



2017-18 Annual Report



WORKING TOWARDS A FUTURE WITHOUT LANDFILLS



City of Salinas - Holiday Parade of Lights



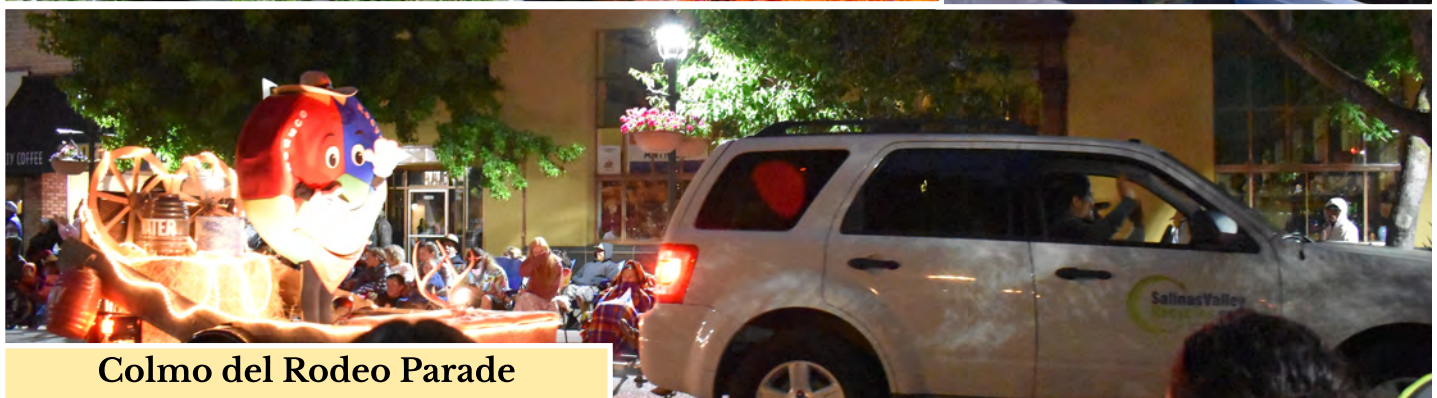
Ladies of Resource Recovery



King City Earth Day Cleanup



Our Lady of Solitude Fiesta



Colmo del Rodeo Parade



Letter from General Manager.....	4
Staff & Accomplishments.....	6
Board of Directors.....	7
Board Highlights.....	8
Strategic Planning.....	10
Operating Budget.....	12
Capital Improvements & New Projects...	13
Statistics.....	14
Operations.....	16
Grants.....	17
Marketing Efforts.....	18
Seeking to Inspire.....	20
Community Involvement.....	23
Household Hazardous Waste.....	24
Free Recycling Services.....	25
Looking Ahead.....	26
Facility Locations.....	27





R. Patrick Mathews
**General Manager/
Chief Administrative Officer**

Fiscal 2017-18 was a year of many successes and new challenges. Salinas Valley Recycles (SVR) is in a much stronger financial position than we have seen in recent history after several years of above average revenues due to the improving economy and higher employment rates. In preparation for the next inevitable recession, SVR has responsibly placed any excess revenues into our long-term strategic reserves and funded needed capital improvements without debt. These conservative actions by the Board of Directors has placed SVR in a strong position to weather future economic downturns and maintain our essential public utility services and programs to continue meeting the current and new State mandates.

SVR maintains its long-standing policy of self-funding our operations with only local revenues. Ending the non-sustainable reliance on waste importation to help fund our operations has turned out to be one of the most significant and forward-thinking decisions our Board has made in many years. We now operate within our means, continue work to diversify our revenue streams away from just landfilling, add new programs, and no longer solely rely on a limited and declining revenue source from selling our landfill space assets. This decision did require modest rate adjustments over the prior years to address the true cost of services which are now stable and more predictable into the future. The public can be assured, through the Board's leadership, that we are fully utilizing our community revenues to operate our public utility services in a cost-effective manner, improving services and environmental stewardship, while limiting our long-term landfill and environmental liabilities consistent with State policy.

As SVR's member agencies embark on implementing their own local plans to create more vibrant, healthy and sustainable communities, the contributions of SVR to these goals are critical and significant. Garbage and recycling like water, sewer, gas, and electricity are essential public utility services that are important to community health and well-being.

Yet the importance of our services are often overlooked. Ask the 90,000 visitors per year to our Sun Street Recycling and Transfer Station and they will agree that this location or a future Salinas-area facility is an important part of our community's utility infrastructure.

In 2017-18 we conducted several critical public, stakeholder and Board surveys to help guide future decisions and the direction of SVR. A few very clear and common priorities came out of this work, such as reducing illegal dumping, maintaining convenient local facilities, sustainable operating revenues/expenses, increasing recycling, and minimizing (trash) impacts to local waterways. To this effect, the Board has directed staff to work collaboratively with the Monterey Regional Waste Management District to evaluate ways to share resources, leverage infrastructure and control rate payer costs for our member agencies.

SVR has implemented a number of new programs to meet the major new state mandates that are driving changes and the need for new programs in solid waste systems across all of California.

- **Mandatory Commercial Recycling**

Assembly Bill (AB) 341 requires all commercial businesses to participate in some form of recycling, either self-managed/reported or through each community's curbside recycling program. SVR's Resource Recovery staff works directly with each of our garbage hauling companies, member agencies, businesses and community stakeholders to educate and expand the use of our existing and comprehensive business recycling collection systems. One of the underlying goals of this legislation is to help achieve a statewide goal (not a mandate) of 75% diversion of waste from landfills. SVR's annual estimated diversion rate equivalent is currently around 65% and well on its way to helping achieve the State's policy goal.

- **Mandatory Commercial Organics Recycling**

AB 1826 requires all large commercial waste generators to participate in some form of Organics (yard, wood and food wastes) collection to reduce these materials going to landfills which can result in the creation of methane, a potent greenhouse gas. Again, SVR's Resource Recovery staff works directly with each of our garbage hauling companies, member agencies, businesses and community stakeholders to expand the existing collection programs for these materials and direct them to a variety of new and existing processing systems that can turn Organic waste back into healthy soil amendments or renewable energy.

- **Short-Lived Climate Pollutants and Methane Emissions**

Senate Bill (SB) 1383 requires communities to reduce, the amount of Organic material (yard, wood and food wastes) going to our landfills by 50% in 2020 and 75% in 2025. SVR has taken a very proactive lead in addressing these new mandates through expansion of our Organics processing capacity and composting infrastructure. Our new system includes purchase of a new refrigerated truck for The Food Bank of Monterey County to help with local distribution of food products to under-privileged communities using edible food recovered from the agricultural industry operations. The new program also includes installation of new depackaging and recovery equipment to separate the landfill bound Organics contained in packaged agricultural waste materials (i.e. bagged and packaged salad mixes, fruits/vegetables...). Once separated, these materials can then be composted in the new state-of-the art composting system under construction at our Johnson Canyon Landfill. All of this new infrastructure is supported by a \$1.34 million grant from CalRecycle to reduce greenhouse gases. The new funding has the added benefit of controlling SVRs future costs of meeting these new mandates.

- **Green Material Used as Alternative Daily Cover**

AB 1594 mandates that by January 1, 2020, the use of green material as Alternative Daily Cover (ADC) will no longer be considered diversion and will instead be counted as disposal in terms of measuring a jurisdiction's annual 50 percent per capita disposal rate. With the introduction of SVR's new, full composting operation, much of the residuals of the green material from the chip and grind process, called overs, currently being used as ADC will be incorporated into the compost system

as a bulking-agent and will no longer need to be used as ADC for the landfill.

A Future Without Landfills

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 transportation.

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 re-purpose, reuse, reduce, and recycle all our thrown away resources.

Our Future

This annual report is a summary of SVR's accomplishments, waste reductions activities, cost saving measures, and its dedicated professional staff for the 2017-2018 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 Salinas Valley Recycles 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.

SVR's Management Team



EMPLOYEE OF THE YEAR!

Harold Dorsey



Thank you Harold for your dedication, hard work, and positive attitude!

Congratulations!



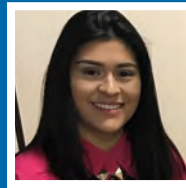
Congratulations to our very own Estela Gutierrez (aka The Worm Lady)! She was recognized by the Monterey County Office of Education Head Start & Early Head Start Program for her valuable and continuous contribution in educating students on composting, recycling, and reducing waste. Great work Estela!



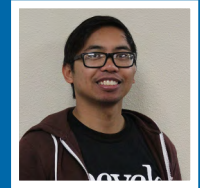
WELCOME ABOARD!

Our New Hires

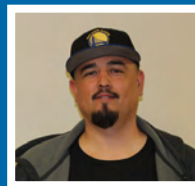
Harold Dorsey
Diversion Worker - July 06, 2017
2018 Employee of the Year



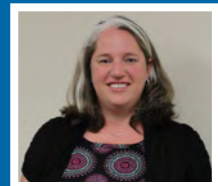
Paloma Zamora
Resource Recovery Technician
October 02, 2017



Jehan Valera
Marketing Coordinator Intern
November 20, 2017



Ray Ruacho
Equipment Operator Driver
June 01, 2018



Janna Faulk
Recycling Coordinator
June 18, 2018

Finance

Excellence in Financial Reporting

Excellent



SVR was awarded the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association for the fourth consecutive year for its Comprehensive Annual Financial Report (CAFR). The Certificate of Achievement is the

highest form of recognition in the area of governmental accounting and financial reporting, and its attainment represents a significant accomplishment by a government and its management.





Simón Salinas
President
County of Monterey



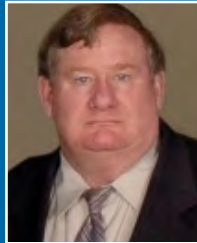
Robert Cullen
Vice President
City of King



Gloria De La Rosa
Alternate Vice President
City of Salinas



Tony R. Barrera
City of Salinas



Christopher Bourke
City of Soledad



Kimbley Craig
City of Salinas



John M. Phillips
County of Monterey



Liz Silva
City of Gonzales



Avelina Torres
City of Greenfield

Alternate Directors

Luis Alejo, County of Monterey
Joseph D. Gunter, City of Salinas
Scott Funk, City of Gonzales
Carla Stewart, City of Soledad
Lance Walker, City of Greenfield
Darlene Acosta, City of King

Meeting Schedules



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



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

For more information on meeting schedules or agendas, contact Clerk of the Board Erika J. Trujillo, (831) 775-3012, erikat@suswa.org or visit our website www.SalinasValleyRecycles.org

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. To eliminate the need for landfills.

Values

*Innovation
Integrity
Public Education
Efficiency
Fiscal Prudence
Resourcefulness
Customer Service
Community Partnerships*



"Arriving at one goal is the starting point to another."
- John Dewey

2017 July	<ul style="list-style-type: none"> ■ The 2016-19 Strategic Plan Goals were reaffirmed and six-month objectives were developed.
Aug.	<ul style="list-style-type: none"> ■ Wally-Waste-Not Awards were presented to 10 schools for their commitment in implementing recycling and waste reduction programs at their sites and successfully completing all 26 program activities required. ■ Personnel Re-Organization was approved allowing for labor cost savings.
Sept.	<ul style="list-style-type: none"> ■ SVR's 2016-17 Annual Report highlighted its 20th Anniversary. ■ The Implementation Plan and Funding Structure for the Expansion of the Organics Recovery Program was approved. ■ The grant from CalRecycle's 2016-17 Organics Grant Program for \$1.34 million was accepted.
Oct.	<ul style="list-style-type: none"> ■ The Board accepted \$379,335 from the Monterey Bay Air Resources Board from their FY18 AB 2766 Emission Reduction Grant Program under the Clean Air Management Program for two new CNG transfer trucks.
Nov.	<ul style="list-style-type: none"> ■ The year-end June 30, 2017 Comprehensive Annual Financial Report was presented with no management letter and reflected a 90% improvement in net position. ■ Allocation of the funds for the Grants and Capital Improvement Project Budgets was approved.
Dec.	<ul style="list-style-type: none"> ■ SVR recognized General Manager Doug Kenyon of Republic Services upon his retirement after 34 years in the solid waste management industry. ■ The Board terminated the Option and Payment Agreement for the Harrison Road property effective January 31, 2018, and paused the Environmental Impact Report for the Long-Term Facility Needs Project.
2018 Jan.	<ul style="list-style-type: none"> ■ The Board of Directors preceding officers were re-elected to a second one-year-term, President Salinas, Vice President Cullen, and Alternate Vice President De La Rosa. ■ SVR welcomed Paloma Zamora, Resource Recovery Technician to the SVR team. ■ The 2017 Employee Survey results were presented revealing a significant decline in staff morale. ■ The results of a Market Research Survey which focused on the most effective methods of public outreach and delivery of services were presented. The results reflected that SVR's brand and job ratings are healthy.

Feb	<ul style="list-style-type: none"> ■ Geo-Logic Associates was selected for Consulting and Engineering Services for the expansion of Module 7 at the Johnson Canyon Landfill. ■ The Preliminary Budget was presented to the Board for input on potential rate adjustments. ■ The purchase of the two 2018 CNG transfer trucks was awarded to Coast Counties Truck.
Mar.	<ul style="list-style-type: none"> ■ The results of the Board Priority Survey were presented demonstrating that the top two priorities for the Board were reducing illegal dumping and reducing the amount of waste that goes into local landfills by upgrading recycling facilities. ■ 2018-19 Rates & Fees and Operating Budget were approved.
Apr.	<ul style="list-style-type: none"> ■ The purchase of Food Waste Depackaging Equipment was awarded to Olympic Wire and Equipment Inc. ■ The purchase of a new refrigerated truck for the Food Bank of Monterey County was awarded to Coast Counties Truck and Equipment. ■ Wally-Waste-Not Awards were presented to 12 schools and preschools for their commitment in implementing recycling and waste reduction programs at their sites and successfully completing all 26 program activities required. ■ The 2016-19 Strategic Plan Goals were reaffirmed and six-month objectives were developed.
May.	<ul style="list-style-type: none"> ■ Recycling recognition was presented to Ippolito International for its achievement of two gold Total Resource Use and Efficiency (TRUE) Zero-Waste Certifications for its two facilities in the Salinas Valley. ■ SVR's State of Operation presented a significant overall increase in customer trip count and tonnage handled at all of the facilities since their establishment.
Jun.	<ul style="list-style-type: none"> ■ Statistics on the progress made across all social media platforms were presented. ■ SVR recognized Paula Getzelman for her five-year commitment to the Citizens Advisory Group. ■ The Board established the Executive Committee as the ad hoc committee to meet with board-level ad hoc committee from the Monterey Regional Waste Management District to discuss potential collaboration opportunities. ■ Funding support for the Monterey County litter and illegal dumping abatement services program was approved. ■ The lease of property at the Crazy Horse Landfill for a Satellite Organics Program was approved.



On February 2018, the Board of Directors approved the restructure of the Strategic Planning process. The Strategic Planning Sessions previously held every January and July were changed to every April and October. The sessions originally facilitated by a consultant during special meeting dates and times were changed to the April session being facilitated by SVR staff during a regularly scheduled Board meeting and the October session being facilitated by a consultant also during the regular scheduled Board meeting.

SELECT AND IMPLEMENT FACILITIES (e.g., SALINAS AREA MATERIALS RECOVERY CENTER) AND PROGRAMS THAT LEAD TO ACHIEVEMENT OF AT LEAST 75% WASTE DIVERSION

- Completed* Quarterly progress report given on the Long-Term Facility Needs Environmental Impact Report (EIR), and other due diligence activities.
- Completed* Identified future public outreach efforts, areas of impact, and funding designated for EIR and Long-Term Facilities Needs studies public meetings and engagement.
- Completed* Identified and considered an implementation plan and funding structure for expanding residential, commercial and agricultural food waste recovery programs to comply with State Mandates of AB 876, AB 1826, and SB 1383.
- Completed* Presented the results of the Board Strategic Plan Priorities Survey.
- Completed* Provided recommendations to restart the Long-Term Facility Needs EIR and other due diligence activities.
- Pending* Arrange for tour of a modern enclosed transfer station for Board members.
- Pending* Present for consideration a Memorandum of Understanding between SVR and MRWMD regarding collaboration and communication.
- Pending* Present an update on the progress of the expansion of the Organics Program.

REDUCE LANDFILL DISPOSAL FEE DEPENDENCE THROUGH SELF-FUNDED PROGRAMS AND NEW REVENUE SOURCES

- Completed* Presented information of available State and Federal grants and low interest loan programs available for funding future long-term and permanent facility infrastructure needs.
- Pending* Present option(s) on resale and reusable items and materials from landfills.
- Pending* Provide a list of project-specific grants for infrastructure and identify staff and consultant needs to prepare grant applications.
- Pending* Present an update and revised cost for options to improve and self-fund construction and
- Pending* Present an update on the progress of establishing self-funding programs to reduce landfill tipping fee dependence.



PROMOTE THE VALUE OF SVR SERVICES AND PROGRAMS TO THE COMMUNITY

- Completed* Hired a new intern for marketing and social media outreach projects to continue developing promotions, memes, and videos to maintain and increase followers.
- Completed* Three Board Members attended at least one community event to promote SVR services and programs and the results were reported to the full Board.
- Completed* Presented the results of a Market Research Study on target audiences to help realign SVR's marketing and branding strategy to best focus resources that enable the most effective methods of public outreach.
- Completed* Presented results of the social media campaign.
- Pending* Create a promotional short clip or pictures of Board Members for social media with each Board member stating how they recycle.



MAINTAIN A HIGH PERFORMANCE AND FLEXIBLE WORKFORCE

- Completed* Continued internal small-group employee informational meetings.
- Completed* Approved personnel organizational restructure to achieve savings, provide for additional regulatory mandates and programmatic service needs.
- Completed* Conducted a staff team building retreat to integrate Finance and Administration staff.
- Completed* Presented an updated Succession Plan to address current and future agency needs.
- Completed* Incorporated facility staff into quarterly facility inspections to expand safety knowledge and provide more diverse feedback.
- Pending* Expand the current Emergency Plan to include natural disaster preparedness for all staff and reported the results to the Board.
- Pending* Complete 360 Feedback Process for Managers (all staff evaluate their managers).
- Pending* Establish a Supervisor/Manager Development Program.

REVENUE	Audited FY 2016-17	Unaudited FY 2017-18	Budgeted FY 2018-19
Tipping Fees	\$ 17,694,945	\$ 18,935,316	\$ 16,551,575
AB 939 Services	\$ 2,228,904	\$ 2,319,696	\$ 2,319,700
Charges for Services	\$ 135,511	\$ 157,144	\$ 144,000
Sales of Materials	\$ 388,460	\$ 431,347	\$ 265,000
Gas Royalties	\$ 258,212	\$ 270,218	\$ 240,000
Investment Earnings	\$ 93,867	\$ 206,708	\$ 200,000
TOTAL REVENUE	\$ 20,799,899	\$ 22,320,429	\$ 19,720,275
EXPENDITURES			
Administration	\$ 1,985,235	\$ 2,026,448	\$ 2,501,400
Resource Recovery	\$ 3,660,259	\$ 3,787,722	\$ 4,558,600
Scalehouse Operations	\$ 529,470	\$ 528,262	\$ 564,000
Transfer Stations Operations	\$ 3,064,058	\$ 3,175,521	\$ 2,941,400
Landfill Operations	\$ 3,591,381	\$ 2,642,720	\$ 2,519,900
Environmental Control Systems	\$ 376,935	\$ 387,821	\$ 537,000
Postclosure Maintenance	\$ 2,556,023	\$ 678,819	\$ 1,035,600
Debt Services	\$ 1,533,442	\$ 2,848,866	\$ 3,933,800
Closure Costs	\$ 281,785	\$ 314,803	\$ 268,300
TOTAL EXPENDITURES	\$ 17,578,588	\$ 16,390,982	\$ 18,860,000
NET OPERATING REVENUE	\$ 3,221,311	\$ 5,929,447	\$ 860,275



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

Capital Improvement Project	Budget
Closed Landfill Revenue Study	\$ 24,831
Organics System Expansion Study	\$ 19,010
Concrete Grinding	\$ 20,000
CH Corrective Action Program	\$ 253,000
CH LFG System Improvements	\$ 116,500
LR LFG Replacement	\$ 3,279
LFG Well Replacement	\$ 30,000
JC LFG System Improvements	\$ 1,160
JC Litter Control Barrier	\$ 61,343
JC Corrective Action	\$ 225,000
JC Drainage Modifications	\$ 35,000
JC Groundwater Wells	\$ 34,570
JC LFG System (Vertical Wells)	\$ 30,234
JC LFG System (Horizontal Wells)	\$ 30,063
JC Equipment Replacement	\$ 130,900
JC Module 7 Engineering and Construction	\$ 3,683,506
JC Roadway Improvements	\$ 2,218,937
JR Transfer Station Improvements	\$ 83,399
JR Equipment Purchase	\$ 47,997
JC Well Replacement	\$ 75,000
SSTS Equipment Replacement	\$ 222,575
SSTS Improvements	\$ 41,014
Total	\$ 7,387,318

Special Projects

In addition to routine daily duties, SVR's operations staff works on special projects that are required for facility improvements or needed for environmental compliance. Here are a few of the special projects that SVR staff managed this year to improve services and save money.

Jolon Road Drainage



The access road that leads to the Jolon Road Transfer Station disposal pad was graded to ensure all storm water run-off is directed into the landfills perimeter concrete ditch and collected in the sedimentation basin. The project was performed to comply with storm water discharge requirements and separate the transfer station's discharged storm water from commingling with the Waste Management Corporation yard discharge. In an effort to maintain control of the storm water from the facility activities, the road was re-graded and the storm water diverted to the pond by adding drainage pipes under the road that discharged into the perimeter drainage ditches. This allowed all the storm water from the portions of the site controlled by SVR to be managed properly. All work was done by in-house staff.

Johnson Canyon Landfill Domestic Water Well Replacement

Due to drought and sustained ground water utilization by valley agriculture, the on-site groundwater well at Johnson Canyon went dry several years ago. For the past several years, water has been trucked in from a City of Gonzales' fire hydrant for use in the breakroom and for washing of equipment. Earlier this year, SVR contracted with Salinas Pump for the drilling of a replacement groundwater well. The new well has been completed and has sufficient water for the on-site facilities, equipment maintenance, and some dust control needs.



Johnson Canyon Landfill Module Expansion

Staff is currently working on design and construction specifications for Module 7. Staff has been excavating soil from Module 7 for the past eight years to reduce the amount of soil that must be excavated by a contractor. The project is expected to go out for bid in FY2018-19, with completion in 2019.

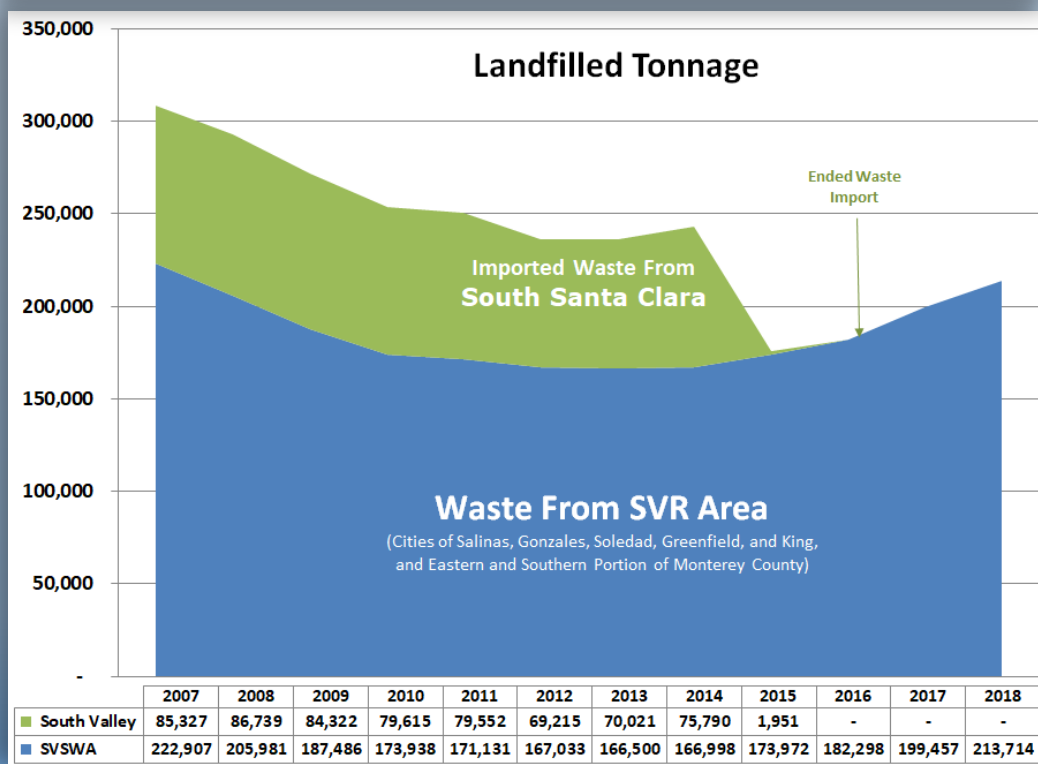
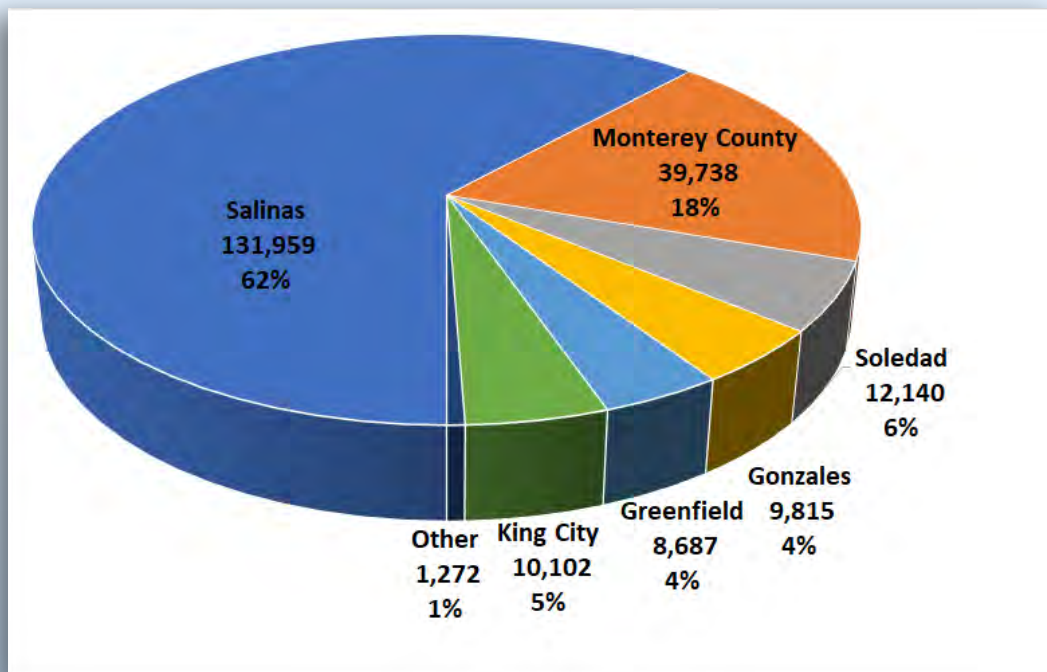


Lewis Road Flare Replacement



In 1997, a small gas flare was installed at the Lewis Road Landfill to manage the landfill gas migration. In the year 2000, the flare was determined to be undersized and was replaced with a larger flare. The smaller flare was stored at Johnson Canyon Landfill for future needs. Fast forward to 2016, the larger flare is now too large, as the landfill closed in 2002 and the amount of gas produced by the landfill continues to decline. A smaller flare was required to efficiently collect and flare the reduced methane collection flows. Staff explored installing a new and smaller replacement flare, but found the cost to be about \$135,000. Fortunately, the original flare was stored at the Johnson Canyon Landfill, and after consulting the Air District, it was determined that this flare could be placed back into service. It needed a new insulation blanket and a paint job, but staff were able to get it back into service in August 2017 for under \$20,000 in parts and labor by doing most of the work ourselves.

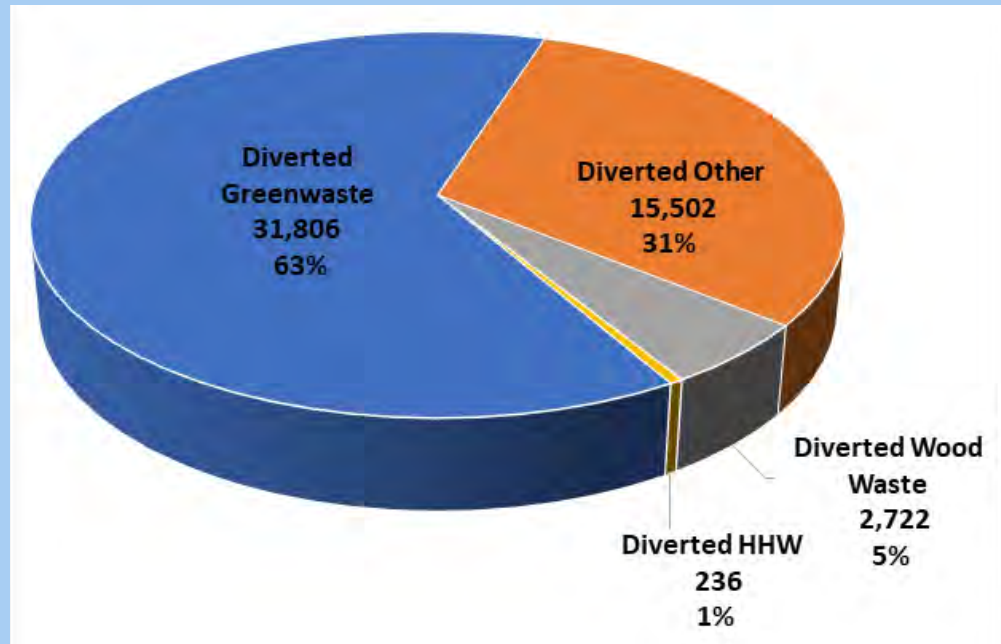
Tons of Waste Landfilled 213,714



In 2013, SVR became a Regional Agency on behalf of our five member cities, to unify AB 939 Annual Reporting to CalRecycle. The County of Monterey reports on behalf of the unincorporated areas of SVR's jurisdiction. The annual diversion rate equivalent is an estimated calculation based on each jurisdiction's per capita disposal rate, which is now reported as pounds/person/day. The estimated 2017 per capita disposal rate is 4.3 pounds/person/day. The statewide average is 6.0 pounds/person/day.

Estimated Annual Diversion Rate Equivalents	2015	2016	2017
SVR	69%	69%	65%
Unincorporated Monterey County	54%	55%	50%

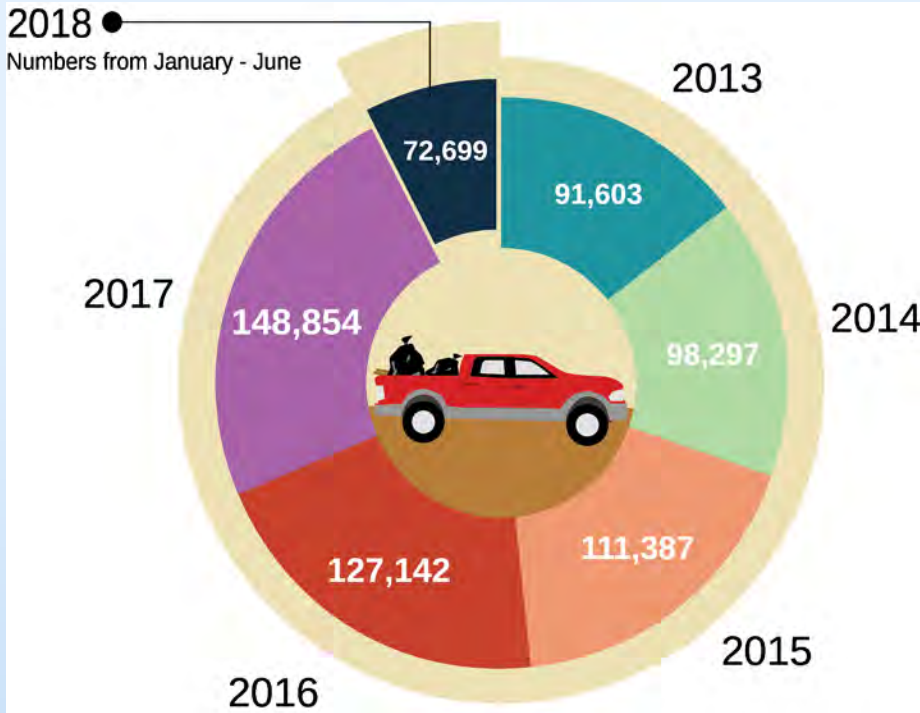
**Diverted
Tonnage by
Commodity
50,267 tons
Accepted**



Tons of Waste Processed							
	Salinas	Monterey County	Soledad	King City	Greenfield	Gonzales	Total
Total Received	175,395	58,848	18,027	13,738	12,152	20,597	298,757
Less C & D (Used for ADC)	6,456	1,188	327	679	271	354	9,275
Less Biosolids (Used for ADC)	0	22	1,610	0	0	2,622	4,254
Less Dirt (Used for ADC)	5,647	11,579	154	383	285	4,472	22,520
Net Tonnage Received	163,291	46,058	15,937	12,676	11,596	13,150	262,708
Diverted Greenwaste	19,925	5,173	1,863	1,938	1,531	1,377	31,806
Diverted Other	9,129	973	1,827	508	1,298	1,767	15,502
Diverted Wood Waste	2,079	166	102	118	77	180	2,722
Diverted HHW	199	8	5	10	3	11	236
Total Diverted	31,332	6,320	3,797	2,574	2,909	3,335	50,267
% Diverted	19.2%	13.7%	23.8%	20.3%	25.1%	25.4%	19.1%
Solid Waste Landfilled	131,959	39,738	12,140	10,102	8,687	9,815	212,441

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

SVR ALL SITES CUSTOMER TRIPS



CRAZY HORSE LANDFILL SATELLITE ORGANICS PROGRAM



In the continued effort to achieve at least 75% Waste Diversion and to assist in the reduction of landfill disposal fee dependency, the lease of property at the closed Crazy Horse Landfill is being studied. The property is being considered by Vision Recycling for a satellite organics program, that will consist of a "Chip and Grind" operation. Vision Recycling would accept organic materials at the site, grind, and screen into mulches and compost feedstock, and transport directly to markets. Staff is moving forward with the environmental review of the project and negotiations of the terms and conditions for the property lease.



Monterey Bay Air Resources District AB2766 Air Pollutant Emissions Reduction Grant

This grant will help reduce air pollutant emissions from motor vehicle operations in the Salinas Valley. The grant will replace the two oldest transfer trucks with new fuel-efficient trucks that will run on compressed natural gas (CNG). This will result in approximately 72,000 miles of cleaner air emissions per year. SVR will continue to pursue reductions in air pollutant emission at its landfill and transfer station operations as another way to contribute towards a healthier Salinas Valley.



AWARDED

\$379,335



Amazing Job!



Elia Zavala, Contracts & Grants Analyst has worked hard to secure over ONE MILLION dollars to support efforts to improve various SVR services to all of our customers.

Thank you for all you do Elia!

CalRecycle Organics Grant Program

CalRecycle awarded a cooperative grant to SVR in partnership with The Food Bank of Monterey County to reduce Greenhouse Gas Emissions by diverting organic material from entering the landfill, hence reducing methane and carbon dioxide gases produced by organic material as it decomposes when landfilled. SVR will be able to accept pre and post-consumer food waste for composting. Grant funds will be used to construct the composting infrastructure and to install a depacking system that will remove organic material from its packing and direct it for composting. As part of the partnership, the grant will also purchase a refrigerated truck for the Food Bank to collect donatable food from commercial, agricultural, and retail outlets for distribution to disadvantage communities throughout the county. Staff is working diligently to have construction completed in early 2019.



AWARDED

\$1,341,865



**food bank
monterey
county**



CalRecycle - Tire Amnesty Grant

Through this grant, SVR has been offering free tire disposal events at its facilities for Salinas Valley residents. These events help reduce illegal dumping, improper storage, and potential public health issues from waste tires. Thus far, this grant collected over 16,000 used tires for recycling.

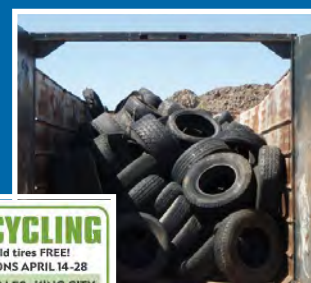
CalRecycle Household Hazardous Waste (HHW) Mobile Truck

This grant concluded March 2018, which purchased a CNG boxed truck to expand collection capacity and participation of household hazardous waste collection to homebound seniors and local undeserved communities. Through the grant term, the truck provided collection services to 10 homebound seniors and participated in 46 communities events, providing safe and convenient disposal opportunities and protecting the public and environmental health, collecting 58,945 lbs. of HHW materials from our local communities. These services are now a permanent extension of the SVR's HHW program.



AWARDED

\$95,523

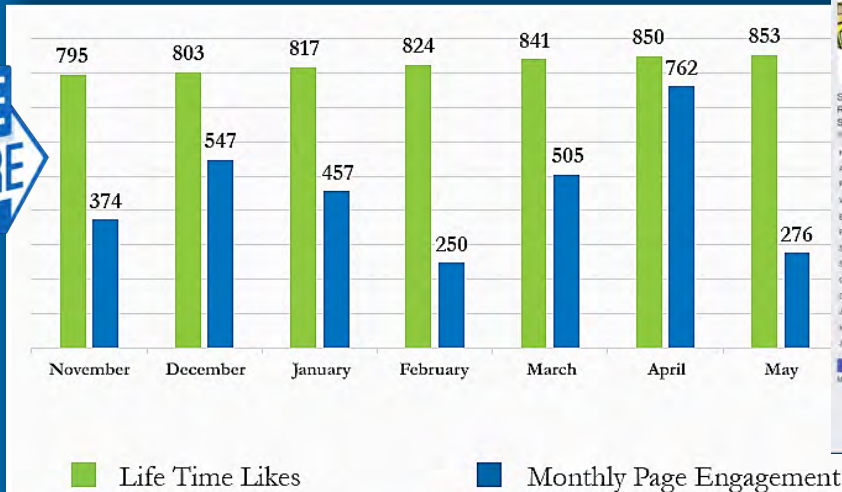


AWARDED

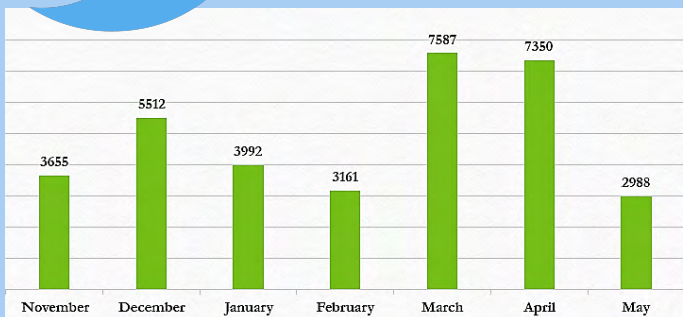
\$62,832

Social Media Progress

For the second year in a row, SVR hired a Marketing Intern to continue our efforts in building awareness of the services we provide, and how we are here to help! Increasing our presence through various social media and marketing outlets is a continuing effort all made in hopes to better serve all of our communities. Connect with us through social media, sign up for our e-newsletter or by giving us a call. We want to hear from you!



The total likes we have on Facebook since we started the page.



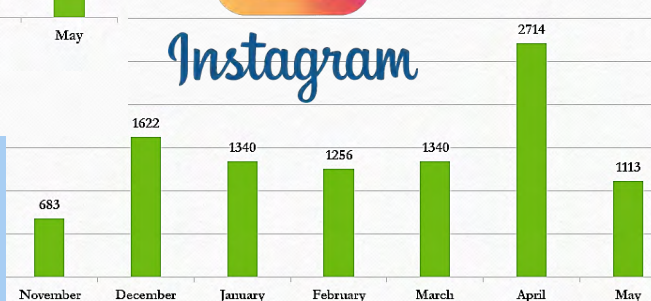
Impressions 17 - 18

Impressions are the total amount of times all of our posts have been seen for each month.

your
voice
counts
OBJECTIVE
ADVERTISING
MARKETING
IDENTITY
PRODUCT



Instagram



Impressions 17 - 18

Market Research Survey

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



The key findings where:

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

To view the full Market Research Survey results, visit our website www.SalinasValleyRecycles.org

Internationally Exposed



Food Exposed a documentary series for the television Network Fusion, sought to educate viewers about global food systems, including looking at food surplus and exploring the ways in which food is produced, consumed and rejected across the world and how much of that ends up in landfills.



Production crew filmed and interviewed Assistant General Manager Cesar Zuñiga at the Sun Street Transfer Station and Johnson Canyon Landfill to discuss food Waste received in the day to day operations.



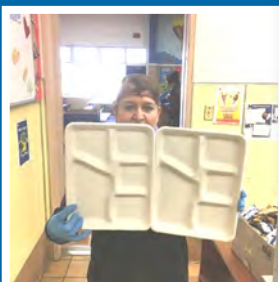
A large portion of the Resource Recovery Team's time is spent on public outreach and seeking to inspire both children and adults to take the initiative to become more resourceful, reduce waste, and do their own part in creating a better environment. Through composting workshops, school recycling implementations programs, waste assessments, and presentations, SVR is devoted to continuously educating and empowering our communities.

Schools Recycling Implementations

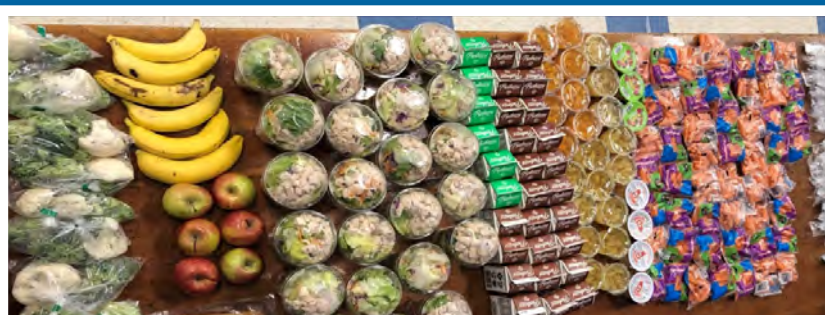


This year, SVR conducted over 100 recycling and composting presentations in schools. Comprehensive school-wide recycling programs were implemented at four schools. As part of an assessment, staff assists participants by identifying their recycling needs and assists in identifying solutions to reduce waste at both schools-wide or district-wide levels. Staff also provides each classroom, office, workstation, and common areas with recycling bins and recycling materials for teachers. SVR can assist to set up a food waste program that is necessary to help the school divert the waste that is still ending up in the landfill. Take the lead and contact us to assist you in identifying opportunities for reducing waste and recycling in your classroom or at school! This year's participants included: Chualar Elementary School, La Paz Middle School, Notre Dame High School, and Echo Valley Elementary School. Good job to all of our participants!

- 🔴 **EDUCATE**
- 🔴 **INSPIRE**
- 🔴 **CHANGE**



Santa Lucia School switched from styrofoam to compostable trays.



Unopened/uneaten items found in the trash

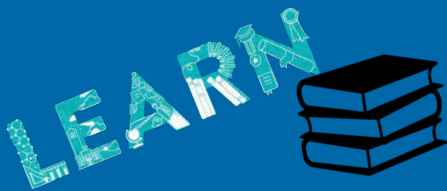
The new law SB 557 allows schools to cut down on food waste by providing sharing tables where food service staff, students, and faculty may return appropriate unopened/uneaten food items and make those food items available to students during the course of a regular school mealtime, or donate leftover food to food banks or charities. Students are encouraged to eat their lunch and not to take it if they are not going to eat it.

CAFETERIA ASSESSMENT

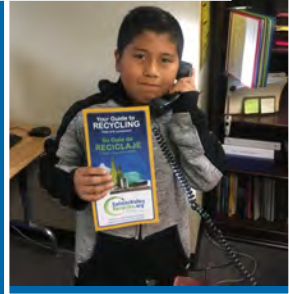
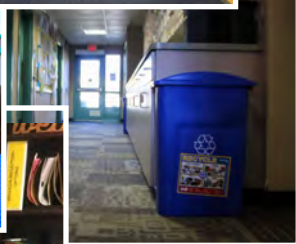
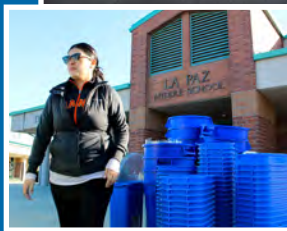


Waste Assessment Findings:
 Food service staff and a third recycling team sorted and counted all food waste in the cafeteria trash can. The assessment found that the majority of food waste was unopened/uneaten food items. The assessment also found that the majority of food waste was unopened/uneaten food items. The assessment also found that the majority of food waste was unopened/uneaten food items.

School Tours



The Green Team!



For more information on the Wally Waste Not Award Program, please call us at (831) 775-3000 or visit our website at www.SalinasValleyRecycles.org

Educational Tours

Promoting Environmental Education is important to SVR. Throughout the year, we had the pleasure of guiding students of all ages on tours of both the Johnson Canyon Landfill and the Sun Street Transfer Station. Students got a chance to understand how garbage is buried at the landfill, learn how yard waste is processed, and what it can turn into. As part of the tour, participants also visited the Household Hazardous Waste Collection Facility, learned what happens to construction and demolition materials and saw the landfill gas to energy facility (landfill tour only). Tours are provided free to all schools, community groups or public in the Salinas Valley.

Wally Waste Not Awards



For the fourth year in a row, SVR recognized various schools for their outstanding commitment to implement recycling, waste reduction, and promoting waste awareness at their sites by utilizing the 4R's – Reduce, Reuse, Recycle, and Rot/Compost. Each school who successfully completed the 26 required activities was awarded \$2,000.

Congratulations to this year's winners:

- ▶ Chualar Elementary School
- ▶ Dual Immersion Academy of Salinas
- ▶ Echo Valley Elementary School
- ▶ Frank Paul Head Start Center
- ▶ Fremont Head Start Center
- ▶ Lincoln Elementary School
- ▶ New Republic Elementary School
- ▶ Notre Dame High School
- ▶ Oasis Charter School
- ▶ Santa Lucia Elementary School
- ▶ Santa Rita Elementary School

Zero Waste Business Services

Waste less, recycle more, and reduce operational cost. SVR assisted several business owners to pursue and achieve zero waste goals. SVR staff completed on-site visits, performed waste assessments, conducted presentations and staff training, all in efforts to improve or expand their recycling program. SVR staff embraces those committed to adopting sustainable environmental practices and promotes efforts to provide resources and free training to achieve their zero waste goals. Schedule a waste assessment and let SVR staff help you achieve your company zero waste goals!



Leading by Example

Ippolito International is the First Grower/Shipper in Monterey County to achieve two gold Total Resource Use and Efficiency (TRUE) Zero-Waste Certifications for their two facilities in the Salinas Valley. TRUE is administered by Green Business Certification, Inc. and helps facilities define, pursue, and achieve zero waste goals while becoming more resource efficient. In collaboration with Measure to Improve, Ippolito achieved a diversion rate of 90% between the two facilities for 12 consecutive months. Measure to Improve, a full-service sustainability consulting firm for the fresh produce industry guided Ippolito's two facilities surpassing the standard and achieving Gold Certification with a combined average diversion rate of 94%. Over the past year, Ippolito recycled 590 tons of mixed cardboard and plastic and diverted 10,000 tons of organic bi-product through animal feed and composting. Excellent Work!



Getting to know your waste stream

SVR along with the help of your business staff can make powerful discoveries that will help your company enhance sustainability and potentially even save you money. SVR staff isn't afraid to get dirty and help you achieve your zero waste goals.



Taking on as many opportunities to promote awareness about waste reduction, reuse, and all of the services we provide, SVR is committed to helping our communities.

TRASHION SHOW FUNDRAISER



SVR took on the challenge and participated in The Trashion Show, a luncheon fundraiser that benefits Alliance on Aging (AOA), a nonprofit serving seniors throughout Monterey County. SVR created a dress made out of plastic to-go containers, utensils, straws, bubble wrap, salad bags, & an old shower curtain.



TREE PLANTING EVENT



SVR and other community organizations participated in the tree planting event at Salinas Central Park.



COMPOSTING WORKSHOPS



Home composting is best learned by hands on training. SVR conducted several composting workshops in various locations throughout the area to teach attendants how to efficiently turn organic waste into rich nutrient soil for plants. Contact us to find out about our next workshop!

EARTH DAY CLEAN UP

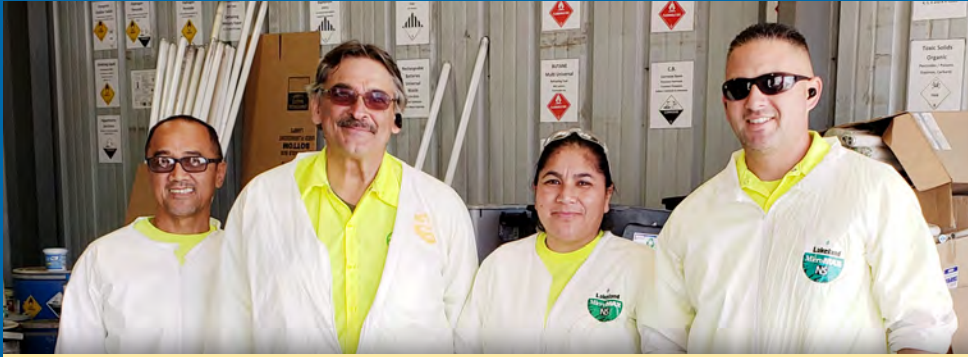


With the help of community volunteers and SVR staff, multiple bags of trash and large items were removed from the Natividad Creek Cleanup. SVR also assisted in various community cleanup events throughout the Salinas Valley, all with the shared purpose of helping our communities stay clean.



We can make a difference!
Join Us In Our
Community Involvement





SAFE DISPOSAL & RECYCLING

Sun Street Household Hazardous Waste Facility

139 Sun Street
Salinas, 93901
(831) 424-5520
M-F 8 am - 5 pm
Sat 8 am - 4 pm

Johnson Canyon Landfill and ABOP Facility

31400 Johnson Canyon Road
Gonzales, 93926
(831) 675-2165
M-F 7 am - 4 pm
Sat-Sun 8 am - 4 pm

Jolon Road ABOP Facility

52654 Jolon Road
King City, 93930
(831) 385-6213
M-F 8 am - 4 pm
Sat 8 am - 12 pm



The Household Hazardous Waste Facility will accept:

- ▶ Motor Oil & Filters
- ▶ Household Cleaners
- ▶ Wood Preservatives
- ▶ Paint & Paint Thinners
- ▶ Auto & Furniture Polish
- ▶ Chemical & Drain Cleaners
- ▶ Pesticides & Fertilizers
- ▶ Pool & Hobby Supplies
- ▶ Household & Automotive Batteries
- ▶ Fluorescent Bulbs & Tubes
- ▶ Aerosols
- ▶ Electronic waste, TVs, computers, cell phones, microwaves, etc.
- ▶ Thermometers, thermostats, & other items that contain mercury
- ▶ Needles & syringes (in approved containers only)
- ▶ Antifreeze
- ▶ Oil

HHW DOES NOT belong in the trash, recycling carts, or dumpsters. These products contain toxic chemicals that are harmful to your health and the environment. Bring your Household Hazardous Waste to the Sun Street Transfer Collection Facility.

Give us a Call: (831) 424-5520



FLAMMABLE



POISON



EXPLOSIVE



CORROSIVE

Material Collected	Pounds Collected
Flammable Solids & Liquids	7,680
Bulked Flammable Liquids	7,250
Oil Base Paint	1,419
Paint Related Material	75,100
Poisons	28,200
Acid	2,950
Base	23,465
Oxidizer	860
PCBs	499
Antifreeze	12,285
Auto Batteries	39,992
Latex Paint	114,072
Motor Oil & Filters	123,765
Mercury Containing Items	0
Electronic Waste	650,533
Household Batteries	20,167
Universal Waste	320,362
Aerosol Cans	10,000
Medical Waste	2,625
Gas Cylinders	5,165
Other Materials	3,050
Total Pounds Collected	1,737,413

For Salinas Valley Residents:

- ▶ A maximum of 15 gallons or 125 lbs, of hazardous waste per household is accepted every 30 days for free.
- ▶ Proof of residency, such as a driver license or a utility bill is required.

For Businesses:

- ▶ A maximum of 25 gallons or 220 lbs, per month is accepted for a fee.
- ▶ Business must make an appointment.

For more information on any of these programs and services please visit our website www.SalinasValleyRecycles.org or give us a call at (831) 775-3000

FREE SHARPS COLLECTION PROGRAM



Needles, Syringes, and Lancets in approved containers ONLY are accepted. No Loose Sharps. For *residents* only.

Residents can exchange full approved sharps containers for new containers at the Household Hazardous Waste Facility (HHW) in Salinas for FREE while supplies last.

FREE MATTRESSES PROGRAM



Residents: Drop off five (5) or fewer Mattresses or Box springs.

Commercial/Businesses: \$5.00 for each Mattress or Box spring.

Items accepted at any of our three (3) locations:

SSALINAS - Sun Street Transfer Station, GONZALES - Johnson Canyon Landfill, and KING CITY - Jolon Road Transfer Station

FREE TIRE RECYCLING



Used tire collection is offered during certain times throughout the year, residents can bring up to nine (9) tires free of charge. Call us for more information.

Tires accepted at any of our three locations:

SALINAS - Sun Street Transfer Station, GONZALES - Johnson Canyon Landfill, and KING CITY - Jolon Road Transfer Station

CARPET RECYCLING



Bring in your Old Carpet.

Please Pre-Sort Loads: Separate and Roll Dry, Plush Carpet and Foam or Rebond Padding for Recycling.

Put all scrap/trash materials on bottom of the load. Place rolled carpet and rolled padding on top for easy access.

DO NOT mix the following with carpet or padding rolls. Place in trash. Wet carpet or padding, carpet and padding rolled together, commercial carpet, and rubber/synthetic carpet padding.

Accepted only at: SALINAS - Sun Street Transfer Station

SUCCESS BY THE NUMBERS

SVR continues to remain committed in reaching our diversion goals and continues to seek new programs to offer to our residents. This year our recycled tonnage increased for batteries, electronic waste, sharps, carpet and tires!

BATTERIES:

20,167 lbs.

ELECTRONIC WASTE:

650,533 lbs.

SHARPS:

2,625 lbs.

CARPET:

51 tons

TIRES:

262 tons

We thank you for continuously helping us reach towards a future without landfills.

Grant to Help Reduce Agricultural Waste in the Salinas Valley

Local Partnership to Implement Solutions for Managing Food Waste and Reducing Greenhouse Gas Emissions.

The Salinas Valley is known as the “Salad Bowl of the World” for its prolific agricultural production; much of the leafy greens and other fresh produce consumed in the U.S. are grown, packaged, and shipped from this region. SVR and their Board of Directors accepted an award of over \$1.34 million dollars in grant funding from the Department of Resource, Recycling, and Recovery (CalRecycle) to reduce organic materials (including food scraps, yard waste, wood waste, etc.) from entering the landfill, and recover edible food to feed those who are in need, thereby reducing Greenhouse Gas (GHG) Emissions.

The cooperative Grant project is estimated to divert more than 21,000 tons of waste from the landfill during the three-year grant term by upgrading current operations and infrastructure at Johnson Canyon Landfill to include a full-scale food waste composting operation, and de-packaging equipment that separates non-marketable organic material from its packaging to be composted. The project also allocates approximately \$73,000 toward the purchase of a new fuel-efficient refrigerated truck for the Food Bank for Monterey County. This truck will rescue edible food that would otherwise end up in the landfill, and distribute it to residents in need within Monterey County.

The project is expected to produce approximately 38,000 tons of compost and organic products, resulting in a GHG reduction of 7,085 Metric Tons of Carbon Dioxide equivalents (MTC02e) during the grant term. Currently, no full-scale food waste composting facilities exist in the Salinas Valley. The construction of such a facility, together with technology that separates non-marketable organic produce from its packaging, and an edible food rescue program, will allow SVR to significantly increase the diversion of food waste generated by local farmers, businesses, and residents from being landfilled.

The Grant’s food rescue component consists of purchasing a new refrigerated box truck for the Food Bank to increase food rescue opportunities in the Salinas Valley. The Food Bank will use the truck to collect food from existing and

new agricultural and retail donors, and will deliver to people in disadvantaged communities throughout the Salinas Valley.

In 2015, the Food Bank experienced a fire and lost its entire fleet of trucks. “Before the incident we were struggling to meet collection demands due to insufficient capacity. The purchase of the refrigerated truck will help us with our capacity needs, as well as allow the recovered food to feed those who need it the most and prevent it from being landfilled,” says Melissa Kendrick, Executive Director of the Food Bank for Monterey County. The Food Bank estimates that the new truck will enable them to divert an additional 900 tons of edible food from the landfill over the term of the Grant.

“The grant funding will provide an organic recovery system, the first of its kind in Salinas Valley, that will help achieve compliance with AB 1826 and SB 1383, as it will provide outlets for all food waste generating sectors from industrial to residential,” says Patrick Mathews, SVR’s Chief Administrative Officer.

The purpose of CalRecycle’s Organics Grant Program is to reduce statewide GHG Emissions by expanding existing capacity or establishing new composting and anaerobic digestion facilities in California that will reduce the amount of organic materials sent to landfills. This grant program supports the State’s GHG emissions reduction goals, and 75% diversion goal by 2020. For the FY2016-17 competitive grant funding cycle, CalRecycle allocated \$24 million for composting and anaerobic digestions projects and received 35 eligible grant applications, totaling over \$88 million in funding requests. SVR’s application was one of ten applications selected for funding, receiving a total of \$1.34 million of the available grant funds. The Grant project supports SVR’s Mission, Vision and Values by providing sustainable and cost-effective community-based waste reduction programs. It also supports SVR’s Three-Year Strategic Plan Goal to Select and Implement Facilities (e.g., Salinas Area Materials Recovery Center) and Programs that Lead to Achievement of at Least 75% Waste Diversion. The grant funding will directly help expand the organics recovery program in the Salinas Valley to divert food and packaged agricultural produce from the landfill.



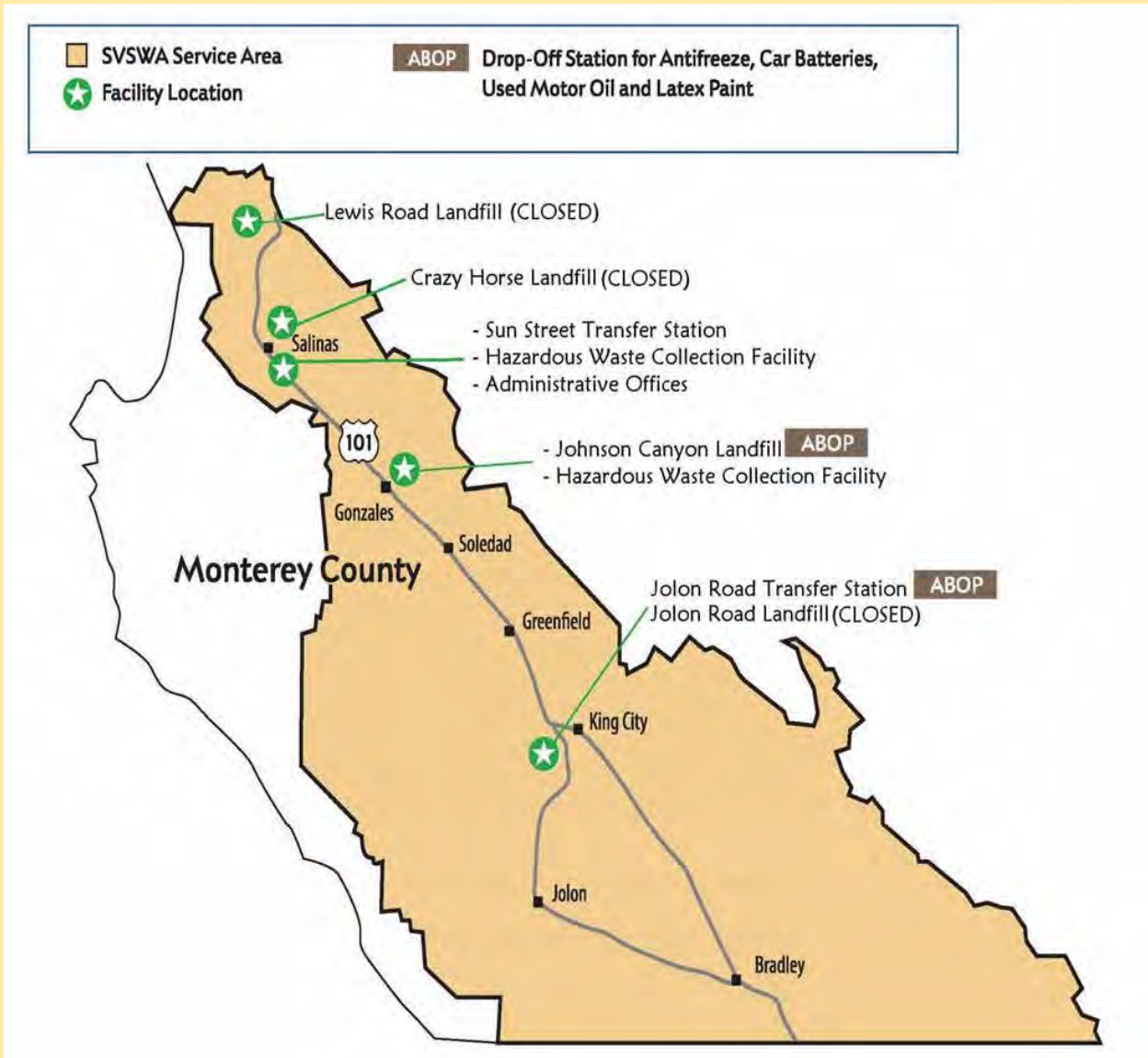
Salinas Valley Recycles Future Public Service Facilities

Project Description for the Long-Term Facility Needs Project
Environmental Impact Report - Deferred

The revised project description proposed by staff to include Madison Lane Transfer Station as the preferred project was deferred by the Board until the established board-level ad hoc committees with Monterey Regional Waste Management District and SVR meet to discuss potential collaboration opportunities and provide input on the project description.

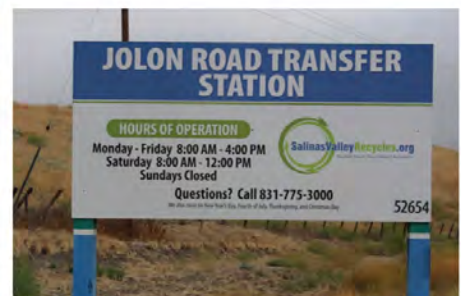


Salinas Valley Recycles is a public agency and utility service that owns and operates the only open and active landfill in the Salinas Valley.



SVR maintains the lowest per capita cost for delivery of recycling and solid waste services in the region, even with over 16% of the budget going towards maintaining three closed landfills ("legacy liabilities").

Leading Salinas Valley to Value Waste as a Resource





Dear SVR,
Thank you for bringing the worms and showing us how to take care of them!
- Angelina
Echo Valley Elementary School



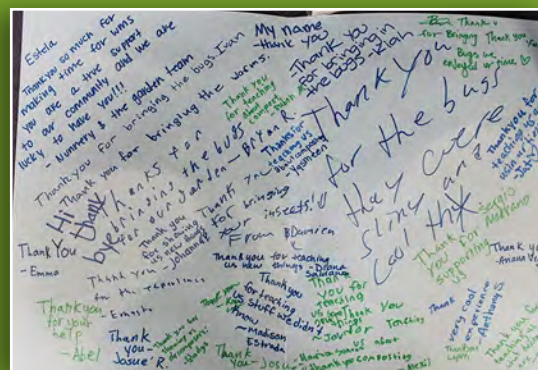
Inspiring change through individual action, we invite all facets of our community to join the effort in sustaining, protecting, and appreciating the natural world around us.

FOLLOW US



Salinas Valley Recycles has been very easy to work with. Staff and I think the work you do is great. The children and staff at our site have become more concerned of how we do our part. I hope we will continue what we have learned from the process.

- Angie Ramirez, Area Manager
Community Action Partnership



Today was PERFECT! Such an amazing field trip! I will highly recommend it. Thank you for organizing a great day!

- Cassandra Cuellar
2nd Grade Teacher
Elkhorn Elementary School



Administrative Office	Sun Street Transfer Station	Household Hazardous Waste Facility	Johnson Canyon Landfill	Jolon Road Transfer Station
128 Sun Street, Suite 101 Salinas, CA 93901 Mon - Fri 8 am - 5 pm (831) 775-3000	139 Sun Street Salinas, CA 93901 Mon - Fri 7 am - 5 pm Sat 8 am - 4 pm (831) 424-5535	139 Sun Street Salinas, CA 93901 Mon - Fri 8 am - 5 pm Sat 8 am - 4 pm (831) 424-5520	31400 Johnson Canyon Rd. Gonzales, CA 93926 Mon - Fri 7 am - 4 pm Sat/Sun 8 am - 4 pm (831) 675-2165	52654 Jolon Rd. King City, CA 93930 Mon - Fri 8 am - 4 pm Sat 8 am - 12 pm (831) 385-6213