



BOARD OF DIRECTORS

MEETING HIGHLIGHTS

May 15, 2014



Finance Manager Roberto Moreno Says Farewell to the Authority Team

After 11 years of service Mr. Moreno leaves the Authority to pursue his own personal consulting business where he will be offering his expertise to local government agencies. We will miss you Roberto, and we wish you the best of luck!

New Ideas for Public and Stakeholder Outreach

Some of the new ideas presented focused on increasing the use of technology, such as hosting webinars, posting recordings of community group meetings, the development of a convenient technology application, as well as continuing the efforts to increase the agency's social media followers and email distribution lists.

Student Recycling Enhanced Education Plan

The Board supported the enhanced program which continues the current program, as well as implements a annual Wally-Waste-Not Award of up to \$20K and establishes a Partnership with O'Neil Sea Odyssey – a hands-on educational program that encourages the protection and preservation of the marine environment through waste reduction and the connection to the watershed; this partnership will allow 10 4th – 6th grade classes in the Salinas Valley to participate.

Fiscal Year 2014-15 Operating Budget (visit www.svswwa.opengov.com)

The Board approved an operating budget of \$14,950,000, which represents a decrease of 5.8% over the current operating budget. It is financed with \$15,717,700 in revenues, a decrease of 12.2% over the current operating budget. The budget will generate a surplus of \$767,700 that will be used for capital projects and to fund some of the Authority's dedicated reserves. A balanced budget was possible due to the timely implementation of the AB939 fee, now that the contract for revenue from imported waste has concluded and will not be available starting next fiscal year.

Lease-Purchase Financing for New/Used Landfill Equipment

The Board approved an agreement with Capital One Public Funding, LLC for the lease-purchase of new and/or used landfill equipment. On June 3, the County Board of Supervisors is scheduled to conduct a public hearing to consider making a finding of a public benefit.

Financial Report for Month Ended March 2014 (75% of the Fiscal Year)

Revenue collected	\$ 13,466,827 (74.9% of Estimated Revenue of \$17,979,847)
Expenditures for operations	\$ 11,431,383 (71.13% of Operating Budget of \$16,070,455)
Cash balance	\$ 12,206,380



REDUCE

REUSE

RECYCLE

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



Proclamation

HONORING

Mr. Roberto Moreno

Whereas, the Salinas Valley Solid Waste Authority takes pride in hiring the best of the best, and in June 2003, Mr. Roberto Moreno joined the Authority team as the Standalone Agency Project Manager, and in February 28, 2005, was hired as the Finance Manager; and, because of his knowledge and expertise, in July 1, 2013, the General Manager/CAO appointed him as the Assistant General Manager; and,

Whereas, since joining the Authority, Mr. Moreno has provided immeasurable contributions towards the Authority's Mission, Vision, and Values; and, has done it professionally and wholeheartedly; and,

Whereas, Mr. Moreno has significantly contributed in many ways toward major achievements of the Authority, including the becoming of a fully independent agency, the implementation of short-term and long-term goals towards the overarching goal of diverting 75% of waste from landfills by 2015, the successful take-over of the scale house operations, the meticulous checks and balances implemented in the finance department that have resulted in "clean unqualified opinions" from the auditors on the Authority's financial statements for eight consecutive years, and the numerous actions that have lead the Authority to become financially stable and sustainable and in-line with its strategic plan; and,

Whereas, it is worthy to note alone, the effort and dedication that Mr. Moreno put into the realization of the refunding of the Authority's revenue bonds that resulted in millions of dollars in savings for the Authority; and,

Whereas, after highlighting some of his major tangible contributions to the Salinas Valley Solid Waste Authority, it must be said that he is highly admired and respected by his colleagues and Authority staff for his insight, resourcefulness, humility, and professionalism in which he serves, as well as for his peculiar sense of humor the office staff has enjoyed; and,

Whereas, for all the aforementioned and much more, Robert's charisma will be greatly missed; and,

Now Therefore, Be It Proclaimed, that the Salinas Valley Solid Waste Authority Board and Staff hereby recognize Mr. Roberto Moreno for his valuable contributions to the Authority's Mission, Vision, and Values, working for a future without landfills, as an esteemed member of the Authority Team, and wish him well in his future endeavors.

Dated this 15th day of May 2014

R. Patrick Mathews, General Manager/CAO

Elizabeth Silva, Board President



NEW IDEAS FOR PUBLIC AND STAKEHOLDER OUTREACH

SVSWA Board of Directors: May 15, 2014
Staff: Patrick Mathews & Rose Gill

STRATEGIC PLAN

GOAL:

- INCREASE PUBLIC ACCESS, INVOLVEMENT AND AWARENESS OF SVSWA ACTIVITIES

OBJECTIVE:

- Propose new ideas for Board consideration on how to expand public and stakeholder information on goals and activities



HISTORY

- **Citizens Advisory Group**
- **Electronic Media**
 - Growing and improving
 - Immediate distribution
- **Public Information meetings**
 - Lots of publicity - Poor attendance
- **Radio and Television**
 - Spanish TV and Radio working well



NEW IDEAS

- Post pre-recorded informational/how-to videos
- Expand Spanish outreach
- Grow email/social media distribution lists
- Partner with TV/radio stations for special events



NEW IDEAS

- Increase Board member participation at special events
- Expand home compost training
- Expand connections with local special interest organizations: Chambers, Rotaries, Legion, Enviro/Sustainability groups



NEW IDEAS

- Host technology information/ demonstration events for stakeholders & Board members
- Direct mail newsletters 1-2 times per year
- Post budget on OpenGov



NEW IDEAS

- Next large public meeting will be conducted as a webinar
- Direct mail newsletters similar to last rate increase - \$27,700
- Spend more time on website & facebook – requires staff time
- Develop an SVSWA App



QUESTIONS/SUGGESTIONS?





School Recycling Program Enhancement Plan

Board of Directors Meeting

May 15, 2014

SVSWA

STRATEGIC PLAN

➤ **THREE-YEAR GOAL:** INCREASE PUBLIC ACCESS, INVOLVEMENT AND AWARENESS OF SVSWA ACTIVITIES

SIX-MONTH STRATEGIC OBJECTIVE

➤ **OBJECTIVE NO 2:** DEVELOP AND PRESENT A PLAN TO EXPAND AND ENHANCE EDUCATION OF STUDENTS ABOUT THE IMPORTANCE OF RECYCLING

School Recycling Program SUMMARY

Services	No Cost
Conduct waste assessment	✓ Yes
Provide school-wide recycling plan and recommendations	✓ Yes
Coordinate and implement service level changes	✓ Yes
Provide internal recycling bins and educational materials	✓ Yes
Educate Faculty and Staff	✓ Yes
Train Janitorial/MOT Staff	✓ Yes

Classroom Recycling

- Recycling Stations- pair existing trash can with labeled recycling bin and poster
- “How-To” Flyers for teachers



Additional School Services

POWER²SUSTAIN

(formerly Bag Speak)



RecycleRama Show



Facility Tours



School Participation

School Program	Total #
School Districts in SVSWA Area	24
Schools in SVSWA Area	100
Schools Participating in SVSWA Program	47



Enhancement Plan

- Continue Existing Program
- Wally-Waste Not Award Program
- Partnership with O'Neil Sea Odyssey

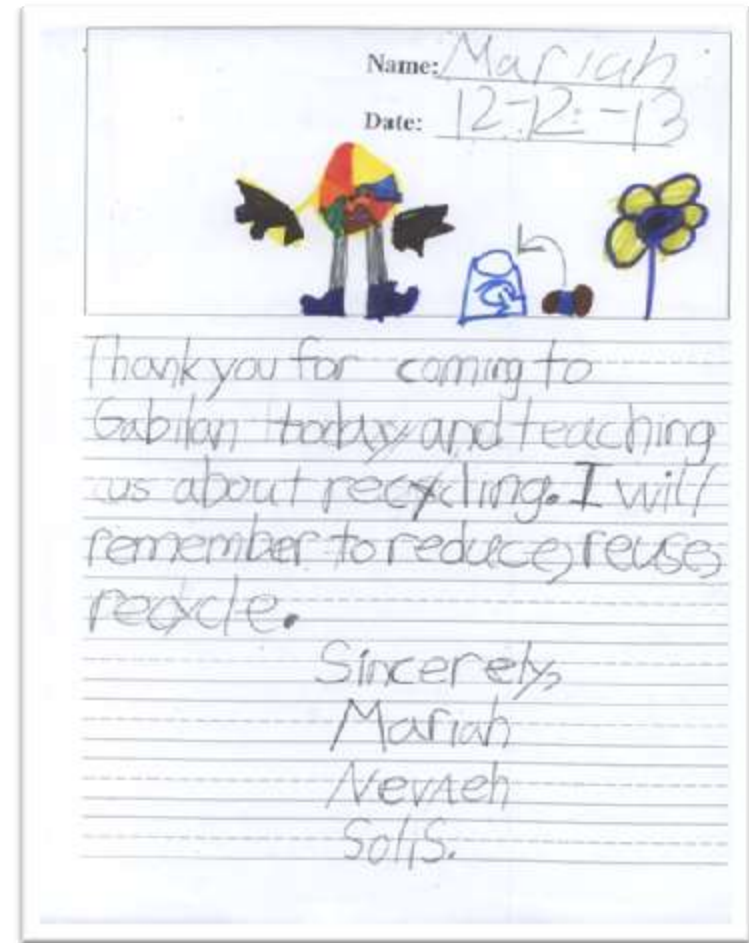


Wally-Waste Not Award



We need Your Help!

- Gain Monterey County Superintendent of Schools Support
- Request District-wide resolution for Schools participation
- Need support from Authority Board members



Thank you!



Questions?

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