

July 6, 2009

2008-2009 Annual Report

Master Recycler Program
Bureau of Planning and Sustainability
July 1, 2008-June 31, 2009



Introduction

Below is a report of Master Recycler Program education and outreach efforts in the Portland Metropolitan area. The report demonstrates that Master Recyclers continue to have significant impacts in the Portland metropolitan area. What it may not show is the qualitative value they offer. Below is a list of a few testimonials from this year to offer that perspective:

- “My eyes and mind were opened to so much more than recycling. I leave this class jazzed and excited to share all that I learned,” Washington County Class 39 evaluation.
- “Having a second pair of hands to hold all the materials I carry, take notes and be an second pair of eyes and recycling info source has made a huge difference in the quality of education to businesses,” Clackamas County Recycle at Work Specialist.
- “Thank you for the precious class. You changed my mind. I could turn my personality into a recycler like you change plastic into clothes,” Japanese English-as-a-Second-Language student where a Master Recycler presented.
- “Meeting with the King [PTA] made me realize that I know a lot of really wonderful things ... that I can pass on to others and make a big difference - that feels good,” Master Recycler
- “Your email sparked a whole new dialogue. . . the result of [of which] has led us to redesign our pizza boxes so they become an educational piece, and help our customers become more savvy recyclers. . . . I thank you for helping us get better,” Pizzicato in response to a Master Recycler’s comment that ‘please recycle’ is a confusing message on pizza boxes.

Program Description

The Master Recycler Program is a community education and outreach program on waste prevention and recycling. The program offers three trainings a year, rotating locations throughout the Portland metropolitan region. Participants gain training on waste reduction and outreach techniques. In return, graduates commit to at least thirty hours of community education and outreach. The course costs \$50. Scholarships are

available. Master Recyclers volunteer at local events and through individual projects. Master Recyclers also receive ongoing training and support that includes a monthly newsletter, a website, quarterly open houses, volunteer opportunities and assistance on individual projects.

Program Updates

Three Master Recycler sessions were conducted during FY 2008-2009: class 39, 40 and 41.

Class 39 Fall 2008

- Washington County hosted and conducted three presentations.
- The course was located at the Beaverton Resource Center on Allen and Hall Boulevards.
- The course was nine weeks (rather than eight weeks) and for three hours (rather than two and a half hours). This is a seven hour increase. The increase allowed for better presentation pace, time for questions and answers, and the addition of presentations on e-waste, precautionary principal, and events recovery.
- Registration opened for two months and applications were selected on a weighted lottery. Criteria included location and previous applications. 67 people applied. 30 people were selected and started the class, but two dropped after the first two weeks due to a family emergency and change in work.
- 23 are from Washington County and five are from SW or NW Portland. There are three people of color and two bilingual people in English and Romanian or Vietnamese.
- Four Master Recyclers completed their 30 hour commitment and the class has accumulated 651 volunteer hours to date.

Class 40 Winter 2009

- Clackamas County hosted and conducted three presentations.
- The class was located at the Clackamas County new facilities in Oregon City.
- The course ran eight Wednesdays, each three hours long. And two Saturdays tours, each five hours long.
- Registration opened for two months and applications were selected on a weighted lottery. 73 people applied for the class. All 27 applicants who live or work in Clackamas County were accepted.



Class 40 Clackamas County

- There was one participant from Portland, one from Gresham and one from Washington County. There is one person of color and one Spanish speaker.
- Three people have certified and the class has accumulated 396 hours to date.

Class 41 Spring 2009

- City of Portland hosted and conducted three presentations.
- It was located at Fire Station #12 in Central Northeast Portland to encourage participation of residents from Gresham and Outer East County.
- 118 people applied for the class. 30 people were accepted. Three requested a scholarship. Two of the three opted to pay half the fee. One person's fees will be paid by Cracked Pot who offered a grant to organize a recycling campaign at New Columbia low-income housing community. The person receiving the training will help start a recycling campaign at New Columbia.
- There are five people of color and three are bilingual in Spanish or Korean
- The Class has accumulated 140 hours.



Class 41 Portland Class.

Curriculum

About 20 government, business and non-profit speakers presented in each class. Master Recycler Mentors also participated in the curriculum. County-specific presenters and information were integrated into the curriculum depending on the location of the class. Outreach skill building and interactive discussion included identifying and using key messages, behavior change theory, training on informational display kits, presentation preparation and individual payback project development.

Event Recycling, DEQ's E-cycles Program, and Multi-family were topics added to the curriculum this year. Multifamily received low scores and was taken back off the curriculum. Event Recycling and E-cycles will return.

Website and Manual

The manual and the website did not undergo major edits this year. It has been suggested that Event Recycling be added to the manual. This work will occur over the summer. The website continues to be an important internal and external tool. The

Plastics Roundup web page changed to a plastics recycling page since the Plastics Roundups are currently on hold. There are 166 Master Recyclers registered to use the electronic forum. They have posted 440 topics ranging from waste prevention, favorite readings, class presentations and Plastics Roundups.

Ongoing Trainings and Gatherings

In September, the Office of Sustainable Development (now BPS) Residential Recycling Outreach Coordinator held a volunteer appreciation picnic for the leadership Master Recyclers offered the Portland Recycles! roll cart campaign.

The Master Recycler Fall Open House took place on November 3rd at Metro's Council Chambers. Dr. Thomas Joseph Doherty spoke on the Sustainable Self. He talked about barriers and inspirations for people to practice sustainable lifestyles. 53 Master Recyclers attended.

The Spring Master Recycler Tour took place on May 11th. The tour included four locations that recover metal, glass, food and yard debris. Thirty Master Recyclers attended and four wrote stories for the newsletter.

Field Trips

Field trips take place as part of the course. One is also offered to all Master Recyclers for the Spring Open House. Master Recyclers can also organize extra tours for payback. Sites visited this year include:

- Blue Heron Paper Company
- Community Warehouse
- Denton Plastics
- EcoTrust Building
- Far West Fibers
- Free Geek
- Hillsboro Landfill
- KB Recycling
- Metro Central (including the hazardous waste facilities)
- Metro Metals
- Oregon Food Bank
- Owens Illinois
- ReBuilding Center
- SCRAP
- SP Recycling
- Sunderland Yard



Master Recyclers at Metro Metals.

Plastics Roundups Update

Plastics Roundups are a signature event coordinated by Master Recyclers. The Roundups serve as a vehicle that brings Master Recycler volunteers working together as a team, develop leadership skills, and reach many people. It has been good for the program, offered outreach opportunities, as well as allowed us to recycle more than 120 tons of plastic.

Roundups continue to be delayed due to week plastics markets. A second announcement was sent in February to the 2,000 people on the roundup email notification list. They were encouraged to practice waste prevention and recycle at local depots. The message also linked them to the new PLA fact sheet.

Since the Roundups were postponed, Master Recycler hours have slightly dropped. They also miss the sense of community and leadership opportunities these events offered. However, Master Recyclers focused their hours on other community outreach opportunities and the impacts to hours completed have been minimal. Program volunteer opportunities have been filled at a much greater rate and there is an increase in the number of personal projects.

Advisory Committee

The Master Recycler Program Advisory Committee met June 3, 2009. The group discussed potential future directions of the program. Discussion included:

- Increase number of classes
- New focus Class (Spanish/youth)
- Greater effort to engage existing Master Recyclers to complete volunteer hours
- Potential funding sources to attain these goals.

The Committee also discussed a way that the classes can rotate in time and county rather than always have a fixed season for each county. The goal of this change is to more fairly distribute the new graduates throughout the region. The group identified a rotation that would allow a class in each county during the fiscal year.

Volunteer Hours and Contacts

Below is a table of volunteer hours and contacts for the past two fiscal years.

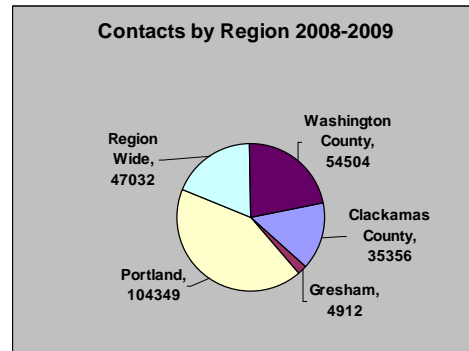
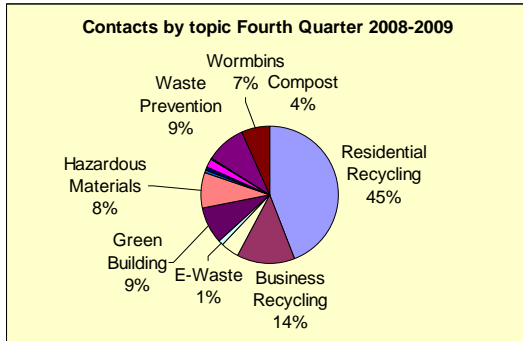
2007-2008

	Total Hours	# of Contacts
First Quarter	1,020	220,328
Second Quarter	559	6,913
Third Quarter	780	50,418
Fourth Quarter	1404	315,047
Annual Total	3,763	592,706

2008-2009

	Total Hours	# of Contacts
First Quarter	444	87,834
Second Quarter	894	19,185
Third Quarter	822	54,066
Fourth Quarter	1317	66,724
Annual Total	3,477	227,809

The charts below demonstrate the concentration of contacts by region and by topic for the year.



FY 08/09 Expenses and Revenue

Expenses

Personnel

Program coordinator	\$ 32,417.00
Program Assistant	\$ 11,378.00
Benefits	\$ 14,040.00
Overhead-space, utilities, phone, computer software and maintenance, insurance and web, graphic and administrative support.	\$ 26,250.00

Materials and Services

Food	\$ 159.00
Resources- Web hosting, online ticketing fees, MR banners, open house speaker	\$ 684.00
Badges	\$ 378.00
Printing	\$ 562.00

Total expenses

\$ 85,868.00

Revenue

Class tuition	\$ 3,900.00
Metro	\$ 35,000.00
Clackamas County	\$ 5,000.00
Washington County	\$ 5,000.00
City of Portland	\$ 36,968.00

Total revenue

\$ 85,868.00

Master Recycler Activity Forth Quarter 2008-2009

<i>Date</i>	<i>Name of Event</i>	<i>Event Attendance</i>	<i>Direct Contacts</i>	<i>Outreach Hours</i>	<i>Preparation Hours</i>
April 1	Westmoreland Farmer's Market Initial meeting on waste	1	1	3	
1	Pricewater Coopers Green Fair	50	50	2	
2	Intel Earth Week April Planning meeting	1	1		2.5
2	New Columbia Village April Meeting	3	15	5	4
3	100th Monkey Table	75	100	5.5	0.5
4	Community Garden Fulton Park compost demo 4/4/2009	7	14	4	1
4	Earth Day Metro Billboard 09	300	325	24.2	1.5
6	Westlinn Recycle at Work 4/6/2009	10	10	2	
8	Earth Day Clackamas Water Gathering 09	400	105	8.5	
9	Earth Day Intel planning for wormbin booth				1.5
9	Woodlake Complex outreach for Washington County	56	56	4.5	
9	Central East Rotary Club Recycling Presentation	50	50	1	3.5
11	New Columbia Trash Amnesty Day 4/11	50	50	5	3
11	Earth Day Cedar Oak Park	40	15	3	1
14	Master Recycler compost/worms presentation for Class	28	28	1	0.5
14	Robin Wood shop center Recycle at Work outreach	8	8	1.25	
16	Providence Tigard office Green Team formation	250	250	7	
16	Twice Around the Block Baby/Maternity Resale event	200	80	4	
18	Earth Day North Clackamas Park 09	500	58	4.5	1
18	Earth Day Wilsonville 2009	300	100	12	3
18	Woodstock Community Center Battery Recycling	196	196	3	
18	Party for the Planet 09	5000	400	6	2
18	April Providence Green Team meeting	17	17	1	0.5
18	Earth Day Lake Grove New Seasons	200	79	7.5	2.5
18	Earth Day Gresham 2009	880	750	12	1
18	New Columbia Trash Amnesty Day 4/18	75	90	16	1
20	Greener Cleaner Display embellishments			5	
20	Clackamas County new kits project recycling			25	10.
20	Earth Day Intel @ Jone's Farm Cafeteria 4/20	35	75	6.5	0.5
20	Earth Day Intel @ Ron Acers Campus	200	200	10	27
20	Earth Day Intel Aloha Campus	550	95	8	1.7
20	Earth Day Intel Hawthorne Farm Campus	60	60	12	3
20	Earth Day Intel week of planning			4	
21	Urban League Green Jobs Fair 2009	1000	700	14.5	6
22	Earth Day New Seasons Arbor Lodge 2009	500	75	3	1
22	Earth Day Wells Fargo Center	100	75	1.5	1.5
22	Earth Day Intel @ Jone's Farm Cafeteria 4/22	55	25	3	
23	Standard Insurance Sustainability Fair Community	150	150	6	0.5
25	Earth Day Alameda Recycling plan	900	200	4	6
25	Green Night Forrest Hills Elementary	80	40	3	1
25	Zoo Party for the Planet 09 Rebuilding Center	1000	35	2	
25	Trolley Barn newsletter "Earth Day"	30	30	1	
25	St. Johns Trash to Treasure	300	77	12	0.7

<i>Date</i>	<i>Name of Event</i>	<i>Event Attendance</i>	<i>Direct Contacts</i>	<i>Outreach Hours</i>	<i>Preparation Hours</i>
April 25	Rose Villa Fair and Plant Sale	50	12	3	2.5
25	Montevilla Methodist Church Earth Day	30	30	2	2
25	Domenigoni Family Earth Day Party	25	25	3	2
25	Earth Day Cutsforth's Thriftway	500	100	9	4
25	Earth Day Nike Sustainability Fair	300	300	35	44
25	Earth Day Alameda ES Green fundraiser	500	200	8	5
25	Earth Day 2009: The Air We Breathe	3000	60	3.5	1
25	Earth Day Sellwood School 2009	250	85	7.5	0.5
26	Jackson Hills Earth Day Party	40	25	3	2
26	UCCWC Recycle Sunday April 09	150	150	2	4
27	Intel Green Purchasing Team	6	6	13.5	
27	Sabin Neighborhood Presentation on NE Tool Library	50	50	1	
28	Eco Party Baker Residence	19	9	5	1
28	Hwy 43 Westlinn Clackamas R@W assistance	7	7	1.5	
28	Ridgewood ES Green Team spring	350	350	14	
29	Alameda ES Reduce your carbon foot print Log	700	200	2	3
29	Rivercrest Apartment signage completed	335	335	2.25	
30	Alberta St Last Thursday NE Tool Library table	1000	50	2.5	
30	New Columbia Waste Audit			5	
May 1	Bright Neighbor Presentation NE Tool Library	100	10	1	
1	Farmer's Market King NE Tool Library table 5/1/2009	400	25	2	
2	Hillsdale Food Front Gearing up for Gardening	80	25	3	1
2	Agent of Change St. Vincent Project	30	30	19	
2	Neighborhood Cleanup Kenton 09	100	180	11	8
2	Neighborhood Cleanup Mt. Tabor 09	500	300	17	10
2	Farmer's Market Orenko Station 5/2009	400	58	4	1.5
2	Farmer's Market Hillsboro 05/02/09 recycling	500	87	6	1.5
2	Farmer's Market Hillsboro 5/2/2009 greener cleaner	400	38	3	0.5
2	Farmer's Market PSU 5/2/2009 Residential Recycling	300	210	13	1.2
3	NE Tool Library volunteer shift education/assistance to	70	50	2.5	
3	Spring Garden Fair 09	500	245	20.5	0.5
5	Marylhurst Plaza/Cedaroak Recycle at Work outreach	15	15	2	
6	Small Grants Waste Prevention Advisory Committee	20	20	8	
8	Trolley Barn Condo newsletter "Confessions from a	30	30	0.5	
9	Food Front Coop on worms/compost May 09	50	15	3	0.5
9	St. John's Parade and Bizarre 09	5000	135	8.5	
9	Eco-Party 5/9/2009	50	20	3	1
10	Farmer's Market Orenco 5/10/2009 greener cleaner	300	33	2	0.5
12	Portland Plaza Recycling Presentation	19	19	1.5	8.7
13	Purdy Paint Brush Factory Earth Day Celebration	300	300	15	
13	Farmer's Market Westmoreland 5/13/2009 recycling	500	40	10.5	4.5
14	New Columbia Village site visit may 14				5
14	Pacific Corps Green Fair 09	50	30	3	
14	Eco-Party for Hands on Portland	8	8	2	0.5
15	World Forestry Center business recycling assistance	1	1	2	1

<i>Date</i>	<i>Name of Event</i>	<i>Event Attendance</i>	<i>Direct Contacts</i>	<i>Outreach Hours</i>	<i>Preparation Hours</i>
May 16	Farmer's Market PSU 5/16/2009 Residential Recycling	2000	253	14.5	2.7
16	Neighborhood Cleanup Sellwood 09	300	50	4	
16	Wade Creek House Garden compost/worm	10	10	1	2
16	Washington County Public Works Fair 09	500	255	12.5	
17	Alberta Street Art Hop 09 NE Tool Library	3000	100	4	
17	Farmer's Market King NE Tool Library table 5/17/2009	500	25	2	
17	Meetup.com Home compost presentation	3	3	1	1
18	Westlinn R@W Adult Community Center recycling	4	4	1.5	
19	Oregon Art Institute Presentation on Recycling	25	25	1	2.5
19	US Census office recycling presentation	50	50	3	
20	Portland Recycles! Small Grant initial training meeting	5		5	1
21	Eco-party residence of Lisa Clifton	9	9	4	1.5
22	Small Grants Montessori Action Plan Development	1	1	1	1
23	Farmer's Market PSU 5/23/2009 Residential Recycling	2000	180	10	2
26	Concordia Green Team Meeting May 09	7	7	1	
26	Gresham Roll Cart Poster Translation to Spanish	1	1	5	
26	Reynold ES motivational presentation in Spanish	30	30	0.25	4
26	Westlinn 14 Dental Offices building R@W	20	20	2.5	
27	Clackamas County new kits project compost			6.5	3
27	Farmer's Market Moreland 5/27/2009 recycling	500	20	8	3
27	Clackamas County new kits project Greener Cleaner			14	8
28	Glendover Rotary Club presentation	22	22	1.5	2
30	Asia Fest (Korean Master Recycler Outreach)	300	100	4	
30	Eco Party residence of Christine Bills	10	10	5	1
30	Farmer's Market Gresham 5/30/2009 Residential	1000	55	6.5	
30	Farmer's Market Oregon City 5/30/2009 Residential	400	115	11	2
30	Neighborhood Cleanup Richmond 09	250	250	15	35
30	Neighborhood Cleanup Rose City Park 2009		376	15.5	2
30	Portland Fruit Tree Project initial meeting	15	15	1	
June 1	Mentor's Welcome Class 41	28	28	2.5	
1	NE Portland Rotary Club 6/2009	17	17	2	2
2	Small Grants Our United Villages Action Plan	3	3	0.5	0.5
2	Small Grants Clean2green Action Plan Development	1	1	1	1
3	Clackamas County Sustainability Committee meetings	15	15	6	3
3	Greyhound adoption Star Light Float deconstruction	12	12	12	
3	Purdy Paint Brush Green Team Jan-June	300	300	6	6
3	St. Vincent Employee Barbeque event recycling	500	300	2.5	
3	Urban Farm Store SE Moris compost/worm presentation	5	5	1	1
5	Farmer's Market Hillsboro 6/5/2009 Residential	1000	144	11	1
6	Small Grants Swap N Play Action Plan Development	1	1	1	
6	Small Grants NPNO Action Plan Development	1	1	1	
6	Small Grants Montevilla FM Action Plan Development	2	3	2	
6	Small Grants Holy Redeemer Action Plan Development	10	10	1	
9	Eco-chair Tigard Preschool June	15	15	2	
10	Eco-chair Tigard Preschool May & June 2009	10	10	4	

<i>Date</i>	<i>Name of Event</i>	<i>Event Attendance</i>	<i>Direct Contacts</i>	<i>Outreach Hours</i>	<i>Preparation Hours</i>	
June 10	Providence Green Team meeting May & June	10	10	2	2	
11	Small Grants Rigler initial plan	1	1	1	1.2	
11	Farmer's Market Eastbank 6/11/2009 res. Recycling	300	185	20	2	
11	Small Grants Ecovillage initial plan	1	1	1	1	
11	Small Grants NE Tool Library Action Plan Development	2	2	1	0.5	
12	Small Grants PCC Sylvania Action Plan Development	1	1	1.5	1	
12	Small Grants Impact NW Action Plan Development	1	1	1	1	
12	Small Grants Jackson MS Action Plan Development	1	1	1	1.5	
13	Base to Butte Event Recycling	75	27	6	2	
13	New Columbia community gathering June	25	25	2	1	
13	Smith and Hawkin Store compost/worm presentation	8	8	1		
14	Farmer's Market Orenco 6/14/2009 res. Recycling	400	70	8	1.5	
16	Concordia Univ. ESL Residential Recycling	25	25	2		
17	Farmer's Market Moreland 6/17/2009 res. Recycling	800	15	3.5	0.5	
17	Small Grants COG Action Plan Development	2	2	1	1	
17	Earth Day school assembly Alameda ES 09	700	700	0.5	1	
17	Farmer's Market Montevilla durables pilot project initial	3	3		1.5	
18	Providence POPs Green Team two June meetings	10	12	2	1	
18	door to door manufactured home park	30	30	5		
20	Explorando el Slough 09	428	65	10		
20	Leverette neighbor plastic March-June 2009	22	22	12		
20	Small Grants Ecovillage Grand opening	100	100	0.25	0.5	
21	Sunday in Parkways June 09	1000	200	18		
23	Tote Bag Task Force	22	22	7.5		
23	Concordia Green Team Meeting June 09	6	6	1		
23	Small Grants Our United Villages Wrap up	1	1	0.5		
24	Farmer's Market Moreland 6/24/2009 res. Recycling	800	5	1.5		
24	Earth Day Celebration Alameda Elementary 09	900	900	1.25	1.7	
24	Farmer's Market Montevilla durables more set up	8	8	3	1	
25	Alameda Elementary Green Team Jan-June 09	12	12	16	8	
26	Festival of Arts Lake Oswego 09	15000	323	33.5		
27	Good in the Neighborhood 09	2000	100	21.5		
28	Gresham Translation of Business material	1	1	5		
29	Small Grants PCRI plan	2	2	1.25	1.2	
29	Murray Hills Christian Church coffee proj. Continued	100	100	10		
29	Richmond ES Green School Certification 4/09-6/09	350	350	20		
29	Small Grants King ES PTA initial plan	3	1	1.5	1	
<i>Wednesday, July 01, 2009</i>						
		<i>Total:</i>	<i>66724</i>	<i>14791</i>	<i>989</i>	<i>328</i>