

WORKING FOR A FUTURE WITHOUT LANDFILLS



SALINAS VALLEY SOLID WASTE AUTHORITY

2022-23 ANNUAL REPORT

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WELCOME FROM THE GENERAL MANAGER/CAO MESSAGE



Patrick Mathews
General Manager/Chief Executive Officer



James Martinez, Jr.

The SVR staff and friends are dedicating this 2022/23 fiscal year annual report in loving memory of our employee, James Martinez. James was a wonderful employee, full of life, joy, and commitment to serving the community and his family. His presence is deeply missed by all staff and Board members as we honor all that he has given back to the world in his life.

Sustainability remains the core principle of SVR's business practices, from focused recovery of resources to environmental stewardship to financial sustainability of operations. These principles guide SVR's decisions every day and assure our community members are getting the highest quality, cost effective utility services they deserve and expect.

We can't be prouder and more appreciative of the incredible work our staff did this year to fuel our progress and success. We continued to receive and process above average amounts of materials and customer trips at all our facilities across the region. Customer Service is our highest priority and remains the driving force behind SVR's continuing success. Education and Public Service continue to highlight the incredible progress our agency has made in its first 25 years.

With the Board's leadership, SVR has established a strong set of financially sustainable policies and practices to guide the agency's future and reduce rate-payer risks and costs into the future. We are in a strong position to continue to sustain critical operations, meet new, unfunded State mandates, fund new infrastructure for organics and recycling activities, and advance SVR goals through future economic downturns without excessively disruptive measures. In short, SVR is financially sustainable, forward looking and applying creative new approaches to run cost effective government utility services. Here are a few highlights:

- SVR successfully transitioned into its new HHW and Recycling Facility at the Madison Lane location.
- Started the rehabilitation and upgrade project at the Jolon Road Transfer Station
- Successfully rehabilitated and relocated to a new office space in our building, providing more space and a dedicated community room for agency and public events
- "Rainy Day" reserves were again supplemented this year in preparation for future capital needs or economic slowdowns.
- Permitted landfill space is maximized for member agency benefit with no reliance on outside waste imports.
- Landfill tipping fees remain the lowest in the County.
- Responsible SVR financial policies are putting more public funds to work on projects and programs instead of paying lender interest such as accrued pension liabilities (with an effective 6.8% interest rate)
- All the above fiscal successes of the Board are reflected SVR's historic change in Net Position from a low of approximately (-\$12 million) in FY 2009-10 to an estimated \$37 million in FY 2022-23, representing a positive change of \$49 million in the last 13 years.

Organics Diversion from Landfilling

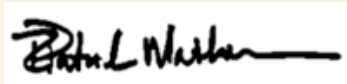
SB 1383 was adopted in 2016 and requires significant reductions of anything organic (food scraps, yard waste, wood, paper) going into landfills. SVR focus is fixed on helping all our member agencies comply with these unfunded mandates and remain successful in implementing the many required programs. This program will be one of the primary areas of focus for SVR over the coming years and includes a new look at advanced organics recovery technologies that is just getting underway after many years of research on new technologies and with other agency partners such as the USDA.

Our Future

A new 2022/23 Strategic Plan was created by the Board this year in collaboration with SVR administrative leadership, with a review and update due in FY 2023/24. This plan included updates to our current Mission, Vision and Values; establishment of Board Norms to guide the governance of the agency; and new Goals to guide the progress and focus of SVR over the coming years. The decisions SVR makes today regarding a cost-effective and sustainable waste management system will continue to serve the best interests of our communities and future generations for decades to come and is 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 trash and in its place a system to repurpose, reuse, reduce and recycle all our thrown away resources.

This annual report is a summary of SVR’s accomplishments, waste reductions activities, cost saving measures, and its dedicated professional staff for the 2022-2023 fiscal year. We hope this report provides the reader with a clear overview of the sustainable direction of Salinas Valley Recycles! As SVR’s member agencies embark on implementing their local plans to create more vibrant, healthy, and sustainable communities, the contributions of SVR to these goals remain an important part of that effort.

SVR continues to strive to be a model for the delivery of government utility services: Sustainable, Low-Cost, Public Service Focused, Friendly, Effective and Strategic. I want to again thank the Salinas Valley Recycles Board of Directors, staff, community partners, our Citizens 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



In Loving Memory Of
James Martinez, Jr.

January 10, 1984 - January 11, 2023

BOARD OF DIRECTORS



**Ben Jimenez, City of Soledad
Vice President**



**Anthony Rocha, City of Salinas
President**



**Glenn Church, County of Monterey
Alternate Vice President**



Chris Lopez, County of Monterey

SVR is governed by a nine-member board consisting of two members of the Monterey County Board of Supervisors, three members of the Salinas City Council, and one City Council member each from the cities of Gonzales, Soledad, Greenfield, and King. Each of the six member agencies also appoints one alternate to represent its agency if an appointed member cannot be present at a Board Meeting.

The Executive Committee is composed of the Authority Board:

- President
- Vice President
- Alternate Vice President
- Immediate Past President (discretionary)

The Executive Committee is an advisory committee to the Board of Directors and oversees issues related to finances, personnel, and agency policies.

The appointment of officers occurs annually at the January Board meeting. The Board has discretion to appoint the Immediate Past President for one year.

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

The Committee meets, unless otherwise noted, the Thursday two weeks before the regular Board of Directors meeting at 5:30 p.m. in SVR's Conference Room, 126 Sun Street, in Salinas



Meeting agendas can be viewed by visiting our website www.svswwa.org/government/agendas-meeting-schedules

Board Alternates

Luis Alejo, County of Monterey
Orlando Osornio, City of Salinas
Scott Funk, City of Gonzales
Maria Corralejo, City of Soledad
Rachel Ortiz, City of Greenfield
Vacant, City of King

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



Liz Silva, City of Gonzales



Robert Cullen, City of King



Andrew Sandoval, City of Salinas



Angela Untalon, City of Greenfield



Carla Gonzalez, City of Salinas

BOARD MEETING HIGHLIGHTS



Erika J. Trujillo
Clerk of the Board

**A GOOD LEADERS MAKES
A GOOD FOLLOWER.**

Wilfred Bion



2022

July

- Meeting Recess

August

- SB1383 Community Based Social Marketing research results presented by Action Research.
- The Annual Tonnage and Operations Report for Fiscal Year 2021-22 was presented to the Board.

September

- Mike Silva, Solid Waste Technician, was recognized for his selection as the Employee of the 2022 Year.
- Introduction of employees hired since July 1, 2021, was conducted at this meeting.
- The Board received a report on the previous fiscal year's marketing and media efforts to reach the public that highlighted the campaign created for Senate Bill 1383.

October

- The Regular Board of Directors and Executive Committee Meetings calendar was approved.
- The Annual Comprehensive Financial Report for the Fiscal Year 2021-22 was presented.
- The 2021 Franchise Waste Haulers Performance Report was presented.

November

- Local businesses Constellation Brands in Gonzales & Soledad, Carl's Jr. in Soledad, and Mi Tierra in Salinas were recognized at this meeting for improving existing recycling programs, continuing recycling education to employees, and implementing food scraps diversion programs.
- The second round of the Edible Food Recovery Grant Program, totaling over \$76,000 were awarded to the Salvation Army in Salinas, Monterey County, and Sand City, The Boy's & Gril's Club, Monterey, and St. George's Episcopal Church, Salinas.
- A presentation was given to the Board on the potential partnership and new project opportunity with Ameresco to utilize Landfill Gas/Biogas to convert agricultural wastes and landfill gas to Renewable Natural Gas.
- The Transportation Agreement between Republic Services and the Authority was reviewed. The request to use sub-hauler for transportation was denied by Republic Services, due to concerns and reason the Authority deemed not accurate.
- The Brown Act noticing and agenda posting requirements, and the Authorities current process were detailed to the Board.
- Appointment of the Nominating Committee for 2023 Election of Officers was conducted.

December

- Proclamations honoring the departing Board members Christie Cromeenes, John Phillips, and Drew Tipton were presented.
- Employment MOU's were approved for all bargaining units.

January

- The new Board of Directors were introduced, Glenn Church representative of the County of Monterey, Andrew Sandoval and Carla Viviana Gonzalez representatives of the City of Salinas, and Angela Untalon representative of the City of Greenfield.
- Election of officers took place with the election of Anthony Rocha as President, Ben Jimenez as Vice President, and Glenn Church as Alternate Vice President.
- The results of the 2022 annual employee survey were presented.
- An update on the programs to help meet the mandates of Assembly Bill 939 was presented.
- A preliminary balanced operating and CIP budget was presented to the Board for feedback.

February

- The 2023 Meeting Calendar was revised to reflect the new time for the Executive Committee meetings.
- An update on the agreement with Atlas Organics for the operations of the processing and marketing of organics at the Johnson Canyon Landfill was provided.
- A presentation was given on the four types of innovative technologies, that were identified and deemed adequate and available for the Authority to assist in the goal of diversion of waste and organics from the landfill.
- Once again, the preliminary operating and CIP budget was presented to the Board for further feedback.

2023



**A LEADER IS ONE WHO
KNOWS THE WAY, GOES
THE WAY, AND SHOWS
THE WAY.**

John C. Maxwell



BOARD MEETING HIGHLIGHTS



2023

March

- A water purchase agreement with George Amaral Ranches was approved to deliver up to 80,000 gallons of water per day to the northwest corner of the Johnson Canyon Landfill.
- The Board approved an agreement with Clear Span for the Fabric Cover Structure that will provide customers and employees from South County with a covered disposal area year-round.
- An update on the progress being made at the new Johnson Canyon Education Center was provided to the Board.
- A public hearing was held to consider the Disposal and Service Fees effective July 1, 2023, with a unanimous approval vote. The Operating and CIP budget of \$24,555,000 were also considered and approved by the Board.
- An update was provided to the Board on the Request for Proposals for the new franchise procurement for the South Monterey County Cities (Gonzales, Soledad, Greenfield, and King City).

April

- The Board of Directors resumed all in-person meetings.
- Creekside Elementary School was awarded the Great Stewart Award for successfully forming a Green Team and implementing comprehensive programs for food scraps and other diversion programs.
- An update on Senate Bill 1383 Implementation for Multi-Family Properties was provided to the Board.

Our 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."

Who We Are

The Salinas Valley Solid Waste Authority, aka Salinas Valley Recycles (SVR), is a joint powers agency made up of the following local governments: Monterey County (eastern half of the unincorporated county), and the cities of Salinas, Gonzales, Soledad, Greenfield and King City.

May

- Staff presented a report on all the programs and services included in the total budget, the allocations for each jurisdiction based on the previous three years of franchise landfill tonnages in detail, and the extensive public outreach and education activities conducted under AB 939 programs.
- The Board agreed to the request from the County of Monterey to support extending the Litter Abatement Program that provides illegal dumping clean-up and litter abatement services along roadsides in the rural areas of the county.
- The revised water purchase agreement with George Amaral Ranches was approved at this meeting.

June

- Information on the relocation of the Administration Office that took place on May 23, 2023, was provided to the Board.
- Further details of the cost allocations by jurisdiction for the AB 939 programs were presented to the Board.
- The meetings calendar was revised to reflect the Executive Committee Regular meeting's new location.

Our Mission Statement

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

Our Values

Innovation	Resourcefulness
Integrity	Customer Service
Public Education	Community Partnership
Efficiency	Equity
Fiscal Prudence	

OUR PEOPLE & NEW HIRES



**WELCOME
TO OUR TEAM**

Alone we can do so little; together we can do so much. - Helen Keller



Phillip Zurita



Martin Moreno



Luis Rosas



Julio Castro



Roger Aguirre



Fabian Orejel

15 - Years of Service

Patrick Mathews

10 - Years of Service

Netzahualcoyotl Ruiz

Eric Amaral

5 - Years of Service

Ramon Ruacho

Janna Faulk

Robert Rodriguez

Eric Luna

Rosie Ramirez

Salma Sandoval

1 - Years of Service

Jose Luis Garcia

Julia Brooker

Fabian Orejel

Martin Moreno

Luis Rosas

Phillip Zurita



**EMPLOYEE
OF THE YEAR
AWARD**

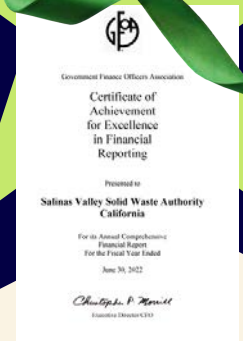
Congratulations!

Ernesto Natera was selected by his co-workers to receive the 2023 Employee of the Year Award. Congratulations Ernesto, well deserved.

OPERATING BUDGET FISCAL YEAR 22-23



	FY 2022-23 Budget	FY 2023-24 Budget
REVENUES		
Tipping Fees - Solid Waste	13,532,700	13,532,700
Tipping Fees - Diverted Materials	3,287,200	3,232,600
AB939 Service Fee	3,633,000	4,103,000
Charges for Services	2,522,000	2,668,000
Other Revenues	790,000	1,035,000
TOTAL REVENUES	23,764,900	24,571,300
OPERATING EXPENDITURES		
Administration	3,046,400	3,132,200
AB939 Programs	4,056,700	4,253,900
Recycling Programs	2,688,200	2,714,800
Landfill Operations	5,582,100	5,793,600
Transfer Stations	2,961,300	2,752,300
Debt Service	3,115,300	3,113,200
TOTAL OPERATING EXPENDITURES	21,450,000	21,760,000
NET OPERATING REVENUE	2,314,900	2,811,300
BUDGETED SUPRLUS		
Post Closure Maintenance	(1,070,000)	(1,070,000)
Allocated for CIP	(1,725,000)	(1,725,000)
Use of One Time Surplus	495,000	-
TOTAL BUDGETED SURPLUS	14,900	16,300

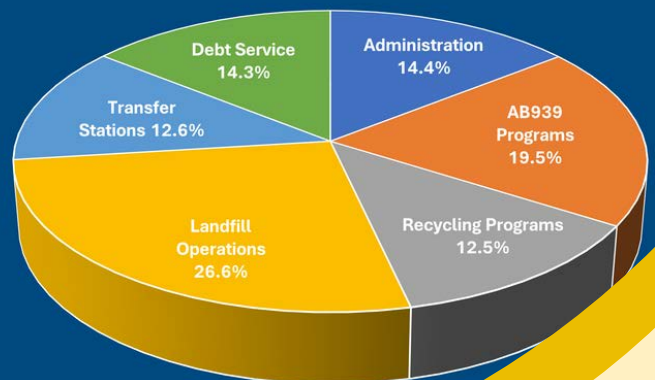
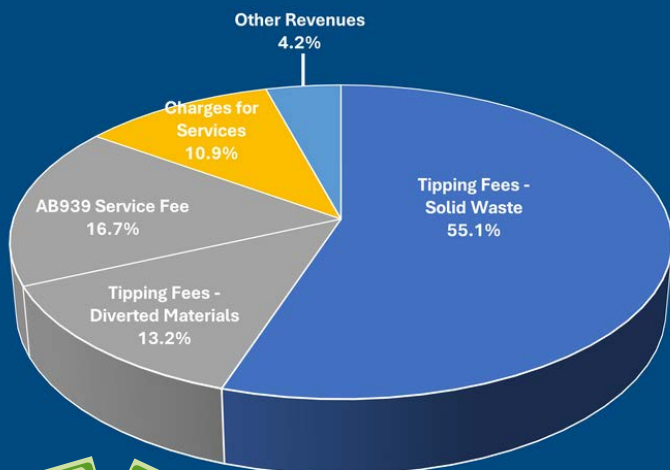


Congratulations to our Accounting Team, which made history once again for being awarded the Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association (GFOA) for the Comprehensive Annual Financial Report (CAFR) for the ninth consecutive year. The Certificate of Achievement for Excellence in Financial Reporting is the highest form of recognition in governmental accounting and financial reporting, and its attainment represents a significant accomplishment. This is a great honor for our Accounting Team and the award reflects well upon everyone at SVR.

The Finance Department is committed to integrity and excellence in providing timely, accurate, and complete financial information and services to all Salinas Valley Recycles stakeholders.

To view SVR's latest financial information including budget documents and audited financial statements, visit our website for more information. www.SalinasValleyRecycles.org

EXPENDITURES



REVENUE



CAPITAL IMPROVEMENTS PROJECTS

The following projects are budgeted in FY 2023-24



Equipment Replacement (3 sites)	\$1,150,000
Post Closure Maintenance (3 sites)	\$1,070,000
Johnson Canyon LFG System Improvements	\$300,000
Roadway Maintenance/Improvements	\$100,000
Johnson Canyon Partial Closure	\$100,000
Johnson Canyon Litter Barrier	\$25,000
JR Transfer Station Improvements	\$25,000
Concrete Grinding	\$25,000
Total Operating Surplus Allocations	\$2,795,000

Equipment Replacement (\$1,150,000)

The Authority operates one transfer station, three recycling centers and one landfill. To replace necessary equipment, money is set aside every year. This will allow the Authority to replace the equipment with cash on hand rather than having to take out additional debt. The Equipment Replacement budget for all three sites is \$1,150,000 and are allocated to each site as follows:

- Johnson Canyon Landfill - \$800,000
- Madison Lane Transfer Operations - \$230,000
- Jolon Road Transfer Station - \$120,000

Post Closure Maintenance (\$1,070,000)

Post-closure maintenance costs are inconsistent in nature. Some years require more maintenance than others. During FY 2019-20, the Board approved removing post closure maintenance from the operating budget and including it in the CIP budget. This allows staff to carry over remaining balances at the end of the year and help ensure that funding is available when large maintenance and repairs are necessary at the closed landfills. The total post closure maintenance budget for all three sites is \$1,070,000 and are allocated to each site as follows:

Crazy Horse Closed Landfill - \$560,000
Jolon Road Closed Landfill - \$260,000
Lewis Road Closed Landfill - \$250,000

Johnson Canyon LFG System Improvements (\$300,000)

As landfill operations continue at the Johnson Canyon Landfill, so is the need to ensure an effective environmental control system is in place. Setting aside \$300,000 annually for landfill gas system improvement will allow us to maintain and replace wells and treatment infrastructures as needed.

Roadway Maintenance/Improvements (\$100,000)

The Authority sets aside funds annually to maintain/replace the roads surrounding its facilities.

Johnson Canyon Partial Closure (\$100,000)

Staff is working on phases one and two of the Johnson Canyon Closure Plan. The soil being moved to complete these phases is part of the overall soil management plan related to the continual construction of future new cells. However, items such as Construction Quality Assurance testing and surveying are strictly part of the closure and must be tracked separately. An allocation of \$100,000 annually is necessary until phases one and two of the rolling closure have been completed.

Johnson Canyon Litter Barrier (\$25,000)

The litter barrier control fence along the property boundary helps to prevent litter from leaving the site. The \$25,000 annual funding allows staff to expand and replace the barrier as needed.

Jolon Road Transfer Station Improvements (\$25,000)

Staff took-over of the Jolon Road Transfer Station in September 2016. Initial repairs were done at the facility at this time. Setting aside \$25,000 annually will help ensure that any future capital repairs and/or improvements at the site have a minimal impact on the budget.

Concrete Grinding (\$25,000)

The Authority receives concrete, asphalt, and porcelain at its facilities for recycling. The material is consolidated at the Johnson Canyon Landfill and used as aggregate base to construct its internal access roads and a winter tipping pad that allows both the public and franchise haulers to access the tipping face in the winter months. Most of the material is crushed with onsite equipment and placed as needed. The larger portions require stockpiling and contracted crushing to produce the re-usable material for onsite needs. However, this material is only processed once every few years. To have enough funds available for processing, money is set aside each year on a Pay-As-You-Go basis until enough material is stockpiled to warrant grinding.



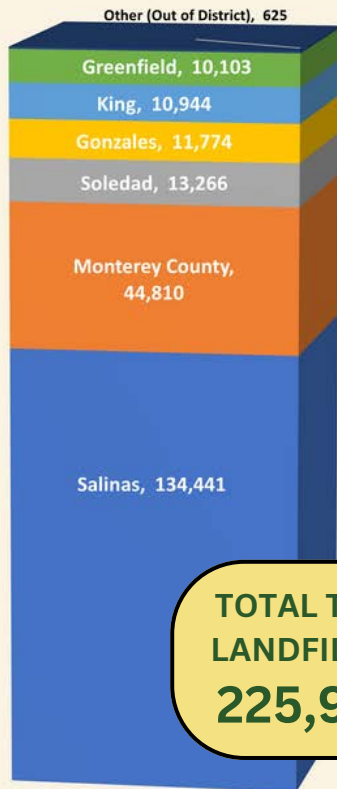
Jolon Road Transfer Station Improvements



LANDFILL & DIVERSION TONNAGES FY 22-23



TONS OF WASTE LANDFILLED BY JURISDICTION



Authority Service Area Tons Received & Processed

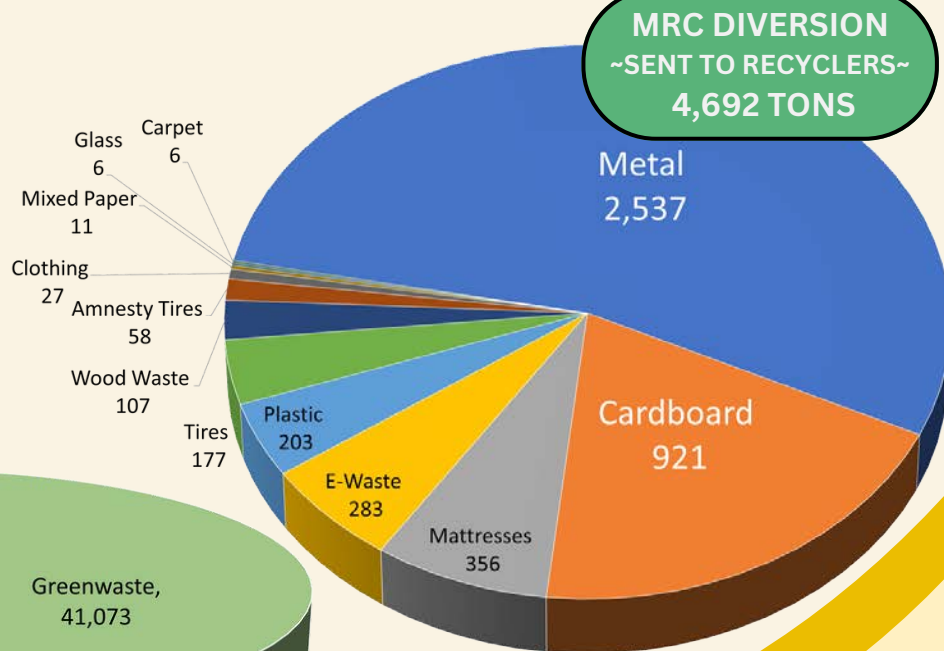
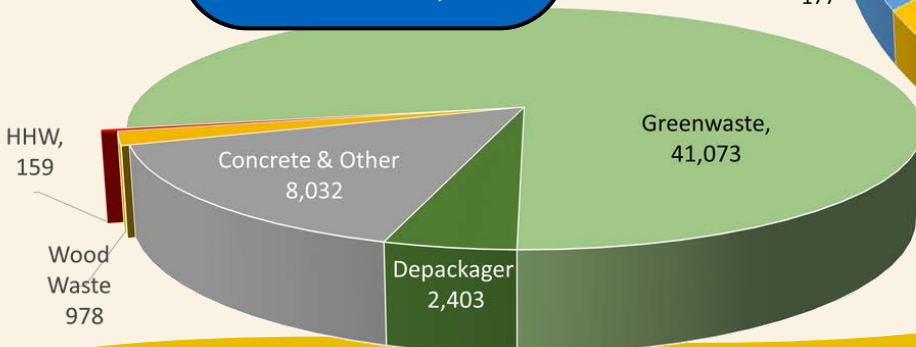
	Salinas	Monterey County	Soledad	King City	Greenfield	Gonzales	Total
Total Received	165,110	56,635	17,594	13,663	15,134	16,886	285,022
Less ADC & Dirt	3,994	999	852	251	396	535	7,027
Other	2,503	616	1,169	277	1,154	2,314	8,032
HHW	127	4	3	9	2	14	159
Organics	24,039	10,202	2,303	2,183	3,478	2,249	44,454
Total Diverted	26,669	10,823	3,474	2,468	4,634	4,577	52,645
% Diverted	16.60%	19.50%	20.80%	18.40%	31.40%	28.00%	18.90%
Solid Waste Landfilled	134,447	44,812	13,267	10,945	10,103	11,774	225,349

HISTORICAL ANNUAL LANDFILLED TONNAGES

2020	2021	2022	2023	% change
224,979	231,463	238,089	225,963	-5%

TONS OF DIVERSION

**TOTAL TONS
DIVERTED 52,645**



FY 22-23 PRELIMINARY AB 939 COSTS OF SERVICE BY JURISDICTION USE



Budget Department	King City 12%	Greenfield 5%	Soledad 7%	Gonzales 4%	Salinas 58%	Mo. County 15%	TOTALS
Resource Recovery	339,828	94,706	176,877	50,138	597,484	133,703	\$1,392,736
Marketing	3,994	3,456	3,687	1,766	45,391	18,510	\$ 76,804
Public Ed	14,316	12,389	13,215	6,332	162,710	66,350	\$ 275,313
HHW Facility	44,413	6,345	11,896	57,895	644,782	27,758	\$ 793,090
Recycling Centers (Jolon Rd, *Sun St, Madison Ln, & Johnson Canyon)							
	86,786	75,104	80,111	38,386	986,358	402,221	\$1,668,967
TOTALS:	\$ 489,337	\$ 192,000	\$ 285,786	\$ 154,519	\$2,436,725	\$ 648,542	\$4,206,910

*Sun St closed in Sept 2022

FY 22-23 SVR Annual Report: AB 939 Fees

For the past 10 years, the Authority has been working towards the long-range goal of fully funding AB 939 fees (fixed, non-landfill diversion related programs) without subsidy from more volatile landfill disposal tipping fees.

For FY 22-23, preliminary AB 939 expenditures were \$4.2 Million. Approximately \$3.63 M was funded through the annual AB 939 fees allocated to each of the franchise haulers on behalf of each member agency and are based on an average of the previous three (3) years of franchise landfill tonnages. The remaining approx. \$570,000 was funded through disposal tipping fees along with the sales of recyclables and household hazardous waste fees charged to businesses.

The FY 22-23 Preliminary AB 939 Costs of Service by Jurisdiction are estimates as this level of detail is not tracked for each individual member agency. These estimates are based on the FY 22-23 tonnage allocations, facility data, and tracked public education & outreach activities. These estimates represent a single year and will vary year-over-year based on each individual jurisdiction's activities and efforts to assist the Authority in complying with recycling and organics diversion related mandates including AB 341, AB 1826, and SB 1383.

GRANTS

\$332,235

CalRecycle SB1383 Local Assistant Grant Program

The Salinas Valley cities in collaboration with the Monterey Bay cities have joined forces in this regional grant project with Salinas Valley Recycles, ReGen, and Blue Strike Environmental as lead agencies. Together the group is working to connect commercial edible food generators with food transporters, distributors, and providers to prevent yummy delicious food from going to waste.

In FY 22-23, the project work group contracted with a company called Care-It for the development of a convenient technical application that will allow all the different entities that play a role in the food recovery process to communicate with each other and make increased food recovery a success throughout Monterey County. Through the use of the app, a restaurant will be able to notify the app network that they have leftover food, and someone who needs the food could notify that they want it, and see who is able to pick it up and deliver it, so that it ultimately gets provided to those that want it in a safe, quick, and convenient manner.

Another important component of this grant application is to support the cities annual compost/mulch procurement requirements and targets per SB 1383. Agreements were secured with Atlas Organics to assist the cities in meeting their procurement targets.

Countywide Edible Food Recovery Grant Program

\$100,000

CalRecycle HHW Grant

In September 2022, the Authority was awarded grant funding to bring full household hazardous waste (HHW) collections to rural areas in the Salinas Valley. The Authority has partnered with Clean Earth Environmental Solutions to conduct three mobile collection events between Fall 2023 and Spring 2024, 1) in Lockwood, 2) in King City, and 3) in Pajaro. At these events, residents will be able to safely dispose of their household hazardous waste in their communities, without having to drive long distances to the nearest HHW collection center in Salinas.

CalRecycle Tire Amnesty Grants

TA6 \$77,757

The TA6 grant cycle has come to its conclusion with the last tire amnesty collection event in Spring 2023. It is estimated that approximately 8,727 tires were collected and recycled during the three-grant funded tire amnesty events.

TA7 \$83,995

In April 2023, the Authority submitted another grant application to continue providing this service to residents, where residents can bring up to 9 tires per trip to any of the three Authority facilities at no cost. Awards will be announced by CalRecycle in October 2023.

awarded \$76,000 in grant funds to 5 local non-profits.



Salvation Army
Salinas

\$14,500

Pallet Jack, Freezer
Shelving Units, Ice
Machine, Food Carts,
Food Warmer & Trays



Salvation Army
Monterey Co.

\$20,000

Walk In Freezer,
Electric Pallet Jack



Salvation Army
Sand City

\$4,600

Ice Chests, Steam
Table, Food Delivery
Bags, Ice Maker,
Beverage Dispenser



Boys & Girls
Club
Monterey Co.

\$16,850

Shelving, Ice Maker,
Bus Cart



St. George's
Episcopal Church
Salinas

\$20,000

Installation of Reach-
In Freezer &
Refrigerator,
Food Pantry
Remodel/Repairs



MEDIA & OUTREACH

700 Outreach Events

In 2022-2023, SVR continued a robust media campaign which focused on organics and the residential food scraps program. The marketing plan included streaming commercials in both English and Spanish, radio commercials and PSAs, newspaper print ads, and digital ads, in addition to social media outreach.

The Resource Recovery team tracked almost 700 outreach events throughout the year. Through community events, in-person business or multifamily outreach, and school presentations & implementations, SVR was well represented throughout the service area.

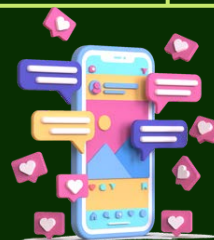


2023 - 23 Media Purchases

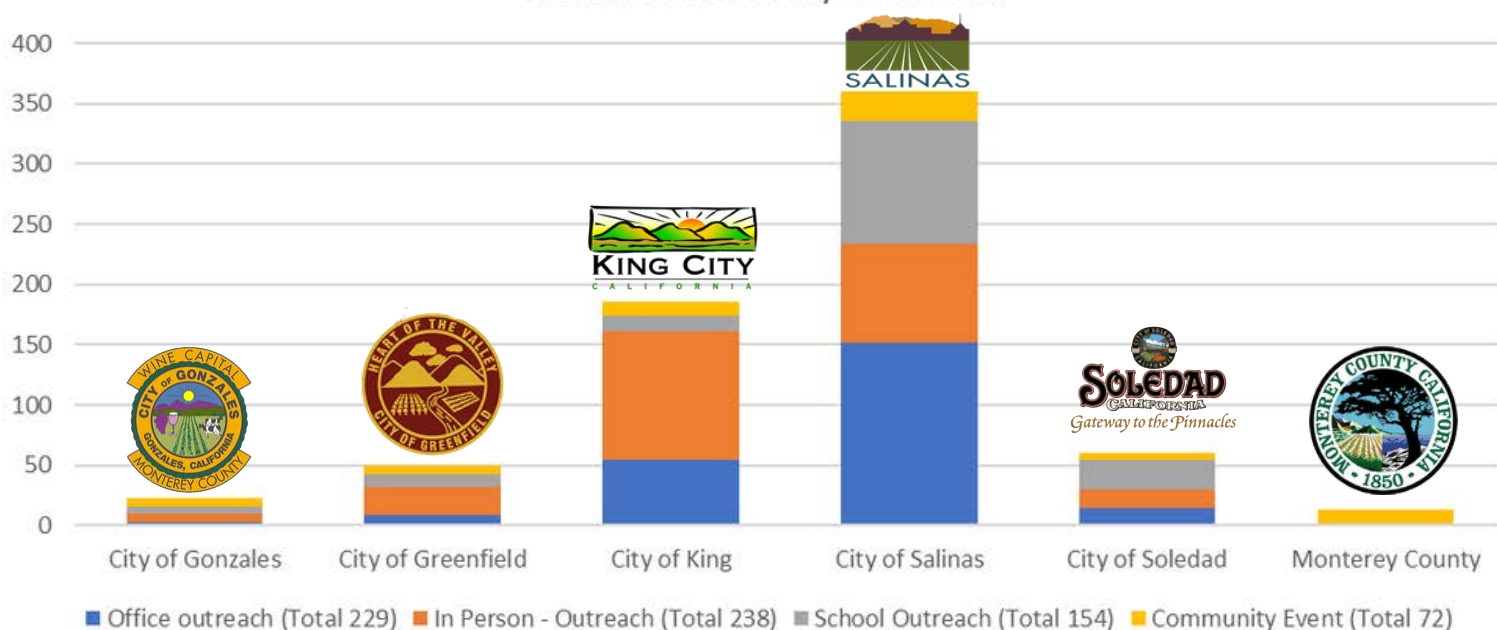
1.3K 70

Media Purchases	Number	Impressions
Print Ads - Weekly & Californian	10	20 Thousand Weekly
English Radio Ads	285	150 Thousand Plus
Spanish Radio Ads	1,352	No Metrics Available
Newsletters Ads	33	2 Million Plus
Multi-Family Ads	2	36 Thousand Plus
Commercial Newsletters	4	73 Thousand Plus
Billboards	3	62 Thousand Plus
Tire Amnesty Radio	53	No Metrics Available

Media Purchases	Number of Clicks	Impressions
Google Earth Day Ads	5,866	634 Thousand Plus
JC Google Ads	4,630	322 Thousand Plus
Tire Digital	4,754	79 Thousand Plus



Resource Recovery Outreach



BUSINESSES

80

Free Business Starter Kits



526

Businesses were helped in waste reduction through recycling & organic education



New regulations require more from our businesses. Here at Salinas Valley Recycles, we strive to set up businesses for success. In 22-23, SVR provided and delivered over 80 free business starter kit comprised of flyers, labels, internal bin, kitchen pail, and compostable bags to help food generating businesses set up the new program effectively. Additionally, SVR worked with 526 additional businesses helping in all aspects of waste reduction through recycling and organics education.

Our services include free onsite waste audits that will help businesses:

- Reduce, divert, and recycle waste.
- Reduce annual waste hauling costs.
- Ensure compliance with federal, state, and local regulations.
- Develop a customized recycling program plan that meets business needs.
- Recover profits from the resale of recyclable materials such as bottles & can, cardboard, & plastics.
- A facilitator between haulers:
- Working with the hauler to ensure that businesses have the appropriate equipment to implement a successful recycling program.
- Staff/Employees training program
- Introducing staff to integrated waste management and environmental awareness.
- Educating staff on conservation practices through reducing, reusing, recycling, and composting natural resources.



SVR ran focused ads for businesses with clickthrough's to our At Work webpage:

**Recycle Food Scraps.
Reduce Waste**

SalinasValleyRecycles.org

Make a big difference for Salinas Valley by recycling your business food scraps right.

Food Scraps Business Starter Kits
estimated value of over \$145/ea.

13-gallon

BPI Certified Compostable Bags

2-gallon

*Only businesses and schools are allowed to use the larger, 13+gallon compostable bags to facilitate an easier/cleaner servicing process.



MARKETING & EVENTS

RESIDENTIAL

SVR has focused on lasting behavior change with all the outreach materials generated this year.

- SVR tested several messaging options to find what best resonates with our community. Straightforward, clear messaging like "Learn how to sort food scraps" won every round against clever or vague messaging like "Turn food trash to treasure".
- With tested messaging, we created simple and clear Google messages that not only advertise proper sorting but also directs customers to Johnson Canyon Landfill.
- Two new billboards went up in Salinas with simple "Put your food scraps in your green cart" messaging.



Booth at BlueZones Event, King City



Composting workshop & Giveaway in King City

Salinas Billboards



Google Responsive Ad



Organics Waste Assessments



CLEAN & GREEN!

MULTI-FAMILY

188

Multi-Family outreach events were conducted in 22-23!

SVR focused on getting organics service started and set up in multi-family (MF) properties with the early-adopters or eager participants first. SVR created a toolkit as a one-stop-shop as an introduction and how-to guide to set up food scrap recycling and provide resources to start a program. With a warm friendly introduction to food scrap recycling the task of starting, a new program is a less daunting task for managers and owners to take on. SVR helps participants understand the importance of a well-run program and the benefits to the community.

MF properties present a unique opportunity for recycling education as the shared enclosures provide challenges and benefits to residents. We wanted to show how organics recycling can be simple and fun. Videos are a great way to show how families can participate in food scrap recycling. We created a kids food scrap recycling video as we know kids are often their family's waste or recycling champions.

SVR started with piloting the food scrap MF implementation at Monterey County Housing Authority properties. Once the program was tested and shown to be beneficial SVR worked with ReGen to provide a series of webinars for owners and managers to understand the process and receive start-up resources.

King City Outreach with WM



Kids Multi-Family Training Video



Scrap Laws are mandatory complexes!

nuevas leyes de reciclaje y sobras de comida son obligatorias para los apartamentos!



Education Starts with YOU! a educación comienza contigo!

Attention Multi-Family Property Owners and Management Companies

Tune into a FREE Training and learn how to implement these programs in your apartments. Learn how to help fight climate change and avoid fines. Multiple dates and times are available.

Atención Dueños de Viviendas Multifamiliares y Empresas Administradoras

Sintoniza a un entrenamiento GRATIS. Prepare su propiedad para el éxito. Aprenda cómo ayudar a combatir el cambio climático y evitar multas. Múltiples fechas y horas están disponibles.

Register here for the second training event taking place on June 22nd at noon! | Regístrese aquí para el segundo evento de capacitación que tendrá lugar el 22 de junio al mediodía

/commercial/multifamily-recycling

Ad for Multi-Family Trainings



Going door to door!

GOT FOOD SCRAPS?



RECICLANDO
SOBRAS DE COMIDA
EN APARTAMENTOS Y CONDOMINIOS

Multi-Family tenant training video

SCHOOLS



18,000 students were entertained & educated by RockSteady Juggling & EcoHero

49 schools became compliant with SB1383

48 SVR provided workshops that focused on recycling, composting decomposers and landfill education in schools

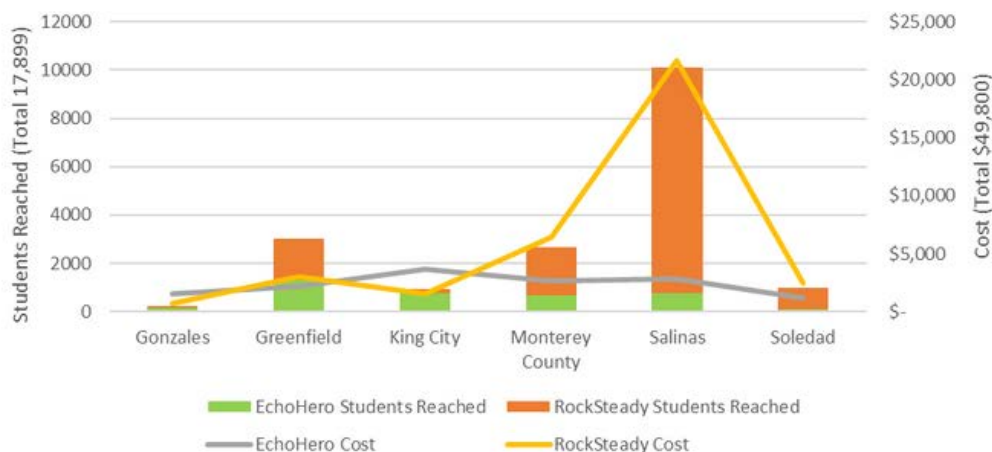


7 Youths from 5 different high schools will work on community projects and be SVR ambassadors at their respective schools.



- School Assemblies** Approximately 18 thousand students were entertained and educated by RockSteady Juggling and EcoHero! Students learned the importance of food scrap diversion, anti-littering and recycling right. These programs help engage students and leave lasting impressions for future leaders.
- School Food Scraps Programs** SVR assisted 49 schools in becoming compliant with new SB 1383 regulations. Schools are already overburdened, and these new unfunded mandates were an additional strain. SVR worked diligently to create a new implementation process that engages the schools and encourages building a customized program that better suits and supports their needs for a long-term sustainable program.
- Schools Resource File Cabinet** Staff also took the lead in expanding and developing engaging materials including videos for schools to use on campus in a plug-and-play manner that allows teachers and administrators to use the materials to easily train students and staff to implement recycling and composting programs quickly and efficiently. These materials include a Green Team Training Handbook, Train the Trainer Videos, Meet Our Decomposer Adventure Guides, as well as a Waste Station Food Scrap Recycling Video Game that was developed in collaboration with CSUMB Service-Learning Students.
- Classroom Presentations** SVR schools team worked directly in 48 classrooms providing workshops that focused on recycling, composting decomposers, and landfill education.
- Youth Council** SVR has long been a presence in elementary schools throughout our service area. In an effort to further extend our educational reach into High Schools, SVR recruited our first SVR Youth Council that will begin its first full year of programming in 2023-2024. The recruitment process filled 7 seats with youth from five (5) high schools in our district. This team will work on community projects and be SVR ambassadors back to their respective schools. This team of passionate students are a beacon of light for our future.
- Events** Staff partnered with WM and Chualar Union Elementary School to host the Chualar Trash & Litter Pick Up Event. Students and volunteers collected 204.4 pounds in 30 minutes!

School Assembly Shows

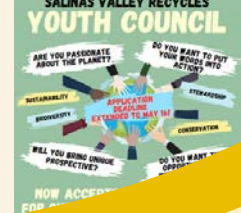


EcoHero class live stream presentation

Classroom Posters



Youth Council Flyer



JOHNSON CANYON ED CENTER & GARDEN



Decomposers
Presentation Gonzales
Day Camp



Family Fun Festival at
Prunedale Elementary
School



ALBA Composting Presentation



Inside Ed Center Space



Installing Wally's eyes

For over 10 years, SVR invited students to tour the Sun Street Transfer Station, HHW Facility, & Jardin el Sol, which consisted of Recycling education in the "classroom" (aka conference room); Composting workshop in the garden; and a tour of the transfer station. With the closure of the transfer station, we lost our best option to bring students safely to a facility.

The vision to build a fully functioning education center and demonstration garden at a convenient and safe location at Johnson Canyon, is becoming a reality. Five (5) shipping containers were brought onsite to build a meeting room, exhibit hall, and an office. The courtyard faces a beautiful oak tree. Finishing the interiors of the building has been challenging this year with all the rain and other operational issues that are a priority for our solid waste technicians. Despite the setbacks a lot was accomplished!

- Interior is now insulated and ready for drywall.
- Recyclable courtyard pavers are installed.
- Wally's raised garden beds are built and ready for planting.

This upcoming year we will finish the interior and have the first painted mural completed. We are looking forward to hosting our first guests at the center as soon as possible. The opportunities are vast for this space, and we look forward to partnering with local groups, schools and industry leaders to bring workshops and community events that are centered in sustainability.

This will be the classroom hub for landfill & compost facility tours and a space to bring composting workshops and other programming to our community, like our newly formed Youth Council. We envision this space to be a creative space for reflection where we can gather to reflect on solutions and that will move us toward our goal of a future without the need for landfills and help guide learners to solve real world problems locally.

2023



Paver patio in the Ed Center courtyard.



Wally's Raised Bed
Garden



Arial photo of the Wally's
Raised Bed Garden.



Hartnell Preschool -
Alisal Extension

FREE RECYCLING SERVICES

Separate Your Load
& SAVE

Sharps Collection Program

Residents can exchange full approved Sharps (needles, lancets, etc.) containers for new containers at the Household Hazardous Waste Facility (HHW) in Salinas for free. Participation in the Sharps Collection Program has remained steady. Last year approximately **3,659 pounds of sharps** were collected at SVR.

Mattress Recycling Program

Unfortunately, mattresses are a common item found illegally dumped along roadsides. Salinas Valley residents can drop off 5 or fewer mattresses or box springs at any of our three locations for free. Over **19,949 mattresses & box springs** were recycled last year at our three facilities. Commercial/Businesses are charged \$5.00 for each mattress or box spring.

Tire Recycling Program

CalRecycle Grant funds help to educate residents about proper tire disposal and to host free used tire collection events. During the events, residents can bring up to nine (9) tires free of charge at any of our three facilities. Last year, **30,434 tires** were recycled during three collection events.

E-Waste Collection Program

Residents and businesses in the Salinas Valley can drop off electronic waste ("e-waste") at any of our three locations for free. E-waste includes TVs, computers, monitors, laptops, printers, cell phones, etc. Last year approximately **111,685 pounds of e-waste** were collected.

Carpet Recycling Program

Carpet is a bulky item that doesn't break down in the landfill, takes up space, and can be difficult to bury. SVR's is an approved CARE—Carpet America Recovery Effort facility. CARE is an Extended Producer Responsibility program established by AB 2398, administered by CalRecycle, and CARE is the California carpet stewardship organization. Carpet must be separated, dry, and rolled. Only plush carpet and foam or re-bond padding are accepted for recycling. Carpet should be free of trash or scraps.

Household Batteries

Residents can drop off used batteries for free at the Household Hazardous Waste Facility (HHW) in Salinas and various locations throughout the Salinas Valley (libraries, hardware stores, etc.). Last year a total of **17,055 pounds of household batteries** were collected at SVR Facilities.

Free Recycling Accepted from Residents and Businesses

- Cardboard
- Cellphones
- Computers, keyboards, and printers
- Copiers, facsimile (fax) machines
- Television and
- Computer Monitors
- Kitchen Appliances: washers, dryers, stoves, etc.
- Metal
- Rigid Plastics
- Glass (bottles and jars)
- Aluminum
- Paper (newspaper, office paper, etc.)
- Water Heaters, and more

Household Hazardous Waste items are accepted at our facility in Salinas and Antifreeze, Batteries, Oil & Paint (ABOP) materials are accepted at all our locations for free.

Locations:

- Madison Lane Recycling & Household Hazardous Facility
- Johnson Canyon Landfill
- Jolon Road Transfer Station

(See Household Hazardous Waste Section for more information.)





HOUSEHOLD HAZARDOUS WASTE



Materials	FY2022-23 Pound Collected
Flammable Solids/Liquids	3,514
Bulked Flammable Liquids	8,295
Oil Based Paint	11,408
Paint Related Material	39,675
Poisons	20,526
Acid	2,200
Base	15,330
Oxidizer	795
Reactive/Explosives	0
PCB	64
Antifreeze	10,800
Auto Batteries	30,814
Latex Paint	119,565
Motor Oil & Filters	120,088
Mercury Containing Items	20
Fluorescent Lamps	10,943
Household Batteries	17,055
Electronic Waste	111,685
Universal Waste	463,422
Aerosol Cans	7,990
Medical Waste	3,659
Gas Cylinders	5,535
Fire Extinguisher	0
Other Materials	831
Total Pounds Collected	1,004,214

The Household Hazardous Waste Facility or HHW Facility, is a permanent drop-off location that allows proper disposal of unwanted hazardous materials for free. Residents of Monterey County may drive up during normal business hours. A trained staff member will greet the resident at their vehicle, take some basic information, and begin unloading the vehicle. All of the items collected are properly managed to be either reused, recycled, or disposed of in compliance with all federal, state and local laws.

Residents can bring a maximum of 15 gallons or 125 lbs. of hazardous waste per household and is accepted every 30 days for free. Proof of residency, such as a driver license or a utility bill is required. Business can bring a maximum of 25 gallons or 220 lbs. per month and is accepted for a fee. Business must make an appointment.

The Household Hazardous Waste Facility will accept:

- Household Cleaners
- Latex Paint (ABOP)
- Needles & Syringes (in approved containers)
- Paint & Paint Thinners
- Pesticides & Fertilizers
- Pool & Hobby -Supplies
- Thermometers, Thermostats, & other items that contain mercury
- Used Motor Oil & Filters (ABOP)
- Wood Preservatives
- Aerosols
- Antifreeze (ABOP)
- Auto & Furniture Polish
- Chemical & Drain Cleaner
- Cooking Oil
- Electronic Waste, TVs, Computers, Cellphones, etc.
- Fluorescent Bulbs & Tubes
- Household & Automotive Batteries (ABOP)



HOUSEHOLD HAZARDOUS WASTE & ABOP LOCATIONS

Madison Lane Recycling Center & Household Hazardous Waste Collection Facility (HHW)
1104 Madison Lane
Salinas, CA 93907
(831) 424-5520
M-F 7 a.m. - 5 p.m.
Sat 8 a.m. - 4 p.m.

Johnson Canyon Landfill, ABOP & Recycling Center
31400 Johnson Canyon Road
Gonzales, CA 93926
(831) 675-2165
M-F 7 a.m. - 4 p.m.
Sat-Sun 8 a.m. - 4 p.m.

Jolon Road Transfer Station, ABOP & Recycling Center
52654 Jolon Road
King City, CA 93930
(831) 385-6213
M-F 8 a.m. - 4 p.m.
Sat 8 a.m. - 12 p.m.

Bring your Household Hazardous Waste to the Madison Lane Recycling & Household Hazardous Waste Facility.

Johnson Canyon Landfill and Jolon Transfer Station only accept ABOP (Antifreeze, Batteries, Oil & Paint).



LOOKING AHEAD

2024

What's Next?



Technologies:

SVR has a long track record of supporting and evaluating new and innovative technologies to expand waste recovery, create jobs, expand non-landfill revenue streams, and move closer to our Mission of reducing our dependence on landfills. A few of the projects under review and consideration include:

- A partnership with Ameresco, our landfill gas to energy plant operator, is in final stages of planning to add anaerobic digestion to our mix of energy production efforts at the Johnson Canyon Landfill. The proposed project would produce Renewable Natural Gas (RNG) from digestion of agricultural process waste and combine it with excess landfill gas. The combined gas streams would be cleaned to create a pipeline quality RNG for injection into the PG&E distribution system or to send to a local user such as the City of Gonzales Micro-Grid Project. RNG is one of the few carbon-neutral fuels in production today and is supported by many regulatory and tax incentive-based programs.
- SVR is beginning the process to seek out advanced organics recovery technologies to produce additional organic feedstock from the mixed waste stream for anaerobic digestion or other technologies that create sustainable new products or energy.
- Reutilization of the remaining landfill gas at the Crazy Horse Landfill using innovative new energy production technologies to take advantage of new federal tax credits expected to go into effect by 2024.
- Solar production and battery storage facility on the closed Crazy Horse Landfill.

Public Service Projects:

- Complete construction of long-awaited improvements to the Jolon Road Transfer Station including resurfacing of the 1-mile access road, repair and expansion of the waste tipping pad, and covering the receiving and transfer area with a tensile fabric building to improve all-weather access.
- Complete interior finishing and opening of the Johnson Canyon Public Education and Community Training Center.
- Complete installation of the advanced processing system by Atlas Organics to improve efficiency and compost quality.
- Completed the new Sun Street Administrative Offices rejuvenation project. The old office space will be refurbished and placed on the market for additional SVR revenue.
- Sun Street Transfer Station property closure and clean-up is complete and the process of reutilizing or selling the property will commence in late 2023.

Sun Street Transfer Station property closure





Lorena at JCLF scale house



Robert, Diversion Worker
Jolon Road Transfer Station



David Roel the Free Bee Microwave
Bumble Bee



Harold Dorsey says,
"We Are Open for Business!"



After Sun Street Transfer Station closed in
September 2022, SVSWA Staff began the
process of demolishing the station.



Monica participating in the Annual Fire
Extinguisher Safety Training



Employee Appreciation Day
Baltazar enjoying lunch
provided by SVR

Oswaldo assisting a
customer at the Greenfield
CleanupEvent



Harold & Mike take a break
for the camera



SVSWA Staff set the foundation posts and helped place
the new Ed Center containers at Johnson Canyon. Our
staff also did the inside framing.



Fernando, Lead Equipment
Operator & Robert,
Equipment Maintenance
Technician



Eric organizing the Swap N
Drop Shelf



Paul, Mike, Fernando & Robert assisting with the
construction of the Johnson Canyon Ed Center



Jolon Road Transfer Station Improvements.
The tipping pad and the green waste drop
off area were extended.



WE APPRECIATE YOUR FEEDBACK



Thank you for supporting Salinas Valley Recycles in 2022-23

Dear Salinas Valley Solid Waste Authority,
Thank you for your donation to the Boys & Girls Clubs of Monterey County. Your contributions is greatly appreciated.

This generous gift fuels our efforts to prepare kids and teens for success. Your investment enables us to provide safe, fun learning environments for youth, supervised by caring professional adults.

Over 4,000 children and teens are served annual through your gift, ensuring that they can achieve academic success, live a healthy lifestyle, and demonstrate good character and leadership. Your gift will be put to immediate use for the youth of Monterey County who need us most.

-Ron Johnson, President & CEO

Thank you. Your outreach on this site has been more proactive than I've come to expect from many agencies. That effort at communication deserves recognition.

- Nona C.

Thank you so much Salinas Valley Recycles. The creek in front of Alvarez School looks very nice and clean. We appreciate your help.

-Lupe Marie H.

I wanted to send a HUGE THANK YOU for the amazing decomposer and landfill presentation!!! What an amazing day in my classroom!!!! My students are still talking about it and their parents loved the photos I shared!

- Ms. Cuellar

We appreciate your kind donation!

- Aalijah

Thank you. You are making a big difference in our lives!

- Elainn

Thank you for all you do. I appreciate all your hard work.

- David F.

What your team does is wonderful. Thank you.

- Kathy H

Thank you. It's great what you guys are doing.

- Nancy B

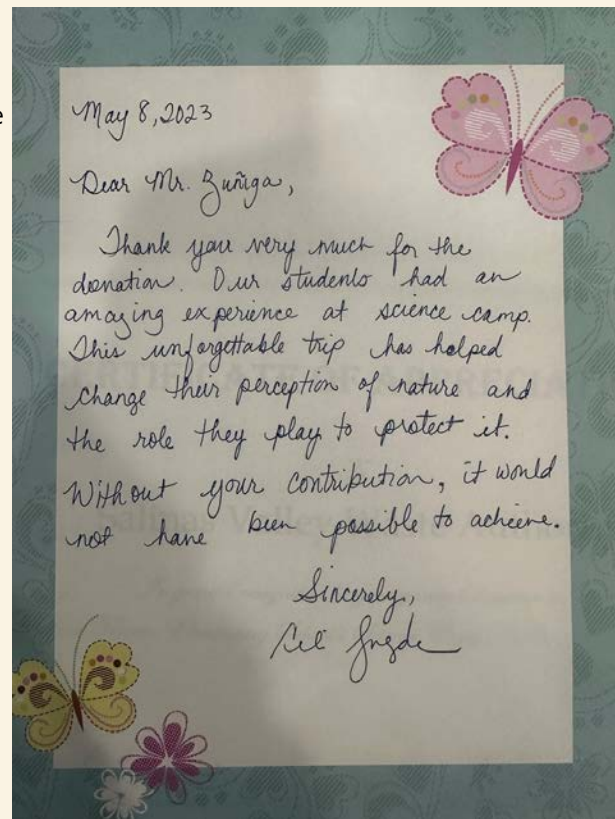
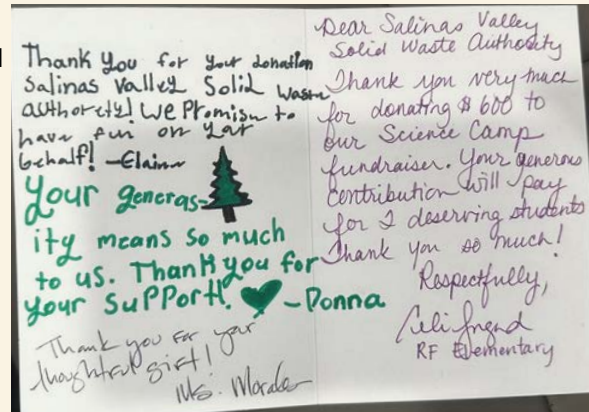
Mario Angel
Very well deserved Mikey Silva as somebody that has both worked for you and with you I'm very happy that you are being recognized. You are a great asset to SVR and know that you always give everything that you can and more.

Like Reply Hide 1y



Thank you so much for sharing all this info with us Julia & Team!

- Jamaica S.



Thank you for volunteering to clean up the creek. Your efforts and time are greatly appreciated.

- Marie N.



CONTACT US

Administration Office

126 Sun Street, Salinas, CA 93901
Mon - Fri 8 a.m. - 5 p.m.
Main (831) 775-3000
Fax (831) 775-1322

Johnson Canyon Landfill & Recycling Center

31400 Johnson Canyon Road
Gonzales, CA 93926
Mon - Fri 7 a.m. - 4 p.m.
Sat/Sun: 8 a.m. - 4 p.m.
(831) 675-2165

WE WANT YOUR

FEEDBACK

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52654 Jolon Road
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(831) 385-0353

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Salinas, CA 93907
Mon - Fri 7 a.m. - 4 p.m.
Sat: 8 a.m. - 4 p.m.
(831) 424-5520