COMMUNITY CLEANUP GUIDE

FOR NEIGHBORHOODS, NATURAL AREAS AND CIVIC EVENTS

Metro | *Making a great place*

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INTRODUCTION

Courtesy of Bruce MacGregor

Oregonians are known around the world for their commitment to the environment. We care about pristine natural areas and healthy urban areas that welcome people and wildlife.

The Community Cleanup Guide was created for people who put their environmental and community values into action through volunteerism and civic involvement. Metro – with funding from the Oregon Department of Environmental Quality and support from dozens of community members and government staff – has created a resource that will help involved citizens build better communities and keep nature in neighborhoods.

Sharing what works

For years, community volunteers have taken the lead on cleanup projects in neighborhoods and natural areas within the Metro area. This guide offers a condensed presentation of their best ideas and successes. It is a forum for sharing what works. Specifically, this guide is designed to:

- ✔ help both new coordinators and veteran volunteers improve recycling and waste prevention at cleanup events
- ✔ improve effectiveness of community volunteers through training and acknowledgement
- ✔ ensure the safety of the many volunteers needed to make projects successful
- ✔ leverage business and government dollars
- ✔ ensure best use of Metro disposal vouchers and local government grants
- ✔ inspire community by highlighting regional model cleanup activities.

INTRODUCTION

The Community Cleanup Guide focuses on neighborhood, civic event and natural area cleanups. These three project types are separated into two sections: neighborhood cleanup events and civic and natural area cleanup events.

- **Neighborhoods** Includes local residential areas and commercial districts, including bulky waste and yard debris collections and school or street cleanups. Examples include Richmond and Cully neighborhood cleanups in Portland, the Martin Luther King, Jr. business district's Spiffin' event and a student-initiated project at W. L. Henry Elementary School in Hillsboro.
- **Civic events** Includes large events that provide opportunities for recycling. Each year, thousands of people attend large fundraisers, sports events, outdoor music performances and parades. These crowds generate a lot of trash, making waste management an essential part of event planning. Portland's huge Race for the Cure and the lower-key Earth Day Celebration provide excellent examples of best practices in sustainable civic events.
- **Natural areas** Oregonians' heavy use of natural areas results in a lot of litter. The natural area cleanups section addresses the problem of waste in parks and wilderness areas, as well as alongside lakes and rivers. On page 59 the Cleanup Guide highlights the Down the River Cleanup, an effort that removes tons of debris from the Clackamas River each year.

How to use this guide

This booklet contains information, tips and resources to help you hold an event that will achieve the goals of your organization and maximize recycling opportunities. It is intended to put critical information at your fingertips, whether you're a seasoned cleanup organizer or planning your first event. The appendices contain other resources to help you run a successful event.

The guide is organized into *before*, *during* and *after* sections to lead you, your organization and your volunteers through every stage of a cleanup. In each section, you'll find information about specific activities that happen at each stage of event planning and implementation. For example, before an event, you'll need to consider a number of critical planning issues: funding, site planning, volunteers, publicity, management of the materials you'll receive and how to work with haulers. Similarly, there are important steps to take during and after an event.

Thank you for your leadership in helping to keep neighborhoods clean, safe and livable.

SAFETY FIRST!

Safety First!

You want your event to be productive and fun. That's a far likelier outcome if your event is also safe for everyone involved. Having safety policies and procedures in place will help avoid cleanup hazards and deal efficiently with safety issues that may come up. A proactive commitment to safety lets your volunteers know that their well-being is important to you.

To ensure that your event is as safe as possible, think "A-B-C."

Assess your risks

Be prepared

Communicate clearly

SAFETY FIRST!

Assessing your risks

Cleanup risks can be divided into two broad categories: general risks and materials risks. General risks include such issues as site conditions, weather, traffic and people and simply "go with the territory" of holding a cleanup event. Materials risks result from potential hazards created by the items collected at the event.

The site

Take time to evaluate your site before the event.

For "drop-off" events, such as neighborhood cleanups, determine:

- best places on the site to locate parking, collection, sorting and volunteer check-in
- any potential barriers to smooth traffic flow and collection of materials
- the necessary facilities available, such as rest rooms, water sources or shelter from heat or rain.

When the the cleanup site is a beach, river or natural area cleanup, check out:

- the "lay of the land," including the terrain and surface conditions
- potential hazards posed by harmful plants such as animals, poison oak, wasps, spiders and snakes
- the availability of and distance to shelter, restrooms and parking for volunteers
- the potential risks from materials to be removed from the site, and any specific clothing and/or safety gear that volunteers may need.

The weather

You can't predict the weather when planning months ahead of an event. But you should consider the most likely possibilities for the season in which your event takes place. Heat, cold, rain, wind…every weather scenario requires appropriate clothing.

Shelter and drinking water are essentials in any climate or season. Alert your volunteers to be prepared for possible weather conditions and to bring whatever needed items aren't provided on site.

Vehicles and traffic

- Have a traffic flow plan clearly communicated to volunteers.
- Use safety cones or other visible barriers to clearly indicate to drivers where to enter, drop materials and exit.
- Control traffic direction and speed by assigning volunteer "greeters" near points of entry and exit. Have plenty of volunteers at key locations to direct traffic and answer questions.

People

Cleanup events usually attract a lot of people, who bring a variety of personalities, temperaments and expectations. Consider the following in your planning:

- the demographics of your event's location and whether you'll need volunteers who can speak languages other than English
- which volunteers have experience in customer service or dealing with people who are hot, cranky or inconvenienced by waiting in lines
- identifying a volunteer who is a good communicator and who works well with people. Conflict and communications issues can occur during an event. It helps if people know there is a "go-to" person should difficulties arise.

Inexperienced or untrained volunteers comprise another "human hazard." The better you anticipate other potential problems and hazards, the better prepared you'll be to orient your volunteers, make their experience as positive as possible and increase the likelihood that they'll be "repeat performers" at future events.

SAFETY FIRST!

Hazardous materials

Hazardous waste collection events are the domain of trained professionals. Safety experts recommend that organizers specifically prohibit the collection of toxic or hazardous materials at drop-off events. All promotional materials need to list what materials will not be accepted.

However, you'll get some things you haven't asked for at your cleanup. These materials may be inappropriately combined in other bulky waste or yard debris containers. Household waste may include common materials such as:

- pesticides, paint, toxic cleaning products or chemicals used in home workshops
- scrap metal, old batteries, broken glass or "sharps" (e.g., hypodermic needles, razor blades.)

Outdoor spaces targeted for cleanups are even more likely hazard sources, making it doubly important that you "size up" the site beforehand. For additional information, refer to the section on Metro's Hazardous Waste Disposal program.

An example of an illegal dump site. Many do not contain hazardous materials.

Getting prepared

Once you've assessed the potential risks and hazards associated with your event, develop a plan to prevent mishaps and to deal with those that can't be prevented. Consider the items listed below as you plan for your event.

Staffing

Calculate the number of volunteers you'll need for your event to run efficiently and safely.

Safety gear and clothing

Keep volunteers safe by instructing them to wear or have:

- closed-toe shoes – a must at any cleanup event
- safety vests
- eye protection
- gloves (heavy weight and/or liquid proof)
- tools such as shovels, long-handled "pickers" are commonly needed for cleanup events.

If your budget won't accommodate the purchase of safety gear, perhaps community partners (e.g., SOLV, local businesses) can loan or provide them as in-kind donations. Some organizations utilize Metro's local government matching grant funds to reimburse organizers who purchase safety equipment, which can then be stored for future events. Otherwise, make certain that your volunteers bring needed gear.

Wheeled carts can help volunteers to safely move heavy or unwieldy materials without undue risk to arms and backs. In addition, plan to have on hand:

- first aid kit(s) - including saline solution for rinsing eyes
- spill kit -– at minimum, have on hand a container of cat litter for absorbing hazardous liquids
- water – preferably a hose or other source of running water
- fire extinguisher
- cell phone(s) and pertinent numbers (police, fire, Metro, etc.)

To minimize exposure to hazardous materials at neighborhood cleanups, safety experts suggest the following:

- communicate a "no toxics" policy in all advertising for the event
- have volunteers ask people what they are dropping off. Use a cleanup intake form and specifically ask about hazardous materials and recyclables (see Appendix 8)
- ask customers to open (and empty, if necessary) opaque plastic bags or closed boxes for inspection
- refuse to accept any sealed metal drums, unidentified containers or obvious toxics like chemicals, caustic cleaners or pesticides

- if in doubt, refuse to take it. Residents may take up to 35 gallons of household hazardous waste free to a Metro Transfer Station for proper disposal
- have a plan in place for what to do with hazardous items that slip through. Sturdy boxes or plastic tubs are good resources for containing toxics.
- use the "PEP" approach in response to toxic contamination: protect **P**eople, the **E**nvironment, and **P**roperty – in that order.

Communicating clearly

The best-laid plans are wasted unless effectively communicated to everyone concerned. Begin your safety program before your cleanup with e-mail, mail, telephone and/or in person (i.e., training) contact with your volunteers. Let them know:

- what to expect
- what to bring
- what hazards they might encounter

On the day of your event:

- greet and assign volunteers to their tasks as they arrive
- review safety policies and procedures with them
- remind them about the importance of looking after their own safety when lifting and moving materials
- make certain they know what to do, and who to go to, in case of injury or spills, or if they encounter a "customer service" problem that they can't readily resolve
- have them complete and sign liability release forms
- at neighborhood cleanups, have trained volunteers rather than customers unload vehicles
- at neighborhood cleanups, accept only loose debris in bags or boxes.
- keep local agencies and authorities in the loop. Inform the local police and fire departments about the cleanup event. This is not only common courtesy, but also helps them to prepare for possible traffic issues created by vehicles entering and exiting the site.

And finally…

Metro's staff includes safety experts with years of experience planning for and responding to the adverse events that can result from cleanups. Don't hesitate to contact them for advice on any potential safety issues of concern to you.

BEFORE AN EVENT

Before an event

When planning an event, there are some important things to consider long before the day of your cleanup.

- ✔ **Funding.** Lining up funding for your event is "job one." There are a number of local organizations that provide funding and support for neighborhood cleanups.
- ✔ **Recordkeeping.** Be prepared from the very beginning to keep receipts and records, from the number of people who attended to the cost of waste disposal.
- ✔ **Planning.** You'll need to find a location that is large enough for the type of event you want to hold, and then get the necessary permissions or permits.
- ✔ **Volunteers.** How you recruit and motivate volunteers will make a real difference in the success of your event.
- ✔ **Publicity.** You want to invite the right people (usually those living in a certain geographic area) and give them good information about what they can and cannot bring to the event.
- ✔ **Logisitics.** Lining up haulers and deciding what material you want to accept at your event is the last crucial piece of the "before" stage. Good planning and preparation will ensure that you keep costs down, keep recycling up and keep the material moving throughout your event.

BEFORE AN EVENT

Funding sources and reporting

There are a number of sources of funding for neighborhood cleanup events.

Local government program assistance

Metro provides matching grants to local governments within the metro area for community cleanup events. These grants cover costs such as drop box rental and hauling fees, advertising, supplies, personnel and equipment – *up to a certain amount, depending on the location of the event*. These costs are reimbursable, so keep track of your expenditures and receipts. Funding varies, and may not cover the total cost of supplies.

Contact the local government office in your area that manages solid waste and recycling for information about whether you qualify for these funds and how much is available for your event.

Each city in the Metro region has staff that handles solid waste and recycling.

Contact your city or county for information on who you are allowed to hire for garbage and recycling service in your area, information on matching grant funds to reimburse for some event costs and access to support and equipment to assist with recycling efforts. This assistance varies – ask staff about options in your area.

The Portland Bureau of Planning and Sustainability contracts with neighborhood coalitions to distribute cleanup funding. Contact the Office of Neighborhood Involvement, which can direct you to your District Coalition. Organizers of civic events should contact Portland's Public Place Recycling Program (see page 61 for details).

Metro disposal vouchers

These vouchers cover the cost of disposing waste (called "tipping fees") at Metro's transfer stations in Northwest Portland and Oregon City, or at another approved facility that may be closer to your event. For voucher information and an application, contact Metro's Recycling Information hotline at 503-234-3000, or visit www.oregonmetro.gov/cleanup.

Note: Disposal vouchers only pay for the cost of disposing waste at a transfer station; they do not cover the fees for renting or hauling drop boxes. These other fees may be covered by partnering local governments.

PROFILE: **Gresham Earth Day**

At its annual Earth Day event in 2007, the City of Gresham offered a one-day free drop off event for three hard–to-recycle materials: block foam, electronics and fluorescent lighting. The city leveraged its Metro matching grant funds to cover more than 55 percent of the cost of recycling these products, using available resources to offer an easy opportunity for community members to recycle responsibly.

Gresham incorporated recycling into a fun community event. As a result:

- 697 computer monitors and televisions were sent to a local recycler, keeping toxic heavy metals out of the landfill
- 2,115 fluorescent light tubes and bulbs were sent to a local recycler, keeping mercury and lead from polluting air, land and water
- 3,200 cubic feet of block foam were collected, providing raw material for a local company that reprocesses it into television cabinets, media centers, computer cases and more.

Courtesy of Jane Rosenstein

BEFORE AN EVENT

SOLV supplies and grants

SOLV provides resources to support cleanup, beautification and enhancement projects. This non-profit organization offers small grants through various programs to assist with certain costs. Grants of up to $100 can be used for waste disposal and hauling fees, promotional assistance and some supplies and equipment. To receive a SOLV grant, you must fill out an application. SOLV-sponsored events can also receive free supplies such as litterbags, gloves and signage geared toward assisting volunteers in sorting debris. In addition, events held in partnership with SOLV benefit from inclusion in their Web-based volunteer recruitment; visibility through SOLV media and publicity efforts; use of SOLV's online volunteer registration system; and coverage under SOLV's liability and key volunteer medical insurance policies. For information on SOLV's programs, call 503-844-9571 or visit www.solv.org.

Business sponsors and donors

As you shop for goods or services for your event (including garbage hauling and recycling services), ask if businesses will donate all or a portion of the cost of the goods or services. Many cleanup organizers solicit donations of refreshments for volunteers, printing services for signs and fliers, and gift certificates to raffle or distribute as volunteer incentives. Other local businesses may be willing to sponsor your event or some part of it. Emphasize that your event involves the local community, and that you will promote sponsor businesses in your publicity and at the event.

Courtesy of REACH Community Development

PROFILE: **RICHMOND NEIGHBORHOOD CLEANUP**

The Richmond Neighborhood in southeast Portland holds an annual spring cleanup that provides a great example of reuse, recycling and community participation. This cleanup has consistently diverted more than 60 percent of the debris it receives from a landfill, with a record of 72 percent in 2006. The 2007 cleanup diverted 68 percent.

The event's "U Price It Sale" began years ago, when volunteers would set aside reusable items that they could not bear to put into dumpsters. Proceeds currently go back into the community through support of the Neighborhood Tree Committee, which plants street and lot trees.

Materials that are separated for recycling at this event are:

- yard debris
- scrap metals and appliances
- electronics
- miscellaneous plastics
- books and magazines
- molded foam and foam "peanuts"
- athletic shoes
- carpet padding
- "media" (CDs, DVDs, audio and video tapes.)

Best management practices

- When they arrive customers are given information on the Richmond Neighborhood Association, its activities and how to get involved. Information on local year-round recycling resources also is provided.
- Two Master Recycler volunteers (see p. 33) are on site to coordinate the sorting of plastics at the event. These volunteers are responsible for training and supervising other volunteers assigned to work in the plastics sorting area.

continued on page 6

Courtesy of Jane Rosenstein

More best management practices

Courtesy of Jane Rosenstein

- Prominent signs around the site give important safety information, and explain what specific materials go in which container or area.
- Intensive sorting done by volunteers during unloading allows for maximum recycling and also maintains safe conditions.
- Carts and wheelbarrows are provided for transport of materials to the correct collection container or area. This keeps auto traffic within the site – and in and around drop boxes – to a minimum. Some loads are put on the outside of the drop boxes during particularly busy times, or if the load has mixed recyclable materials, it can be sorted when time allows.
- Young volunteers are assigned jobs away from drop boxes. They separate wood, metal, foam padding and other recyclable components from items such as box springs and furniture.
- Event publicity emphasizes waste reduction and year-round recycling opportunities.
- There is a focus on separating reusable materials to match neighborhood demand. For example, since customers started asking about reusable lumber, more of an effort is made to pull that material out of incoming loads.
- Year after year, the event fills only five drop boxes with debris. Other comparably sized events fill ten or more. Co-coordinator Sarah F. Moore jokes that ideally, the events will be so successful in educating neighbors on recycling and waste reduction that it will "put itself out of business."

Ongoing challenges

- It is consistently difficult to find a charitable organization willing to pick up leftover materials. Volunteers transport remaining reusable goods to a charity at the end of the day in personal vehicles, and they also take plastics and carpet padding to area recyclers.
- Managing electronics has also been challenging, and fees collected for electronics have not covered the recycling costs.

Site planning and layout

STEP 1 Secure a location

School parking lots, government buildings, churches or businesses that will be closed on the day of your event are ideal. Look for sites that have:

- a paved surface with adequate clearance for drop boxes
- easy access (entrance from a secondary street helps)
- good visibility
- a separate entrance and exit, preferably at opposite ends of the site
- bathroom and hand-washing facilities (if the site does not have access to bathroom facilities, check "Toilets – Portable" in the Yellow Pages)
- an electrical hookup.

Get formal permission from the property owner before proceeding with any other project planning. Contact the person in charge of the site (such as the principal, pastor, or business owner), to discuss requirements. Some sites require a permit and a small fee, especially for events held on public property. If so, file the permit application eight to 12 weeks before the event.

The week before the event, contact the property owner as a reminder. If you are using a parking lot, ensure that it will be empty. If any drop boxes are going to be delivered early, ensure the hauler can easily access the site to drop off and collect the drop boxes.

STEP 2 Pick a date

Saturdays are the best day to hold cleanup events. If you choose to schedule your event during Earth Day weekend or on a large SOLV event day, reserve your drop boxes early to ensure availability of containers and services. Be aware of other types of events being held the same day. If sporting or other civic events are going on, traffic and parking issues are likely to arise. Talk to coordinators of these events to address parking, traffic and other logistics.

STEP 3 Map the site

As a part of your planning process, conduct a thorough site visit. Walking the site will help you refine your goals, determine logistics and estimate the number of volunteers you will need. Invite the garbage hauler and other service providers, the property owner and other key partners to walk the site with you. Create an initial site map from this visit. Appendix 3 provides an example of a neighborhood cleanup site map.

BEFORE AN EVENT

Important considerations for site planning

Volunteer parking Identify sufficient and secure parking for your volunteers and provide this information to them beforehand.

Volunteer hub Have an area where volunteers sign in, receive training, receive safety vests (or other identification) and safety equipment, and can find refreshments.

Traffic flow Consider how you will handle the customer traffic, including how you will queue up cars entering the site. Allow for some vehicle movement between drop boxes, since most loads will contain a mix of materials. Aim to reduce or eliminate foot traffic through lanes of auto traffic by routing customers and volunteers around traffic. Allow for room for vehicles to turn around. Consider where customers will park vehicles while visiting reuse "sales."

Drop box placement Drop boxes should be placed with plenty of room around them. The rear of the drop box (where the doors are located) should face the area where vehicles will pull up to unload debris. The area at the opposite side of the drop box needs to be large enough to allow hauling trucks easy access for pick-up. Avoid areas where tree limbs may impede truck access.

Reuse and recycling Prominent areas for collection and sale/trade of reusable items should be set well away from drop boxes. Consider parking for customers visiting reuse areas.

PROFILE: **Spiffin' Martin Luther King Boulevard**

In 2007, the community along Martin Luther King, Jr. Boulevard turned out for a first-time cleanup project. Coordinator Gary Marschke oversaw the successful efforts of 300 volunteers at the **"First Annual Spiffin'"** event. Among their successes, participants:

- removed a quarter ton of trash and debris
- cleaned up graffiti at 34 locations
- involved three neighborhood associations and two faith-based organizations
- recruited 22 business partners and sponsors, including eight business-sponsored teams.

Marschke credits the cleanup's success to cooperation and collaboration among its main partners, which included Friends of Trees and the Portland Development Commission. SOLV approved a $100 grant in addition to providing trash bags, safety vests, gloves, first aid kits and hazardous materials receptacles.

Marschke reports, "exceptional planning, outreach and visibility" contributed to the day's successes. Simplicity is also a key. Marschke says, "Show up, eat, be engaged, eat again and celebrate!"

Courtesy of Annie Cocchia, SOLV

Volunteers

General guidelines for recruiting and working with volunteers

- If you are coordinating an annual event, approach recruitment as a year-round activity. Mention the need for volunteers in all publicity. If possible, provide both phone and e-mail contact information.
- When you recruit volunteers in person or through the media, briefly describe the goals of the cleanup and mention some specific volunteer jobs that need to be filled. Emphasize the community benefits of your event.
- Encourage volunteers to further develop the event based on their strengths or interests. A project builds community when volunteers feel that their contributions are appreciated and their judgment is trusted.
- Safety and volunteerism are integrally connected: if volunteers do not feel safe, they will not return.
- Be clear about your expectations and the working conditions. If the work will be dirty, let your volunteers know. Make sure that each volunteer knows the specific timeframe in which they are expected.
- Social opportunities are an important motivator to volunteering. Build informal gatherings into your planning process to engage committed volunteers. In doing so, you may be building a network that will continue to address sustainability and livability issues in the community.
- Consider the diversity of your community in recruiting volunteers. Local churches, businesses and service clubs can be important partners in connecting you with a variety of volunteers.

The more you incorporate waste reduction and recycling into your cleanup, the more help you'll need with planning and logistics, and the more you'll need to invest in training on-site volunteers. Remember to seek assistance from the Master Recyclers (see p. 33 for more information).

Where to find volunteers

- Past volunteers are a good place to start; ask your committed volunteers to recruit family, friends and neighbors.
- Neighborhood association board members and meetings. Request time on the agenda to be sure that you have the chance to speak. Suggest the meeting's sign-in sheets include an area-of-interest survey to identify those in your community interested in environmental projects. Then, call and invite them to work with you.
- Local schools that have community service requirements and/or environmental programs.
- Local churches, through community boards or newsletters.
- Local youth groups such as Explorers, Boy/Girl Scouts, or Earth Scouts.
- Service and social clubs, such as Kiwanis, Elks or Rotary.

- Partnering with the Master Recycler Program or SOLV gives you access to their volunteer databases and recruitment programs. SOLV also offers coordinator training programs. See the Resources section for details.
- Hands On Greater Portland, a non-profit organization, connects volunteers with projects throughout Portland and Washington County. It also offers workshops on volunteer recruitment and management. More information can be found at www.handsonportland.org.
- County corrections or community service program work crews. A county employee supervises these crews. Programs include:

  Clackamas County Call the Community Service Department

  Multnomah County For information on juvenile work crews, contact at least one month prior to your event. For information on adult crews, contact the Alternative Community Service Program at least one month prior to your event.

  Washington County Call the Community Service Program
- On-line listings, such as Craigslist (portland.craigslist.org, go to "Community, Volunteers" subsection), or Idealist (www.idealist.org/ go to "Post" tab, choose "Volunteer Opportunity.") Craigslist and Idealist may be options for recruiting volunteers, but first try the other local resources listed above.

How to assign tasks to volunteers

Divide and assign planning tasks. Volunteers are most effective when they are given clearly defined jobs. Assigning volunteers to a specific job or task also increases their sense of commitment.

Event coordinator Has responsibility for overall planning and logistics. Delegates jobs, but has responsibility for ensuring all the other jobs get done. This person fills out funding applications and reporting forms, and handles communications with the garbage hauler, including signing vouchers on cleanup day.

Volunteer coordinator Recruits volunteers, assigns cleanup day jobs. Motivates, evaluates and acts as a resource for volunteers. Places reminder and logistics call or e-mail to volunteers one week before the cleanup.

Sponsorship coordinator Solicits donations of money, goods and services.

Site coordinator Secures permission to use site. Creates site map and ensures that containers and equipment are set up according to plan.

Reuse and recycling coordinator Makes arrangements with reuse and recycling companies. Works with the site coordinator to locate collection areas. (Master Recycler volunteers could take on this role.) See profile on page 33 for information on the Master Recycler program.

Special events coordinator Organizes components of the cleanup such as neighborhood litter patrol and special assistance pick-up.

Publicity coordinator Writes articles, prints signs and fliers and sends press releases.

Treasurer Keeps track of expenditures and receipts. On cleanup day, collects monies from volunteers taking fees.

Day-of-event volunteers

Divide and assign event-day tasks. As you recruit cleanup day volunteers, sign them up for specific duties. Use a form that allows you to fill each job for each block of time during the day. On-site jobs to assign include:

- set up
- hospitality – picks up refreshments for volunteers
- greeter - checks in customers, ensures funds are properly collected and that restricted materials (or commercial loads) are turned away
- fee collector (if money not taken by greeter)
- traffic monitor
- unloader/sorter
- recycling specialist
- reuse specialist
- delivery driver – transports materials that will not be picked up
- clean up.

Volunteer reminders

One week before the cleanup, call or e-mail volunteers with information on:

- location, date and time of the cleanup
- specific instructions on where to park and check in
- how to dress and what tools or supplies to bring
- specific instructions on what their role will be.

BEFORE AN EVENT

Publicity

General guidelines

- Size the promotion of your event with your capacity. If you are planning a small event, plan on a limited amount of advertising. If you are organizing a large-scale cleanup and want high numbers of both volunteers and attendees, your promotion needs to reach a larger audience. Contact media outlets with a wide audience such as neighborhood and citywide newspapers, and radio stations.
- Limit news releases and pre-event fliers to one page.
- Use your publicity to explain who can and cannot attend, what will and will not be accepted, and any fees that will be charged.
- Make certain that waste reduction and recycling information is included in all forms of publicity.
- Mention sponsors and partners in your publicity. Some may ask you to include their logo on any advertising.
- Consider non-English speaking residents in your community. Seek out residents who can translate publicity materials into other languages, or seek a bilingual volunteer who can assist non-native speakers before the event or at the event itself.
- Consider residents in your community without access to computers or the Internet when providing contact information regarding event details. Provide a phone contact as well as an e-mail or Web page address.
- Use post-event publicity to celebrate your achievements, to acknowledge your volunteers and to recruit new volunteers for your next event.

Courtesy of Master Recyclers

Create a flier

Publicize your event and produce a flier only after you have obtained all the required approvals and permits to use the intended site on the desired date. This will help you avoid having people show up at an event that never got off the ground due to lack of required approvals.

Fliers are the most important way to inform the public about the details of your event. Your flier should include:

- information on what will and will not be accepted
- fees
- a site map
- information on alternative recycling options
- additional components of the event, such as litter patrol and special assistance pick-up
- a call for volunteers, explaining what tasks you need help with and whom to call
- acknowledgement of sponsors and partners
- a line noting you've printed the flier on recycled-content paper.

In publicity materials, avoid using terms and phrases such as "throw away" and "dump your garbage." Use terms such as "donate," "reuse," "recycle" and "waste." You are setting a tone and building awareness with volunteers and customers.

Where to distribute and post fliers

Fliers can be reprinted or inserted in community newspapers and newsletters. Post fliers in areas such as:

- local businesses. Ask to post fliers in their windows, and leave some for distribution.
- community bulletin boards located in neighborhood gathering places
- area library branches, community centers, schools and churches; ask local schools and churches if they will mention your event, or print your flier, in their newsletters
- online. Design the flier to be easily sent electronically as an Acrobat PDF file. If partner and local organizations have Web sites, request that they include your flier, or a link to it, on their site.

Write articles and press releases

Send articles about your event to recruit volunteers. You can write articles on the recycling businesses or reuse agencies you are partnering with, or about recycling resources available in the region.

Send press releases to large media outlets. Notice of community volunteer projects is typically considered a "calendar item" by large newspapers, television media and radio. If possible, connect your project to a larger issue or happening being discussed in the community. This way, you may attract coverage as a "soft news" or human-interest feature story. See Appendix 5 for media contacts and Appendix 6 for a sample press release.

BEFORE AN EVENT

Advertising

If your budget allows, place advertisements in community newspapers. If space is limited, provide a Web site address for more information. Keep in mind that newspaper advertisements may reach a bigger audience than you are prepared to serve at your event. If you do advertise, specify that the event is intended for residents of a certain geographic area, if that is the case.

Direct mail

Direct mail can be an expensive approach to publicity, with costs higher than any other form of promotion. However, this can be an excellent option for events that need to draw in a very targeted community.

To use direct mail:

- contact your local government community involvement office or neighborhood association about accessing addresses within your targeted area (fees may be charged for use of this information)
- find out if you have access to a bulk-mailing permit and/or are eligible for non-profit mailing rates through your neighborhood association or sponsoring organization.

Community events

Your neighborhood association or community planning organization may rent a table at community events. Provide information about your event, or better yet, send a representative to publicize your event and recruit volunteers.

Signage

Yard signs like those used by political candidates can be placed on busy corners and heavily traveled streets around the event (follow sign placement laws in your local jurisdiction). Signs should provide basic event information – such as date and time – and should include a contact number or Web site address for more information. Purchase yard signs with replaceable lettering that can be reused year after year.

- Banners can be hung a week or more before your event at or near the site.
- Ask local schools or other buildings with reader boards to advertise your event.
- "Sandwich boards" can be placed on strategic corners on the day of the event.

Web listings

Web sites and listservs (e-mail distribution lists) provide opportunities for either targeted or widespread publicity.

Notify neighbors

If your site abuts homes, hand-deliver fliers to residents two weeks before the event. Place fliers inside screen doors or on door handles, not in mailboxes (it's illegal).

PROFILE: **CULLY NEIGHBORHOOD CLEANUP**

Courtesy of Jane Rosenstein

In NE Portland's Cully Neighborhood, the 2007 Earth Day Spring Cleanup filled 22 dumpsters with more than 52 tons of yard debris, bulky waste, metal, computers, cell phones and tires. A strong emphasis on reuse and recycling significantly lessened the volume of landfill-destined trash. Several strategies facilitated waste reduction:

- Master Recyclers separated and recycled plastics
- volunteers plucked incoming items for a "You Price It" area, encouraging neighbors to reuse still-useful articles
- leftover "You Price It" goods were donated to the ARC for resale in thrift stores
- multi-cultural outreach conducted in the neighborhood promoted the cleanup.

Cully Cleanup partners included the Cully Association of Neighborhoods, local churches, organizations, schools and businesses, the local hauler and even a motorcycle club. Metro and the Portland Office of Sustainable Development were major sponsors.

SOLV provided a $100 grant and also contributed litterbags, first aid kits, a portable toilet and signage to assist in sorting recyclables. Impressive results quantify the event's success:

- nearly four tons of metal were diverted for recycling by Metro Metals
- 900 pounds of plastics were hauled to Agri-Plas for reprocessing and reuse
- 16 computers and 30 miscellaneous electronics delivered to Free Geek
- approximately 1,000 pounds of reusable goods were salvaged onsite by neighbors or picked up by the ARC for resale.

"It's great to recycle, lessening the burden on the environment and enhancing the livability of the neighborhood by disposing of unusable items in an earth-friendly way," says Kathy Fuerstenau, site coordinator. Thanks to a corps of efficient volunteers, "wait-time for unloading was lessened significantly [over previous cleanups], enticing some people to make two trips to our site to dispose and recycle."

BEFORE AN EVENT

Materials and haulers

The heart of a community cleanup is planning for opportunities for people to dispose of or recycle a variety of materials, and ensuring that hauling services are in place to take care of them.

STEP 1 Line up your hauler

Garbage and recycling hauling services are managed differently throughout the metro region. You may be holding your event in an area with franchised garbage and recycling service, meaning that only one hauler is allowed to work with you. Call your local government office for available options.

To find and hire a hauler, use the Hauler Worksheet (Appendix 8). Experienced coordinators emphasize the importance of getting a signed agreement or contract with your hauler that details fees and special service arrangements.

The hauler serving your event has expertise and can be a great resource. Contact your hauler with questions about what materials to accept, how to handle certain types of waste and other issues. As you cultivate a relationship with a hauler, they may offer in-kind services, valuable feedback or other assistance.

It is nearly impossible to predict how many people will attend your event or how much material and what type of material will be collected. Use information from past events or feedback from other event coordinators to estimate how many drop boxes you will need. Avoid hiring an overbooked hauler. Set a maximum number of boxes that you plan to fill and try to get assurance that the hauler will be able to provide what you need.

Twenty-yard drop boxes can be used for cardboard and paper or other materials that you expect to collect in small amounts. For bulky waste and yard debris, 30- or 40-yard drop boxes are more suitable.

STEP 2 Decide what materials you will accept

Common materials typically accepted at neighborhood events range from furniture to tires and many items in-between.

Bulky waste or mixed waste Furniture, mattresses, small appliances, bathtubs, sinks and other items that cannot fit into a garbage can are considered bulky waste. All can be accepted mixed, or can be sorted for reuse or recycling.

Yard debris and wood waste Woody yard debris and scrap lumber should at least be separated from other debris, and can be recycled at most facilities. Assign certain drop boxes for only wood waste and yard debris, and others for mixed waste.

Scrap metal This includes items such as old bed frames, broken tools, filing cabinets and screen doors. Metal should be placed in a designated drop box to ensure it is correctly recycled.

Large appliances Most are accepted with scrap metal (see above), but sometimes there are fees for appliances containing coolant (refrigerators, freezers, air conditioners). Consider how appliances will be unloaded and moved and provide dollies and safety training.

Tires Tires that are sent to Metro transfer stations are currently being recycled. Tires should be sent to a facility all together, in one section of a drop box load, and they should be counted for reporting purposes.

Paper and cardboard As with metal, you may be able to find a recycler who will donate the container and hauling fees for cardboard and paper (called "fibers" by the recycling industry) or you may be able to sell it. Designate a small drop box for fibers. Some events offer paper-shredding services for confidential documents. While this service is attractive to customers, you should make sure the shredding company actually recycles the shredded paper.

NOTE: If you receive Metro disposal vouchers, read the information carefully to be clear about what is prohibited in drop boxes. Some events are authorized to accept everything other than what has been specified as prohibited items, while others can accept only one type of material, such as electronics.

Street Cleanups

Street cleanups typically focus on picking up litter from a certain site or business area. This can occur in conjunction with a neighborhood cleanup, or on its own.

- A permit is usually needed for placing a drop box in the right-of-way. Call your local government transportation office for information.
- Distribute maps with litter pickup area, location of drop box and other landmarks.
- Provide a central location for volunteers to pick up gloves, safety vests and litter bags.

Courtesy of SOLV

STEP 3 Create a reuse and recycling plan

There may be a good deal of material you collect at your event that can't be recycled. You'll still want to emphasize recycling as much as you can. This means you need to plan ahead. You may find that the hauler you'll be working with can't take everything you'd like to accept. Don't let that stop you; there may be other options for those materials.

First, find out from your selected hauler what they can recycle. Next, clarify with your hauler how these materials need to be separated.

Call the Metro Recycling Information hotline at 503-234-3000 for information on how to recycle materials that your hauler cannot. The hotline can also provide information about other materials you might want to separate for reuse or recycling. Additional materials to investigate include:

- reusable goods including household items (furniture, linens, kitchen goods), building supplies (dimensional lumber, kitchen and bath fixtures, windows and doors, etc.) and arts and crafts supplies
- plastic food and product packaging is increasingly being collected and recycled by area businesses. Options may be available for block packaging foam, but markets have been inconsistent, so there may not be options for recycling this material at the time of your event. For details, contact Metro Recycling Information, and visit www.masterrecycler.org/plastic-recycling.php
- electronics (see page 21 for information about electronics recycling)
- mattresses
- carpet padding
- athletic shoes
- media plastics may include CDs, DVDs, cassettes and cases for these products.

Neighborhood environmental projects provide tangible community-building opportunities. Community members can become powerful advocates for promoting sustainability in their neighborhoods and among neighbors. You will deepen the volunteer commitment when they can see a focus on the natural environment of their local community.

Courtesy of SOLV

A few more words about metal

If the hauler that is transporting your mixed waste also takes metal, they typically will take this load to a company that will purchase it. If it is taken to a Metro transfer station, the load will be accepted at no charge. Ask the hauler to donate the cost of hauling the metal, and, if the load is sold, to donate the proceeds.

You can also contact scrap metal recyclers directly. Some are willing to donate drop box and hauling services, and some may donate the proceeds from the sale of the contents as well. For information about recyclers, contact Metro Recycling Information.

Depending on where the metal will be delivered, be sure to identify which items are allowed. See Appendix 8 for questions to ask a metal recycler. Metal markets change frequently. When markets are good, recyclers may accept otherwise hard-to-recycle items, such as aluminum frame windows. When metal markets are down, they may not.

A few more words about wood and yard debris

Woody waste collected at Metro transfer stations is burned to generate energy at paper mills. While recovery is preferable to landfilling, an even better approach for managing yard debris is composting. Most events send combined yard debris and wood waste to a transfer station, but some organizers are exploring the possibility of composting. If you're working with a composting business, be clear on what, if any, wood waste can be included with yard debris.

Some groups rent small wood chippers and use the chips as mulch for area landscapes or pathways. Chipping requires special equipment (chippers or grinders) and qualified operators with liability insurance. You may be able to get the equipment and operators donated by a local parks department, private landscaping business, arborist or tree service. Chippers and grinders also can be rented from equipment companies. If you're using volunteers to operate chippers, you will need to obtain liability coverage for them and train them in safe and proper use of the equipment.

DANGER! Be on the lookout for propane tanks attached to grills, which are explosive and need to be dropped off with household hazardous waste. Also make sure that gas lawnmowers are drained before being included with mixed waste or scrap metal. Communicate these guidelines to customers and volunteers.

BEFORE AN EVENT

After getting contact information for reuse and recycling businesses from Metro Recycling Information, use Appendix 8 the Recycler Worksheet, to gather the necessary information. Be clear about what items are acceptable, in what condition and what fees may be charged.

A main consideration in deciding whether to partner with a recycler is its ability to pick up materials from the event site. In franchised areas, recyclers may not be allowed to pick up from the event site, especially if the recycler charges a fee. Ask your local government representative (Appendix 2) about any regulations before making arrangements for service.

If the provider supplies a drop box or other container for separated materials, ask when they will drop off and pick up the container. Containers left overnight can attract illegal dumpers, and may not be allowed on certain sites. You can plan to have volunteers deliver separated materials to reuse or recycling businesses, but it is difficult to predict how much material you will receive. Avoid overtaxing volunteers at the end of a busy event day.

You can encourage the recycling of certain items by not accepting them as garbage. If you are unable to accept some materials for reuse and recycling, tell your customers about other local options. Metro Recycling Information is a great source of information. Include this information in event publicity and hand out fliers at the event. See Appendix 4 for a sample flier.

Courtesy of Master Recyclers

What is **"e-waste"?**

Because electronics contain toxic materials like lead, chromium and mercury, Metro recommends that neighborhood cleanups do not include electronics collection. Instead, direct residents to bring unwanted electronics to reuse and recycling organizations in your area. However, if your neighborhood cleanup would like to include electronics collection, partner with an electronics reuse organization or recycling company. The Metro Recycling Information hotline or Metro's Web site can provide you with a listing.

If you recommend e-waste reuse and recycling options, or if you partner with reuse and recycling companies, it is important to confirm that the businesses adhere to environmentally sound management practices. Ask questions about how the material is handled and processed, and where it is shipped. If computers are being processed for reuse, ask how the computers are tested and the data erased.

For more information on electronics recycling, including resources on holding an electronics collection event, see the Environmental Protection Agency's eCycling Web site at www.epa.gov/epaoswer/hazwaste/recycle/ecycling/index.htm.

Beginning in January 2009, Oregon's Electronics Recycling Program (OERP) will make it even easier to recycle electronics. The statewide program will provide free, convenient, safe and environmentally sound recycling of televisions, desktop computers, portable computers and monitors. The program is free for households and small businesses and nonprofits with 10 or fewer employees. In January 2010, landfill disposal of these electronics will be prohibited in Oregon. For more information on OERP, see www.deq.state.or.us/lq/electronics.htm.

Metro's **hazardous waste disposal program**

What is hazardous waste?

Hazardous and **toxic** are scientific terms to indicate levels of threat to human health posed by a particular substance.

What is household hazardous waste?

Materials accepted by Metro's hazardous waste program include: paint and thinner; solvents; pool and spa chemicals; pesticides and herbicides; motor oil, antifreeze, and other automotive fluids; household cleaners and disinfectants; aerosol spray products; art and hobby chemicals; batteries; medical sharps (syringes); propane tanks and bottles; fluorescent lights (compact bulbs and 4-foot tubes) and ballasts.

While most neighborhood cleanup events don't collect hazardous or toxic materials, some might end up at your event. It's important that you're aware of Metro's Hazardous Waste Disposal Program.

As you probably know, Metro is the regional agency responsible for managing the solid waste, including hazardous waste generated by households and small businesses in the Portland metro area. It's important to prevent toxic materials that may be collected during your event from being disposed in regular landfills, where they can pollute soil and groundwater.

Metro operates two permanent facilities where household hazardous waste is collected, recycled whenever possible, and disposed. Metro also sponsors household hazardous waste collection events from March through November at rotating sites around the region. There is no charge to drop

off 35 gallons or less of household hazardous waste at Metro's facilities or collection events.

In 2006, Metro's hazardous waste program served 56,453 customers at its facilities and events, collecting 4.4 million pounds of hazardous materials.

In the past, Metro has offered collection of hazardous waste onsite in partnership with neighborhood cleanup events, or has taken requests to schedule events in a particular neighborhood. Currently, the hazardous waste program focuses on equitably distributing events around the region, based on population and factors such as distance from the two permanent facilities. Realistically, few sites have the capacity for a simultaneous hazardous waste collection and regular cleanup event (see photo on page 35 for a view of a collection event.)

Hazardous waste at cleanup events

- Be clear with your volunteers about how to handle hazardous waste and **when not to handle them at all.**
- Unidentifiable materials packaged in a barrel, can, bag, jug, or box should be treated as hazardous waste. If these items (as well as identifiable hazardous waste) are brought to a neighborhood cleanup, the customer should be given information about the two Metro facilities and the closest upcoming collection event.
- If you are planning a street cleanup or natural resource area cleanup, be prepared for any hazardous waste your volunteers may encounter and inform them of the proper procedures.
- Metro can provide containers for sharps that may be found, but if you expect your volunteers to handle these, you must provide gloves, tongs and training on safe transfer of sharps into containers.
- If you encounter any hazardous waste at your event and need assistance, call Metro Recycling Information at 503-234-3000, Monday through Saturday, between 8:30 a.m. and 5 p.m.
- If you suspect that you have encountered an explosive material, call 9-1-1.

Resources

Metro distributes numerous publications on household hazardous waste, which you can make available to your customers. These resources, which are available through the Recycling Information Center, explain what materials are considered hazardous. They also provide information on Metro's disposal program and safer alternatives to toxic home and garden products.

Courtesy of Jane Rosenstein

Plastics are accepted and sorted for recycling at the Richmond Neighborhood cleanup.

DURING AN EVENT

Courtesy of Johnson Creek Watershed Council

During an event

When you finally hold your event, the benefits of all the preparing and organizing in the "before" stage pay off. With funding in place, volunteers on board and the site well planned, you're ready to go.

- ✔ **Coordination.** During your event, having different people in charge of specific tasks will really help. As the coordinator, you just have one head and one pair of hands. Rely on others to do their parts.
- ✔ **Volunteers.** At this stage, your volunteers are critically important. They will help keep customers and material moving throughout the day, keep people in line happy and ensure that all receipts and records are tracked for later reconciliation. If you have a Master Recycler onsite, he or she will help educate your volunteers and the public about recycling and reuse opportunities.
- ✔ **Publicity.** The signs and banners you've created will help people put the right material in the right place. You will want to take pictures and gather some comments from customers and volunteers.

DURING AN EVENT

Funding sources and reporting

Collect data

- Use forms and processes that allow you to keep track of information for your sponsors and for planning future events. Examples can be found in the Appendices.
- Keep track of the time that haulers arrive, pick up and deliver containers.
- Collect and organize receipts. It is crucial to get receipts or "weight slips" from any facility accepting materials from your event.
- Recognize sponsors and donors. Include sponsor and donor logos or names on event signage and literature.

WASTE PREVENTION: THE FIRST "R"

While neighborhood events provide great potential to recycle a lot of material, they also present wonderful opportunities to highlight the benefits of waste prevention.

Waste prevention means consuming less and creating less waste. It's the "reduce" part of "reduce, reuse, recycle." While recycling provides environmental and economic benefits, waste prevention helps conserve energy and reduce pollution. It is considered the preferred method of managing solid waste.

Adopting waste prevention practices is more important than ever. Statewide statistics show that while Oregonians are recycling more each year, they are also consuming more and creating more garbage. Neighborhood cleanups can offer reuse opportunities, such as a "swap" event, in which one person's "trash" is another person's "treasure." Organizers of civic events can work with vendors to generate less waste, such as choosing to avoid a lot of packaged goods and using compostable utensils.

Including waste prevention opportunities at events provides a visible example of environmental responsibility and sustainability. By calling attention to the waste prevention and recycling efforts of your event, you can educate volunteers and attendees. After the event, they may be motivated to examine and change their individual behaviors.

Courtesy of Jane Rosenstein

Site planning and layout

- If applicable, have the approved permit available onsite the day of the event.
- Use cones, barricades and directional signs to control traffic flow. Check with your neighborhood association or other sponsors to see if they have this equipment available for your use – if not, it can be rented from traffic control equipment suppliers.
- Set up equipment according to your site map.
- Communicate the site plan to volunteers. Have copies of your site map available for volunteers handling customer reception and traffic flow.

Courtesy of Jane Rosenstein

Use signs, banners and printed materials to show where to deliver reusable and recyclable items.

Customer reception

Your reception process allows you to:

- collect information that may be required in reporting to your sponsors (such as numbers of customers and materials delivered)
- collect fees
- screen out unacceptable items. If the customer has questions about how to dispose of materials not accepted at your event, provide information about facilities accepting those items (Metro Recycling Information is an ideal resource).
- request contact information from customers for future communications and share information about the organizations sponsoring the event
- let drivers know about any recycling or reuse opportunities. Sorting for reuse and recycling can take longer than disposal. Explain this to drivers, and they will likely have more patience. Your volunteers can also explain the importance of waste prevention and recycling at events such as your own.

Emphasize reuse and recycling

- Use signs or banners to inform both customers and volunteers about what can be left in each container or area.
- If you are offering a recycling opportunity for a specific type of material, such as plastics or electronics, try to provide easy access for customers bringing only those materials. Also, if something is sorted out of a load, consider how customers or volunteers will transport these materials. An excellent approach is to use carts or wheelbarrows, which reduces vehicle traffic within the site, providing a more ergonomic way to transport materials.

DURING AN EVENT

Volunteers

Volunteer training

Schedule your first shift of volunteers to arrive early enough to hold a training session on the day of the cleanup. Or, if possible, plan a brief volunteer training session during the week before the event. This early training can supplement, but should not replace on-site training. Make sure that your volunteers know that they should arrive prepared for hard and dirty work and for possible bad weather.

Pair up those ending a shift with an arriving volunteer for on-the-job training. Overlapping shifts will make sure there is enough time for those leaving a shift to train and update those beginning a shift. Or, assign second-shift training to a particular individual. Second- or third-shift training can be scheduled for a half hour before the previous shift ends. All incoming volunteers should be directed to a designated area for this training.

On-site volunteer training should include:

- thanks to volunteers for coming
- why your project is important and its goals
- volunteer sign in and release/waiver signing
- schedule for the event, including breaks
- site plan review, including location of drop boxes, reuse and recycling areas, restrooms, refreshments, etc.
- volunteer roles and responsibilities
- distribution of shirts, safety vests, equipment, etc.
- to whom volunteers should go to with questions
- review of safety and emergency procedures.

Incentives

Incentives help thank volunteers and keep them returning. Take every opportunity to thank them.

- Highlight the benefits of volunteering, such as leadership opportunities, connecting with neighbors and working to improve the environment. These often mean more than material gifts to volunteers. Volunteering also can help develop transferable employment skills.
- Show respect and equal status for all volunteers.
- Food and drink for your volunteers may be more important than gifts, in terms of retention and productivity. Provide plenty of drinking water and a timely lunch.
- Offer free disposal and “first choice” from the reuse area. Cleanups that include a reuse/resale area typically offer volunteers free choice from these items.
- Gift certificates or items from local businesses provide a mutual benefit.
- Choose gifts thoughtfully, particularly if one of the goals is reducing waste. Consider whether a volunteer T-shirt or cap will be a useful item after the cleanup is over.

PROFILE: **Useful Goods Exchange**

The Useful Goods Exchange is part of a larger project, called the **Sunnyside Swap Shop Co-op**, which opened in October 2007 in the Sunnyside neighborhood of Southeast Portland.

The Swap Shop functions as a membership cooperative. It will be a year-round trading hub for members to donate unwanted used goods. Members trade unwanted goods for items of similar value. Swapping operates on an honor system and founder Karen Hery explains that any concerns about fairness are met with a "shop first, swap second" policy.

Hery gained inspiration for the project through her interest in "peak oil" preparedness and climate change issues. She supports the view that effective responses to these concerns must confront patterns of consumption in American society through creation of locally based economies. Hery points out that extending the useful life of consumer goods is a fundamental component of resource efficiency.

Aside from the waste reduction focus, the project revolves around improving social connections among neighbors, families and friends. The Swap Shop space includes an indoor playground, which provides ample opportunities for connection and recreation.

The Swap Shop project began with two events open to all – the Back to School Exchange in the fall, and the Useful Goods Exchange in the spring – and these will be annual events. The 2007 Useful Goods Exchange was funded by neighborhood small grant funds, in partnership with the Sunnyside Neighborhood Association. The event was planned in conjunction with the annual neighborhood cleanup and benefited from sharing resources such as publicity and drop box space. According to the project's Web site, more than 500 people swapped 5,000 items at the event.

"It is interesting how the project revolves around material things," says Hery, "but what happens at the Swap Shop has so little to do with materialism. It really is about developing the community."

For more information visit www.sunnysideswapshop.org.

Courtesy of Jane Rosenstein

DURING AN EVENT

Publicity

Document the event

- Take high resolution photos (assign this duty to a volunteer).
- Gather comments from customers, partners and volunteers, with future publicity in mind.

Materials and haulers

- Train volunteers how to sort all materials.
- Walk the site at the beginning of the day with volunteers and share the site plan, showing what material should be delivered where.
- Use signs, banners and printed materials to reinforce instructions on "what goes where."
- Have greeters inform customers about material sorting as they arrive. Areas for collection and sale/trade of reusable items should be set away from drop boxes to avoid confusion about what is trash and what is not.
- Load drop boxes safely. Fill back section to the top; middle section to the top; front section to top. Never throw materials over the sides of the drop box.
- Request receipts and weight slips. If possible, have reuse and recycling businesses supply itemized receipts or weight slips.

Special assistance pick-ups

You may need to provide service to residents of the community who are unable to attend your event due to a mental or physical impairment.

- Aim to serve five to fifteen customers. Suggest donations instead of charging high fees.
- Connect with existing community and government agency staff that assist seniors and disabled in the area to locate residents and understand needs.
- Trucks are necessary for this type of pick up. Recruit volunteers to help drive, pick up loads and/or loan a vehicle. A truck could be donated or rented if funds are available. All drivers must have proof of insurance.
- When making appointments for special assistance pick up, be sure to ask the location of the materials to be collected (i.e., down or up stairs).
- Volunteers must be properly equipped for transporting heavy items. Send volunteers to smaller jobs first.
- Limit service to items such as furniture, appliances, or other bulky waste. You may want to be flexible if you are offering special reuse and/or recycling services through your event.
- Finalize your scheduled stops at least 24 hours before the event. Set a deadline for scheduling, and mention this deadline when you publicize special assistance efforts.
- Schedule pickups so that last loads will be un-loaded into dumpsters before they are hauled away.

AFTER AN EVENT

Courtesy of Annie Cocchia, SOLV

After an Event

Your event is over, it was a wild success, and you, your many volunteers and partners have diverted a lot of material from the landfill and created a cleaner community.

However, it's not quite time to call it a day. There are a number of very important tasks that need to be done before you can wrap things up. The good news is that you've been so well organized all along the way that this stage should go well too.

- ✔ **Recordkeeping.** You'll need receipts and documentation to be reimbursed from the organizations that are funding your event. Good records also will help you plan for next year, since you'll have a sense of how many people came, what they brought and how much publicity you did.
- ✔ **Thank.** You'll want to thank and acknowledge all those invaluable volunteers, sponsors and donors. There are a number of ways to do that, from giving them small gifts, to holding a celebration after the event.
- ✔ **Publicity.** Your publicity efforts will pay off now too. Local newspapers – especially neighborhood association and community newspapers – are hungry for local news involving everyday people.
- ✔ **Celebrate.** This last stage can be the most satisfying. Be sure to celebrate your success, and give yourself – and everyone else who helped – a huge pat on the back.

AFTER AN EVENT

Funding sources and reporting

Complete reporting

- Gather and total receipts. Promptly submit expense reports, with receipts and any other required documentation, to all sponsoring agencies.
- Provide follow-up reports and statistics to sponsors as soon as data is available.
- If a neighborhood association is a sponsor, prepare a brief report for its Board of Directors.
- Acknowledge and thank every sponsor and donor.

Site planning and layout

- Remain on site until all containers have been collected.
- Clean the site thoroughly.
- Follow up with a thank you note to the property owner.

Volunteers

Acknowledge and celebrate volunteers

- Have a post-event debriefing and recognition event, such as a party or a field trip to a Metro transfer station or recycling facility. Ask volunteers for feedback on how to improve event.
- When possible, create a newsletter announcement thanking volunteers.
- Follow up with notes of thanks, by mail or e-mail, including data (if available) on the impact of volunteers' efforts (diversion rates, tonnage) and highlighting memorable aspects of the event.
- Inform volunteers of future/repeat events and ask them to take part as planners and/or onsite volunteers.
- Ask them to refer others to volunteer at future events.

Publicity

Use post-event publicity to celebrate your achievements, to acknowledge your volunteers and to recruit new volunteers for your next event.

- Write articles. Articles for community media outlets should highlight what was accomplished. If your event is annual, use articles to discuss planned improvements and to begin to recruit volunteers for next year. Also include information about where collected materials were sent, how much was diverted from the landfill and other examples of the event's achievements in minimizing its environmental impact.
- Thank sponsors, partners and volunteers. Take every opportunity to express appreciation for those who made it possible.

PROFILE: **Master Recyclers**

The Master Recycler Program started in 1991 to bridge the gap between awareness and action by motivating people to reduce waste in the Portland Metro region. The program is sponsored by the Oregon Department of Environmental Quality, Metro, the Portland Office of Sustainable Development, Clackamas and Washington counties and Recycling Advocates.

Master Recyclers take an eight-week course, led by recycling experts, on waste prevention and recycling topics. These trainees then "pay back" their training by volunteering in Multnomah, Clackamas and Washington county communities, educating residents in a variety of different settings.

To date, 750 Master Recycler volunteers have contributed more than 12,000 hours to promoting conservation and sustainability issues throughout the region.

Master Recyclers provide great resources for planning and technical assistance. In addition, there are many bilingual Master Recycler volunteers who can assist in providing outreach and education in multiple languages.

For example, a Master Recycler could investigate potential businesses to partner with that accept reusable and recyclable materials, and then coordinate with this partner to handle the recyclable material. The Master Recycler could advise volunteers about which materials are acceptable for reuse. Master Recyclers have provided similar assistance at neighborhood events by coordinating the collection of materials such as electronics and plastics. Civic events, such as Art in the Pearl, have received assistance from Master Recyclers to develop and implement recycling plans.

The day of your event, having one or more Master Recyclers present can provide a wealth of expertise to your customers on how best to handle all kinds of materials, with an emphasis on waste reduction and recycling. Master Recyclers should not be expected to unload vehicles or dismantle materials. Their role should be as technical assistants and waste prevention experts.

continued on page 34

PROFILE: **Master Recyclers** continued

Master Recycler volunteers also can offer an information table at your event on topics such as:

- curbside recycling rules
- ideas and resources for non-toxic cleaning supplies
- waste reduction
- composting and worm composting
- "green" remodeling.

Courtesy of Master Recyclers

For planning assistance, contact Master Recyclers at least two to three months before your event date. For on-site help the day of your event, contact the program at least one month prior. Please note that contacting the Master Recycler program does not ensure a volunteer for your event. The program coordinator will distribute your event information, but assistance for your event isn't guaranteed.

MASTER RECYCLER PROGRAM

For more information about the Master Recycler program, visit www.masterrecycler.org or call 503-823-7530, or e-mail masterrecycler@ci.portland.or.us

Materials and haulers

- Collect and report data. Based on information from reuse and recycling businesses, calculate your "diversion rate," or how much material you were able to keep out of the landfill. Include this information in post-event publicity and reporting to sponsors and partners.
- Publicize accomplishments.

BEFORE AN EVENT

Before an event

When planning an event, there are some important things to consider long before the day of your cleanup.

- ✔ **Funding.** There are a number of local organizations that provide funding and support for neighborhood cleanups.
- ✔ **Recordkeeping.** Be prepared from the beginning to keep receipts and records, from the number of people who attended to the cost of waste disposal.
- ✔ **Site plans.** Planning your site another critical step. You'll need to work closely with the civic organization hosting the event. If you are planning a cleanup in a natural area, there may be government agencies you'll need to talk with to get the necessary permits or permissions.
- ✔ **Volunteers.** How you recruit, motivate and communicate with volunteers will make a difference in the success of the event.
- ✔ **Publicity.** You want to invite the right people and give them good information about what they can and cannot bring to the event.
- ✔ **Logisitics.** Lining up haulers and deciding what material you want to accept at your event is the last crucial piece of the "before" stage. Good planning and preparation will ensure that you keep costs down and recycling up. For natural area cleanups, there may be large amounts of woody debris or illegally-dumped appliances and other litter to handle.

BEFORE AN EVENT

Funding sources and reporting

There are a number of funding sources for civic events and natural areas cleanups.

Event sponsors

Civic events may have waste diversion activities built into their overall budgets, or you may be able to advocate for inclusion.

Government agency grants and/or services

Several agencies support natural areas waste removal and enhancement. These are competitive funding sources requiring applications. Examples include:

- Metro's Nature in Neighborhoods and community enhancement grants (information available at www.oregonmetro.gov/grants.
- The City of Portland Bureau of Environmental Services Watershed Stewardship grants.
- Oregon Watershed Enhancement Board grants (www.oweb.state.or.us/OWEB/GRANTS/index.shtml.) For information on other potential funding sources, contact the jurisdictions associated with your cleanup site (see Appendix 2.)

Metro disposal vouchers

These vouchers cover the cost of disposing waste (called "tipping fees") at Metro transfer stations in Northwest Portland and Oregon City, or at another approved facility that is closer to your event. For voucher information and an application, contact Metro Recycling Information at 503-234-3000, or visit www.oregonmetro.gov/cleanup. Vouchers will not cover the fees for renting or hauling drop boxes, which may be covered by partnering local governments listed in Appendix 2.

SOLV supplies and grants

SOLV provides resources to communities in support of cleanup, beautification and enhancement projects. This non-profit organization offers small grants through various programs to assist with certain costs. Grants of up to $100 can be used for waste disposal and hauling fees, promotional assistance and some supplies and equipment.

To receive a SOLV grant, you must fill out an application. SOLV-sponsored events can also receive free supplies such as litter bags, gloves and signs geared toward assisting volunteers in sorting debris.

In addition, events held in partnership with SOLV benefit from

PROFILE: **SECOND GRADERS & SOLV**

Camille Rickis and Peter Kuskie are miniature versions of the passion and commitment displayed by so many cleanup organizers. As second graders, they got fed up with the litter and vandalism at their Hillsboro elementary school and decided to take action. Camille's supportive mom, Christine Rickis, called SOLV in search of support.

While some of SOLV's events like the annual beach cleanup are big and attract lots of attention, the majority of SOLV's projects are smaller, and are initiated and run by people just like Camille and Peter – though usually they are a little older.

With encouragement and direct assistance from SOLV staff, Camille and Peter organized and coordinated a SOLV IT/Earth Day event at their school. SOLV Program Coordinator Nancy Willmes helped the children complete a project application, determine a scope of work, establish safety standards and develop a plan to recruit 20 to 40 community volunteers.

Other sponsorship support the students received included:

- production of bilingual recruitment brochures, donated by a local print shop
- use of the school's dumpster for mixed waste collection
- a $40 SOLV contribution for disposal of green (plant) waste
- safety equipment, litter bags, bottled water, snack bars and signage provided by SOLV.

Peter and Camille's efforts yielded impressive numbers, including:

- recruitment of 51 volunteers, ranging from students and families to community members
- 300 pounds of litter and five cubic yards of plant debris removed from the campus and a nearby park.

- inclusion in their Web-based volunteer recruitment
- visibility through SOLV media and publicity efforts;
- use of SOLV's online volunteer registration system;
- coverage under SOLV's liability and key volunteer medical insurance policies.

For information on SOLV's programs, visit www.solv.org.

SOLV also covers some waste disposal expenses for SOLV IT, Team Up for Watershed Health and Clean and Green events. These sponsored events do not qualify for Metro disposal vouchers.

Business sponsors and donors

Local businesses may be willing to provide financial and/or in-kind sponsorships and donations. Non-cash donations might include supplies, food/refreshments, printing, graphic design and garbage hauling, among others. Sponsorship of natural area cleanups may particularly appeal to businesses interested in presenting a "green" image.

Site planning and layout

STEP 1 Secure and/or assess the location

Civic events

The event coordinators determine civic event locations. However, you may have input into where to locate collection stations and dumpsters. Some site layout criteria to consider:

- a designated area for sorting materials
- a paved surface with adequate clearance for drop boxes
- good visibility
- adequate access for haulers, separate from main event entrance
- bathroom facilities
- electrical hookups.

Natural area cleanups

- Contact the property owner(s) or appropriate government agencies for permission to be on the site. This may also apply to some civic events, such as a concert in a public park.
- Assess the site layout and features.
- Identify potential safety hazards and strategies to ensure participant safety (see "Safety First" section in the front of this guide).
- Determine how to overcome such challenges as uneven, unpaved surfaces, difficult access and/or traffic flow, poor visibility and lack of restrooms, electricity and/or water.

Arrange for equipment rentals, collection and hauling

- Contact hauling companies and negotiate for the specific services needed.
- If planning food waste recovery for composting, determine whether you need to arrange for separate hauling (or self-hauling). For information, call Metro Recycling Information, 503-234-3000 or visit www.oregonmetro.gov/recycling.
- Arrange for collection/recycling station materials (see Appendix 1).
- Order drop boxes and delivery to the site (if not provided by the hauler).
- Purchase or rent any necessary utility vehicles, safety equipment or special tools based on the size and features of the site.

BEFORE AN EVENT

STEP 2 Map the site

- Conduct a thorough walkthrough as a part of your planning process.
- Refine your goals to reflect site conditions.
- Determine logistics and estimate the number of volunteers you will need.
- Invite the garbage hauler and other service providers, property owners and other key partners to walk the site with you.
- Create an initial site map (see Appendix 3 for a sample).

Key elements of your site planning should address:

- Volunteer parking
- Volunteer hub - where volunteers sign in, receive training, and find refreshments
- Restroom locations
- Traffic flow- try to reduce or eliminate foot traffic through areas where vehicles will be parked or near access routes for utility and hauler vehicles
- Drop box locations- allow room for volunteers to circulate and for hauling trucks to pick up full boxes
- Collection and recycling stations

STEP 3 Communicate needs and expectations

- Contact civic event coordinators to ensure collaboration throughout the event.
- Inform vendors of goals and strategies for waste reduction, such as eliminating plastic "goody bags," providing compostable utensils, or collecting recyclable materials from their areas and delivering it to collection stations at the end of the event.
- Have vendors sign a pledge or have them provide their own waste plan for their booth during the event. Inform volunteers of any special concerns regarding the site, especially if they need to bring tools or special clothing.

Volunteers

General guidelines for recruiting and working with volunteers

- For annual events, approach recruitment as a year-round activity. Mention the need for volunteers in all publicity and provide both phone and e-mail contact information if possible.
- When you recruit volunteers in person or by media, briefly describe the goals of the event and some specific volunteer jobs available. Emphasize the community benefits of your event.
- Encourage volunteers to further develop the event based on their strengths or interests. A project builds community when volunteers feel that their contributions are appreciated and their judgment is trusted.
- Safety and volunteerism are integrally connected; if volunteers do not feel safe, they will not return (see "Safety First" section).
- Be clear about your expectations of volunteers. If the work will be dirty or will involve potential hazards, let them know.
- Build informal social gatherings into your planning process to engage committed volunteers. You may be building a network of people who will continue to address sustainability and livability issues in the community.

BEFORE AN EVENT

Recruiting volunteers

- Civic events and natural area cleanups have larger pools of potential volunteers than neighborhood cleanups, but you'll need to cast a wider net through many more sources to reach them. Some good sources of volunteers include:
- past volunteers; ask your committed volunteers to recruit family, friends and neighbors.
- area schools that have service learning and/or environmental programs
- churches and service clubs
- groups with a special "affinity" for the project, such as outdoor clubs for natural area cleanups
- businesses and business organizations
- youth groups such as Camp Fire, Boy/Girl Scouts or Earth Scouts
- SOLV or the Master Recycler Program, which as project partners can provide event volunteer recruitment using their databases and recruitment programs. SOLV also offers coordinator training programs.
- Hands On Greater Portland, a nonprofit organization that connects volunteers with projects throughout Portland and Washington County. They also offer workshops on volunteer recruitment and management. More information can be found at www.handsonportland.org
- County corrections or community service program work crews. A county employee supervises these crews. Programs include:

  Clackamas County Call the Community Service Department

  Multnomah County For information on juvenile work crews, contact at least one month prior to your event. For information on adult crews, contact the Alternative Community Service Program at least one month prior to your event.

  Washington County Call the Community Service Program.
- On-line listings such as Craigslist (portlandcraigslist.org, go to "Community, Volunteers" subsection), or Idealist (www.idealist.org, go to "Post" tab, choose "Volunteer Opportunity"). Craigslist and Idealist may be options for recruiting volunteers, but first try the other local resources listed above.

Divide and assign planning tasks

PROFILE: **EARTH DAY CELEBRATION**

The Earth Day Celebration in Portland remains true to its origins in the grassroots activism of the 1970s. The annual celebration of sustainability and community is totally volunteer-run, and includes a serious commitment to minimizing waste and maximizing recycling.

The 2007 Earth Day Celebration — sponsored by City Repair Project and a diverse coalition of local businesses and community organizations – took place in northeast Portland's Woodlawn Park. It's a large property where distance and terrain could easily thwart efforts to control waste. Still, Earth Day 2007 recorded a 96.2 percent diversion rate, closer to "zero waste" than all other regional events. An estimated 3,000 to 4,000 people attended.

Among the secrets to Earth Day Celebration's successful recovery and recycling program:

- pre-event communications with vendors, emphasizing the event's "waste not" values
- large recycling stations, evenly distributed across the park, including prominent signage with instructions for separating and sorting materials
- clustering food vendors in two paved areas, providing a measure of trash control and containment
- instructing food vendors to use recycled or recyclable materials, such as compostable corn-based tableware and recycled paper goods, whenever possible.

To make the Earth Day Celebration truly sustainable, ten volunteers gathered the day after the event to sort trash and recyclables in what coordinator Oso Martin likened to a barn raising or sewing circle: people socializing and building community while working together toward a common goal. They separated recyclable paper, plastic, glass and aluminum, as well as 156 pounds of compostable food (organic) waste.

After sorting, volunteers transported recyclable materials to various destinations for reuse and/or processing. The School and Community Reuse Action Project (SCRAP), for example, took reusable items. Trellis Earth, a local manufacturer of corn-based plastic products, accepted used flatware for reprocessing. In the end, Earth Day Celebration 2007 yielded only 21 pounds of non-recyclable refuse. "What a wonderful accomplishment!" said Oso Martin. "It's the best result since our recycling efforts began at the 2002 City Repair Earth Day Celebration."

BEFORE AN EVENT

Specific job assignments increase volunteer commitment to both present and future events.

Event coordinator Has responsibility for overall planning and logistics. Delegates jobs, but has responsibility to see that all of the other jobs get done. This person fills out funding applications and reporting forms, and handles communications with the garbage hauler, including signing vouchers on the day of the event.

Volunteer coordinator Recruits volunteers, assigns event day jobs.

Sponsorship coordinator Solicits donations of goods and services.

Site coordinator Secures permission to use site. Creates site map and ensures that containers and equipment are set up according to plan.

Reuse and recycling coordinator Makes arrangements with reuse and recycling companies. Works with Site coordinator to locate collection areas. Master Recyclers are a good choice to take on this role.

Publicity coordinator Writes articles, prints signs and fliers, sends press releases.

Treasurer Keeps track of expenditures and receipts. On cleanup day, collects monies from volunteers taking fees.

Divide and assign event day tasks

- Use a form that allows you to fill each job for each block of time during the day.
- Schedule shifts to begin before and remain after the actual event hours.
- Overlap shift times to ensure "gap" coverage in case incoming volunteers are late, and to allow exiting volunteers to brief their replacements.
- Provide pre-event training, if at all possible, or provide information orientation by phone, mail or e-mail.

Determine on-site jobs to assign

- site set up and clean up
- participant/volunteer check-in
- hospitality – picks up refreshments for volunteers
- greeter – checks in customers, ensures funds are properly collected
- traffic monitor
- trash/recycling station monitor
- materials sorter/reuse specialist
- utility vehicle driver – transports materials that will not be picked up

Courtesy of REACH Community Development

Publicity

General guidelines about publicity

- Size the promotion of your event with your capacity. Civic events and large-scale cleanups need to attract greater numbers of volunteers and attendees, so your promotion needs to reach a larger audience. Limit news releases and pre-event fliers to one page.
- Use your publicity to clarify the objectives and/or limitations of the event.
- Make certain that waste reduction and recycling goals are included in all forms of publicity.
- Acknowledge sponsors and partners in your publicity and onsite signage (include their logos as requested and/or appropriate).
- Consider non-English speaking residents in your community. Seek out residents who can translate publicity materials into other languages, or seek a bilingual volunteer who can assist non-native speakers before the event or at the event itself.
- Consider residents without computer and/or Internet access by providing telephone contact information in addition to an e-mail or Web page address.
- Use post-event publicity to celebrate achievements, acknowledge volunteers and recruit new ones.

The ABCs of publicity

- Publicize your event only after you have confirmed your site and obtained all required approvals to use the intended site on the desired date.
- Produce fliers (for natural areas), or make certain that civic event promotion highlights waste reduction and recycling. Fliers may include a site map. information on event components (litter patrol, community outreach and tabling), a call for volunteers, contact information and identification and appreciation of sponsors and partners.
- Post and distribute fliers in some or all of the following locations:

  - community newspapers and newsletters (as inserts, or reprinted as ads or announcements)

  - local businesses (posted in windows and/or handed out to customers)

  - "community bulletin boards" located in businesses and public gathering places

  - area libraries, community centers, schools and churches. Ask local schools and churches to mention your event or print your flier in their newsletters or other communications.

  - Web pages and e-mail (as Acrobat PDF files).
- Submit articles to local and regional publications that serve your target area/audience.
- Write additional pieces on partner recycling businesses or reuse agencies.

BEFORE AN EVENT

- Send press releases to media outlets (see Appendices 5 and 6), requesting inclusion as calendar items. If you can connect your project to a larger issue or timely community topics, you may attract coverage as a human-interest story.
- Purchase advertisements, if your budget allows, in community newspapers.
- Ask sponsoring non-profit community organizations and neighborhood associations to distribute information via their bulk mailing permits and/or non-profit mailing rates and then reimburse them.
- Attend community events, where you might make a presentation to recruit volunteers or rent a table to provide information on your event. This is an excellent role for an experienced, committed volunteer.

Signage

- Yard signs like those used by political candidates can be placed on busy corners and heavily traveled streets near the site. Be sure to follow sign placement laws in your local jurisdiction. Signs should provide basic event information such as date and time and a contact number or Web site address for more information. Purchase signs with replaceable lettering so they can be reused year after year.
- Banners can be hung a week or more before your event at or near the site. These are most appropriate for annual events and should be reused each year. For that purpose, keep details to a minimum. For example, if your event occurs each year on a Saturday, a banner hung at the site the week before the event might read, "Here next Saturday."
- Ask whether local schools or other buildings with reader boards are willing to advertise your event.
- "Sandwich boards" can be placed on strategic corners on the day of the event.
- Post Web-based listings on Web sites and "listservs" (e-mail distribution lists) to reach targeted and/or widespread areas.
- Deliver fliers two weeks before the event to residents whose homes abut the site or who may be otherwise affected.

Courtesy of Catha Loomis

Materials and haulers

Learn about regulations

Garbage and recycling hauling services are managed differently in various areas in the Metro region. You may be holding your event in an area with franchised garbage and recycling service, meaning that only one hauler is allowed to work with you. Call your local government office for available options (see Appendix 2.)

The types of waste you'll encounter differs between civic and natural areas events. Common materials discarded at civic events include:

- plastic water bottles
- paper and cardboard
- eating utensils such as disposable flatware, cups and plates
- food wrappers
- food scraps
- wooden pallets.

The variety of potential materials encountered at natural area cleanups is much broader and less predictable than those associated with neighborhood cleanups. These might include:

- Bulky or mixed waste, like furniture, mattresses, small appliances and plumbing fixtures. It may be possible to sort these items for reuse or recycling.
- Yard debris and wood waste (scrap lumber) should be separated from other debris and can be recycled at most facilities.
- Scrap metal, which should be placed in a designated drop box. If the hauler that is transporting your mixed waste also is taking metal, they will typically deliver it to a company that will purchase it. If they transport it to a Metro transfer station, the load will be accepted at no charge.
- Large appliances are generally accepted with scrap metal, but there are sometimes fees for appliances such as refrigerators, freezers, and air conditioners that contain coolant. Consider how appliances will be moved, and provide dollies and safety training.
- Tires may be sent to Metro transfer stations, which currently send them to a recycler. Tires should be placed in one section of a drop box load and should be counted for reporting purposes.
- Paper and cardboard are highly recyclable. As with metal, you may be able to find a recycler who will donate the container and hauling fees for cardboard and paper (called "fibers") and/or you may be able to sell it. Designate a small drop box for these items.

BEFORE AN EVENT

Find and hire a hauler

- Use Appendix 8, (Coordinator's hauler worksheet), to identify a hauler.
- Get a signed agreement or contract that specifies all terms agreed to with your hauler.

Create a reuse and recycling plan

- Determine what you are able to recycle through your hauler's drop box service.
- Clarify how these materials need to be separated.
- Call Metro's Recycling Information (see p. 61 for details) for information on other materials that might be separated for recycling, such as:
  - reusable goods such as building supplies (dimensional lumber, kitchen and bath fixtures, windows, doors, etc.)
  - plastic food and product packaging
  - block packaging foam
  - electronics
  - mattresses
  - carpet padding
  - athletic shoes
  - media products, including CDs, DVDs, CD/DVD cases and cassettes.
- After getting contact information for reuse and recycling businesses from Metro Recycling Information, use Appendix 8, (Recycler worksheet), to assist in gathering information.

You also can contact scrap metal recyclers directly. Some are willing to donate drop box and hauling services, and some will donate the proceeds from the sale of the contents. For information on recyclers, ask Metro Recycling Information.

Be sure to confirm what items are allowed. See Appendix 8, (Recycler worksheet), for suggested questions for a metal recycler. Remember that metal markets change. When markets are good, recyclers may take hard-to-recycle items, such as aluminum frame windows. When markets are poor, they may not.

DANGER! Be on the lookout for unidentified tanks such as old propane tanks that can be explosive or that may contain hazardous materials. These must be dropped off at the appropriate facility with household hazardous waste.

Metro's **hazardous waste disposal program**

What is hazardous waste?

Hazardous and **toxic** are scientific terms to indicate levels of threat to human health posed by a particular substance.

What is household hazardous waste?

Materials accepted by Metro's hazardous waste program include: paint and thinner; solvents; pool and spa chemicals; pesticides and herbicides; motor oil, antifreeze, and other automotive fluids; household cleaners and disinfectants; aerosol spray products; art and hobby chemicals; batteries; medical sharps (syringes); propane tanks and bottles; fluorescent lights (compact bulbs and 4-foot tubes) and ballasts.

It's unlikely that you'll encounter hazardous or toxic materials during a civic cleanup. However, you may find some hazardous items in cleaning up natural areas and you should be aware of Metro's Hazardous Waste Disposal Program.

As you probably know, Metro is the regional agency responsible for managing the solid waste system, including hazardous wastes generated by households and small businesses in the Portland metro area. It's important to prevent toxic materials that may be collected during your event from being disposed in regular landfills, where they can pollute soil and groundwater.

Metro operates two permanent facilities where household hazardous waste is collected, recycled whenever possible, and properly disposed. Metro also sponsors household hazardous waste collection events from March through November at rotating sites around the region. There is no charge to drop

off 35 gallons or less of household hazardous waste at Metro's facilities or collection events.

In 2006, Metro's hazardous waste program served 56,453 customers at its facilities and events, collecting 4.4 million pounds of hazardous materials.

In the past, Metro has offered collection of hazardous waste onsite in partnership with neighborhood cleanup events, or has taken requests to schedule events in a particular neighborhood. Currently, the hazardous waste program focuses on equitably distributing events around the region, based on population and factors such as distance from the two permanent facilities. Realistically, few sites have the capacity for a simultaneous hazardous waste collection and regular cleanup event (see photo on page 35 for a view of a collection event.)

Hazardous waste at cleanup events

- Be clear with your volunteers about how to handle hazardous waste, and **when not to handle them at all.**
- Unidentifiable materials packaged in a barrel, can, bag, jug, or box should be treated as hazardous waste. If these items (as well as identifiable hazardous waste) are brought to a neighborhood cleanup, the customer should be given information about the two Metro facilities and the closest upcoming collection event.
- If you are planning a street cleanup or natural resource area cleanup, be prepared for any hazardous waste your volunteers may encounter and inform them of the proper procedures.
- Metro can provide containers for sharps that may be found, but if you expect your volunteers to handle these, you must provide gloves, tongs and training on safe transfer of sharps into containers.
- If you encounter any hazardous waste at your event and need assistance, call Metro Recycling Information at 503-234-3000, Monday through Saturday, between 8:30 a.m. and 5 p.m.
- If you suspect that you have encountered an explosive material, call 9-1-1.

Hazardous waste resources

Metro distributes numerous publications on household hazardous waste, which you can make available to your customers. These resources, which are available through the Recycling Information Center, explain what materials are considered hazardous. They also provide information on Metro's disposal program and safer alternatives to toxic home and garden products.

DURING AN EVENT

Courtesy of Bruce MacGregor

During an event

During your event or cleanup, the benefits of your preparation and organization in the "before" stage pay off. With your funding in place, your volunteers ready to go and your site well planned, you're ready to hold your cleanup.

- ✔ **Coordination.** During your event, having different people in charge of specific tasks will really help. As the coordinator, you just have one head and one pair of hands. Rely on others to do their part.
- ✔ **Volunteers.** Your volunteers are critically important at this stage. They will help keep customers and material moving throughout the day, make sure that material is sorted correctly and ensure that all receipts and records are tracked for later reconciliation. If you have a Master Recycler onsite, he or she will help educate your volunteers and the public about recycling and reuse opportunities.
- ✔ **Publicity.** The signs and banners you've created will help people put the right material in the right place. For publicity, you'll want to take pictures and gather some comments from customers and volunteers.

DURING AN EVENT

Funding sources and reporting

Collect data

- Use forms and processes that allow you to keep accurate track of information for your sponsors, and for planning future events. Examples can be found in the Appendices.
- Keep track of the time that haulers arrive, pick up and deliver containers.
- Collect and organize relevant receipts. It is crucial to get receipts or "weight slips" from any facility accepting materials from your event.

Site planning and layout

- If applicable, have approved permits available onsite.
- Use cones, barricades and directional signs to indicate collection areas, control traffic flow and ensure safety of volunteers and other event participants.
- Set up equipment according to your site map.
- Provide signs or visual cues above bins (pictures or samples of recyclable materials), and ensure that recycling bins look different from trash cans. Assign trained volunteers to monitor these stations.
- Provide volunteers with site plan/map.
- Use cell phones or walkie-talkies to maintain contact with volunteers, especially if the site is too large to maintain face and/or voice contact.

Volunteers

- Greet and thank volunteers.
- Provide on-site training and orientation (if not done prior to event), to include:
  - how to perform specific jobs
  - what to do in case of an emergency
  - safety precautions. Larger events often require more in-depth coverage of site features and safety issues. For example, Down the River Cleanup volunteers are oriented to both river safety and how to handle a broad array of materials.
- Introduce coordinators and "go-to" people to contact for on-site assistance. Include where these people will be located and their cell phone numbers.
- Distribute clothing, name badges or safety gear that identifies them as event staff/volunteers.
- Provide incentives to thank, and ideally to keep, volunteers returning year after year.

Some things to consider about incentives:

- Highlight the experiential and social benefits of volunteering such as leadership, connecting with neighbors, developing job skills or improving the environment.
- Show respect and equal status to all volunteers. Experienced coordinators not only seek out input from their volunteers, but act on that input in determining how repeat events will evolve.
- Food and drink for your volunteers may be more important than gifts, in terms of retention and productivity. Provide plenty of drinking water and a timely lunch.
- Provide gift certificates or items purchased from, or donated by, local businesses.
- Include free or discounted admission off-shift at civic events with admission fees.
- Offer thoughtfully chosen gifts, carefully selected with waste reduction values in mind.

Publicity

- Take high resolution photos (or assign this duty to a volunteer).
- Publicly thank volunteers, sponsors and partners.
- Gather comments (feedback surveys, recorded interviews) from customers, partners and volunteers, with publicity in mind.

Materials and haulers

- Train volunteers how to sort all materials.
- Walk the site at the beginning of the day with volunteers and share the site plan, showing what material should be delivered where.
- Use signs and banners to reinforce instructions on "what goes where."
- Areas for collection of recyclable items should be set well and away from drop boxes.
- Request receipts and weight slips. If possible, have reuse and recycling businesses supply itemized receipts or weight slips.

PROFILE: **RACE FOR THE CURE**

One day each year, Portland's downtown and waterfront become a sea of pink as walkers, runners and onlookers observe Komen Oregon's Race for the Cure. The 2007 Race drew 47,792 participants, making it the third largest in the U.S. and one of the largest such events worldwide.

Not only has the event raised millions of dollars to fight breast cancer, but thanks to dedicated volunteers the Race has developed a model waste diversion and recycling program. For several years, Lisa Heigh has supervised waste reduction operations at the Race. She relies on a well-oiled process that in 2007 resulted in a recycling rate of 77 percent of the event's total waste.

Heigh's annual planning begins with a call to the City of Portland's Public Place Recycling Program (contracted to Portland State University's Community Environmental Services), which provides eight recycling stations. The clearly marked clusters of recycling bins and trashcans are placed down the middle of Tom McCall Waterfront Park, where pre- and post-race activities and vendors draw constant crowds.

To ensure the program's waste diversion success, Heigh:

- assigns at least two volunteers per location to monitor refuse and educate people about separating and sorting recyclables
- ensures signage is visible and clear
- delegates volunteers to circulate throughout the event to empty filled containers and resolve problems quickly
- sends volunteers to make on-site visits to vendors' booths, reinforcing the zero-waste agenda
- uses walkie-talkies to maintain constant contact with volunteers
- oversees a day's-end "sweep" of the grounds to pick up any remaining refuse.

After the end sweep, volunteers complete the final sorting. Food waste is either composted or sent to a hog farm as animal feed. Charities receive all unused food items, such as bottled water, snack foods, yogurt and fruit. Remaining materials are transported by a hauler to a Metro transfer station.

Heigh is selective about her team. "I'm vigilant about constantly setting the bar high for volunteers," she says. "It takes a special kind of person to sort through garbage." Her approach to cultivating good workers includes:

- clearly communicating duties and expectations
- sending thankyou letters after the race
- personally inviting back the most valuable volunteers

Vendor practices also are factors in the recycling equation. Letters sent months before the event:

- instruct them on what and where to recycle (e.g., cardboard, plastic)
- urge them to reduce waste through the use of compostable utensils, proper disposal of garbage, and elimination of plastic "goody bags."

A sustainability ethic extends to the registration and fund raising components of Portland Race for the Cure. Race Manager Kyle Camberg reports that, in 2006 alone, 36,000 participants registered and $700,000 was donated online, significantly reducing the use of paper forms. In addition, Race planners arrange for shuttle vans to transport participants from several Portland area locations, reducing both local traffic congestion and air pollution.

With its high diversion rate, "[Portland Race for the Cure] is probably the largest event with the highest recycling rate in the Metro area," says Heigh. "I'd be surprised if you could find higher recycling statistics from any event of this size in the region."

In 2002, Komen Oregon published "A Guide to Recycling and Reducing Waste at Komen Race for the Cure Events." Compiled by volunteer Robin Hawley, who developed the Race's waste reduction program, the manual documents the event's model sustainability practices and highlights:

- specific actions to take before, during and after an event
- tips on waste prevention
- a list of related resources.

Courtesy of Catha Loomis

Courtesy of Catha Loomis

Stash the Trash project provides year-round reminders to keep the Clackamas River clean.

AFTER AN EVENT

After an event

Your event is over. It was a wild success, and you, your many volunteers and partners have diverted a lot of material from the landfill and created a cleaner community.

However, it's not quite time to call it a day. There are a number of very important tasks that need to be done before you can wrap things up. The good news is that you've been so well organized all along the way that this stage should go well too.

- ✔ **Recordkeeping.** You'll need them to get reimbursement from the organizations funding your event. Good records also will help you plan for next year.
- ✔ **Thank.** You'll want to thank and acknowledge all those invaluable volunteers, sponsors and donors. There are a number of ways to do that, from giving them small gifts, to holding a celebration after the event.
- ✔ **Publicity.** Your publicity efforts will pay off now too. Local newspapers, especially neighborhood association and community newspapers, are hungry for local news involving everyday people. If you had the support of large organizations or governments, remember to send articles and high resolution photos that they can use for external publicity or in their own internal publications.
- ✔ **Celebrate.** This last stage can be the most satisfying. Be sure to celebrate your success, and give yourself – and everyone else who helped – a huge pat on the back.

AFTER AN EVENT

Funding sources and reporting

Complete reporting

- Promptly submit expense reports, with receipts and any other required documentation, to all sponsoring agencies.
- Acknowledge and thank every sponsor.
- Provide follow-up (results) reports and statistics to sponsors as soon as data are available.

Site planning and layout

- Remain on site until all containers have been collected or locked.
- Clean the site thoroughly (this should include volunteers assigned to this role).
- Follow up with a thank you note to the property owner.

Volunteers

- Follow up with notes of thanks, by mail or e-mail, including data (if available) on the impact of their efforts (diversion rates, tonnage) and highlighting memorable aspects of the event.
- Hold a volunteer recognition event, such as a party or a field trip to a recycling facility, a Metro transfer station or to organization(s) that benefited from the event.
- Inform volunteers of future/repeat events and ask them to take part as planners and/or on-site volunteers.
- Ask volunteers to refer others to volunteer for future events.

Publicity

- Write articles for community media outlets highlighting what was accomplished. If your event is annual, use articles to discuss planned improvements, and to begin to recruit volunteers for next year. Be sure to include information on how much trash was diverted from the landfill, where materials were sent, and other examples of the event's achievements in minimizing its environmental impact.
- Publicly thank sponsors, partners and volunteers, taking every possible opportunity to express appreciation for those who made it possible.

Materials and haulers

- Collect and report data. Based on information from reuse and recycling businesses, calculate "diversion," or how much material you were able to keep out of the landfill. Include this information in post-event publicity and reporting to funders and partners.
- Publicize accomplishments.

PROFILE: **DOWN THE RIVER CLEAN UP**

"Down the River Cleanup" is a testimony to the power of a few devoted individuals to make big changes in their communities. The annual Clackamas River event began with three angry kayakers and has grown into a well-organized annual day of food, fun and hard work, supported by hundreds of volunteers and a large, diverse group of community partners.

In August 2003, paddlers Kristin Dahl, Sam Drevo and Eric Johnson found appalling conditions on the river. Beer cans, cigarette butts, clothing and Styrofoam coolers were in the water and on the shore. After they got mad, the trio got busy. First, they tapped business and personal e-mail and phone lists. In early September, 60 outdoor enthusiasts showed up.

"We all launched at one time and leap-frogged down [a six-mile stretch of] the river," says Kristin Dahl. "It was a little chaotic, but we got the job done."

With no disposal plan or sponsorship, the entourage filled bag after bag with the popular waterway's detritus. At the end of the day, they piled dozens of bags of waste at the Carver [boat] ramp."

The organizers took inspiration and gratification from the outpouring of enthusiasm at this initial event. "People talked about it year-round," says Dahl.

With a much longer lead-time, Dahl began planning for a more organized follow-up event. She mustered influential partners, including the Clackamas River Basin Council. In 2004, they started getting a little more systematic. Clackamas County provided dumpsters and trash bags. The Marine Sheriff's Office and American Medical Response signed on to oversee safe navigation and emergency backup. Sponsors included Metro, providing disposal vouchers, local grocers donating food for volunteers and performers entertaining the troops.

Now at the annual river events, cleanup procedures are carefully orchestrated. Coordinators assign volunteers to "pods" of watercraft, which are captained by river experts. Each group gets a laminated map illustrating their assigned stretch of the river and a "garbage scow," a boat designated to carry trash. Group members fan out in individual canoes, kayaks and small boats, plucking trash from the river and adjacent shoreline.

Cleanup results invariably include some memorable finds, like dentures, a rat in a bottle, and a long-lost prom picture. At one cleanup, a pod of ingenious volunteers inflated several garbage bags, blowing them up like giant balloons, and used them to float a massive tire to the surface.

Color-coded collection bags, provided by SOLV and Clackamas County, facilitate the separation of recyclables from collected debris. Everything is delivered to large on-site dumpsters that go to a Metro transfer station, where recyclables are sorted for processing.

PROFILE: **DOWN THE RIVER CLEAN UP continued**

As volunteer numbers and tonnage have steadily increased, the numbers speak for themselves:

- 2004: 136 volunteers pulled 2.24 tons of garbage from six miles of river
- 2005: 190 volunteers, 2.57 tons, 14 miles
- 2006: 280 volunteers, 4.29 tons, 14 miles
- 2007: 300 volunteers, 3.22 tons, 14 miles

The significant drop in 2007 tonnage may reflect a county ban on alcohol consumption in riverside parks, as well as greater awareness among river users.

In 2006, the Clackamas River Basin Council initiated its "Stash the Trash" program. With corporate, government and community sponsorship, the Council ordered 20,000 mesh bags placed in prominent locations near the river. Dolan involved Clackamas High School students in the bags' design. A mini-focus group of local park rangers ensured input and buy-in from that influential group. Graphics were provided pro-bono by a community design firm.

Riverside businesses immediately saw a reduction in litter on their properties. "I talked with several park staff and river users… who said they observed people… using and distributing the bags," Dolan reports.

"Down the River" planners also strive to minimize the event's impact on the environment. "We try to keep it as sustainable as possible," says Dolan, citing disposable bottles as an example. Concerned about the potential for hundreds of throwaway plastic bottles, she arranged to have big jugs of water on hand so volunteers could fill and refill their own bottles. In 2007, a local outdoor store donated hundreds of Nalgene water bottles for volunteers.

Significant to the event's overall success is "the synergy of the different groups coming together," says Dolan. "Great ideas are the start, but synergy makes it work."

Kristin Dahl concurs. "It's the partnerships we've built that really allow [the cleanup] to be successful, and allow us to address the social disease of environmental degradation and the rogue behavior throughout the year."

Courtesy of Bruce MacGregor

APPENDIX 1

Resources for Event Planners

Coordinating a neighborhood, civic or natural area cleanup is a big challenge. The good news is that there is plenty of help. In the appendices that follow, you'll find samples and templates that will help you throughout the process. Additionally, we recommend that you turn to these experts for assistance:

Metro Recycling Information. One of the most helpful resources available to event planners hoping to increase waste reduction and recycling at their event is the Metro Recycling Information hotline. The recycling hotline maintains information on local recyclers and reuse agencies that will assist you in maximizing what you are able to divert from the landfill. Early in your planning, contact the hotline at 503-234-3000, or by e-mail at **MRI@metro.dst.or.us**. Have an idea of the materials you hope to collect for reuse or recycling at your event when you call, and request information on current businesses accepting those materials. While the hotline can provide you with contact information, you will need to contact and coordinate with recyclers and reuse agencies directly. The hotline is also open on Saturdays from 8:30 a.m. to 5 p.m. for event-day questions.

City Repair Project. If you are interested in developing a long-term project to create a public gathering space, City Repair is a necessary resource. This Portland-based organization uses, among other things, natural building projects as a way to bring back the "public square," or to enhance community cohesion. City Repair can assist with organizing and technical assistance, but projects rely upon high levels of community commitment and participation. See profile on page 43.

Event Coordinators. A great way to find out how to coordinate an event is to ask those who have done it before. Ask your local government agency or neighborhood coalition if they can put you in contact with other coordinators. Ask your neighborhood coalition to host a workshop or informal gathering of event coordinators. Suggest that longtime and/or knowledgeable coordinators mentor you.

Master Recycler Program. See profile on page 33.

City of Portland Public Place Recycling Program. Portland's Office of Sustainable Development contracts with Portland State University's Community Environmental Services to provide customized technical assistance to support public place events inside the city. Services range from rental of recycling receptacles to site planning and monitoring assistance, depending upon size and scope of the event.

SOLV. SOLV holds "Volunteer Action Training" workshops on how to organize and implement successful community projects. This training is free to participants who agree to coordinate a SOLV project in their community within one year, or is available for a fee to others. Information on these sessions can be found by visiting **www.solv.org/programs/volunteer_action_training.asp**.

SOLV also produces a "Project Planning Reference Guide." If you participate in the "Volunteer Action Training," you will be given this handbook. If you do not attend the workshop but register your event with SOLV, you may access these resources.

Clean to Green. The Clean to Green program removes household hazardous waste from households whose occupants are impaired by age, income, mobility or mental acuity.

Recycling Advocates. Formed in 1987, Recycling Advocates is Oregon's only citizen-based, grassroots group dedicated to creating a sustainable future through local efforts to reduce, reuse and recycle. Contact **www.recyclingadvocates.org.**

Printed resources

Komen Race for the Cure® Guide to Recycling and Reducing Waste. For coordinators of civic events who want to incorporate recycling programs, this on-line handbook describes a model recycling program that has achieved a 72 percent diversion rate.

Recycling at Events Guide. This resource, created by Recycling Advocates, The Office of Sustainable Development, and Metro, outlines planning and implementation of recycling programs and other green practices at events. It includes practical information and sample forms for event organizers. The guide can be accessed on-line at **www.portlandonline.com/osd/index.cfm?c=43211**

Metro, local government, and DEQ materials. State and local public agencies offer a wealth of information that can inform and inspire those involved in planning events, as well as those who attend them. These materials cover many kinds of environmental topics, including and beyond waste reduction and recycling. Metro Recycling Information serves as a clearinghouse for many of these materials, and is the best first point of contact at 503-234-3000, or MRI@metro.dst.or.us. Be aware that small amounts of printed materials can be sent to you through the mail, but larger amounts must be picked up at the Metro Recycling Information office.

Web resources

Metro Find A Recycler Database **www.oregonmetro.gov/findrecycler**
Metro Community Cleanup Program **www.oregonmetro.gov/cleanup**
Metro Find Your Hauler **www.oregonmetro.gov/hauler**
Metro Green Cleaners **www.oregonmetro.gov/greencleaners**
Metro Household Hazardous Waste **www.oregonmetro.gov/hhw**
Metro Household Hazardous Waste events **www.oregonmetro.gov/roundups**
Metro Natural Gardening **www.oregonmetro.gov/garden**
Metro Recycling Information Page **www.oregonmetro.gov/recycling**

APPENDIX 2

Local Government Contact Information

Each local government in the Metro region has staff that handles solid waste and recycling. Contact your local offices for information on:

1) which hauler in your area you are allowed to hire for garbage and recycling service;

2) matching grant funds to reimburse for some event costs;

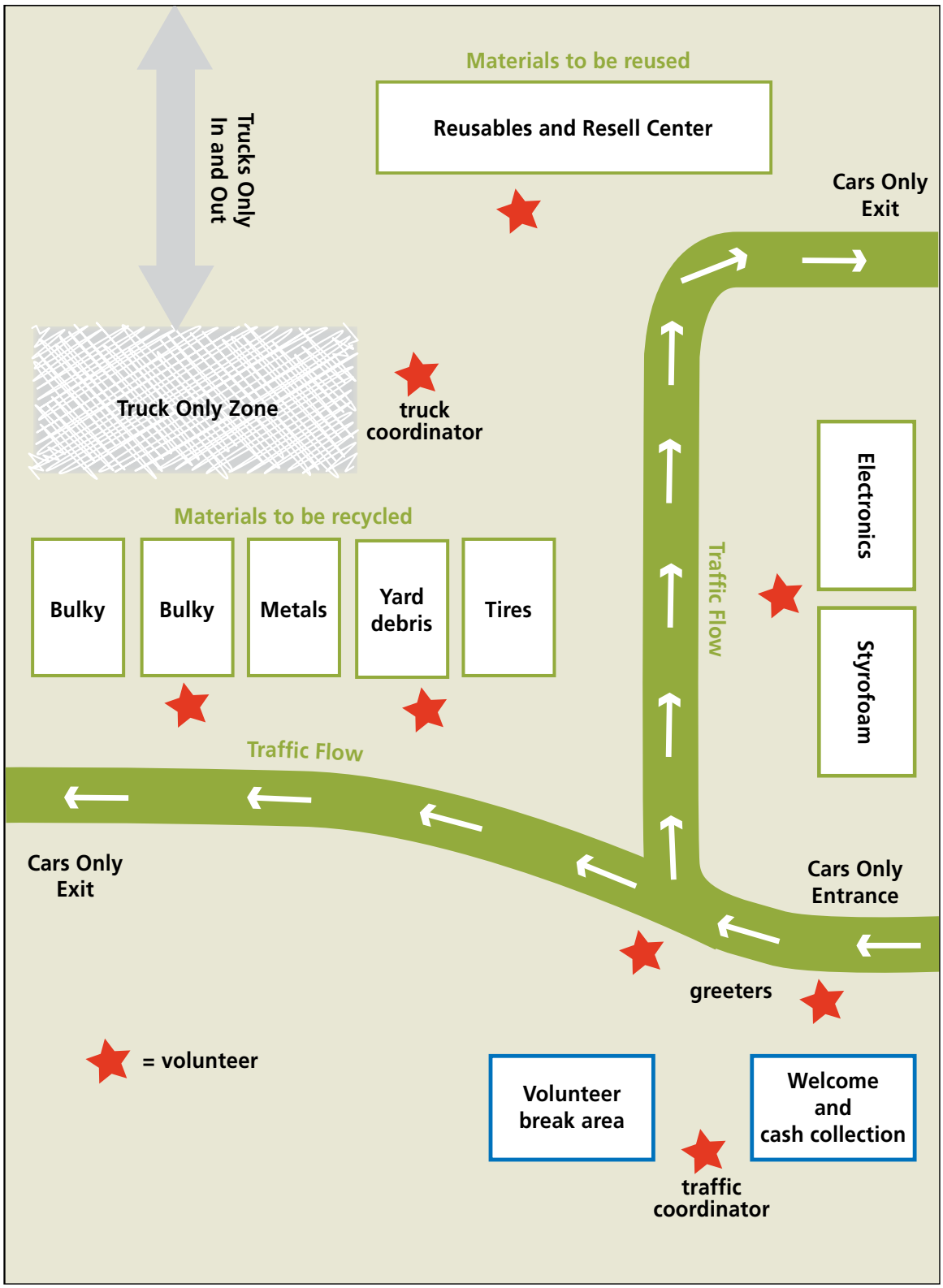
3) access to support and equipment to assist with recycling efforts.

This assistance varies – ask staff about options in your area. If you are unsure which area serves you, call Metro Recycling Information at (503) 234-3000.

The Portland Bureau of Planning and Sustainability contracts with neighborhood coalitions to distribute cleanup funding. Contact the Office of Neighborhood Involvement, which can direct you to your District Coalition. Organizers of civic events should contact Portland's Public Place Recycling Program (see page 61 for details).

APPENDIX 3

Sample site map



Sample flier

Your Neighborhood Association

Earth Day Spring Clean

Saturday, August 18, 2008
9:00 a.m. to 2:00 p.m.
Church Parking Lot
5000 NE Spotless Blvd., Portland

WHAT CAN I BRING? Wood, pallets, furniture, appliances, computers, cell phones, metal, glass, plastic, carpets, mattresses, clothing and tires.

WHAT CAN'T I BRING? **No hazardous waste** (gasoline, chemicals, oil, paint, tar, batteries, animal waste or liquids of any kind. **No construction or landscaping materials** (concrete, asphalt, dirt, sod, brick, asbestos, sand, gravel or composition roofing). **No commercial or kitchen garbage.**

WHAT'S IT COST? **$5 Cars; $10 Trucks/Vans; $15 Trailers or oversize loads**
Additional fees: $5 per computer monitor; $3 per tire. Event volunteers free.

MORE INFORMATION: For more information or to volunteer, call cleanup coordinator at 503-555-9999 or coordinator@event.com. Special assistance is available for senior or disabled citizens. Deadline to register for a pickup is 5 p.m. Monday, August 13. Information on alternative recycling options (including Metro's hazardous waste facilities, plastic recycling roundup, area facilities)

VOLUNTEERS ARE NEEDED to direct traffic, sort recyclable items, unload debris into dumpsters, do litter patrol and assist truck drivers with special assistance pickup.

SPONSORED BY:
Neighborhood Association, Metro and Portland Office of Sustainable Development, local businesses and organizations.
Sponsor Logos

This flier is printed on 100 percent recycled paper

This 8.5 x 11" sample is shown at a reduced size. Page 66 shows a full-sized example. The goal is to make the information easy to read and understand. If you have volunteers who speak Spanish, Russian or other languages that members in your community may speak, be sure to indicate that on your flier.

Your Neighborhood Association

Earth Day Spring Clean

Saturday, August 18, 2008
9:00 a.m. to 2:00 p.m.
Church Parking Lot
5000 NE Spotless Blvd., Portland

What can I bring?

- Yard debris (not compost)
- wood, pallets
- furniture and appliances,
- computers, cell phones,
- metal
- glass
- plastic
- carpets, mattresses
- clothing
- tires.

What can't I bring?

- **No hazardous waste**
  gasoline, chemicals, oil, paint, tar, batteries, animal waste, liquids
- **No construction or landscaping materials**
  concrete, asphalt, dirt, sod, brick, asbestos, sand, gravel or composition roofing
- **No commercial or kitchen garbage.**

What's it cost?

Base fee:

- $5 Cars
- $10 Trucks/Vans
- $15 Trailers/oversize loads

Additional fees:

- $5 per computer monitor
- $3 per tire

Event volunteers can dispose and recycle for free.

For more information or to volunteer, call cleanup coordinator at **503-555-9999** or **coordinator@email.com. Volunteers are needed** to direct traffic, sort recyclable items, unload debris into dumpsters, do litter patrol and assist truck drivers with special assistance pickup. **Special assistance is available for senior or disabled citizens.** Deadline to register for a pickup is 5 p.m. Monday, August 13. Information on alternative recycling options (including Metro's hazardous waste facilities, plastic recycling roundup, area facilities)

Sponsored by: Neighborhood Association, Metro and Portland Office of Sustainable Development, local businesses and organizations.

logo logo logo

This flier is printed on 100 percent recycled paper

APPENDIX 5

Print and broadcast media

Newspapers, Magazines

Asian Reporter

Community Newspapers/Beaverton Valley Times

Community Newspapers/Clackamas County Review-Oregon City News

Community Newspapers/Forest Grove News Times

Community Newspapers/Gresham Outlook

Community Newspapers/Lake Oswego Review

Community Newspapers/Regal Courier

Community Newspapers/Sellwood Bee

Community Newspapers/Sherwood Gazette

Community Newspapers/Southwest Community Connection

Community Newspapers/Tigard-Tualatin-Sherwood Times

Community Newspapers/West Linn Tidings

Damascus Observer

East County Gazette

El Hispanic News

Hillsboro Argus

Hollywood Star

Mid-County Memo

Northwest Examiner

The Oregonian

Portland Family

Metro Parent Magazine

Portland Observer

Portland Tribune

Skanner Newspaper

Southeast Examiner

St. Johns Sentinel

Willamette Week

Wilsonville Spokesman

Spanish Newspapers

El Hispanic News

Latino de Hoy

Noticias Latinas

Cancha

El Centinela

Television

KATU

KGW

KOIN

KPTV

Multnomah Community Television

Spanish Language Television:

KUNP - Univision (local news)

TV Azteca—Churchill Media

Radio

KBOO Radio

KGON

KINK

KKSN/KISN

KOPB

Spanish Language Radio

Bustos Media (4 AM Spanish stations)
based in Sacramento, CA

El Rey—Salem Communications

KWBY ("La Pantera")

La X—Churchill Media

Sample press release

Press Release—For Immediate Release

May 20, 2011

Cleanup and Recycling in Corwall Neighborhood

The Corwall Neighborhood Association will hold a neighborhood cleanup and recycling event for area residents on May 13, 10 a.m.-4 p.m., in the Franco Market Parking lot, 922 22nd St., Portland, OR.

Residents of the Corwall neighborhood are invited to bring the following items for recycling or disposal: wood pallets, furniture, appliances, computers, cell phones, meal, glass, plastic rubber, carpets, mattresses, clothing and tires. Any items that are reusable will be donated to the ARC or other local charity.

The Cleanup will ***not*** accept hazardous waste such as gasoline, oil, paint, batteries, or liquids of any kind. They also cannot accept construction debris or landscape materials such as concrete, asphalt, roofing brick, dirt, sand, sod or composition roofing. If you have questions about disposing of these or other items, call Metro Recycling Information at 503-234-3000.

Convenient, Low Cost
The Cleanup event is designed for Corwall neighborhood residents. Only residential vehicles will be accepted. No commercial vehicles will be accepted. Fees are $5 per car or $10 per truck. Computer monitors cost an additional $5 each and tires are $2 each for off-rim; $3 on rim. Cleanup volunteers will not be charged cleanup fees.

For more information or to volunteer for the Cornwall Neighborhood Cleanup event, call (503) 555-9800.

APPENDIX 7

Sample volunteer waiver

HOUSEHOLD HAZARDOUS WASTE ASSISTANCE PROGRAM

WAIVER AND RELEASE

Waiver and Release of Any and All Claims Against Metro Related to Any Damage Caused By or During Removal of Household Hazardous Waste

I would like to have hazardous materials stored in my home removed and appropriately and safely disposed, but I am unable to bring these materials to a household hazardous waste collection facility. Metro, Metropolitan Family Service, and the Northwest Service Academy have agreed to work together to establish a household hazardous waste assistance program to remove household hazardous waste from my home. In return for such assistance, and in acknowledgement of the receipt of such services:

- I agree to permit Northwest Service Academy participants, Americorps volunteers and Metro employees to enter my home for the purpose of preparing an inventory, removing and appropriately disposing of hazardous waste found in my home; and
- I agree to waive and release all claims, causes of actions, and demands for any and all damages, judgments, liabilities, and losses, however caused (hereinafter "claims"), and all expenses arising from such claims, including, but not limited to, attorneys' fees upon trial and appeal, against Metro and its employees, officers and agents, that allegedly or actually arise out of, result from, or are in any way related to, directly or indirectly, the removal of hazardous waste from my home. My waiver and release in this paragraph applies irrespective of the actual or alleged negligence of Metro or its employees, officers, or agents. My waiver and release also applies to any and all claims related to any failure to remove any hazardous waste from my home.

Homeowner or Resident

Signature_____Print Name_____

Date:_____Street Address and Apartment No.___

City, State, Zip Code _____

SAMPLE

The above waiver is for illustrative purposes only and not intended to provide language for use or duplication. It is advised that organizations create waivers specific to their organization and events and have their waiver reviewed by a legal professional prior to use and distribution.

APPENDIX 8

Sample checklists and forms

On the following pages, you will find

- Coordinator's Hauler Worksheet
- Coordinator's Recycler Worksheet
- Action Plan – Neighborhood Cleanup
- Action Plan – Civic and Natural Area Events
- Action Plan – Blank
- Intake Form
- Tracking Form

Coordinator's Hauler Worksheet

	TASK	DATE COMPLETED	NOTES
	Two to three months before the event		
☐	**Gather hauler contact information**. Look in the Yellow Pages or contact your local government Solid Waste and recycling office for information.		
☐	**Ask haulers questions.** Call and pre-screen at least three haulers or ask your franchised hauler:		
	Can the hauler provide the number of boxes that you need?		
	Can they guarantee 30- and 40-yard boxes for bulky and yard debris?		
	What are the charges for drop box rental? Are there charges for labor?		
	Are there fuel surcharges? Any other charges? Will they donate any services?		
	Where will they deliver bulky waste and yard waste? (If using Metro vouchers for bulky waste, let them know.)		
	What day and time will they drop off boxes? Will a driver stay onsite to replace boxes or will you need to call as you fill boxes?		
	How can the hauler assist with recycling? (See recycler checklist for ideas.)		
	Will the hauler accept tires? Appliances? How should these materials be handled?		
☐	**In unfranchised areas, choose a hauler to hire.**		
☐	**Request a signed agreement specifying costs and service terms from the hauler.** Sign and keep contract on file.		
	Two to four weeks before the event		
☐	**Ask your hauler if they can participate in a site visit** to discuss logistics and layout.		
	One to two weeks before the event		
☐	**Confirm details with hauler.**		
☐	**Obtain hauler cell phone contact number for the day of the event.**		
	On site the day of the event		
☐	**Complete Metro vouchers** as you fill drop boxes.		
☐	**Get receipts** from drivers from any disposal facilities, including the Metro transfer station. You'll need receipts for reimbursement.		

Coordinator's Recycler Worksheet

Recycler name, phone:_____		Pick up available	Accepted/not accepted	Fees, preparation guidelines, notes
Cardboard and paper				
☐	Will hauler provide a small drop box for paper and cardboard?			
☐	Cardboard?			
☐	Newspaper?			
☐	Magazines?			
Yard debris and wood				
☐	Will materials be composted?			
☐	Painted wood acceptable?			
☐	Does hardware need to be removed?			
Scrap metal and appliances				
☐	Are appliances with coolant acceptable?			
☐	Barbeque grills?			
☐	Lawnmowers?			
☐	Metal window frames?			
Plastic and foam				
☐	Will bags, bins, containers be provided?			
Electronics (see page 21 for issues associated with accepting electronics)				
☐	Computers, monitors?			
☐	Cell phones?			
☐	Other?			
Reusable building supplies				
☐	Concrete?			
☐	Roofing?			
☐	Other?			
Reusable household goods				
☐	Furniture?			
☐	Clothing?			
Other (i.e. bicycles, mattresses, reusable art & craft supplies, books, athletic shoes)				
☐				

Action Plan – Neighborhood Cleanup

Action	Person	Notes
Ongoing		
Recruit volunteers	Volunteer coordinator	
Publicity		
Solicit donations of goods and services (printing, refreshments, volunteer gifts, etc.)		
Three to six months before event		
Identify sponsoring organization(s), set goals for event and set event date	Planning group	
Create event budget	Planning group	Based on costs of drop box rental, services, supplies. Factor in support from funders and donors. Determine fees to charge.
Confirm site availability. Get formal permission to use site.	Site coordinator	
Contact funding sources for information on availability of funds and procedures.		Neighborhood, County, city contacts. See Appendix 2
Two to three months before event		
Contact Metro regarding disposal vouchers. Complete application process.	Site coodinator	Call Metro Recycling Information, 503-234-3000
Hire garbage hauler	Site coordinator	Use Appendix 8 – Hauler Worksheet
Contact recyclers and reuse organizations as potential partners	Site coord/Master Recycler	Use Appendix 8 – Recycler Worksheet
Two to four weeks before event		
Site walk	Planning group, hauler	
One to two weeks before event		
Volunteer pre--training or reminder calls to volunteers	Volunteer coordinator	
Confirm hauler, recyclers, reuse organizations. Pick up containers if needed.		
Supplies (assign volunteers to bring items labeled with owner's name)		Push brooms, shovels, First Aid kit, folding chairs, table, canopy, gloves for volunteers, cash box, fire extinguisher, safety vests
Day of event		
Set up site – canopy, table, cones, barricades. Greet hauler, volunteers.		
Pick up refreshments for volunteers		
Have small bills available to make change	Treasurer	Assign one person to track funds, collect them throughout the day
Collect facility receipts from haulers.		
End of event		
Thoroughly sweep site		
Begin accounting. Fill out waste/recycling tracking form.		Gather receipts from all volunteers
Within a month after the event		
Send thank you letters to donors, site sponsor, etc.		

Action Plan – Civic and Natural Area Events

Action	Person	Notes
Ongoing		
Recruit volunteers	Volunteer coordinator	
Publicity		
Solicit donations of goods and services (printing, refreshments, volunteer gifts, etc.)		
Three to six months before event		
Create event (or recycling) budget	Planning group	Based on costs of drop box rental, services, supplies. Factor in support from funders and donors.
Confirm site availability. Get formal permission to use site.	Site coordinator	
Contact funding sources for information on availability of funds and procedures.	Cleanup coordinator	Neighborhood, County, City contacts. See Appendix 2 for more details.
Two to three months before event		
Contact Metro regarding disposal vouchers. Complete application process.	Site coodinator	Call Metro at 503-234-3000
Hire garbage hauler	Site coordinator	Use Appendix 8 – Hauler Worksheet
Contact recyclers and reuse organizations as potential partners	Site coord/Master Recycler	Use Appendix 8 – Recycler Worksheet
Two to four weeks before event		
Site walk	Planning group, hauler	
One to two weeks before event		
Volunteer pre--training or reminder calls to volunteers	Volunteer coordinator	
Confirm hauler, recyclers, reuse organizations. Pick up containers if needed.		
Day of event		
Set up site – canopy, table, cones, barricades. Greet hauler, volunteers.		
Pick up refreshments for volunteers		
Collect facility receipts from haulers.		
End of event		
Thoroughly sweep site		
Fill out waste/recycling tracking form.		See Appendix 8
By agency deadline		
Complete reports for reimbursement, vouchers.		
Within a month after the event		
Send thank you letters to donors, site sponsor, etc.		

Event Action Plan

Event date: _____ **Location:** _____

Coordinator/contact: _____ **Sponsor(s):** _____

Action	Person	Completed	Notes

Intake Form

Volunteers: Please fill out information for each car, truck or trailer.

Date: _____

Base fees: $5 per car, $10 per truck, $20 per oversized load or trailer
Additional fees: $5/computer monitor
Do NOT accept: hazardous waste (batteries, oil, fertilizer, pesticides, paint, etc.) or construction materials

Address + zip (not required)	How did they hear about cleanup?	Any of these in the load? Number of each item	Fee Paid	Donation over fee	Total Paid
		Couches _____ Mattresses _____ TVs _____ Appliances____ Tires ____ Monitors_____			
		Couches _____ Mattresses _____ TVs _____ Appliances____ Tires ____ Monitors_____			
		Couches _____ Mattresses _____ TVs _____ Appliances____ Tires ____ Monitors_____			
		Couches _____ Mattresses _____ TVs _____ Appliances____ Tires ____ Monitors_____			
		Couches _____ Mattresses _____ TVs _____ Appliances____ Tires ____ Monitors_____			
		Couches _____ Mattresses _____ TVs _____ Appliances____ Tires ____ Monitors_____			
		Couches _____ Mattresses _____ TVs _____ Appliances____ Tires ____ Monitors_____			

Event statistics form

Date: _____

Event: _____

Total # vehicles/walk-ins: _____

Total # volunteers: _____

Sale proceeds: _____

Fees/donations paid: _____

Total event revenue: _____

Tracking waste:

- Weights should be listed on facility receipts.
- Estimate total weight of counted items.
- Request weight data from recyclers.
- Use separate sheet to track expenses and donations.

Waste handled/type	Count
Mixed/bulky waste	
Furniture	_____
Mattresses	_____
Other	_____
Total mixed/bulky waste	_____
Scrap metal	
Bicycles	_____
Appliances	_____
Other	_____
Total scrap metal	_____
Electronics	
Computer monitors	_____
Televisions	_____
Other	_____
Total electronics	_____
Tires	_____
Donated clothing items	_____
Reuse items	_____
Other	_____

Waste handled/type	Tons
Mixed/bulky waste	_____
Scrap metal	_____
Paper/Cardboard	_____
Wood/Building supplies	_____
Plastics	_____
Foam packaging	_____
	_____
	_____
	_____
	_____
	_____
	_____
	_____
	_____
	_____

A. Total all rows (tons) _____

B. Total estimated tons sent to reuse/recycler: _____

C. Diversion percentage Divide Row B by Row A _____

(Waste kept from landfill, estimated percent reused or recycled.)

GLOSSARY

Bulky/Mixed waste – Solid waste containing a variety of recyclable and non-recyclable material.

Composting – A controlled process through which organic material decomposes.

Compostable – Describes materials or products that will break down to make compost in the proper conditions.

Franchise – The authority given by a local government to collect and deliver solid waste and/or recycling.

Garbage – A general term for all products and materials discarded and intended for disposal.

Hauler – The person or business that provides collection and transporting services for garbage or recycling.

Recovery – A process of obtaining materials from solid waste for the purpose of reuse or recycling.

Recycling – Any process by which solid waste materials are transformed into new products in such a way that the original products may lose their identity.

Reuse – The return of an item or material to use in the same kind of application as before without a change in its identity.

Sustainability – Refers to using resources in a way that enables people to meet current needs without compromising the ability of future generations to meet their needs. In general terms, sustainable activity revolves around minimizing resource use.

Transfer station – A facility that receives and processes mixed waste in preparation for its transport to a landfill.

Waste diversion – Activities that redirect certain materials from going into landfills or incinerators, towards reuse or recycling.

Waste reduction/Waste prevention – All practices that either prevent the generation of waste, or divert it from landfill disposal or incineration.

Zero Waste – An approach that advocates designing and managing products and processes to reduce the volume and toxicity of materials and waste. Zero waste aims to eliminate all discharges to land, water or air that may be a threat to human or environmental health.

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Clean air and clean water do not stop at city limits or county lines. Neither does the need for jobs, a thriving economy, and sustainable transportation and living choices for people and businesses in the region. Voters have asked Metro to help with the challenges and opportunities that affect the 25 cities and three counties in the Portland metropolitan area.

A regional approach simply makes sense when it comes to providing services, operating venues and making decisions about how the region grows. Metro works with communities to support a resilient economy, keep nature close by and respond to a changing climate. Together, we're making a great place, now and for generations to come.

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