

11-20-2009

Interview with Lee Michael Barrett, Eco-Logistics, 2009 (audio)

Lee Michael Barrett

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PORTLAND STATE UNIVERSITY ORAL HISTORY PROJECT

INTERVIEW INDEX

INTERVIEWEE: Lee Barrett

Interviewer: Angie Cirello

Date: 11/20/2009

Location of Interview: Portland, OR 97212

Research Assistant: Zak Hathaway

Interview Series: SUSTAINING NORTHWEST LANDSCAPES & COMMUNITIES

Recording Equipment: DIGITAL RECORDER (WINDOWS MEDIA AUDIO FILE) WITH AN
EXTERNAL, OMNIDIRECTIONAL MICROPHONE

Time	Notes
0:35	Born and Raised? Rochester, NY
0:52	What brought you to Portland? Land of opportunity
1:50	NYU Degree in Economics
2:27	How did you get your start at PRT? Jerry Powell Rick Anthony 1978-1982
4:22	What did you do at PRT? Management Making it more professional Moving away from the hippy image
5:55	What role did PRT play in Portland? Jerry Powell Established recycling centers Small amount of curbside Mostly left to cloudburst and sun Mainly focused on depots Drop off sites around town PRT at height 1,000 tons/month
11:00	Economic aspects of PRT? Made money on high end paper CETA program
14:07	What got you interested in environmental aspects? Moving out to Portland

	<p>Working for DEQ By accident</p>
16:30	<p>Keith Peters and Ecologistics? KP.com Carbon neutral journal Reduce footprint Green events Companies want to be green Started working with Keith after retirement</p>
20:15	<p>Why am I working while retired? Has friends in the field Give back to the community</p>
22:00	<p>Rebuilding Center run villages Younger generations moving past me</p>
23:45	<p>What has changed in recycling? Bottle bill Curbside collection</p>
26:00	<p>How does Portland stand out in recycling? 1992 yellow bins Signature container Portland not the leader San Francisco and Seattle better Had to compare Portland to them, though Portland has multiple trash companies San Francisco example Bottle bill OSSI - ORRA</p>
31:33	<p>How can the region/Portland be better with recycling? Not much Portland can do Newsprint – negative sort Causes contamination Has to be thrown away Recycling aseptic containers Hard to tell the public no People try to do too good of a job</p>
39:34	<p>Challenge to recycle? Madison Ave. Products pushed on us Metro’s Advertising Campaign Buy less Recycling not the ultimate answer</p>
42:37	<p>Portland Recycling mistakes/issues? Haulers 1996 flood</p>

	<p>City took money from rollcarts Better job recovering materials if fewer garbage companies Not most efficient system</p>
50:30	<p>What is the future of waste management? Focus on consumption Food Waste</p>
51:00	<p>Biggest failure of food waste program Started to work on food waste 1997-1998 Underfinanced Composting had environmental problems People didn't want to live around it 150 miles to closest composting site Norpal Composting hard to control (due to weather)</p>

Time Notes

1:00:00	<p>What have been your biggest successes? Advised consent (1994-1995) requiring businesses to recycle Businesses (franchised commercial collection) Jim Wesset – Burger King Cost assessment of recycling for businesses</p>
1:10:00	<p>How do you define sustainability? Individuals thinking about the consequences of their actions as it relates to future generations Advertising creates entitlement</p>