

New Mexico Recycling Coalition 2009 Accomplishments



MEMBERSHIP

Nov 09	Nov 08	Nov 07	Nov 06	Nov 05	Nov 04	Nov 03	
268	258	238	236	221	206	145	TOTAL
35	32	39	54	45	40	15	Associate (\$30)
50	59	60	52	44	34	30	Individual (\$50)
8	9	4	3	5	5	5	Exchange (\$0)
10	11	13	10	11	11	11	Non-Profit (\$100)
80	65	62	65	64	58	42	Government (\$150)
42	45	37	33	35	37	25	Business (-20) (\$150)
24	20	11	9	9	13	9	Business (+20) (\$300)
6	3	3	1	2	1	1	Silver (\$500)
3	4	4	3	2	3	3	Gold (\$1000)
10	10	6	6	5	4	4	Platinum (\$3000)

Added PNM Resources as our latest Lifetime Member. Also added the following Government and Business entities in 2009: Pueblo of Tesuque Environment Department; OSO Biopharmaceuticals; Friedman Recycling; Mesa Verde Enterprises; NM Junior College; All American Waste Removal; City of Gallup; Pueblo of Isleta; Western NM Correctional Facility; Laguna Pueblo; Village of Cimarron; Trucks West; Carlsbad Caverns National Park; Reutilization and Acquisition Model Program; Village of Ruidoso; Better World Connections; NM Association of Counties; Lea County; Taos Pueblo; Keep Luna County Beautiful.

ANNUAL MEETING

The annual meeting, held at the UNM Science & Technology Center, served as a Rural Recycling Training this year in light of our Rural Recycling Outreach Program. We had 3 rural community leaders speak about their programs: Deborah Goss with Santa Ana Pueblo, Adrienne Luetjens with Estancia Valley Solid Waste Authority and Scott Gibson with Village of Angel Fire. We then reviewed in depth the resources provided by the Rural Recycling Resource Kit. We had 85 attendees, 7 Exhibitors and 6 sponsors. Netted \$2742.

RECYCLING STAKEHOLDER MEETING

In order to review the 2009 legislative session and create consensus towards a direction forward, NMRC hosted a professionally facilitated stakeholder meeting on September 16 bringing together 69 attendees to provide their input. We had members from recycling and solid waste professions, lobbyists, trade groups, landfill owners, NM Clean & Beautiful chapters, Municipal League, Association of Counties and other critical partners. The result was that most people were more comfortable working to increase the RAID monies and perhaps adjust the funding percentages (between tires, recycling and illegal dumping) rather than going for a tip fee or bottle bill. There were proponents of those pieces of legislation as well. Not many stakeholders were in favor of taking NM Litter Fund monies for recycling.

NMRC 2009 ACCOMPLISHMENTS

NEW MEXICO RECYCLING AWARENESS MONTH

- \$11,000 raised and with additional in-kind support from media and NMED, the budget came to more than \$14,000. Sponsors included NMED: SWB, Intel, Waste Management, Dex, PNM Resources, Whole Foods, Livingry Foundation, Keep America Beautiful/ARD, Wal-Mart, City of Farmington, Farmington Public Schools and Private Farmington Business 27 schools and 18 coordinators participated statewide. The Farmington & Navajo Nation partnerships have been very successful.
- Developed new partnerships with City of Farmington, Farmington Daily Times, Keep Farmington Beautiful and local Waste Management staff.
- Set goal with Waste Management to increase their curbside recycling participation to 50%. That percentage has already been met with the campaign still reaching out to folks.
- The Farmington campaign featured door hangers to residents, stickers on recycling carts, bus-back advertising, recycling display development, banners, newspaper stories and advertising. The project also assist with the launch of recycling into all 19 public schools and 5 school service facilities and played host to a recycling contest in connection with Waste Management to reward the school that recycles the most material in November. Waste Management donated \$500 to the school that recycles the most material from mid-October to mid-November.
- The Navajo Nation partnership has provided recycling display materials and posters.
- Worked with NM Public Education Department Math & Science department to develop standard-approved activities. This remains a work in progress.

RURAL RECYCLING TECHNICAL ASSISTANCE PROGRAM

- First year of program launched October 1, 2008. Tim Gray is providing in-kind support and work from NMED. Justin Stockdale hired to help provide technical assistance. Sarah and English are working on grant as well. First year funding for \$60k.
- Second year of funding secured for \$40k with work beginning October 1, 2009. Will focus on continued hub/spoke development, cooperative marketing and rural training at the June conference.

Resources Provided to Communities in Year One of Grant

- Technical Assistance (grants, recycling support, end-market info, equipment recommendations)
- Recycling Brochure Templates & Logos
- Resource Recycling Tool Kit
- Outreach to Communities at Targeted Meetings
- Rural Recycling Training
- Online Resources
- Hub & Spoke Development

Please refer to the Final Report provided to the USDA for more information.

DISPLAY OUTREACH MATERIALS

Have printed items developed by Justin Stockdale as part of the New Mexico State Fair, providing information on the recycling pie chart, how a landfill works, the life cycle of recycled items and other public interest information.

NMRC 2009 ACCOMPLISHMENTS

WEBSITE, LISTSERVE, AND RECYCLING DIRECTORY

- Have received positive feedback on the new web design.
- Website: 2029 visits in past month, with 1684 unique visitors. Each person viewed 3.02 pages on average. 45% of visitors come from referring sites, 21% from direct traffic and 34% from search engines.
- Listserve: We have 303 members, stable from 295 members last year.
- Recycling Directory: Seems to be working well. It is the most visited page on our web site.

CONFERENCE 2010

Currently researching locations for June 2010 conference.

NM FACILITY OPERATOR CERTIFICATION CLASSES

Two Recycling Classes

May Class – 34 students

December Class – 13 students registered at this point with reminder postcards on way.

Two Composting Classes

April Class – 31 students

October Class – 34 students

Almost \$14,000 in revenue for 2009 thus far.

RECYCLING SCRAPS

12 issues of Recycling Scraps will be published this year.

POLICY

2009 legislative session: NMRC did not plan to bring any legislation in for the session. Right before the session started, Rep. Jeff Steinborn requested support and assistance in developing his Recycling Development Act HB548, which generates a new revenue source for recycling based on tip fees. Sen. Michael Sanchez initially introduced a bottle bill SB1, which was then converted into a mandate for all communities to have recycling programs and plans, and brought more funding to recycling via the NM Litter Fund and Recycling and Illegal Dumping Act. Sen. Sanchez also brought in SB2 to encourage state agencies to recycle and report. None of the above bills passed. Rep. Steinborn passed a memorial, HM6, which requested NMDOT to create a Rubberized Asphalt Task Force to analyze the costs/benefits of using the material on state roads. NMRC supported all 4 of them. In order to provide a forum for feedback, as HB548 and SB1 created certain levels of controversy, NMRC hosted a Recycling Stakeholders Meeting to bring all sides together to work towards consensus.

RUBBERIZED ASPHALT TASK FORCE

NMDOT convened this task force in response to HM6 brought in by Rep. Jeff Steinborn. Meetings started in the summer with a goal to produce a report by December 1, 2009. NMRC has participated in all task force meetings.

NMRC 2009 ACCOMPLISHMENTS

CONSTRUCTION AND DEMOLITION RECYCLING TASK FORCE

All C&D guides have been distributed and a reprint will be in order. The guide remains as an online resource. Drywall has been the topic for the year. We hosted one task force meeting and then worked offline with a subcommittee to tackle drywall guidelines for onsite usage in landscaping. This document is still in development.

HOSPITALITY RECYCLING TASK FORCE

Hosted our first hospitality task force at the Hyatt Downtown, which included a tour of their facility. 40 attendees. Created a Cost/Benefit Analysis worksheet for the industry. Assigned a subcommittee to work with suppliers to reduce their packaging. Chris Campbell & Michelle Vattano hosted an in-depth hospitality workshop with NMRC as a speaker that focused on a wide range of how to green properties.

DEX PARTNERSHIP

Ongoing trade partnership with Dex allows for almost \$25,000 given in kind to NMRC in online and print ads in New Mexico's yellow page books. Dex provides give-aways for NMRAM and \$2000 in cash that went for that program as well. NMRC provides Dex with key sponsorship levels for our Annual Meeting, NMRAM, conference and home page in return. Added a Fact Sheet online about phone directory recycling.

PARTNERS FOR A CLEAN NM

A couple meetings have been hosted this year by Association of Counties/BLM. Produced a TV PSA starring Randy Travis. Working on getting funds in door from other state agencies.

NRC BOARD

English was elected to the National Recycling Coalition board in September 2007. English has attended a few meetings in person and many conference calls. It has been a year of turmoil for the organization, in which it faces large debt, loss of staff and office and is teetering on bankruptcy. The term ends Sept/October 2010.

GRANTS

- Received funding from a family foundation to support general operating expenses and for English's travel and time for NRC Board work. Have re-applied.
- Have submitted grants to Intel Foundation, Livingry Foundation, McCune Foundation, Waste Management, PNM Resources, Wal-Mart, Sandia Labs, Keep America Beautiful, USDA and Dex. Have received \$50,000 from grant applications in 2009, with \$25,000 in requests still outstanding. Will apply for another USDA Rural grant – amount unknown at moment.