

2023 Volunteer Impact Report

(January 2023-December 2023)

Marion Resourcers Movement Program

Marion County Environmental Services



Mission

Rethink how materials matter in your life. You can make a difference far beyond just recycling. The program will help you reduce, reuse and even repair items you were going to trash. The Marion Resourcers Movement strives to create an inclusive sustainability network that provides engaging community service focused on the future of materials management.



Marion Resourcer Ann Scheppke offers up her sewing skills at the Halloween Costume Swap organized by Salem Cloth Project. 250 used costumes were swapped free for families.

Program Description

The Marion Resourcers Movement program is made up of 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.



Program volunteers serve as environmental educators and advocates, add value to their communities through on the ground movement building, and create resiliency by outfitting the public with resources to improve the environment.

From Salem, Keizer, Woodburn and Hubbard to Silverton and Gates, Marion Resourcers are making a difference in their communities all across Marion County.

Training Offerings and Volunteer Benefits

Two free multi-week training sessions are held in Marion County each year for incoming cohorts of volunteers. Fall training takes place in Woodburn and Spring training is held in Salem. The training educates, equips and empowers volunteers with outreach techniques and resources. Graduates volunteer in their community equipped with volunteer badges and County provided resources.

Additionally, volunteers receive ongoing training and support that includes a monthly newsletter, continued education opportunities like field trips, and assistance on individual projects.

Program Priorities

The Marion Resourcers Movement is looking to create a strong network of volunteers in order to increase capacity and emphasis on serving communities the volunteer program has historically struggled to reach (refer to program goals).



Marion County Environmental Services staff and volunteers celebrate a successful Earth Day 2023 with a group photo with the Earth Day pledge sign.

Our Impact in 2023

Marion Resourcers are hard at work throughout the year, performing outreach on:

- Repair, reuse, swapping, sharing
- Food waste prevention
- Green cleaners and toxics reduction
- Waste prevention, recycling and composting

In 2023, Marion Resourcers volunteered **712.25 hours**, and made **2,026 new community contacts!** Across **40 events** and outreach opportunities, **29 partners** ranging from city jurisdictions, community-based organizations, nonprofits and

businesses were engaged through partnership programming. The 712.25 hours contributed an equivalent value of **\$21,331** to the Marion County community (based on the Independent Sector report on valuation of volunteer time - \$29.95/hour).

Program Goals for 2023-2024

- Prioritize access to/participation in volunteer programming by all Marion County communities (especially rural, multifamily, spanish-speaking and low-income communities)
- Recruit bilingual volunteers (English and Spanish speakers) to provide culturally relevant sustainability content in specific communities through empowerment and project support
- Organize task force mini-trainings for Marion Resourcers to specialize in interest areas like food waste prevention, sustainable business and multifamily recycling outreach
- Offer volunteer trainings (minimum 2) throughout the County to engage communities in North Marion, Santiam Canyon and Salem-Keizer
- Offer events that serve rural and underserved communities (community swaps, repair fairs, material collection events, and education)
- Offer programming and events in Salem, Keizer, Woodburn, Silverton, Stayton, Aumsville, Mt. Angel and Santiam Canyon area (Gates)
- Surpass hours volunteered by Marion Resourcers in 2023

Metrics: Recycling vs. Waste Prevention

Oregon and Marion County Recycling Rate

The Oregon Department of Environmental Quality (DEQ) evaluates how Oregon progresses recycling efforts yearly with a 2-year lag time. In 2021, Oregonians:

- Generated 6,494,204 tons of waste, up 9.4% from 2020
- Disposed of 4,046,936 tons into landfills and incinerators, up 17.9% from 2020
- Recovered 2,447,267 tons of material. Oregon's average recovery rate is 37.7%.

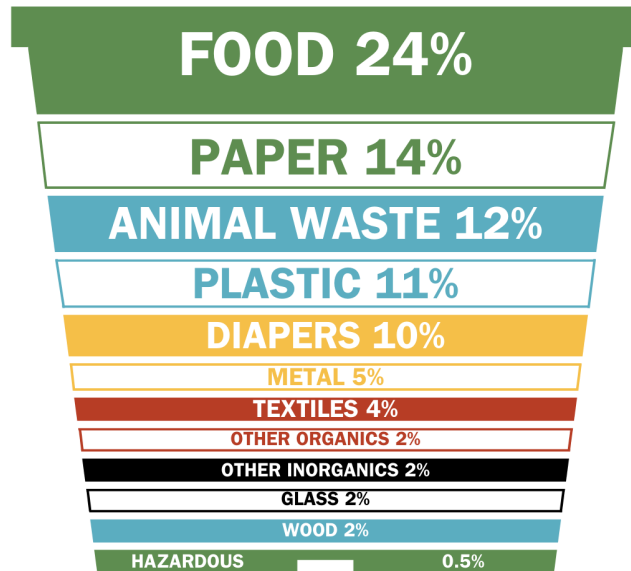
In Marion County, recovery of materials was 40.5% in 2021, down from 2020. The largest factor reducing the recovery rate for Marion County and Oregon generally was the large increase in disposal. That increase was due to the disposal of fire-damaged structures in 2021 from an unprecedented wildfire season at the end of 2020. Fire debris accounted for 71% of the increase in overall disposal. Had fire debris not been generated, state recovery would have been 40.4% in 2021.

Waste Prevention

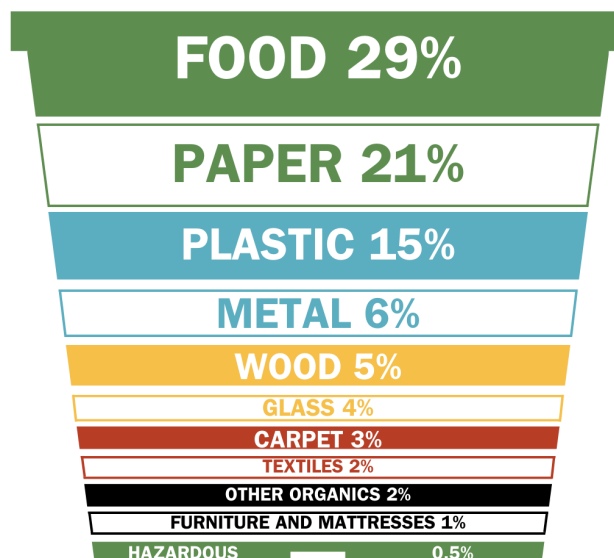
While recycling rates are a commonly used metric for tracking progress in more sustainably managing solid waste, monitoring waste prevention (reducing, reusing and repairing of materials) represents a greater environmental benefit. Oregon DEQ estimates that even if the U.S were to recycle and compost 100% of discards generated, there would only be a 3% reduction in national carbon emissions. Conversely, 99% of emissions associated with using items in Oregon come from their production, emphasizing the need to reduce generation of materials in the first place. Marion County Environmental Services (MCES) uses waste composition data collected every 5 years in Oregon to target the most prevalent and environmentally impactful materials found in our wasteshed (County). MCES prioritizes reduction of food waste and construction and demolition materials as a result of the figures below showing what can be found on average in residential and commercial trash. The Marion Resources program directly supports these efforts.

Waste Composition: What Gets Thrown Away in Marion County

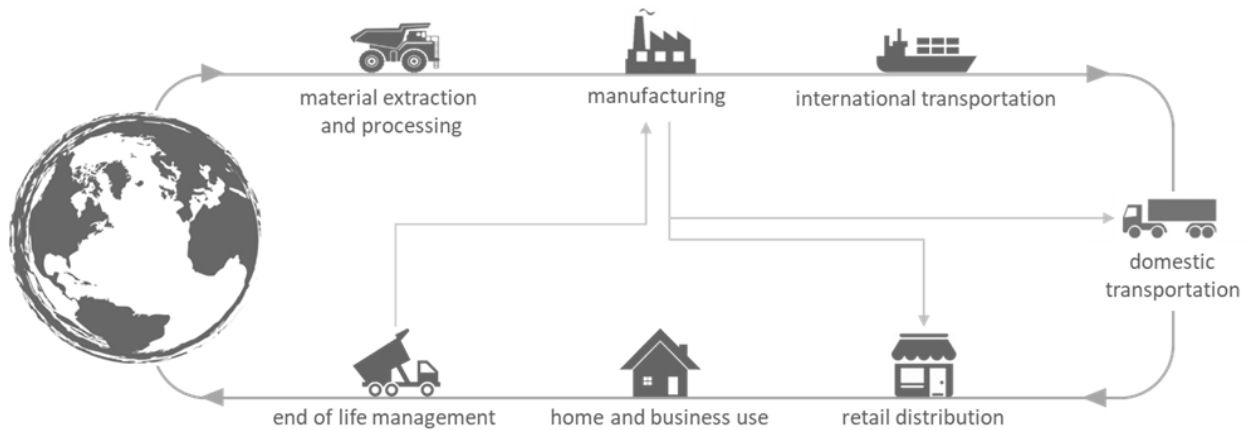
Marion County Curbside Residential Waste (2017)



Marion County Curbside Commercial Waste (2017)



Sustainable Materials Management Framework



To support reducing waste at the source as well as minimizing environmental impacts of producing materials, MCES has followed Oregon DEQ's lead in using a sustainable materials management framework. This approach examines environmental impacts of materials across their entire life cycle, not just when we dispose of or recycle them. One applied example is in procurement. We might compare packaging types not solely based on their recyclability, but their material composition, carbon intensity and health impacts on those who produce them.

Recycling Modernization Act

Come July 1, 2025, Oregon residents can expect changes to their recycling list at the curb. The new USCL (universal state curbside list) will ensure that in communities of 4,000 or more residents, recyclables collected at the curb will be the same. The hope is to greatly reduce confusion while increasing access to recycling in rural and multifamily communities. Whether you find yourself in Portland, Marion County, or a more rural part of Oregon, Oregonians will be able to recycle the same items at the curb as well as an expanded list of materials at self-haul recycling depots.

Outreach in 2023

In-Person Education and Events

Volunteers engage and educate community members (individuals 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. The goal of this engagement is to foster greater cultural shifts in paradigm thinking around our relationship to materials and sustainability.

Communications and Virtual Outreach

Social media communications and virtual outreach also play a large role in connecting to community and better educating on waste reduction topics in a holistic way. We measure progress in these areas using specific metrics:

Reach: how many unique people were exposed and saw social media content.

Impressions: how many times your content was seen, including multiple views from individual online users. It's calculated by the number of times your content was displayed across a platform, like in the user's feed or search results.

Engagement: the sum of interactions with your social media content by the public. This includes likes, comments, and shares of your content. Retweets, hashtag usage and tagging are also examples.

Followers: individuals who subscribe to a specific social media account to receive regular updates and posts in their news feed. While not the primary way MCES tracks success, increases or decreases in following can denote success of messaging and branding.

Programming and Outreach

40 Events & Education Opportunities

Large Scale Public Outreach Events (2)

- MCES offered larger public outreach events in 2023 to engage with community and partners. Earth Day (bottom) and Sustainability Summit (top) were held at Spong's Landing Park and Keizer Civic center.
- Marion Resourcers were a vital part of event success, with over 30 Resourcers volunteering at both events. 500 members of the public attended the Earth Day People, Planet, Party event and 100 sustainable business partners attended Summit.
- Multiple education partners were involved in both events including Marion Soil and Water Conservation District, Master Gardeners, Master Food Preservers, Garten Services, Pudding Watershed Council, and Mid Valley Garbage and Recycling Association to name a few.
- Both events emphasized low waste practices with use of durable, reusable containers, to-go boxes to reduce food waste, and experiences over things with face painting, baby goat petting zoo and low waste crafts. Any prizes that were given away also reinforced waste prevention education.



Waste Reduction: Reducing and Reusing (17 Events and Opportunities)

- The first Marion Resourcer Movement trainings under the name were held in Spring and Fall 2023, Class 1 & 2. 23 graduates have begun volunteering.
- Waste reduction events included food waste audits with EarthWISE, and waste reduction outreach at various events like Riverfront Family Fest, Seed Swap, Halloween Costume Swap, Keizer Toy Swap, and many more!
- 1,620 new community contacts were made during waste reduction events.



Marion Resourcers take tours of recycling processors (top left), and offer educational tabling at family-centric community events (top right and center).

Repair (4 Events)

- Four repair fairs were held in Marion County in 2023: Silver Falls Library, Keizer Library, Woodburn Library and Salem Library.
- Fixing categories offered included small appliances, tech, tool sharpening, sewing, bike repair, jewelry repair and even plant doctors for ailing plants!
- 228 unique items came into the fairs and 70% of items were repaired! The repair rate increases to 86% if successful tool sharpening is factored in.
- Additionally, Marion Resourcer Daisy taught sewing workshops during volunteer trainings to get Resourcers adept in visible mending techniques.



Fixpert volunteers pride themselves in educating the public to preserve repair skills and connect with the community. Quarterly repair events will return in 2024.

Recycling and Disposal (9 events)

- Recycling and disposal events ranged from National Night Out recycling and compost education events to Grant Neighborhood Association recycling presentations to youth education and even recycling articles written for residents.
- Additionally, Silverton Farmers Market volunteers supported styrofoam collection days and recycling education for residents in collaboration with Sustainable Silverton.
- 202 new community contacts were made during recycling and disposal events.



Marion Resources supported recycling and food waste education at Farmworker Development Housing Corporation's National Night Out event.

Collection Events (2 Events) and Toxics Reduction (2 Events)

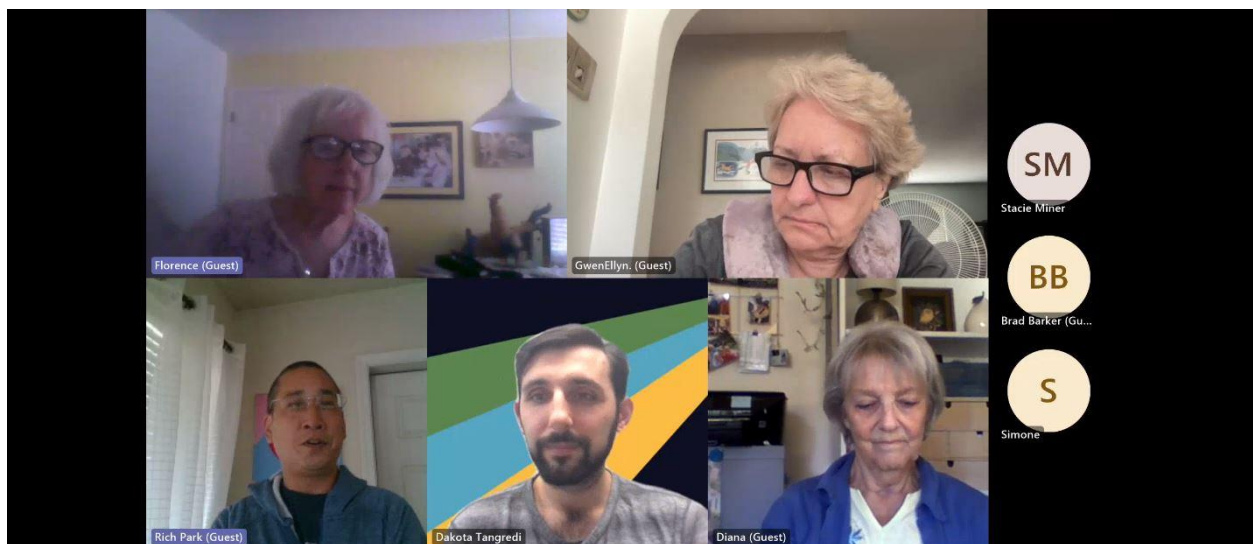
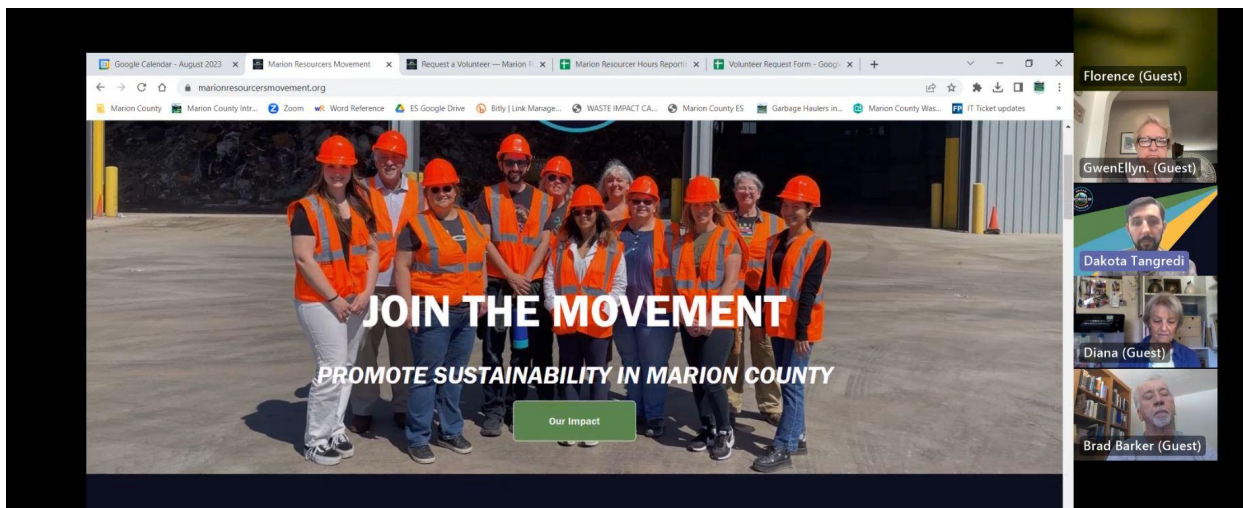
- Two events were dedicated to toxics reduction at home with participants making simple, soft scrub green cleaners during faith based gatherings.
- Additionally, two special collection events sponsored by Republic Services for e-cycles materials were held in Aurora and Stayton.



Republic Services offered all day drive up collection of e-cycles materials in Stayton and Aurora. Over 8,400 pounds of ewaste was collected at the Aurora event alone!

Online and Virtual Education (6 Education Opportunities)

- Two volunteer refresh trainings were held, both virtual, to introduce the new Marion Resourcer website and review Recycling Modernization updates.
- Additionally, Marion Resourcers pursued their own education on recycling modernization through attendance of rulemaking meetings as well as serving on Marion County's Solid Waste Management Advisory Council.
- To be better advocates of solid waste policy, Resourcers also attended policy webinars on laws like polystyrene bans, disposables bans and other material bans proposed during the 2023 legislative session.



The Marion Resourcers program plans to hold more in-person gatherings in 2024.

Program Impact by the Numbers

2023 showed an increase in hours volunteered, up 22% from 2022. While the increase was less significant than from 2021-2022, the steady gains reflect new cohort members slowly getting involved in their community more and more as they spread the word on the new program. As more community members take the training, the program hopes to see volunteers and event opportunities increase.

The number of outreach events decreased from 54 in 2022 to 40 in 2023, reflecting involvement by more volunteers per event over less events. While recycling will always remain a part of programming, events and education centered around waste prevention, swaps, repair fairs, toxics reduction and food waste prevention made up 80% of hours spent. Conversely, only 10% of events prioritized recycling and disposal outreach.

Lastly, Marion Resourcers increased their reach to three additional cities, Aurora, Stayton and Turner. The program hopes to reach Aumsville and Gates in 2024.

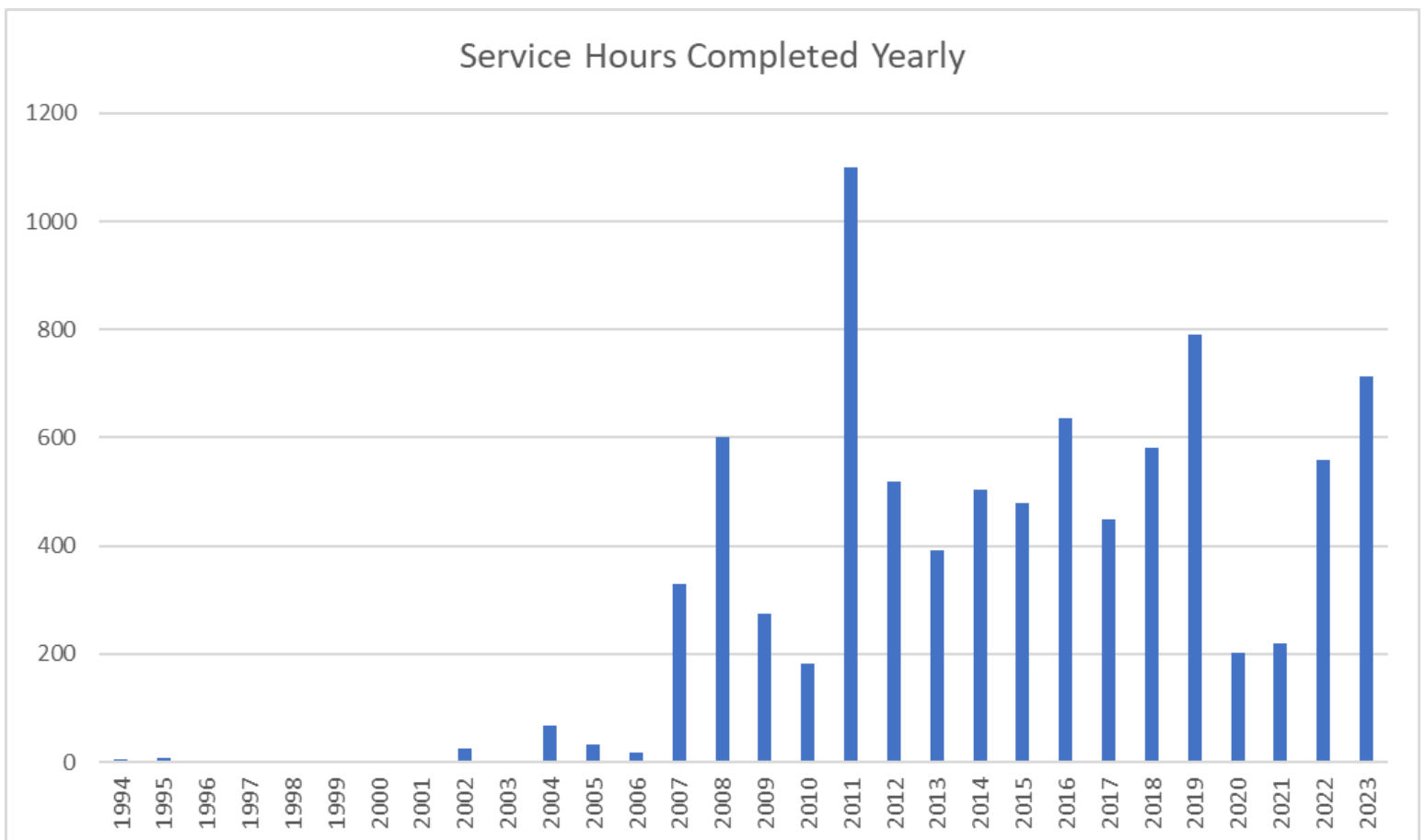


Chart below represents number of volunteer hours dedicated to focus areas.

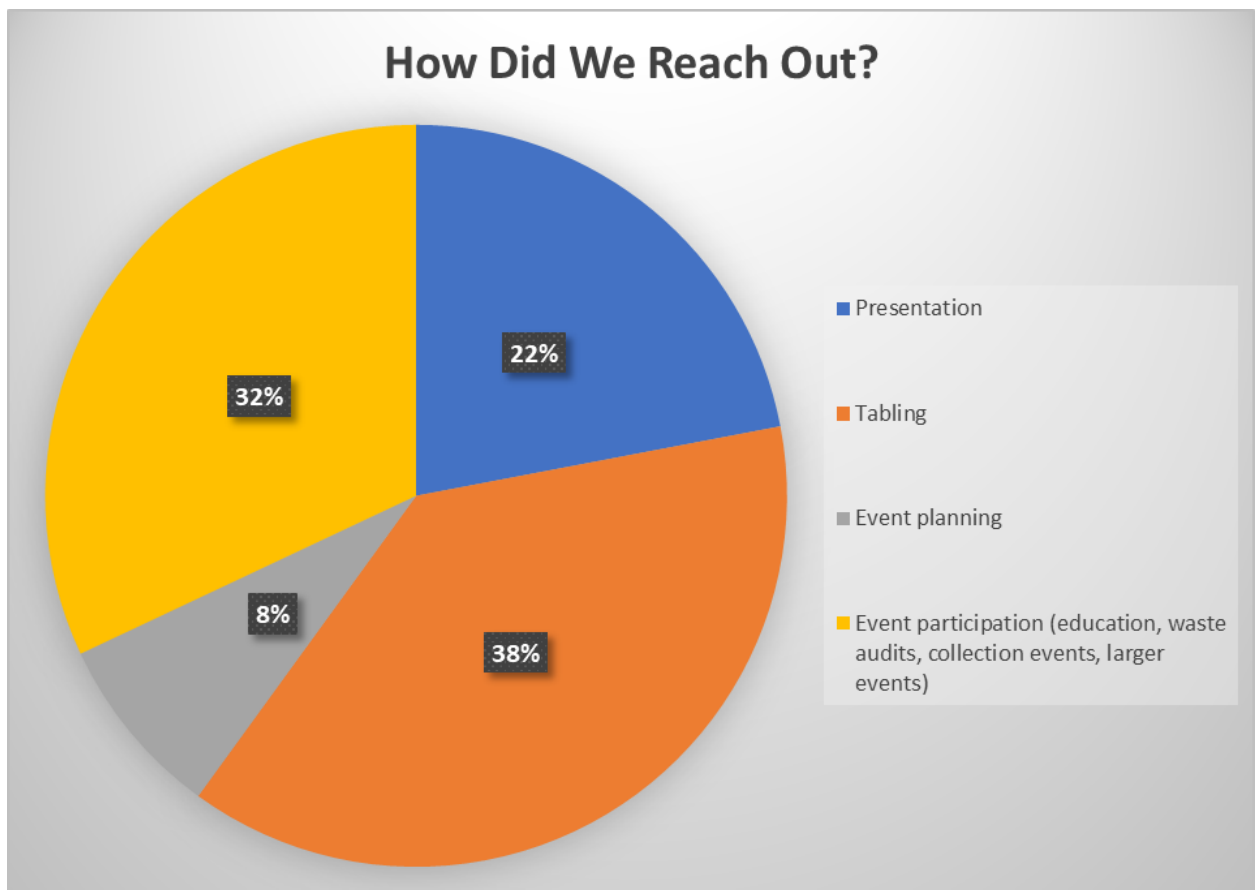
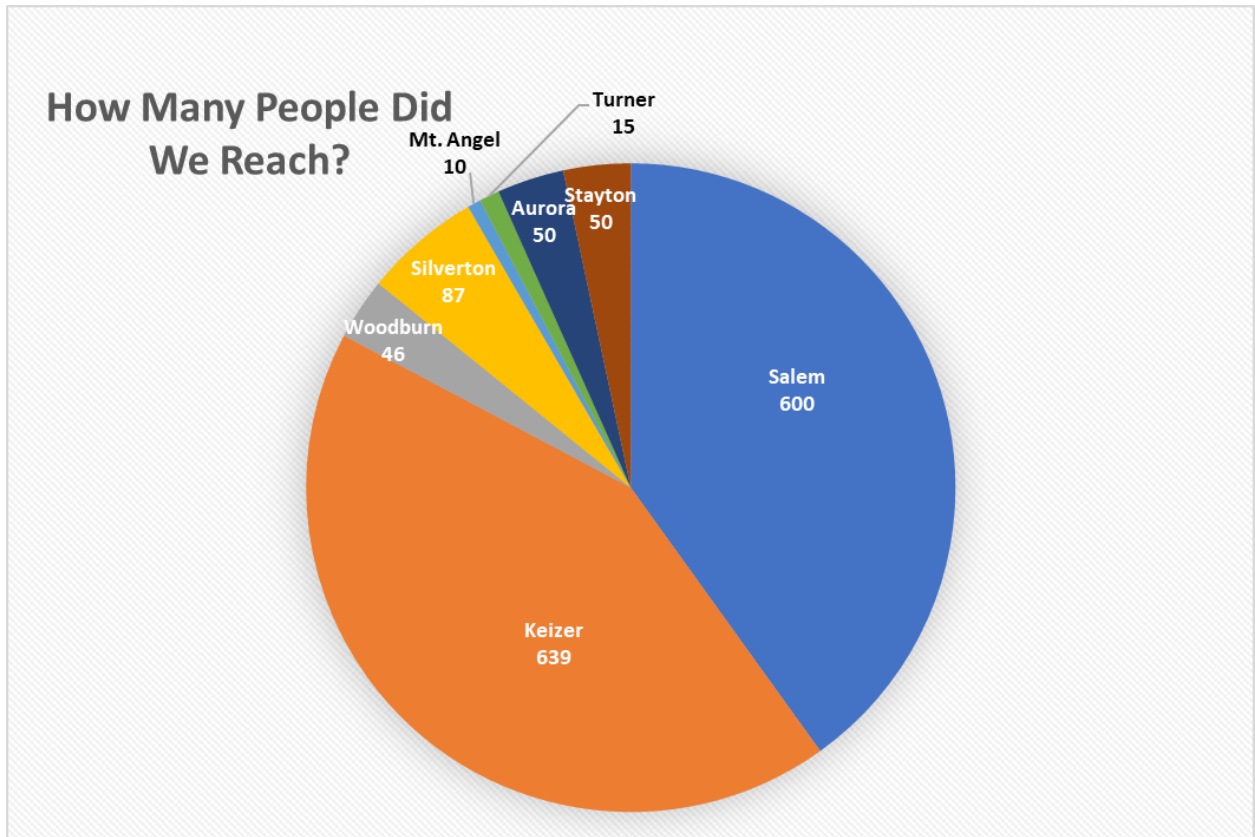


Chart represents the number of contacts and interactions made in cities.



Future Goals of the Volunteer program: Measuring Progress and Breaking Down Barriers to Sustainability

MCES is committed 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. Volunteer course attendees are asked to complete a voluntary, 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:

- No cost to take the course and free course meals
- Recruitment of bilingual volunteers to provide culturally relevant sustainability content in specific communities
- Development of bilingual materials and literature for event distribution
- 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-captioning for online speakers and recorded webinars

Shifting Training Attendee Demographics and Community Educated

Since 2021, the volunteer program has been tracking self-elective demographic data from training participants in order to learn who we are and are not serving:

- 47 respondents to demographics survey
- 20% are renters
- 8% self-identified as Hispanic or Latino
- 12% identify as a person with a disability

Marion Resourcer Activity January 2023-December 2023

Event	Date	Direct Contacts	Event Attendance	Outreach hours	Prep hours
Grant Neighborhood Association monthly meeting - How to Recycle right/RMA	1/5	16	16	1	1
2023 Plastic Policy Roundup	1/8	0	0	1	0
Recycling modernization Rulemaking Advisory Committee Meeting #4	1/11	0	0	4.5	0
AOR webinar 1-11-2023	1/11	0	0	6	0
Recycling modernization act rulemaking advisory committee meeting number four	1/11	0	0	2	0
Waste audit with Le Petit Bistro	1/23	2	3	1	0
Recycling article in Stroll Illahee magazine	2/1	300	0	0	1
Silverton Repair Fair	2/11	47	47	56	0

Earth Day Panel Planning (3 Volunteer Panel Meetings, Feb, March, April)	2/13	3	3	9	3
Master Resourcers virtual gathering	2/17	0	18	1	0
Discussions w/family/ friends	3/15	15	15	5	0
Silverton Market Recycling	4/1	40	100	3	0
Earth Day	4/22	450	450	132	0
MRM class 1	4/25	16	16	15	0
Woodburn Repair Fair	5/6	34	34	48	0
MR Daisy Mending Repair Presentation	5/16	16	16	1	1
Green Cleaner education with Church group	5/20	10	10	1	1
Virtual Gathering MR Training discussing RMA	6/8	10	10	10	1
Recycling Modernization sessions, Online	6/12	0	0	3	0
Recycling Council Meeting 7	6/12	0	0	2	0
NYC Festival Whitney Point NY (Recycling Education)	6/17	30	1500	4	8
Keizer Repair Fair	7/8	24	24	56	0

Marion County Fair	7/8	7	7	2	1
Recycling Education with Cradles to Crayons	7/27	15	15	1	1
Riverfront Family Fest	8/5	180	4,000	8	2
Sustainability Summit	8/11	100	80	32	16
DEQ food waste policy meeting	8/18	1	1	1	1
Introduction to website	8/23	18	18	1	0
Training for new webpage	8/23	18	18	1	0
Marion Resourcer Gathering and Training	9/3	18	18	18	0
Marion Resourcer Gathering	9/3	18	18	1	0
MRM Class 2	9/6	12	12	15	0
Sewing and mending demo	9/27	12	12	1	0
Salem Repair Fair	9/30	80	80	44	0
Recycling Education (customer calls)	10/6	80	80	10	0
Halloween Costume Swap	10/14	115	200	3	1
Recycling Education (customer calls)	11/6	80	80	10	0

Marion Resourcer Refresher Course Brainstorm	11/15	1	1	2	1
Waste Reduction Collaboration with Willamette University	11/29	1	1	1	1
Recycling Education (customer calls)	12/6	80	80	10	0
Keizer Toy Swap Toy Cleaning	12/8	5	5	0	2
Toy Swap	12/10	150	150	20	10
Mt. Angel Repair Project	12/18	10	10	0	10
SWMAC - advisory council meetings (multiple)	8/23, 9/23, 10/23, 11/23	0	0	10	0
SWMAC - advisory council meetings (multiple)	1/23, 2/23, 3/23, 4/23, 5/23, 6/23, 8/23, 9/23, 10/23, 11/23	0	0	25	0

2023 Outreach Partners: City Jurisdictions, Non-Profits, Community-Based Organizations, and Businesses

Oregon DEQ	Republic Services
Sustainable Silverton	Silverton Saturday Market
Silver Falls Library	Marion Co. Master Food Preservers
Grant Neighborhood Association	Marion Co. Master Gardeners
City of Keizer	MCSWD
Willamette University	Woodburn Chemeketa
Woodburn Library	City of Salem
Keizer Library	Pudding Watershed Council
Salem Library	Garten Services
Stroll Illahee Magazine	Marion County Fair
Le Petit Bistro	Cradles to Crayons
SWMAC	Mt. Angel Abby
Mid Valley Garbage and Recycling Association	Riverfront Family Fest
Salem YMCA	Salem Cloth Project

