
|---|--|

GOAL E: Reduce costs and improve services at SVR facilities

- | | |
|--|---|
| <ul style="list-style-type: none"> ✓ Selected SVR to operate Johnson Canyon starting January 2015 ✓ Sought funding commitment for the regional truck route improvements to the Johnson Canyon facility ✓ Determined the viability of a compost operation ✓ Completed temporary improvements for the Sun Street facility ✓ Evaluated alternatives for optimal recovery, storage, and marketing of recyclable materials ✓ Prepared an improvement plan for the Johnson Canyon gas flare station ✓ Created a new materials recovery center at Johnson Canyon | <ul style="list-style-type: none"> ✓ Updated the Storm Water Pollution Prevention Plans for all facilities ✓ Studied uses for the remaining landfill gas at Johnson Canyon ✓ Considered opening a convenience station at Crazy Horse ✓ Studied energy projects to offset operations costs ✓ Selected SVR to operate the Jolon Road Transfer Station starting September 2016 ✓ Sought interest in a second gas-to-energy generation unit at Johnson Canyon ✓ Commenced a cost/benefit analysis for processing construction & demolition materials |
|--|---|

GOAL F: Promote and maintain a high-performance, efficient, and flexible workforce - added 1/2015

- ✓ Implemented new personnel safety goals & objectives
- ✓ Aligned job classifications & establish benchmarking for compensation based on job descriptions
- ✓ Prepared a career development process to incorporate with performance reviews
- ✓ Revitalized the employee mentor program
- ✓ Developed a "buddy" program for new hires
- ✓ Completed the recruitment for the Jolon Road operations
- ✓ Held teambuilding activities to promote communication and employee morale

SVR's COMMITTED TEAM

SVR's 47 team members strive to deepen their commitment to our community. Whether it is providing resources, education, or simply lending a hand, SVR's team understands and values the level of responsibility they bring to our community.



The **Administration team** is dedicated to providing high quality support to all customers in a friendly and professional manner, promising an excellent service experience.



The **Finance team** is committed to integrity and excellence in providing timely, accurate and complete financial information and services to all SVR stakeholders.



The **Resource Recovery team** is devoted to developing plans and programs to educate our community, while promoting Recycling, Reducing, and Reusing, in the effort to reach our goal of a future without landfills.



Engineering and Environmental Compliance works diligently to assure the planning, permitting, design and construction of capital improvement projects and compliance with environmental requirements of all SVR facilities.



Responsible for providing a great experience for our customers, the **Operations team** prides themselves in ensuring all operations run safely and efficiently day to day, monitoring compliance of the State's environmental safety standards for the Sun Street Transfer Station, Johnson Canyon Landfill and three closed landfills in the Salinas Valley.

SERVICE RECOGNITION AWARDS



Susan Warner
18 years of service



Cesar Zuniga
15 years of service



Ernesto Natera
10 years of service



Jason Guillen
5 years of service

NEW HIRES



James Martinez
Diversion Worker I
08/20/15



Luis Macias
Diversion Worker I
08/20/15



Linda Vasquez
Administrative Assistant II
10/5/15



Gonzalo De Leon
Equipment Operator/Driver
01/04/16



Brian Kennedy
Engineering & Environmental Compliance Manager
03/21/16



Carlos Ventura
Diversion Worker I
05/16/16

WELCOMING NEW STAFF

Buddy Program - This is a newly launched program to welcome new hires to SVR. In this program, SVR assigns a current employee as a "buddy" to the new hire. Off-site lunch meetings are held once a week during the new hire's first month of employment. Discussed are the work culture/environment, guidance of the day-to-day aspects of the job, and helpful resources to become a successful employee at SVR. The program is designed to help ease the transition of new employees and recognize knowledge and leadership talents of current outstanding employees.



STAFF CHANGES



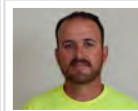
Dave Meza
Retired Authority Engineer
06/30/16



Susan Warner
Promoted to Assistant General Manager
07/27/15



Michael Mansfield
Promoted to Heavy Equipment Operator-Lead
06/22/15



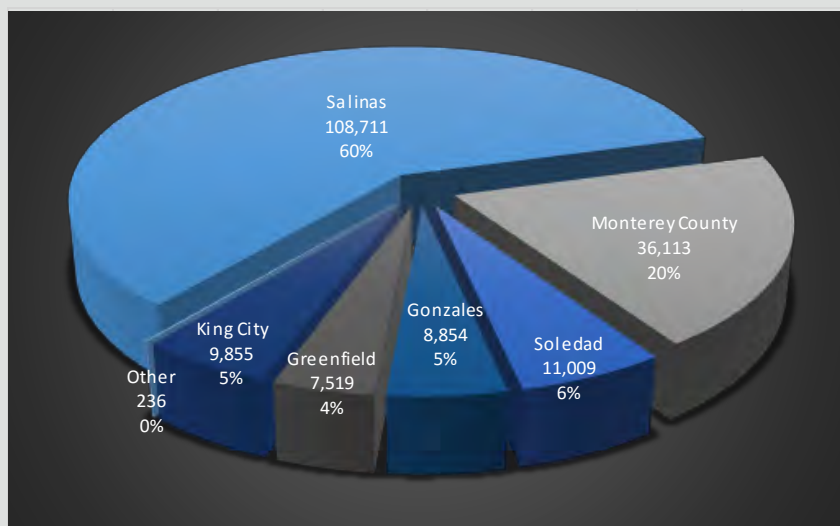
Eric Amaral
Transferred to Heavy Equipment Operator
06/22/15

HELPING STAFF GROW

Mentor Program - SVR is now offering a Mentor/Mentee Program to all management & non-management staff. This six-month program is geared towards pairing up a mentee who is seeking to increase his/her skills with a more experienced and knowledgeable mentor. The program is aimed at providing the mentee with career guidance and enables SVR to invest in human capital and succession planning.

STATISTICS

TOTAL TONS OF WASTE LANDFILLED - 182,298



TONS OF WASTE PROCESSED (from SVR's service area)

	Monterey						
	Salinas	County	Soledad	King City	Greenfield	Gonzales	Total
Total Received	136,531	49,360	8,498	12,524	10,300	13,413	240,626
Diverted Greenwaste	19,450	4,903	1,824	1,061	1,462	1,327	30,027
Dirt	1,047	6,554	2,345	1,319	59	748	12,072
Diverted Other	1,242	1,186	1,993	64	716	2,090	7,291
Diverted Construction & Demolition	4,200	530	270	216	485	318	6,019
Diverted Wood Waste	1,701	66	55	2	57	64	1,945
Diverted Biosolids	0	0	998	0	0	0	998
Household Hazardous Waste	180	8	4	7	2	12	213
Total Diverted	27,820	13,247	7,489	2,669	2,781	4,559	58,565
% Diverted	20.4%	26.8%	40.5%	21.3%	27.0%	34.0%	24.3%
Solid Waste Landfilled	108,711	36,113	11,009	9,855	7,519	8,854	182,061

*Data includes inbound tons. Facilities not operated by SVSWA are allocated based on tonnage received at Johnson Canyon.



Annual Diversion Rates

SVR Regional Diversion

Unincorporated Monterey County

2013

*72%

*58%

2014

*69%

*59%

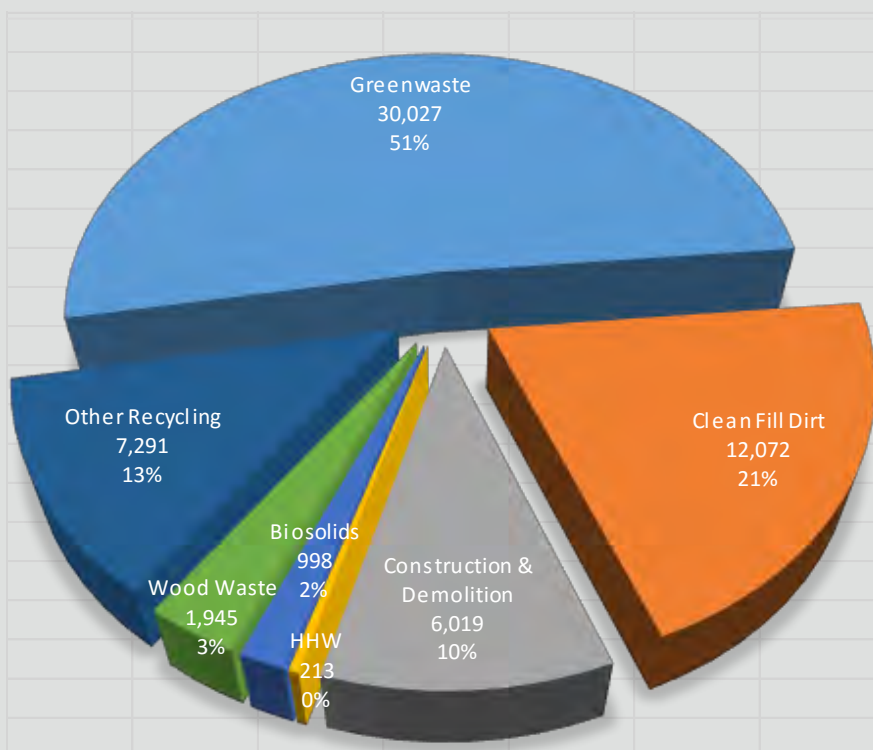
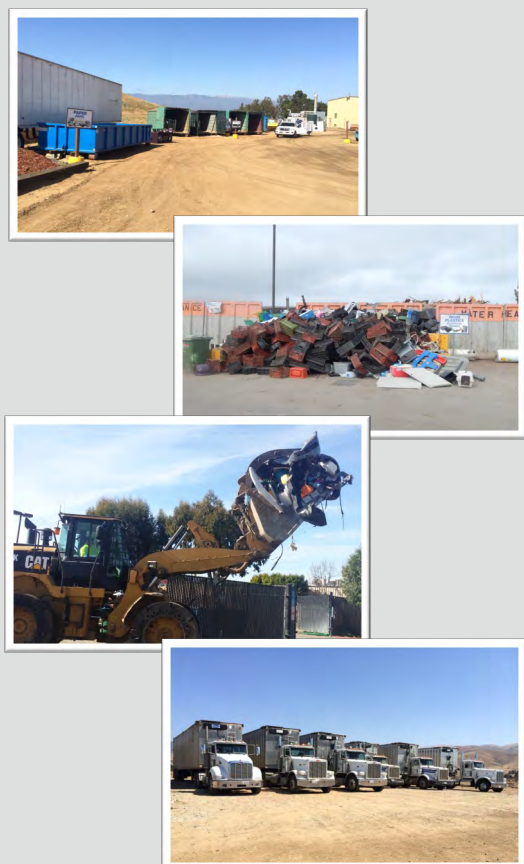
2015

*69%

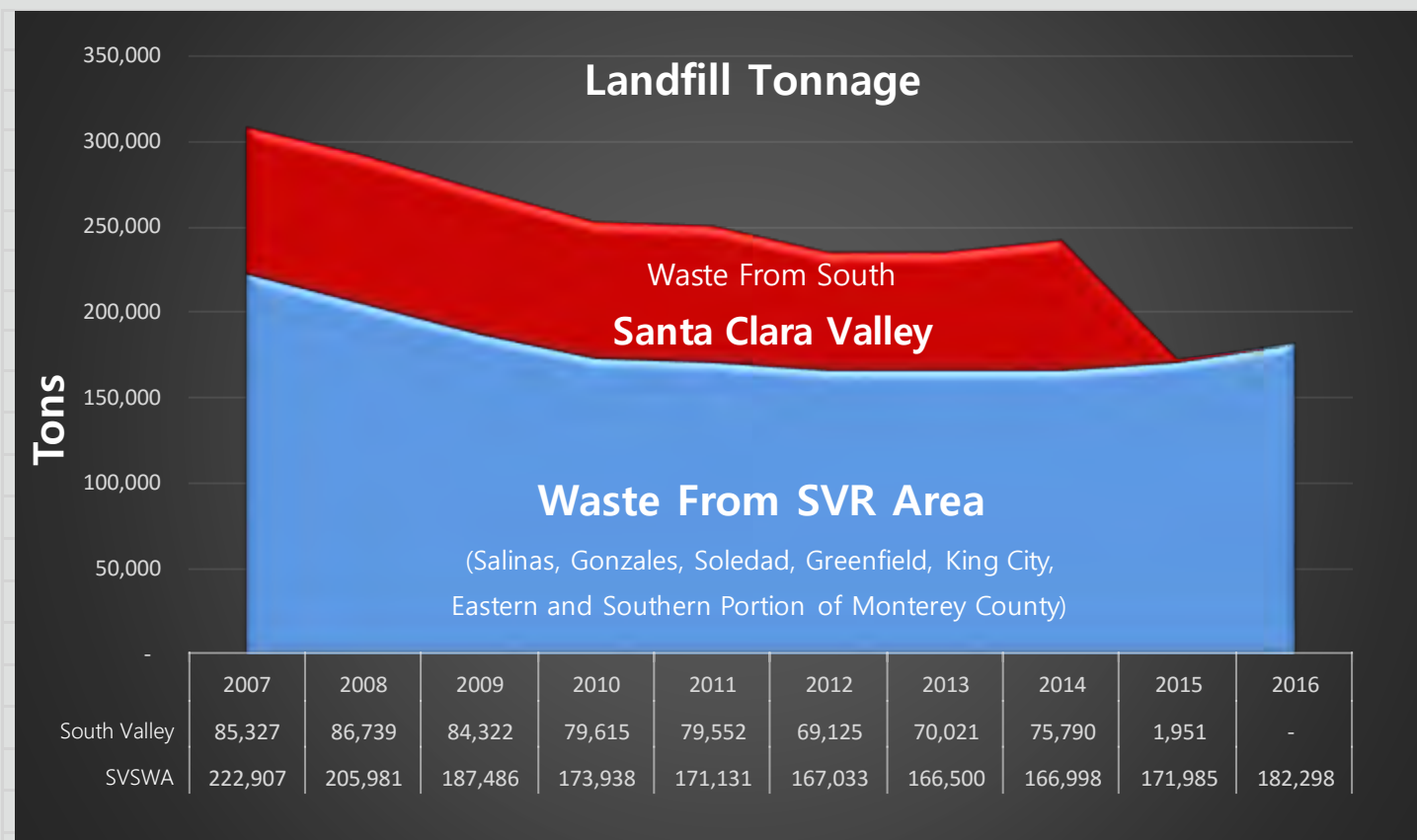
54%

*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's reported lbs./person/day data.

TOTAL TONS DIVERTED FROM LANDFILL - **58,565**



HISTORICAL LANDFILL TONNAGE BY FISCAL YEAR



OPERATIONS BUDGET



Johnson Canyon Landfill



Jolon Road Transfer Station



Crazy Horse Landfill (closed)



Lewis Road Landfill (closed)

	Actual	Unaudited	Budgeted
REVENUE	FY 2014-15	FY 2015-16	FY 2016-17
Tipping Fees	\$ 14,156,971	\$ 15,336,402	\$ 14,440,200
AB 939 Services	\$ 1,731,984	\$ 2,166,096	\$ 2,228,900
South Santa Clara County	\$ 57,140	\$ -	\$ -
Charges for Services	\$ 124,548	\$ 127,212	\$ 124,500
Sales of Materials	\$ 359,515	\$ 361,779	\$ 309,500
Gas Royalties	\$ 224,219	\$ 257,004	\$ 220,000
Investment Earnings	\$ 32,345	\$ 65,009	\$ 31,700
TOTAL REVENUE	\$ 16,686,722	\$ 18,313,502	\$ 17,354,800
EXPENDITURES			
Administration	\$ 1,994,814	\$ 2,124,215	\$ 2,463,050
Resource Recovery	\$ 2,159,776	\$ 3,075,747	\$ 3,193,150
Scalehouse Operations	\$ 389,650	\$ 392,404	\$ 447,950
Transfer Station Operations	\$ 2,720,750	\$ 2,920,553	\$ 1,716,300
Landfill Operations	\$ 3,515,000	\$ 2,462,550	\$ 2,546,300
Environmental Control Systems	\$ 450,600	\$ 466,557	\$ 525,400
Postclosure Maintenance	\$ 930,050	\$ 727,222	\$ 1,066,250
Debt Services	\$ 1,921,000	\$ 2,869,021	\$ 2,705,600
Closure Costs	\$ 186,000	\$ 244,266	\$ 238,000
TOTAL EXPENDITURES	\$ 14,267,640	\$ 15,282,535	\$ 14,902,000
NET OPERATING REVENUE	\$ 2,419,082	\$ 3,030,967	\$ 2,452,800

OUR FACILITIES



Jolon Transfer Station
Mon-Fri 8am to 4pm
Sat 8am to 12pm



Johnson Canyon Landfill
Mon-Fri 7am to 4pm
Sat-Sun 8am to 4pm



Sun Street Transfer Station
Mon-Fri 7am to 5pm
Sat 8am to 4pm



Household Hazardous Waste
Mon-Fri 8am to 5pm
Sat 8am to 4pm

FOR MORE DETAILED INFORMATION

To view SVR's latest financial information including budget documents and audited financial statements go online to www.svswwa.opengov.com

GRANTS

Household Hazardous Waste Grant (HD25) FY 15/16



CalRecycle awarded SVR the HD-25 grant to fund the purchase of a Compressed Natural Gas (CNG) box truck and provide personnel with Hazardous Waste Operations & Emergency Response (HAWOPER) training. The award will assist SVR by expanding HHW services to under-served residents within SVR's jurisdiction such as seniors, disabled, or low income individuals with no means of transportation. Door-to-door and one-day mobile collection services will be provided to gather & dispose of HHW properly. Appointments will be group-scheduled to maximize transportation and staffing resources. **Total amount awarded was \$95,523 for the term of July 9, 2015 to March 28, 2018.**

Tire-Derived Aggregate Grant (TDA5) FY15/16

CalRecycle awarded SVR the TDA5 grant to provide funding for the use of tire derived aggregate in the installation of nine horizontal gas collection wells at Johnson Canyon Landfill. The goal is to provide an outlet for the reuse of local waste tires collected through tire amnesty collection events. By capitalizing on grant funding, SVR can potentially reuse more than 100,000 waste tires. **Total amount awarded was \$66,373 for the term of April 1, 2016 to April 1, 2018.**



CAPITAL IMPROVEMENT PROJECT (CIP) BUDGET

Johnson Canyon Roadway Improvements	\$ 1,854,726
Segunda Vida (Second Life)-Clothing Outlet Start Up	\$ 6,989
Closed Landfill Revenue Study	\$ 32,222
Johnson Canyon Leachate Handling System	\$ 73,000
Crazy Horse Corrective Action Program	\$ 50,000
Johnson Canyon LFG System Improvements	\$ 120
Johnson Canyon Flare Station Improvements	\$ 508,730
Johnson Canyon Module 456B Liner Improvements	\$ 10,181
Johnson Canyon Equipment Replacement	\$ 30,900
Jolon Road Equipment Purchase	\$ 600,000
Sun Street Transfer Station Equipment Replacement	\$ 213,888
Sun Street Transfer Station NPDES Improvements	\$ 12,062
Total	\$ 3,392,818

GUIDING OUR COMMUNITY

Promoting environmental stewardship, SVR collaborated with cities, Monterey County, schools, organizations, waste collectors, and businesses by attending or hosting **132** outreach and education events.

SVR participated in 132 events

that included door-to-door education, presentations, and trainings to groups such as multi-family complexes, large local ag producers, small independently owned companies, non-profit organizations, and schools throughout the Salinas Valley.

8 composting workshops

to educate participants on how to convert kitchen scraps and yard trimmings into a nutrient rich soil at locations across the Salinas Valley.

8 facility tours

to groups such as Lincoln Elementary School and Hartnell Environmental Science Class.

14 school recycling programs

to assist in the implementation or re-implementation of recycling programs.

SVR staff knows there is no group too large or too small - all matter equally.

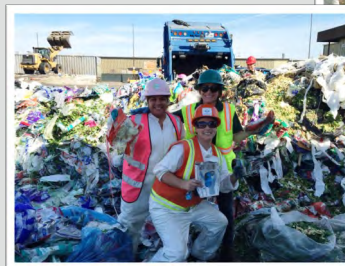
COMMUNITY EVENTS

(Not all events listed)

Mission Chamber Business Expo—Soledad
El Grito Festival—Salinas
Pharmaceutical Collection—Gonzales
Harvest Festival—Greenfield
Senior Resource Fair—Monterey
CAPSLO Annual Health Fair—King City
Farm Day—King City

Rava Ranch Annual Health & Safety Fair—King City
Hartnell Ag Tech Summit—Salinas
Salinas Employee Health Fair—Salinas
Community Showcase & Health Fair—Gonzales
Dia Del Trabajador Agricola—Greenfield
Colmo del Rodeo Parade—Salinas
Soledad Parade of Lights—Soledad

Waste Assessments and Recycling Implementation— Focusing on the largest waste generators in the community, SVR staff conducted 23 waste assessments this year with local businesses, schools, institutions, and agriculture companies interested in reducing waste, recycling, and saving money. During a waste assessment, an evaluation of types and quantities of waste is conducted and data is compiled. This data is then presented to the organization and they are given free training on proper sorting of materials, assuring that materials end up in correct waste or recycling dumpsters and/or carts. Implementation of a recycling program is established to ensure a successful outcome. Some of this years participants are: Salinas High School, Chualar Elementary School, Chalona Peaks Middle School, Mi Pueblo, Western Harvesting, Cheezers Gourmet Pizza, Silva Farms, Bahia Insurance, and La Plaza Bakery (Soledad).

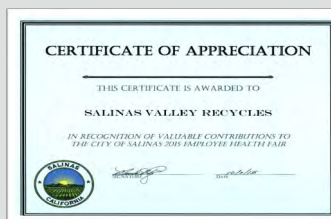


Mandatory Commercial Organics Recycling (AB 1826)— SVR staff is working with local businesses and multi-family complexes to successfully meet the requirement of Assembly Bill 1826 (AB 1826) that took effect April 01, 2016. AB 1826 requires generators to recycle organic waste (including food scraps) in an effort to reduce greenhouse gas emissions, expand organics recycling in California, and to conserve natural resources. Following a waste assessment and evaluation, programs are recommended to comply with AB1826, such as source separation and recycling of organics, or donation of food.



Free Mattress Recycling Program

Assisting the goal of reducing illegal dumping of mattresses, starting January 1, 2016, customers can now drop off up to 5 mattresses or box springs at any of our facilities at no cost.



City of Salinas 2015 Employee Health Fair

SVR provided recycling and waste reduction education to approximately 250 attendees of the annual event.

Wally Waste-Not Award— Over the years SVR has assisted more than 60 schools in the Salinas Valley to implement comprehensive school-wide recycling programs. The award was launched in 2015, it was created in an effort to encourage the remaining schools to participate. This year the program offered a \$1,500 incentive to complete the required activities for schools to achieve more sustainable diversion programs. A total of 9 local schools completed the 26 activities for the program requirements, earning them each \$1,500. The schools awarded were:

Sacred Heart School - Salinas
Washington Middle School - Salinas
CAPSLO Salinas Child Development Center
MCOE Salinas Child Development Center
Salinas High School

MCOE Alisal Center - Salinas
Dual Language Academy of Salinas
Girls Scout Alisal Center - Salinas
Bolsa Knolls Middle School



RecycleRama Show— Since 2006, SVR has worked with Contreras Productions to provide this interactive school performance. The program promoted the three R's: Reduce, Reuse, and Recycle to children as part of SVR's outreach program. Over the course of 10 years, over 600 shows have been performed, all of which were sponsored by SVR at no cost to the schools. In its last year of performances with SVR, a total of 87 shows were presented to schools and organizations. Among the schools that received performances were:

Monte Bella School - Salinas
Santa Lucia Elementary - King City
Jesse G. Sanchez Elementary - Salinas
Laurel Wood Elementary - Salinas
Mary Chapa Academy - Greenfield

Everett Alvarez High School - Salinas
Sacred Heart School - Salinas
La Gloria Elementary - Gonzales
San Vicente Elementary - Soledad
Rose Ferrero Elementary - Soledad



CONTRIBUTING TO OUR COMMUNITY

SVR cares for its community and is committed to going beyond providing fundamental services. SVR takes responsibility to contribute to the growth, maintenance, and strength of its community. Whether it's participating in fundraising events, sponsorships, or partnering with community agencies, SVR knows that developing relationships with its community will help deliver the best possible services.

"Unity is strength... when there is teamwork and collaboration, wonderful things can be achieved."
- Mattie J.T. Stepanek



Old Town Cart Corrals— SVR was one of six organizations and seventeen local artists that worked together to purchase, paint and install 18 "cart corrals" in Oldtown Salinas. These 18 cart corrals housing trash and recycling receptacles will prevent litter and divert recyclables, as well as preserve and protect the local community, all while enhancing the Oldtown area with art images inspired by the city.



Segunda Vida-Second Life Clothing Closet— This successful partnership between SVR and Salvation Army opened it's doors on October 21, 2015, to the community of Gonzales and has served families for a combined total of 968 household members.

Race of Thrones Crapper Derby— SVR participated in a unique fundraiser, hosted by the Salinas Rotary Club benefiting Dorothy's Place Lake Street Service Center Project. This relay style race of outhouse type vehicles took place May 7th on Main Street, in downtown Salinas. The family-friendly event raised over \$12,000. SVR's team "The Re-Deucers" received the 2nd place award for design, creativity, functionality, and crew enthusiasm of the "Reclaimed Crap Cruiser", made all from re-claimed or recycled materials.



O'Neal Sea Odyssey— This program provides a hands-on educational experience to encourage the protection and preservation of our living sea and communities. SVR has been a sponsor of this program since 2014, offering 12 classes of 4th through 6th graders from the Salinas Valley the opportunity to participate. Over 265 children observed marine life and discussed human impacts on the near shore ecosystem aboard a 65ft catamaran, with follow-up lessons at the shore side education center at the Santa Cruz Harbor. This experience of a lifetime is free to the schools, but each group that participates is required to do a community service project focused on recycling, waste reduction, or litter prevention as part of the continued education for children to be responsible for their own community.



OTHER SPONSORSHIPS

- ◆ Salinas Valley Chamber of Commerce
- ◆ Salinas Valley Fair
- ◆ Forbes Ag Summit
- ◆ Greenfield Harvest Festival
- ◆ Soledad Business Expo
- ◆ El Grito Festival
- ◆ Salinas Food & Wine
- ◆ King City Chamber of Commerce & Agriculture

OUR COMMUNITY PARTNERS



Agriculture and Land-Based Training Association (ALBA)— Working with the organization that provides training and education in farming, SVR assisted their goal in environmental education through composting presentations to 3rd grade class tours. The partnership has been going strong since 2013.



The Offset Project (TOP)— In efforts to provide education and resources to promote a more healthy environment, SVR has been collaborating with TOP since 2013 in establishing waste reduction programs for large local events such as the Salinas Valley Fair and California Rodeo.



Rescate Verde— Partners since 2014, Rescate Verde and SVR educate residents on creating an environmentally sustainable community by providing composting workshops.



McShane Nursery— SVR has teamed up with this nursery to provide educational information at its Earth Day Mixer & Composting Workshops since 2012.



Hope Services— Since 2008, SVR has been working with Hope Services in promoting an improved quality of life for people with developmental disabilities by providing rewarding employment opportunities.



KickStart Program— Collaborating with the County of Monterey, SVR has worked with this program since 2014 by providing re-entry services for ex-offenders. The program has allowed individuals to gather tools and skills that have led to successful full-time employment opportunities with SVR, and other local businesses.



Vision Recycling— SVR has partnered with Vision Recycling since 2011 for organics recycling and processing. The result is high quality product coming from 100% recycled material. Products such as compost, soil amendment, topsoil blends, mulches and wood chips can be purchased at the Sun Street Transfer Station or Johnson Canyon Landfill.



Local Urban Gardeners— SVR is working with this group to provide organic community gardening at Natividad Creek Park and Central Park in Salinas.

SVR GOING BEYOND THE SALINAS VALLEY

Educating the public is a priority for SVR. This year was especially exciting with several local and international media outlets reaching out to SVR to discuss food waste, as well as the Crazy Horse Landfill solar project. Here is a sample list:

MEDIA OUTLETS

NBC for the Today Show
Worldwide Business with Kathy Ireland®
ABC News Channel 7
PBS Newshour
Channel One News
National Geographic

ARTICLE/SHOW TITLE

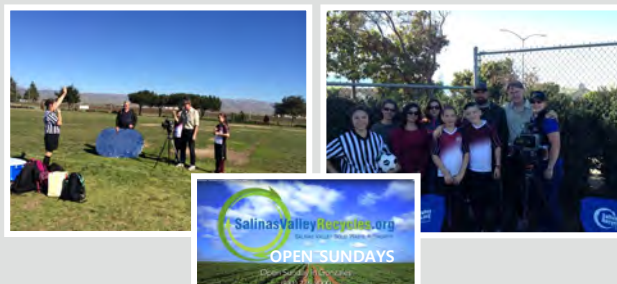
"Fighting Vegetable Vanity"
"SolarTurf®"
"Investigation Reveals Millions of Pounds of Food Wasted Every Day"
"Why are tons of fresh produce dumped in landfills every day?"
"Food Waste"
"Waste Not, Want Not"



MARKETING

In order for the community to take advantage of our services, they must be aware of them. The marketing team understands the importance of promoting public awareness and strives to have a plan that will help lead SVR towards its goal of a "Future Without Landfills."

New TV Commercial– The Commercial promoted Johnson Canyon being open on Sundays and directing residents to our new updated website. A noticeable increase in customers was seen within the first two months of the commercial's release. To view the commercial visit our website, www.SalinasValleyRecycles.org/gallery.

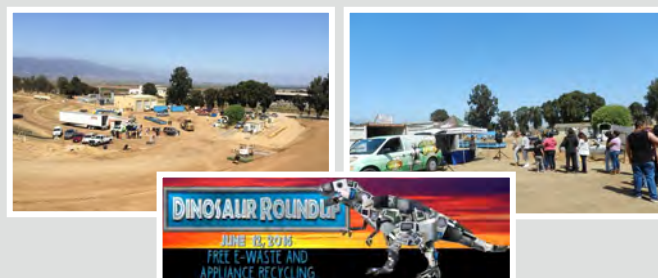


Facebook Promotion- The first sponsored post campaign on Facebook began in February 2016 and concluded in May 2016. The campaign "Like Us for a chance to win a \$25.00 Amazon gift card" was determined to be a success, increasing the number of "Likes" or followers on SVR's page by 159% and our engagements by over 770%.



New Website- In October 2015, the updated website was launched. The website is now mobile-friendly and can be viewed on any electronic hand-held device. A visitor can navigate with expanded drop-down menu options making the information easier to find. The marketing team is able to track the top viewed pages, giving SVR staff insight on the public's top questions and/or needs.

E-Waste Event– To promote SVR's free services the marketing team hosted its second annual Dinosaur Roundup E-Waste collection event, partnering with La Tricolor radio station to increase awareness of services such as recycling of electronic waste.



COLLABORATORS

Radio: KLOK, KSES, KSEA, KCDU, KDON, KPRC, KION, KOCN, KTOM, KRKC, KMJV, KTGE, KRAY

Television: KSMS-67, KMUV-23, KSBW-8, KCBA-35, KION-46, NION-CW

Print: El Sol, South County Newspaper Group, The Salinas Californian, La Ganga, Monterey County Weekly, Auto Shopper

Digital Added Value: KCDU, KSEA, KMUB

MEDIA CAMPAIGNS

Free Tire Recycling
Free Holiday Tree Recycling
Household Hazardous Waste Services
Recycling Drop Off Locations
Johnson Canyon Landfill Open Sundays
Waste Disposal

HHW SAFE DISPOSAL & RECYCLING

Disposing of Household Hazardous Waste in the garbage, sink, or storm drains can be harmful to the environment. Such wastes can poison the air, soil, water, animals and people that come in contact with the toxins. Since 1997, SVR has been committed to making it easy for the community to safely and legally dispose of these items. Programs like the HHW mobile collection allow our services to be offered to our local communities' recycling and cleanup events.

91%
of HHW material
collected was
recycled.

HHW team, always ready to lend a helping hand!



Edwin Ocapan, David Roel, Araceli Gutierrez, Jason Guillen

Some of the items residential households can bring to our facility at no charge are:

- ◆ Aerosols Spray Cans
- ◆ Antifreeze
- ◆ Auto Batteries
- ◆ Batteries (Household)
- ◆ Cleaners (Bleach, Drain Openers, Toilet Cleaners)
- ◆ Cooking Oil/Grease
- ◆ Electronic Waste (Cell Phones, Computers, TV's etc.)
- ◆ Fluorescent Light Bulbs & Tubes
- ◆ Paint (Latex)
- ◆ Paint (Oil-based)
- ◆ Pesticides, Fertilizers, and Garden Chemicals
- ◆ Sharps (Needles or Syringes)
- ◆ Thermometers, Thermostats, and Other Mercury Containing Items
- ◆ Thinners & Solvents
- ◆ Toner, Developer, and Ink Cartridges
- ◆ Used Motor Oil & Filters



HHW Location & Hours
139 Sun Street * Salinas, CA * 93901
Monday-Friday * 8:00am-5:00pm
Saturday * 8:00am-4:00pm
Tel: 831-424-5520

HHW COLLECTION FY 2015-2016

Material	Pounds Collected
Flammable Solids / Liquids	5,795
Bulked Flammable Liquids	6,500
Paint Related Material	74,000
Poisons	24,310
Acid	2,750
Base	21,625
Oxidizer	1,290
Reactive/Explosives	135
Antifreeze	9,090
Auto Batteries	32,630
Latex Paint	91,275
Motor Oil & Filters	101,075
Mercury Containing Items	75
Fluorescent Lamps	19,198
Household Batteries	18,476
Electronic Waste	761,988
Universal Waste	374,876
Medical Waste	2,527
Gas Cylinders	1,825
Other Materials	6,260
Total Pounds Collected	1,564,775

For more information on HHW Safe Disposal, Recycling, and Mobile Collection Events visit our website at www.SalinasValleyRecycles.org

IMPROVEMENTS & COST SAVINGS

SSTS New Materials Recovery Center— As more members of the community have discovered the value of using the Sun Street Transfer Station, SVR has responded to make the experience of recycling and disposal easier than ever. The Materials Recovery Center was expanded 2,000 square feet, relocating the landscape material bunkers and rearranging the containers in the drop off areas. The improvements will allow the facility to handle more traffic in the recycling areas, as well as provide additional space for customers to access the scale. SVR staff completed the grading and relocation of bunkers and materials, resulting in a savings of **\$17,000**.



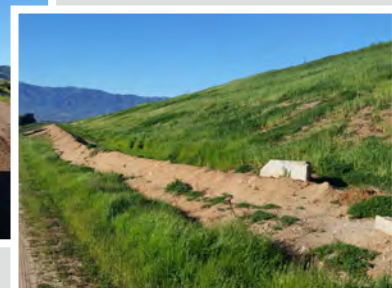
Sacrificial Liner Replacement— The southern slope of Module VII at the Johnson Canyon Landfill required the sacrificial liner to be replaced due to sun damage to the existing 30-mil PVC cover. The cost to replace and secure a new PVC liner was estimated at \$65,000, based on a cost per square foot. Staff purchased all materials and performed the work. The project was completed at a total cost of \$30,000, including labor and materials, for a total estimated savings of **\$35,000**.

Johnson Canyon Landfill Module 1B Expansion— SVR staff is always finding innovative ways to solve issues. When staff found that the limits of waste went further south than originally known, they surveyed the site to discover the actual limits of waste and received approval from the Regional Water Quality Control Board to slightly extend the fill limits. Staff performed the grading and installation of a buttress fill to ensure full containment within the existing system. The small expansion extended the life of the landfill by 6 months. All work was performed by staff, at a cost of \$30,000, saving an estimated **\$50,000** compared to hiring a private contractor.



Storm Water Improvements— SSTS improved its storm water handling by installing two pumps into a storm water collection sump and tying into the sewer system. The connection to the storm water system will ensure that storm water runoff was re-directed to the sewer treatment plant and not discharged into the storm water drains. The improvements were completed by staff with an estimated cost savings of **\$35,000** compared to a private vendor.

Johnson Canyon Landfill Hydro Seeding— Always looking to find better solutions, SVR's staff analyzed the different ways to cost-effectively protect the landfill slopes from rain and erosion. After careful review, SVR staff found that hydro-seeding the slopes was more cost effective than the previous practice of hay and seed. Hay, seed, and labor cost was \$22,000. Hydro-seeding the exposed outside slopes cost was \$10,500, which resulted in a total saving of **\$12,514** per year.



MORE TO COME...



Brand New Show!— SVR has been offering educational assemblies with the help of the RecycleRama Show. These shows have reached students at over 80 school assemblies yearly. To keep the program fresh, SVR is delighted to provide a brand new show. **Rock Steady Juggling** offers an innovative, high-quality, educational, and entertaining show. The show is conducted by performer/educator Doug Nolan, a Bay Area performer with over 20 years of experience. “The Amazing Adventures of the Recycling Wizard” brings a multimedia assembly featuring comedy, juggling, magic, and interactive games, while motivating students to learn about the 4R’s -reduce, reuse, recycle and rot. The show will continue to be offered to local schools at NO cost!

Jardin El Sol— This demonstration garden is currently being developed to promote sustainable gardening as well as demonstrate how to recycle food scraps and yard trimmings at home into compost. The garden, located within the Sun Street Transfer Station, will be home to free compost workshops taught by our Master Composter personnel.

If you would like to schedule a presentation or visit our garden, please contact us at 831-775-3000.



One-Stop Drop Off— Salinas Valley Recycles is partnering with Central Coast Goodwill to accept reusable items in good condition, such as furniture, sporting goods, housewares and books. Such venture will help make the Sun Street Transfer Station become a one-stop drop off for all recycling and reuse needs.



Jolon Road Transfer Station Operations— After receiving Board approval to move forward with managing the operations of the Jolon Road Transfer Station facility, SVR will assume operations on September 2, 2016. All staff are on-board and ready to take over this operation.

Salinas Valley’s Future Public Facilities— The next phase to determine our future facilities is to complete the Project descriptions, site layouts, and to begin the public outreach for the five Project scenarios being considered. Meetings will be scheduled as close as practical to each of the Project locations. Notification of meetings will be provided to the public through SVR’s website, social media, and mailings.

If you are interested in attending these meetings please visit our website at www.SalinasValleyRecycles.org for hours and locations.

THANK YOU FOR YOUR FEEDBACK!

Patrick gave a great presentation last night
that was well received by the students.
Lots of good information, particularly on
methane.
Thanks,

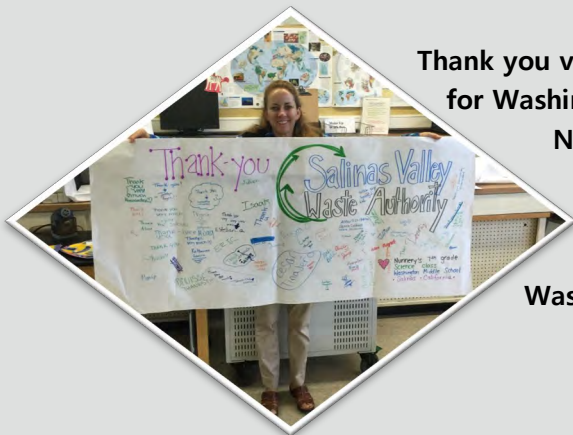
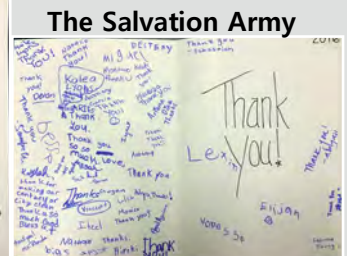
Bob Barminski
Hartnell Community College

On behalf of the Soledad-Mission Chamber of
Commerce, I want to personally Thank you for
participating and sponsoring our 2015 South
County Business & Ag Expo!

Adria Brinson, President
Soledad-Mission Chamber of Commerce

YOU did such a great job presenting... I learned a lot
and am so happy to have SVSWA or SVR as a
resource. You all have been so valuable and helpful
to implementing recycling programs- Thank you for
ALL you do... Susan, Mandy, Estella, Guillie!
Cheers to this wonderful team!

Nikki Rodoni
Measure to Improve, LLC



Thank you very much for all you have done
for Washington Middle School and our
NOAA Garden project!
Sincerely,

Jody Bell
Washington Middle School

This was an excellent workshop.
The students really liked it.
Thank you.

Mrs. Fowler
King City Unified School District

SVR's 2015-16 Annual Report was proudly produced and edited by SVR staff.

Erika Trujillo, Administrative Assistant II
Linda Vasquez, Administrative Assistant II
Elia Zavala, Clerk of the Board

Printed on 100% Recycled Paper



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twitter.com/SalinasValleyRecycles
www.SalinasValleyRecycles.org



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

**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