



# **2010 Annual Report New Mexico Recycling Coalition**

**Leading New Mexico To Value Waste as a Resource**

# New Mexico Recycling Coalition

The New Mexico Recycling Coalition (NMRC) is a 501(c)3 nonprofit founded in 1991 by a dedicated set of recyclers wishing to improve recycling in our state and provide services to the professionals in the field. The mission of the NMRC is to lead New Mexico to value waste as a resource. The vision of the organization is to serve as a public advocate as well as a professional trade organization. NMRC wishes to support the New Mexico Environment Department's solid waste plan objectives and include a focus on communities and regions in alignment with the hub and spoke approach, supporting grass roots and community efforts. The primary goal of NMRC is to lead NM in achieving 33% waste diversion by the end of 2012.

We are pleased to present our first official Annual Report detailing the operations and programs of the organization.

## NMRC Board of Directors 2010

- President: Tim Gray, NM Environment Department: Solid Waste Bureau
- Vice President, Joel Belding, Enchantment Electronic Recycling
- Treasurer, Margie Marley, Sandia National Laboratories
- Secretary, O. Paul Gallegos
- Past President, Jennifer Scacco, Keep Rio Rancho Beautiful
- Ramon Acevedo-Cruz, Holloman Air Force Base
- John Acklen, PNM Resources
- James Benally, Navajo Nation Solid Waste Management Program
- David Castillo, Sandia National Laboratories
- Lori Crump, Kirtland Air Force Base
- Sage Deon, Eight Northern Indian Pueblos Council
- Walter Dods, Soilutions (NMORO Seat)
- Natalie Howard, City of Albuquerque

- Randall Kippenbrock, Santa Fe Solid Waste Management Agency
- Joseph Lobato, NM Clean & Beautiful
- Adrienne Luetjens, Estancia Valley Solid Waste Authority
- Patti O'Niell, Waste Management

## Incoming NMRC Board Members

Newly elected board members for the 2011-2012 term include:

- Charles Fiedler, Gordon Environmental
- Suzanne Michaels, Suzanne Michaels Communications
- Tom Nagawiecki, Los Alamos County

## Staff

- English Bird, Executive Director
- Sarah Pierpont, Deputy Director
- Justin Stockdale, Technical Programs Director
- Jessi Just, Community Recycling Outreach Specialist

## Board Service and Information

The NMRC Board is elected by the membership for a two-year term with the option of running for three consecutive terms before terming out. Officers are elected annually by the board. Board meetings are held six times a year. The board hosts 4 committees: Executive, Policy & Legislation, Conference & Trainings and Rural Recycling Advisory.



NMRC Board of Directors at 2010 Board Retreat

# State of Recycling in New Mexico

## Steady Increases in Recycling Rate

The New Mexico Environment Department: Solid Waste Bureau (NMED) presents annual recycling and diversion rates based on recycling and compost facilities that report to the bureau. In 2009, the recycling rate was pegged at 14.6% and 21% was chronicled for diversion activities. This shows an increase from the 2008 recycling rate of 12.4%.

Factors affecting this increase are not only increased diversion activities, but improved reporting and an increase in the number of entities reporting.

## Stimulus Funding for Recycling

Communities around New Mexico will benefit from two pots of Department of Energy (DOE) American Recovery and Reinvestment Act (ARRA) stimulus monies. NMED has received \$500,000 from the state formula distribution of Energy Efficiency Community Block Grant (EECBG) program, administered by the New Mexico Energy, Minerals and Natural Resources Department. This grant was won competitively by NMED. Three communities, Raton, Gallup and Truth or Consequences, have been selected through another level of grant application and awarded to receive a horizontal baler, in-floor conveyor system and recycling collection trailers or roll-offs. Additionally, NMRC received ARRA funding from DOE which is further highlighted on the next page.

By gaining monies from the federal stimulus program, we will report that recycling creates and sustains jobs, saves energy, and provides a sustainable investment for these dollars in that recycling creates an ongoing revenue source once funding is depleted.

## Access to Recycling

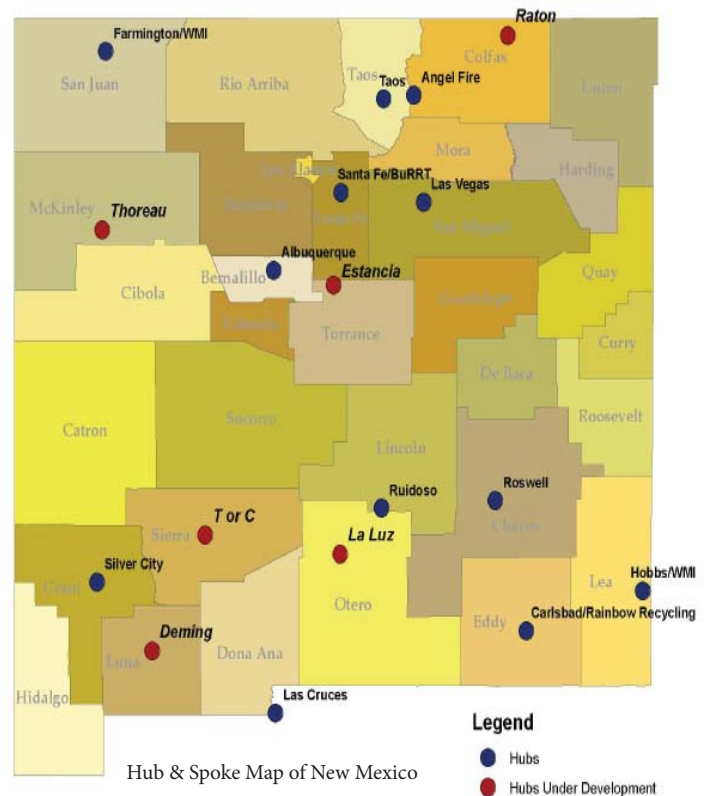
As outlined in the following pages, NMRC has been working with rural and underserved

communities to develop strategic increases to recycling access using the hub and spoke model.

In 2011, we will see six new recycling center hubs completed that will bring access to dozens of outlying communities that have not had recycling services in the past.

## Cooperative Marketing - R3

In an effort to maximize the marketability and value of recyclables to our smaller communities, NMRC has created a cooperative marketing entity. Based on the farm co-op model, NMRC will invite communities to join as members and will then market materials for them. Benefits include technical on-site assistance on program development, education and outreach material development and quality control training. The co-op will strive to sell materials to domestic markets to keep jobs in America.



# Rural Recycling Initiative

The New Mexico Solid Waste Management Plan of 2007 identified its priority to provide recycling access to all New Mexicans. Since then NMRC has worked to strategically identify how to implement this by supporting the development of recycling to our rural and underserved areas.

With initial funding received in 2008 and again in the 2009-2010 cycle from the US Department of Agriculture Rural Utilities Solid Waste Management Program, NMRC has been able to build multi-year programs which facilitate increasing recycling in our state. The McCune Charitable Foundation and NMED have also supported these efforts.

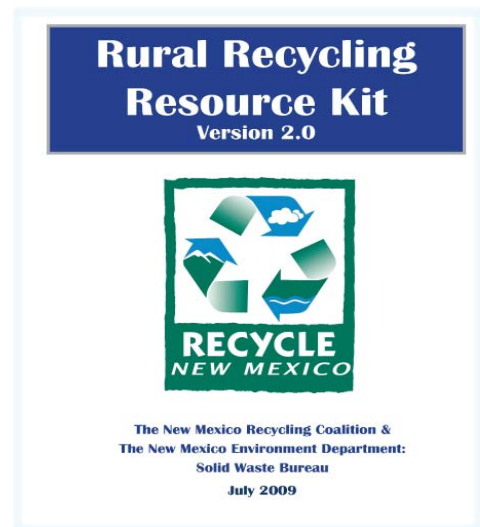
## Rural Recycling Success

NMRC successfully completed the second year of USDA funding on July 31, 2010. This rural recycling work laid the groundwork for the successful funding of NMED's ARRA block grant to develop recycling hubs in Raton, Gallup (serving McKinley/Cibola Counties) and Truth or Consequences. NMRC is providing technical assistance to these 3 hub communities. Additionally the rural recycling foundation played a critical role in NMRC's successful grant award of \$2.8 million from DOE.

Resources Provided to Communities 2008-2010:

- **Grant Assistance:** Providing encouragement and technical direction to rural communities and hubs applying for state grant funds. Nineteen of the 23 applications came from rural areas, representing \$241,875 in grant dollars.
- **R3 Rural Resource Recycling:** Cooperative marketing business plan developed. This project has now been funded by the DOE grant and will launch Spring 2011.
- **Rural Recycling Technical Assistance and Site Visits:** 50% of rural communities that responded to an evaluation survey increased their recycling despite economic downturns and limited municipal budgets during 2010.

- **Online Resources:** The Rural Recycling Resource Kit was distributed widely at the 2010 NM Recycling Conference and was discussed nationally on an EPA webinar about Rural Recycling.
- **Hub & Spoke Development:** NMRC first mapped and then reached out to potential hubs regarding the resources necessary to develop regional processing facilities.
- **Professional Training:** At the June conference, rural recycling was a focus with plenary, tours and conference topics geared towards rural communities. Twenty-four scholarships were funded under this program.
- **Diversionator:** A recycling benefits calculator has been created that can estimate recycling sales revenues per commodity as well as avoided costs such as landfill tip fees and waste hauling.



*Cover of the Rural Recycling Resource Kit*

## Rural Recycling Development Grant

In June 2010, NMRC received a \$2.8 million DOE ARRA grant to further develop the hub & spoke rural recycling concept. This grant proposal was based on the strategic planning developed in the previous two years of USDA-supported work. The grant will direct monies to rural, underserved

# Rural Recycling Initiative

and hub communities to significantly expand recycling collection and processing equipment, and increase recycling access in our state. The grant is funded through August 8, 2013 with the requirement that half of the monies be spent by June 30, 2011 and 90% of monies spent by June 30, 2012. More than two-thirds of the grant will be awarded to sub-recipient communities around the state to build their recycling infrastructure.

The recycled material marketing cooperative, developed under the USDA project as a business plan, will be formally launched under this grant program in early 2011. Another component of the new grant will include Pay-As-You-Throw and Rate Incentives outreach to target communities and landfills in order to look at adjusting their solid waste rate structures to encourage increased diversion.

Project work began on September 1. One of the first objectives of the grant was to release a call for grant proposals to fund three recycling center hubs. This first round of sub-awardee grants is worth a total of \$929,460 and was awarded December 1 to the City of Deming, Otero County, and Torrance County. The grant provides funding for a turn-key recycling center hub consisting of a horizontal baler with in-floor conveyor system and related infrastructure and several recycling spoke collection trailers or roll-offs. The recycling center and collection containers must be in place by June 30, 2011.

Another round of sub-award funding opportunities was released in December and focuses on spoke development - specifically collection trailers and roll-offs to be placed in rural and underserved locations to feed into existing and developing hubs. The R3 Recycled Material Marketing Cooperative is also set to launch Spring 2011.

NMRC has partnered with ICF International to provide a statewide solid waste rate assessment that will then guide our rate incentives campaign and pilot.

Technical assistance in regard to recycling planning, development and outreach is available to all eligible communities. Please do not hesitate to contact us for assistance!



*Angel Fire Recycling Center*

## National Exposure

Another directive of this project is to ensure it is replicable to other communities around the nation. In 2010, NMRC has provided the following outreach on the Rural Recycling project:

March: NMRC presented on Rural Recycling as part of the national EPA's monthly webinar series. EPA indicated they would like to develop Rural Recycling online resources and include our materials.

October: NMRC presented at the national Resource Recycling Conference in San Antonio on "Hub and Spoke Recycling."

December: NMRC wrote an article for the national trade publication, *Recycling Today*, on the subject of rural recycling to be published February 2011. Additionally, NMRC provided the State of Montana with RFP text as Montana is interested in using ARRA monies to fund "Hub and Spoke" recycling.

Future: It is the intention of NMRC to present nationally, submit articles to relevant trade magazines and participate in webinars to share our experience in affecting change in the rural environment.

# Program Accomplishments

## Certification Course Training

One of the core NMRC programs is the Recycling and Composting Facility Operator Certification Courses. As only a handful of states around the nation offer this service to their professionals, we are incredibly proud of the quality and availability of this program. This program is hosted in partnership with the New Mexico Environment Department: Solid Waste Bureau (NMED) in order to satisfy the New Mexico Solid Waste Management Act's requirement that all registered recycling and composting facilities have certified staff operating the facility.

The Recycling Certification Course was held in Los Alamos in May and in Roswell in December, with 24 attendees in the earlier class and 33 for the latter. Class maximum is 35 students.

The Compost Certification Course was held in Ruidoso in April and in Albuquerque in October, with 35 students and 30 students respectively.

## NM Recycling Conference

The conference is hosted in conjunction with NMED every other year in Albuquerque. The event was held June 22-23 at the Albuquerque Convention Center, which provides recycling and food scrap diversion as part of their sustainability offerings. This year we saw 228 attendees, 27 exhibitors and 16 sponsors. The title of the conference focused on NMRC's rural recycling initiatives with "Hub and Spoke: Rolling Towards 33%". Under the USDA Rural Utilities grant, we were thrilled to provide 24 scholarships to the conference directed at bringing in rural community attendees.

Besides providing a networking and professional training venue, NMRC also benefits from sponsor income as a fundraiser for future year operating

expenses. This year's event raised approximately \$27,000. The conference kicked off with an afternoon of tour options. Content during the training focused both on rural and urban issues with sessions focused on hub and spoke regional recycling, cooperative marketing, grassroots activism, financial planning, education and outreach, funding opportunities and targeted commodities (e.g. glass and tires).

Sponsors included New Mexico Environment Department: Solid Waste Bureau, Dex, Waste Management, Western Metals Recycling, New Mexico Clean and Beautiful, Keep New Mexico Beautiful, PNM, CDM, Toter, Sandia National Laboratories, Zia Engineering and Environmental, Federal Prison Industries, Associated General Contractors: NM Building Branch, Camino Real Environmental Center, Gordon Environmental and Natural Evolution.

## Outreach

[www.recyclenewmexico.com](http://www.recyclenewmexico.com)

Website: This year, 16,827 unique visitors came to the NMRC website to gain recycling information, register for classes or the conference or search the NM Recycling Directory. As a snapshot, NMRC saw 1736 visits in the month of October, with 1367 unique visitors. The NM Recycling Directory is the most visited page on the web site.

## NM Recycling Listserve

After moving our listserve to Google Groups, we've grown from 303 members last year to 595 currently.

## Recycling Scraps

Our monthly newsletter remains a resource to all NMRC members gathering local, state and national news. It remains one of our most popular membership benefits.

# Program Accomplishments

## NM Recycling Awareness Month

Annually, New Mexico Recycling Awareness Month (NMRAM) activities are hosted in the month of November around America Recycles Day, held November 15th. NMRC serves as a host to participating communities, businesses, schools and other entities wishing to host a public outreach event, recycling drive, or educational event. This year, NMRAM had 35 registrants.

Another element of this program is providing a marketing campaign for a partner community. In past years we have worked with Albuquerque, Santa Fe and Farmington. This year we have partnered with the South Central Solid Waste Authority (SCSWA) to raise recycling awareness in the Las Cruces region with our "Get Caught Recycling in Las Cruces" campaign.

NMRAM sponsors include NMED, Dex, Friedman Recycling, South Central Solid Waste Authority, Keep America Beautiful, Las Cruces Sun-News, Anheuser Busch, Las Cruces Bulletin, Magic 105, Bravo Mic Radio and Sierra Vista Growers. The campaign raised almost \$18,000 with approximately \$13,000 donated with in-kind media matches.

During this three month, incentives-based campaign SCSWA staff randomly surprised and rewarded City of Las Cruces and Dona Ana County residents weekly as they dropped off recyclables at any of the City's 17 drop-off sites or any of the county's 8 community collection centers. Winners received prizes donated from area businesses that range from coffee mugs to the grand prize of a vacation for two to one of ten destinations. The Las Cruces campaign featured print advertisements twice per week in the Las Cruces Sun News, ads once per week in the weekly Las Cruces Bulletin, and radio PSAs on Magic 105 FM and KOBE AM throughout November, December and January.



*Get Caught Recycling Print Advertisement*

## NMRC Task Forces

NMRC hosted a variety of Task Forces in order to address targeted discard streams. Task forces focused on Construction & Demolition, Business & Hospitality and Organics.

**New Mexico Organics Recycling Organization (NMORO):** Has hosted 4 committee meetings to address such issues as developing resources for solid waste managers, hosting targeted trainings at the conference and tackling issues in the field. The New Mexico Organics Recycling Guide, underwritten by Keep New Mexico Beautiful, Inc., was launched at the June NM Recycling Conference.

**Construction and Demolition Recycling Task Force:** Updated the C&D Recycling Guide in January with a new round of printing underwritten by Environmental Dynamics, Inc., Grind and New Mexico Compost Products/Soilutions.

# Membership

## Strength in Numbers

Participation in the NMRC membership has remained steady in these tough economic times. We've seen growth of the organization with 145 members in 2003, jumping to 206 the following year and hitting a plateau with our current membership of 260 members.

NMRC created new member renewal and disposition policies at the end of 2010, which will decrease the amount of past due memberships and hopefully will encourage a quicker dues payment cycle to ensure NMRC stability.

The NMRC Board has expressed interest in building a membership campaign for 2011 to increase its numbers and bring new recycling professionals into the network!

Member Type	2010	2009	2008
Associate (\$30)	36	35	32
Individual (\$50)	49	50	59
Exchange (\$0)	10	8	9
Non-Profit (\$100)	22	10	11
Government (\$150)	75	80	65
Business -20 (\$150)	36	42	45
Business +20 (\$300)	15	24	20
Silver (\$500)	6	6	3
Gold (\$1,000)	1	3	4
Platinum/Lifetime (\$5,000)	10	10	10
<b>TOTAL</b>	<b>260</b>	<b>268</b>	<b>258</b>

## New Members in 2010

- Tom Rico, City of Roswell
- Richard Kerner, 7UP/RC Bottling
- Karen Temple Beamish, Albuquerque Academy

## New Members in 2010 (Continued)

- Terry Tadano, Socorro Area Chamber of Commerce
- Bill Radosevich, NM Waste Services
- Susan Flores, Keep Tularosa Beautiful
- Rob Vezina, Toter
- Vicki Andrews, Road Runner Waste Service Inc.
- Jerome Salazar, CH2M Hill
- Tim Sisneros, F5 Equipment
- Theresa Riedinger, Cargotec USA, Inc
- Carrie McChesney, Concept Green LLC
- Edward Cook, ServiceMaster Performance
- Michelle Murphy, Gap, Inc
- Drew Baker, Green Removal Systems
- Linda Stevens, Artesia Clean and Beautiful
- Bob Carman, Bloomfield Pride Commission
- Harriett Taylor, Keep Bosque Farms Beautiful
- John Beasley, Keep Carlsbad Beautiful
- Bill Bizzell, Keep Clovis Beautiful
- Joe Padilla, Keep Dona Ana County Beautiful
- Robert Torres, Keep Hatch Beautiful
- Craig Fenske, Keep Las Cruces Beautiful
- Anita Bradford, Keep Las Vegas Beautiful
- Ellen Bizzell, Keep Ruidoso Beautiful
- Kathy Tetreault, Keep Ruidoso Downs Beautiful
- Gilda Montano, Keep Santa Fe Beautiful
- Yvette Fazekas, Keep Tucumcari Beautiful
- Cyndi Sluder, Tierra Bonita of Valencia County
- Sherman Bilbo, City of Santa Fe Waste Water
- Dan Domonoske, Southwest Fibers, LLC
- Dick Blinzler
- Genaro Tafoya, City of Albuquerque
- Harry Mikel, South Central SWA
- Katrina Wheelock
- Maria Bernstein
- Otero County
- Mike Smith, Santa Fe SWM Agency
- Josh Hartwell, Associated Records

# Finances

## Annual Income and Expense

### Income

Earned Revenues	
Conference	\$35,395.00
Interest	\$194.68
Other Services	\$3,202.63
Certification Class Fees	\$14,235.00
Grant Income	\$94,458.84
Membership Dues	\$24,700.00
Corporate Contributions	\$17,180.00
Gifts In kind - Goods & Service	\$51.20
<b>Total Income</b>	<b>\$189,417.35</b>

### Expense

Business Expenses	\$697.54
Advertising Expenses	\$9,057.05
Board Retreat & Expenses	\$1,030.11
Directors & Officers Insurance	\$1,055.00
Gifts & Awards Given	\$400.00
Staff Professional Development	\$539.50
Workers Comp/Genl Liability Ins.	\$1,930.67
Non-Personnel Expenses	
Conference Attendance	\$770.00
Dues & Subscriptions	\$1,342.85
Legislative Expenses	\$50.00
Office Equipment	\$1,284.43
Office & Conference Supplies	\$8,230.44
Postage, Delivery, Mailhouse	\$1,002.54
Printing & Publications	\$5,512.89
Telecommunications	\$3,284.56
Training Refreshments	\$132.99
Total Payroll Expenses	\$131,971.78
Professional Fees	
Accounting	\$970.80
Consultants	\$1,525.00
Graphic Design	\$999.99
Legal	\$1,086.05
Web Design	\$491.29
Course Materials	\$1,585.00
Travel & Meeting Expenses	\$13,086.62
<b>Total Expense</b>	<b>\$188,037.10</b>

The New Mexico Recycling Coalition strives to operate under a balanced annual budget, focusing on core operating expenses to maintain the organization and then creating separate budgets for Special Projects such as NM Recycling Awareness Month, grant projects, the conference, etc. Income from previous year's special project fundraising events is spread across the next two budget years.

The board establishes an annual goal to set aside a pre-determined amount of funds available for a rainy day fund. NMRC currently owns a Certificate of Deposit in the amount of \$11,500, has a reserve account of \$6,380 and maintains an average checking balance of \$45,000.

Throughout this report, we have identified granting agencies, foundations and sponsors according to the appropriate programs they supported. NMRC would like to express special appreciation to the Crawford Family Foundation for their general support as it has allowed us to grow as an organization over the past several years!



*Roswell's New Recycling Processing Facility*



**New Mexico Recycling Coalition**

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