

2022 Biannual Report End of Year Update (Jan-December 2022)

Marion County Master Recycler Program
Marion County Environmental Services



Program Description

The Marion County Master Recycler Program is a community engagement volunteer corps focused on sustainable consumption and resourcefulness, saving food, reuse and repair of products, toxics reduction, waste reduction, composting and recycling. Each year, several multi-week training sessions are held in Marion County for incoming cohorts of volunteers. Equipped with outreach techniques and resources, graduates volunteer in their community as well as pursue personal community projects. They also receive ongoing training and support that includes a monthly newsletter, open houses, continued education opportunities, and assistance on individual projects.



Attendees of Marion County's first annual Fall Festival celebration on October 29th, 2022 decorate reusable tote bags while learning about waste reduction.

In with the new: Marion Resourceers Movement

The Waste Reduction team is pleased to announce the long-awaited changes to our legacy volunteer program, Master Recyclers. Drum roll please! Ladies and gentleman, I present you with the **Marion Resourceers Movement!**



Your patience has been greatly appreciated during this process, and we want to thank all of the Master Recyclers that gave input on not only the new concept, but the history of the previous program. Let's break down the engagement timeline that helped us arrive at our new concept:

- In 2019, members of the Marion County Solid Waste Management Advisory Council (SWMAC) contributed feedback around a refreshed version of the Master Recycler program which inspired the beginnings of the revamp process. COVID-19 ultimately halted this work along with staff transitions.
- In March 2021, Dakota Tangredi was hired and resumed the work started by SWMAC, gathering information on various Master Recycler programs nationally.
- In early summer 2021, a Master Recycler program survey was sent out to all Marion County Master Recyclers. The survey asked questions around class legacy, volunteering opportunities and engagement, course access, and topics. 34 Master Recyclers responded to the survey to offer a baseline of data around the current Master Recycler program.
- Concurrently, the Marion County Waste Reduction team began a visioning process with their goals and feedback from Master Recyclers for the new program which included: a strong focus on materials management, circularity, advocacy, action, and community building. This visioning process was shared with SWMAC to gain additional insights.



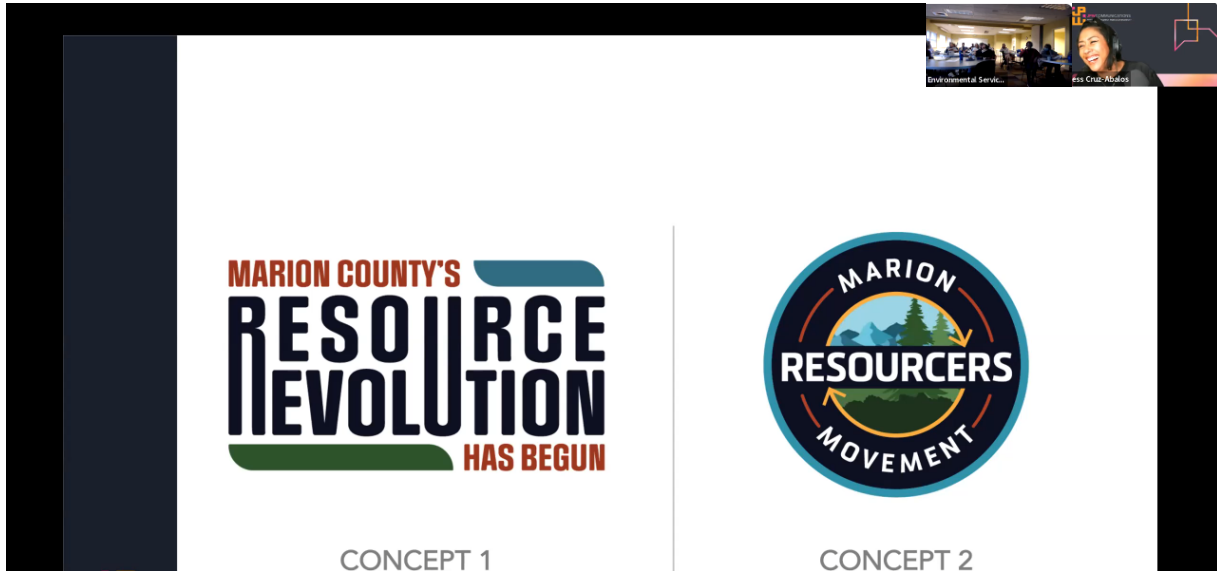
- In Fall 2021, the first “beta” version of the class was held with new speakers, new curriculum, and five Master Recyclers from the current program to offer feedback on the new direction.

- Soon after, our communications and marketing partner, JPW Communications, was brought on to provide a landscape analysis of the volunteer program as well as other similar programs throughout the U.S. They surveyed

Marion County residents online about their understanding of waste reduction topics and awareness of the longstanding Master Recycler program. This data helped to better gauge the public's interest in sustainability. 500 responses were collected.

- During the spring of 2022, JPW reported these results to the waste reduction team, along with comments from in person interviews with Master Recyclers, and other community stakeholders who had been involved with the program previously.
- From the community, stakeholder, and Marion County Waste Reduction team feedback, JPW presented three new creative concepts with logos, mission statements, and graphics for review.





- During the final class day of the Spring beta course, JPW facilitated a hybrid in-person/Zoom focus group with Master Recycler graduates to gather more feedback on the two creative concepts. This was especially important as they had received the most recent program education topics to evaluate the concept and its connection to future program direction.
- Results from the A/B testing and focus group were compiled and concluded that the Marion Resourcers Movement not only ranked the highest among feedback groups, but would most align with program goals.
- The final Master Recycler class (class 38) was held in Fall 2022 at Metropolis Marketplace and Venue in Woodburn where 11 attendees graduated.
- The Marion Resourcers Movement concept was presented to the Marion County Board of Commissioners (BOC) for review and approval. The BOC approved the new concept.
- JPW and the Marion County Waste Reduction team have been working together to plan the program's launch and outreach timeline for 2023.
- In the meantime, we are excited to make this announcement to Marion County Master Recyclers! Master Recyclers are still at the heart of the program, and are needed to volunteer at events. Additionally, there will be opportunities for them to retake the new course and/or receive a new "Resourcer" badge if they like.

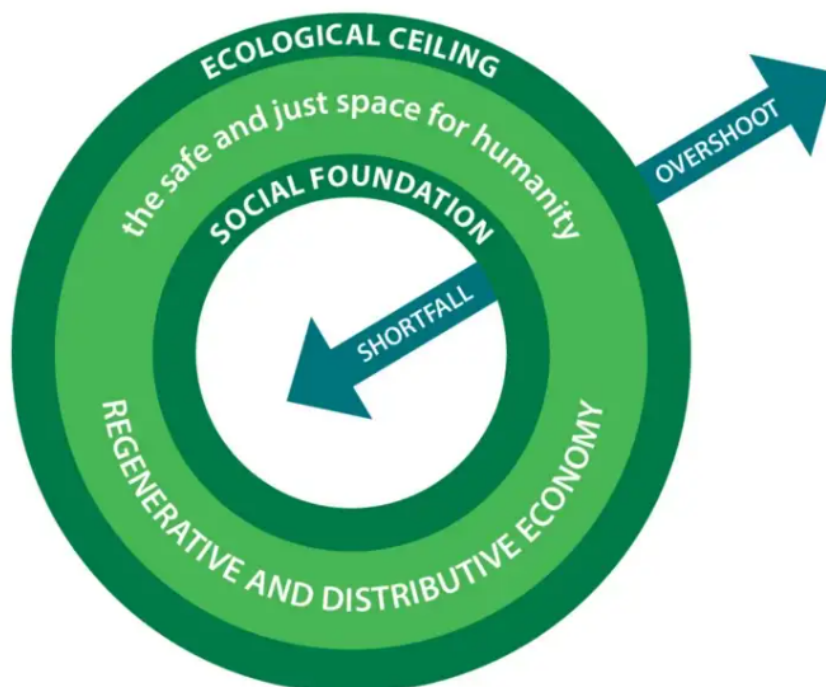
Marion Resourceers Movement mission statement

Become a Marion Resourceer and rethink how materials matter in your life. You can make a difference far beyond recycling. The Marion Resourceers Movement will help you reduce, reuse and even repair items you were going to trash. United as Marion County, we will lead our region towards a healthier and more sustainable future by advancing the way we create and dispose of materials.

We can't do it without you. Marion County is mobilizing now to embark on this worthwhile revitalization of how we use our resources. We are stopping the disposable madness and standing together in resourcefulness. Become a Marion Resourceer and repurpose the materials in your life.

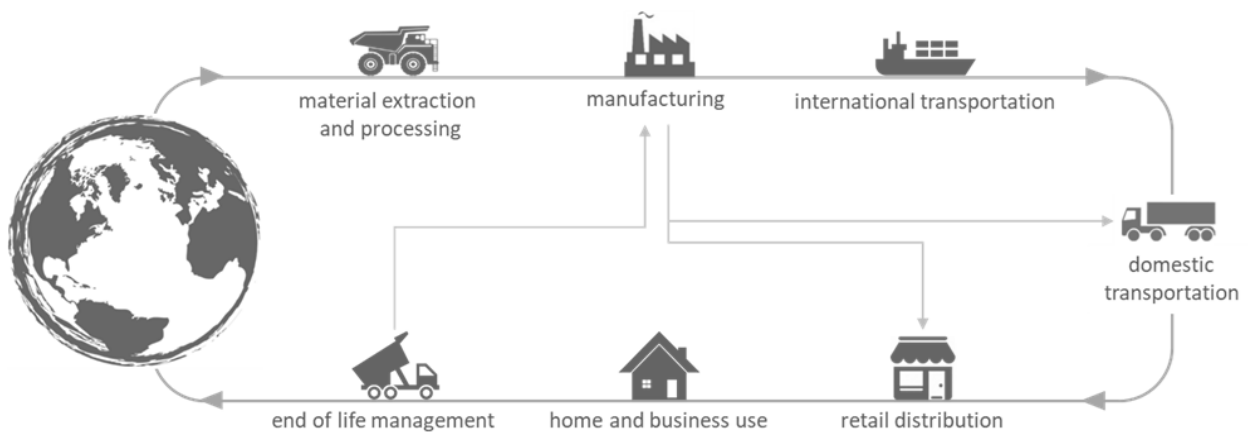
Design background and motivations

While recycling has been an important component of the legacy volunteer program, a main goal of the new Marion Resourceers Movement has been to “move up the waste hierarchy” with a more pronounced focus on waste reduction and life cycle thinking. Even the “resourceer” moniker aims to move past our notion of items as discards, but as resources we need to steward. The logo shape and concentric rings are a subtle nod to the concept of donut economics (see diagram below). The term, coined by economist Kate Raworth, states that the earth has a finite ability to provide us with resources and absorb our pollution and waste. Our higher order goal should be to consume resources at a level that is truly sustainable, emitting no more pollution than natural systems can reasonably absorb.



Donut economics diagram (above). The theory describes the need for the consumption of materials to be above the floor where everyone’s basic needs are met, but below the ceiling of science-based environmental limits.

Additionally, the basis of the waste reduction work Marion County does is rooted in the idea of sustainable materials management. This approach has also been adopted by the Oregon Department of Environmental Quality at the state level, and examines environmental impacts of materials across their entire life cycle, not just when we dispose of or recycle them (see diagram below). By identifying the so-called “hot spots” of materials, in other words where in their life cycle they use the most emissions, resources, etc.. we’re able to take a more holistic view of materials to better understand their impact on people and planet. The influence of this concept can be found in the logos chasing arrows within the rings, relating to the need to prioritize a systems level lens of analysis and circular use of materials.



The “life cycle” of materials, Oregon DEQ. On average, only 1% of carbon emissions can be attributed to disposal (end of life) of materials in Oregon while the other 99% are associated with the “upstream” impacts of producing a material before it ever reaches us.

Ongoing program priorities

Marion Resourcers Movement is looking to create a stronger network of volunteers in order to increase capacity and emphasis on serving communities the volunteer program has historically struggled to reach. Goals which support these priorities include:

- Prioritizing access to/participation in volunteer programming by all Marion County communities
- Recruitment of bilingual volunteers to provide culturally relevant sustainability content in specific communities through empowerment and project support
- Task force mini-trainings to specialize in interest areas like food waste prevention, schools outreach, sustainable business and multifamily recycling outreach

With all this in mind, the launch of the course under the new name will come Spring 2023 with a fresh set of topics, trainings, and speakers, but with the same vigor and spirit of getting things done!



Master Recycler Class 38 tours Covanta Marion during the Fall 2022 Master Recycler training.

Recycling Modernization Act: Where are we now?

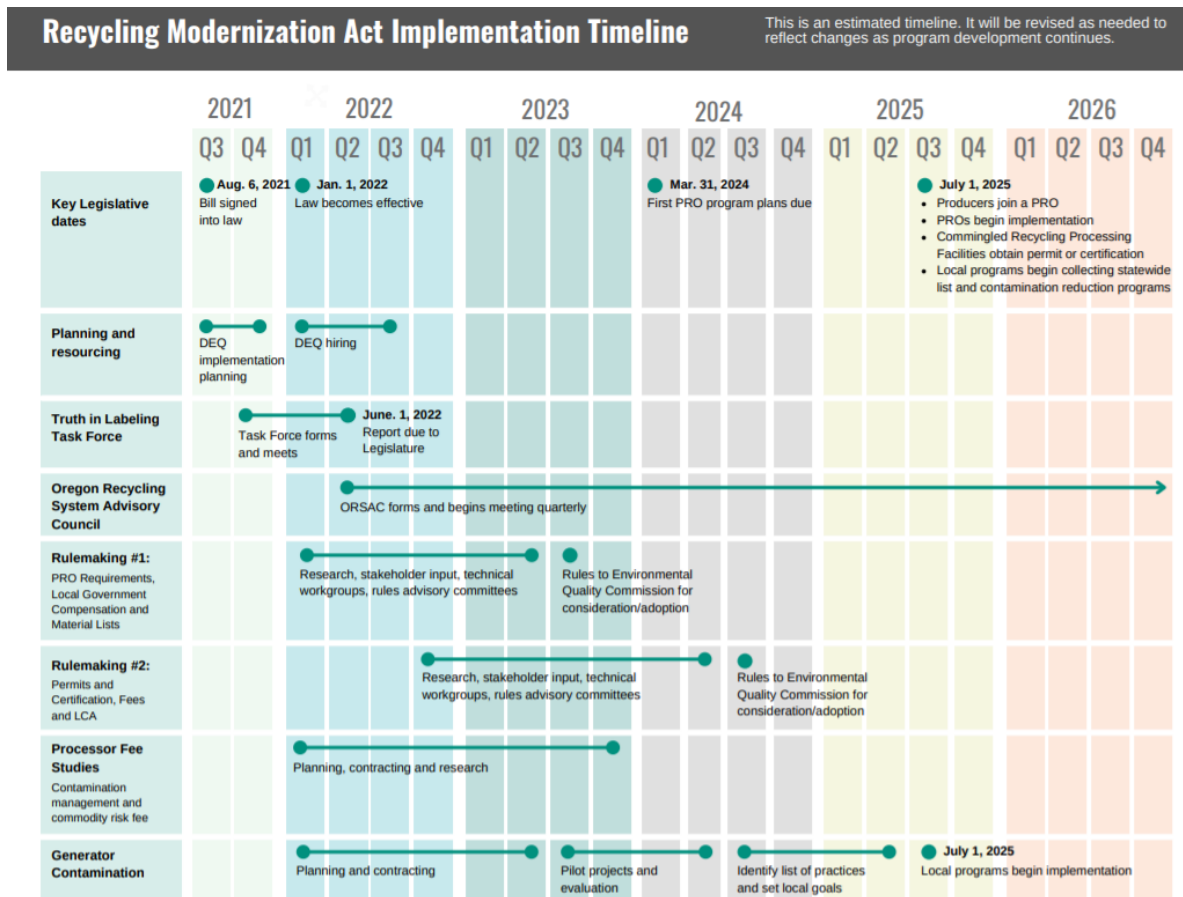
So much has happened in the last year with The Plastics Pollution and Recycling Modernization act, or "RMA" for short. Some highlights:

The Truth in Labeling Task Force released their report on recommendations around producers placing recyclability claims on their products (i.e chasing arrow symbol). Check out that report [here](#).

The Oregon Recycling System Advisory Council released their 2022 report which outlines progress around a statewide curbside recycling collection list. Check out that report [here](#).

Lastly, cities and counties are currently in the process of working with haulers and Oregon Department of Environmental Quality to assess where communities need more recycling access.

The implementation timeline can be viewed below. The Marion Resourcers Movement program will be educating the public on the new legislation and use this information to support improved recycling rates and waste reduction strategies in Marion County. More info here <https://www.oregon.gov/deq/recycling/Pages/Modernizing-Oregons-Recycling-System.aspx>



How we get things done: Behavior change and education

We aim to engage and educate community members (individual and families) through creating opportunities for awareness and empowerment. Community outreach efforts range from one off events to long term engagement to facilitate lasting change. Similarly, the goal of this engagement is to foster greater cultural shifts in paradigm thinking around our relationship to materials and sustainability. For the calendar 2022 year, Master Recyclers have volunteered **559.25 hours, and made 2,458 new community contacts!** Additionally, **31 partners** ranging from city jurisdictions, community-based organizations, nonprofits and businesses were engaged through partnership programming. The 559.25 hours contributed an equivalent value of **\$16,750** to the Marion County community (based on the Independent Sector report on valuation of volunteer time - \$29.95/hour)



Marion County Education partners offer tabling resources to Fall Festival attendees. Master Gardeners, Master Food Preservers, Master Recyclers, Marion County Soil and Water Conservation District and the Sheriff's Office were some of the educators present.

Highlights of our programming and volunteer events (54 events/education opportunities)

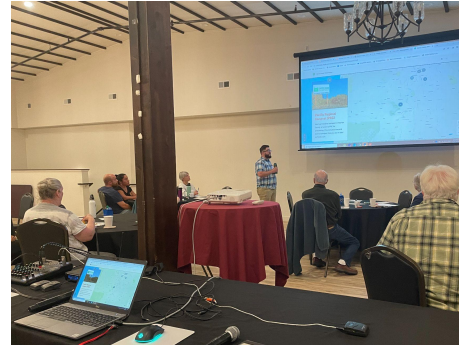
Large scale public outreach events (3)

- Marion County Waste Reduction's focus on larger public outreach events in the year 2022 yielded amazing success! Two new events, Earth Day and Fall Festival were rolled out and held at Spong's Landing Park County Park in Keizer. A combined over 850 participants from the Marion County community attended.
- Master Recyclers were a vital part of this success, with over 30 Master Recyclers volunteering at both events. Staff from the Marion Environmental Services team organized the event.
- Multiple education and community partners were involved in Fall Festival and Earth Day including the Sheriff's Office, Marion Soil and Water Conservation District, Master Gardeners, Master Food Preservers, Salem Harvest, Sparrow and many more!
- In June, Marion County Environmental Services re-engaged with the EarthWISE sustainable business network. 71 EarthWISE attendees learned about the ReThink Business network launch in Marion County. 5 Master Recyclers supported the event.



Waste Reduction, reducing and reusing (16 events)

- Two Master Recycler classes were held in Spring and Fall 2022, Class 37 and Class 38. 29 graduates completed the program and have been volunteering in the community. Two Master Recycler refresh trainings were held, one virtual and the other in person at Spong's Landing Park.
- Waste reduction events included food waste audits with EarthWISE, and waste reduction outreach at various events like Fiesta Mexicana, Riverfront Family Fest, Keizer Toy Swap, and many more!
- 1,934 new community contacts were made during waste reduction events.
- Lastly, one amazing community reuse effort of note was a large tool donation by the Mt. Angel Abby to the Santiam Canyon tool library who works to support fire affected communities in the Santiam Canyon rebuild from post 2020 fires.



Photos above from left to right: middle right shows waste reduction tabling at Fiesta Mexicana 2022 in Woodburn. Top right shows Master Recycler Fall 2022 class. Middle left shows toxics reduction tabling at Englewood Forest Fest in Salem. Center middle shows generous donation to Santiam Canyon Tool Library by Master Recycler Brother Cyril. Bottom photo shows the December Toy Swap event at Keizer City Hall.

Repair (4 events)

- The first in-person repair fair since 2019 was held at Coolidge McClaine Park in May in collaboration with Master Recyclers, Silver Falls Library and Sustainable Silverton.
- Three other repair fairs were held in Salem and Gates in Summer and Fall of 2022.
- 63 different items came into the fairs and 76% of items were repaired! Unfixed items remained broken in most cases due to a specific fixpert with the needed skills not being present at the event. Keep an eye out for more repair fairs coming soon near you!



Recycling and disposal (17 events)

- Recycling and disposal events ranged from Grant Neighborhood Association garbage take back events and recycling presentations to youth education around recycling and worm bins to even litter pick-ups by the name of “Trashy Tuesdays” with the City of Keizer!
- Marion County Environmental Services also organized a litter pick-up in celebration of Water Quality Month across four sites in Marion County with a mix of Master Recycler and community volunteers.
- Additionally, Master Recyclers supported an ecyles collection event and shred event in Keizer with over 80 community members served.
- 488 new community contacts were made during recycling and disposal events.



Photos above top to bottom: top photo shows a scout troop learning from Master Recycler Brooke about vermicomposting. Bottom left shows Jim and Debbie Miller presenting on curbside recycling to the Swan Neighborhood Association in Salem. Bottom right shows MCES litter volunteers picking up trash at a county park.

Toxics reduction (6 events)

- Six events were dedicated to toxics reduction at home with participants making simple, soft scrub green cleaners at tabling and community gatherings.
- Master Recyclers offered green cleaning tabling at Salem Saturday Market, but also at a large-scale youth event for the first time in 2022, Riverfront Family Festival.
- One event centered Spanish speaking families with the Farmworkers Housing Development Corporation during their Children's Day festivities. 50 youth and their families made green cleaners and received information in English and Spanish around green cleaning.



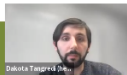
Online and virtual education (12 education opportunities for volunteers)

SEWING 101

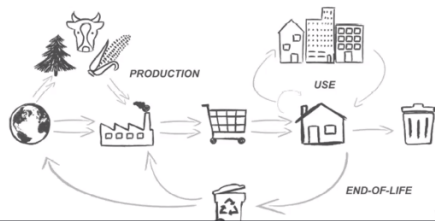
THREADING A NEEDLE

- Lastly, volunteer education played a large role in keeping Master Recyclers engaged and up to date on knowledge as they performed outreach.
- Over the last year, Master Recyclers attended in-person/virtual outreach refresh trainings, green webinars, online sustainability luncheons, and sat in virtually on Recycling Modernization act meetings like the Truth in Labeling task force and Oregon Recycling System Advisory Council.
- Creating social media content has also been more of a focus within the program as this year Master Recycler Daisy worked with our communications coordinator to create a series of sewing videos that promoted repair skills and textile waste reduction. These videos collectively garnered 268 views on Facebook where they were posted!

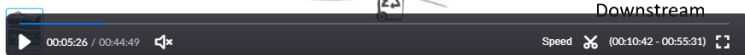
Life Cycle Impacts



Upstream



Downstream

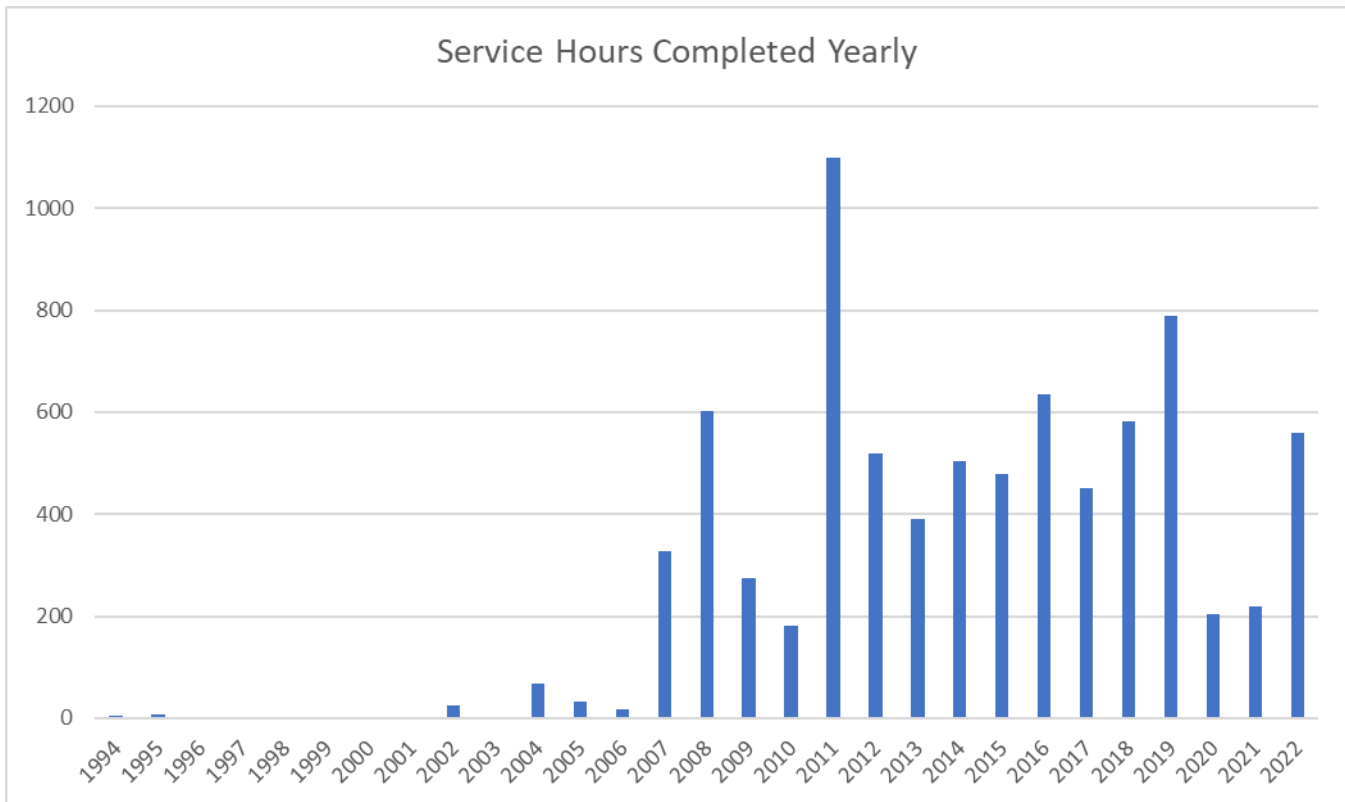


Program impact by the numbers

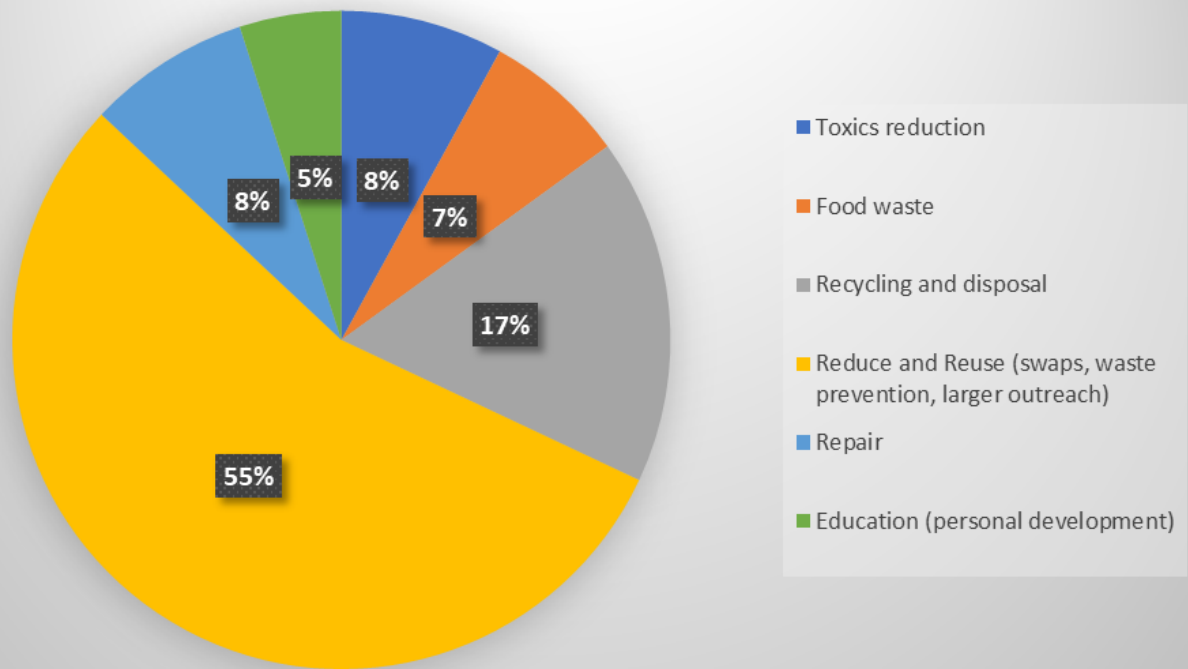
2022 showed a significant increase in hours volunteered, up 61% from 2021. This is encouraging as it shows the program is bouncing back from pandemic barriers to participation, and creating more opportunities for events and community reach.

The following charts also report an increase in the number of outreach events from 21 in 2021 to 54 in 2022. Our education focus also drastically shifted, as 78% of events and education centered around waste prevention, swaps, repair fairs, toxics reduction and food waste prevention. Conversely, only 17% of events prioritized recycling and disposal outreach.

Lastly, the final chart shows we increased our reach to two new communities, Keizer and Gates. While the number of persons engaged in Woodburn decreased from 2021, Silverton engagements increased, and overall the number of total engagements increased by 77%, 571 in 2021 to 2,548 in 2022!

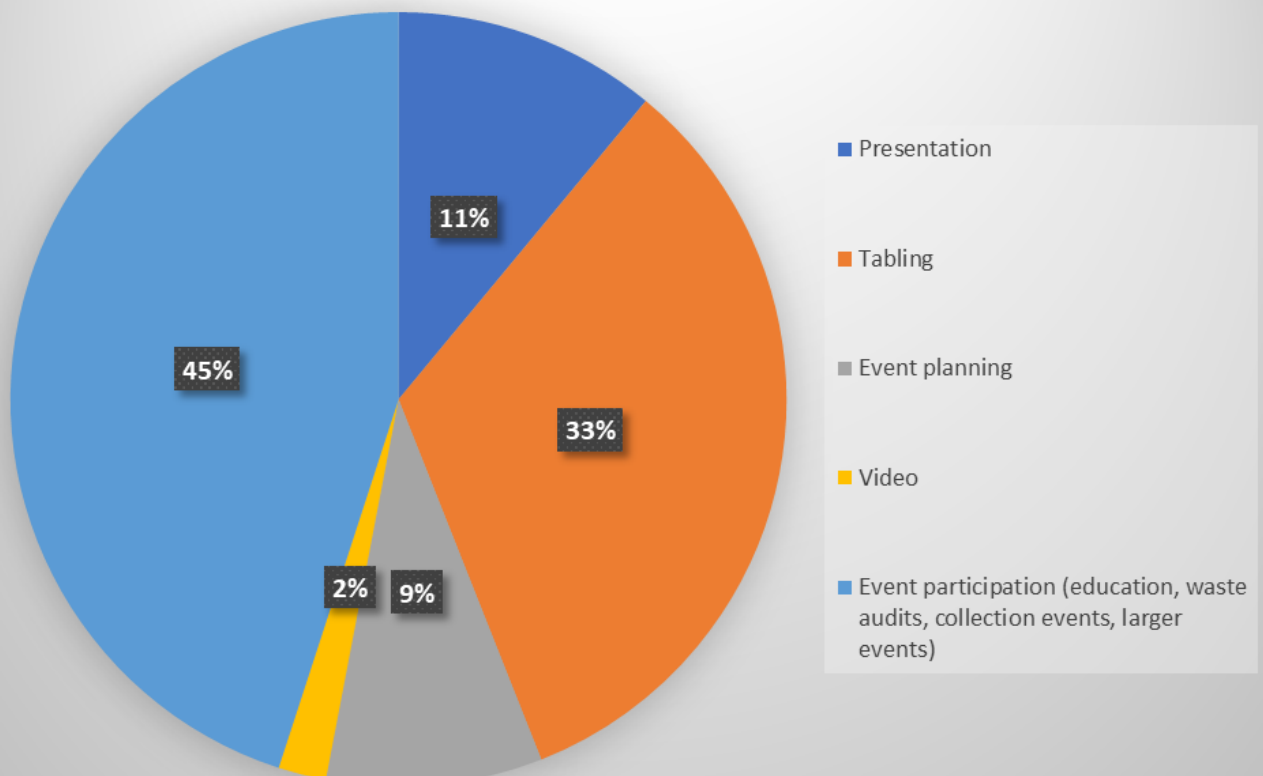


Where we focused our volunteer efforts

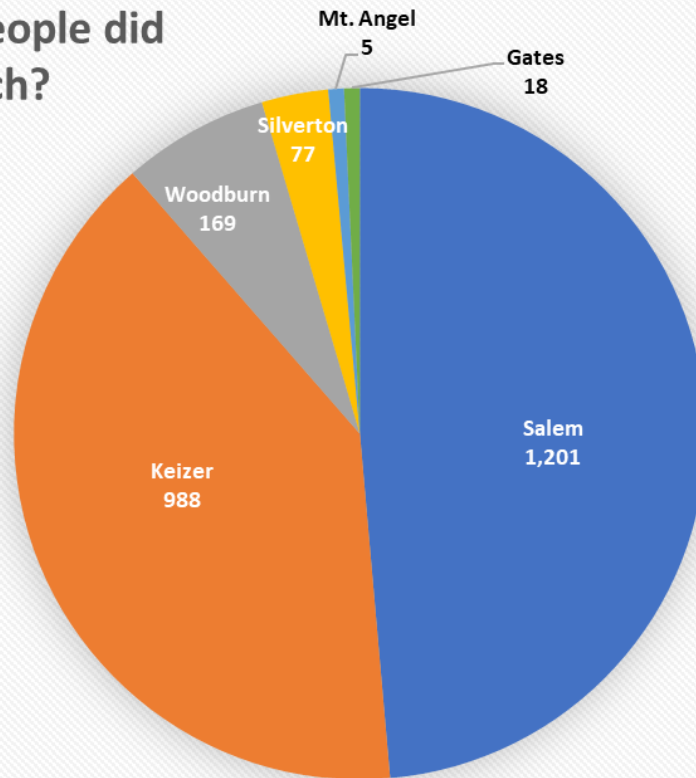


The above chart represents the number of volunteer hours dedicated to each focus area.

How did we reach out?



How many people did we reach?



Outreach goals for 2023

- Expand group of cities who receive outreach to Aumsville and Stayton
- Increase new contacts made in Silverton, Woodburn, Mt. Angel, and Gates
- Increase the quantity of social media content and video media opportunities for volunteers

Goals for the future of the volunteer program: Measuring progress and breaking down barriers to sustainability

Aim and transparency: it is a goal of the future program to work to address past program deficiencies, and financial and social constructs that keep Marion County communities from participating in sustainability efforts while including their culture and lifestyles in a vision of sustainability and resource conservation. Future volunteer course attendees will be asked to complete an anonymous demographics survey to track program progress in this area. The survey data will reflect only the people who responded, and respondents can choose more than one option in several of the questions.

Efforts to reduce barriers to access of the program will also include but aren't limited to:

- No cost to take the course (previous cost ranged from \$25-50)
- Recruitment of bilingual volunteers to provide culturally relevant sustainability content in specific communities
- Development of bilingual materials and literature for distribution during community events
- Volunteer mentors and affinity groups to support cultural competency in outreach and sense of community among volunteers
- Bus passes and carpooling transport available to class participants and event volunteers
- Rotating course training locations across Marion County cities (For example in Salem, Woodburn, and the Santiam Canyon)
- Closed-captions for online speakers and recorded webinars
- Formation of specific volunteer led task forces to address access to sustainability resources within multifamily communities and schools using a community-driven lens

Contribute to community wealth

We strive to build partnerships that are truly mutually beneficial, while fostering ongoing relationships with community leaders. We plan to highlight and bring attention to community sustainability efforts cultivated from these partnerships.

- In 2022, Master Recyclers volunteered 559.25 hours, exceeding their goal to surpass the community service hours achieved in 21-22.
- The 559.25 hours contributed an equivalent value of \$16,750 to the Marion County community (based on the Independent Sector report on valuation of volunteer time - \$29.95/hour)

Master Recycler activity January 2022-December 2022

*MCES = Marion County Environmental Services

31 partners ranging from city jurisdictions, non-profits, community-based organizations, and businesses were engaged through events and partnership programming

Name	Date January and February	Event attendance	Direct contacts	Outreach hours/prep hours	Partners
MR virtual gathering	1/12	14	14	2	MCES, Master Recyclers
Stop buying stuff webinar	1/22	45	0	1	Master Recyclers
Truth in labeling task force meeting	1/31	60	0	3	Oregon DEQ
Ike Box food waste audit (food waste prevention)	2/4	3	3	1	Ike Box, Marion County EarthWISE

Name	Date March and April	Event attendance	Direct contacts	Outreach /prep hours	Partners
Mt. Angel Abby and Master Recycler tool donation	3/19	5	5	26	Santiam Canyon Tool Library, Mt. Angel Abby, Master Recyclers

Waste Impact Calculator Webinar CE	3/24	13	13	4	MCES, Master Recyclers, public
Earth Day 2022 at Spong's Landing (waste reduction topics, green cleaners)	4/22	350	175	20	MCES, Master Recyclers, Marion County Dog Services, Sparrow, SEE
Bikes and Bellies Earth Day 2022 (bike donation)	4/22	25	20	9	NW Hub, MCES
Keizer Rapids Clean-up (green cleaners)	4/23	100	50	6	City of Keizer, MCES, Master Recyclers, MCSWCD
Master Recycler Spring Training (Salem)	4/28	18	18	17.5	Master Recyclers, MCES
Día del niño event (green cleaners)	4/29	100	50	2	Farmworker Housing Development Corporation, MCES, Master Recyclers

Name	Date May and	Event attendance	Direct contacts	Outreach/ prep hours	Partners
------	-----------------	---------------------	--------------------	-------------------------	----------

	June				
Silver Falls Repair Fair	5/9	40	40	27	Silver Falls Library, Sustainable Silverton, MCES
NEN and Grant neighborhood swap and garbage haul	5/14	100	20	6	MCES, Master Recyclers, NEN and Grant neighborhood
MR tabling and outreach refresh (Keizer)	5/21	8	8	16	MCES, Master Recyclers
Recycling surveys at SKRTs	5/25	80	73	12	Master Recyclers
Recycling surveys at North Marion	6/1	18	13	12	Master Recyclers, MCES
Recycling surveys at SKRTs	6/4	80	80	16	Master Recyclers, MCES
Recycling surveys at North Marion	6/11	35	30	12	Master Recyclers, MCES
Silverton Farmers market recycling tabling	6/11	25	20	1	Master Recyclers, Sustainable Silverton
Trashy Tuesdays (litter)	6/21	10	10	2.6	City of Keizer, Master Recyclers

pick-up)					
Cub scout recycling, worm bin, and green cleaner presentation	6/20	10	10	2	Master Recyclers, Cub Scouts, Salem
EarthWISE sustainable business luau - green education	6/24	71	71	3.5	MCES, Master Recyclers

Name	Date July	Event attendance	Direct contacts	Outreach/prep hours	Partners
Swan neighborhood Recycling presentation	7/5	15	15	3	Swan Neighborhood Association, Master Recyclers
Marion County Fair Food Waste Reduction tabling	7/8-7/10	10,000+	100	4	Marion County Fair, MCES
Visible mending class	7/9	5	5	9	Master Recyclers, MCES
Bottle drop recycling at Temple Beth Shalom	7/13	-	1	1	Temple Beth Shalom, Master Recyclers
SKSD Middle School Summer Enrichment Camp, Salem Oregon	7/14	12	12	2	Salem Keizer school district, Master Recyclers,

(food waste, vermicompost, composting)					Master Gardeners
Salem Art Fair recycling coordinator	7/17	3,000+	-	13	Garten Services, Master Recyclers
Trashy Tuesday litter pick-up	7/18	20	20	1	City of Keizer, Master Recyclers
Unsheltered visual waste assessment - Woodburn	7/20	-	-	2	MCES, Master Recyclers
Paradise Islands shred event	7/25	-	-	-	Paradise Islands apartments, MCES
Keizer eycles and shred event	7/30	80	79	3	City of Keizer, Master Recyclers

Name	Date August	Event attendance	Direct contacts	Outreach/prep hours	Partners
Riverfront Family Fest (green cleaners, youth event)	8/6	4,000+	225	9	Family Building Blocks, Master Recyclers
Englewood Forest Festival Green Cleaning tabling	8/13	350	100	5	Englewood Forest Fest, Master Recyclers

Englewood Forest Festival Repair Fair	8/13	12	12	5	Englewood Forest Fest, Master Recyclers, Fixperts
Marion County Litter pick-up	8/13	25	10	4	MCES, Master Recyclers
Trashy Tuesday litter pick up	8/15	10	12	2.25	City of Keizer, Master Recyclers
Fiesta Mexicana (food waste prevention)	8/19-8/21	5,000+	138	13	City of Woodburn, Master Recyclers

Name	Date September	Event attendance	Direct contacts	Outreach/prep hours	Partners
Salem Saturday Market Food Waste Reduction tabling	9/10	300	27	3	Salem Saturday Market, Master Recyclers
Make Every Thread count sewing tutorial videos	9/14	-	268 views	6	Master Recycler, MCES
Salem Saturday Market green cleaner tabling	9/24	300	25	3.53	Salem Saturday Market, Master Recyclers
Santiam	9/24	20	13	10.5	Santiam

Canyon Repair Fair					Canyon Tool Library, MCES, Fixperts
--------------------	--	--	--	--	-------------------------------------

Name	Date October	Event attendance	Direct contacts	Outreach/prep hours	Partners
Swan Neighborhood association newcomers recycling presentation	10/7	50	50	3	Swan Neighborhood association, Master Recyclers
Master Recycler Fall training (Woodburn)	10/6-11/10	11	11	15	MCES
Covanta tour	10/8	14	-	1.5	Covanta Marion, MCES
Halloween Costume Swap	10/15	200	100	16	Salem Cloth Project, Master Recyclers, City of Salem
Saturday Market Food Waste Reduction tabling	10/15	150	15	9.25	Salem Saturday Market, Master Recyclers
Make a Difference Day litter pick up day with City of Salem	10/22	15	15	2	City of Salem Neighborhood Association, Master Recyclers
Fall Festival (waste)	10/29	550+	325	120	MCES, Master Recyclers,

reduction topics: food waste and preservation, durables over disposables)				(30 volunteers x 4 hours)	Master Gardeners, Master Food Preservers, Marion Soil Water conservation District, Marion County Sheriff's Office
---	--	--	--	----------------------------------	---

Name	Date November and December	Event attendance	Direct contacts	Outreach/prep hours	Partners
Silverton recycling styrofoam drop off event	11/5	35	30	3	Sustainable Silverton, Master Recyclers
Spark Studio Repair Fair	11/5	25	15	3.5	Spark Studio, MCES, Fixperts
OLCC sustainable packaging meeting	11/15	-	-	5	Master Recyclers
Toy Swap	12/4	130	130	38.25	City of Keizer, Master Recyclers, MCES
Recycling council meeting #4	12/15	-	-	2	MCES, Master Recyclers