

A Quarterly Newsletter Of



**The City
of Irvine**
(949) 724-7669



**Waste Management
of Orange County**
(949) 642-1191

Winter 2009



Cleaning up from the holidays safely for the environment and yourself

Irvine residents urged to recycle post-holiday mailings and catalogs and protect personal information when discarding receipts and billing statements

As residents clean up from the holidays, they are advised to be proactive about recycling holiday shopping catalogs and take care when disposing of items that contain personal information.

In Irvine, most junk mail, including solicitations and catalogs, can be recycled in residents' mixed recyclables bins. "It's always important to remember to be careful when disposing of sensitive information," said David Ross, Senior District Manager for Waste Management of Orange County. "So, as you are cleaning out receipts from holiday shopping, billing statements, or credit card offers you may receive as a result of your holiday purchases, be sure to shred or tear them up before placing them in your recycling bin."

Waste Management urges customers to tear or shred:

- Charge receipts
- Copies of credit applications
- Insurance forms
- Physician statements
- Checks and bank statements
- Expired charge cards that you're discarding
- Credit offers you receive in the mail

Any items that contain account num-



bers or Social Security numbers should be destroyed before disposal. In order to reduce your risk for identity theft—and also cut down on unwanted mail or solicitations—you can also opt out of receiving credit offers. Contact the three major credit bureaus at 1-888-5-OPTOUT (567-8688) for more information. When you call, you will need to provide your home telephone number, name, and Social Security number. The information you provide is confidential and will be used

only to process your request to opt out of receiving pre-screened offers of credit.

After the holidays, many residents also find themselves on the receiving end of more catalogs or mailings. "People who shopped at different retailers during the holidays or signed up for catalogs at the cash register may find extra mail filling their boxes in the New Year," said Ross. "We encourage people to do their browsing or shopping online and to reduce the number of paper catalogs they receive by opting out of mailing lists."

According to the Direct Marketing Association, approximately 18 billion catalogs are mailed per year in the United States, which equals about 64 catalogs per person per year. A study by Resource Information Systems Inc. estimates that this number of catalogs consumes more than 3 million tons of paper. Other calculations by the U.S. Forest Service and conservation groups indicate 100 million trees' worth of bulk mail is sent each year to American mailboxes, with the peak in mailings during the holiday season—this is the equivalent of deforesting all of Rocky Mountain National Park every four months.

You can reduce the number of unwanted mailings by:

- Declining to be added to mailing lists when you shop at a store or online. Also, when you place an order or make a donation, write or ask the company not to rent your name to other companies or organizations.
- Contacting the companies from which you receive catalogs and asking to be removed from their mailing lists.
- Sharing catalogs with roommates, family members, neighbors, or friends rather than each individual receiving a copy.
- Visiting the Direct Marketing Association's website at www.dmachoice.org to register for the Mail Preference Service and have your name removed from general mailing lists.

Reducing and recycling catalogs and junk mail helps preserve natural resources by not only saving trees, but also by reducing the need for landfill space for these discarded items. By actively cutting down on unwanted mailings and recycling those you do receive, you can also help the City of Irvine meet recycling goals, which is important for the sustainability and environmental future of the community.

Statewide conference promotes recycling

The California Resource Recovery Association (CRRA) honored the California Department of Conservation (DOC) in September with a Blue Ribbon Award for the "most educational" booth at its annual conference and trade show, held this year in Burlingame.

This year's conference theme was "Carbonopoly." The DOC booth was chosen for an award because of its unique "dollhouse" backdrop that featured household items, such as

bathroom tile and serving bowls, created from recycled materials. The booth also featured informational materials on how to recycle bottles and cans.

Actor and environmental activist Ed Begley, Jr., a partner of the DOC, was a featured speaker at

the conference as well. Begley, Jr. was honored with the Rick Best Environmental Advocacy Award, which honors lifetime environmental stewardship achievements.

During the open house portion of the conference, Stephen Bantillo, assistant director of the DOC, and staff were on-site to answer questions about grant programs and encourage attendees to apply to enhance their local efforts.

The City of Irvine partners with DOC through a grant program that funds purchases of recycling containers for City parks and related collection costs.

For those who were not able to attend and have questions about DOC grant programs, please call 1-800-RECYCLE.

To learn more about CRRA, visit www.crra.com.



Clear out your closets!

Do you have old clothes and shoes overflowing your closets? What are the chances that you are going to wear those clothes? Slim? None? Now is a great time to clear out your closets and donate your old clothes and shoes to Planet Aid.

Waste Management's buyback center, which is operated by the Orange County Conservation Corps, has added a drop-off box from Planet Aid to accept donations of clothing and shoes. Next time you visit the buyback center, bring your unwanted clothing and shoes and look for the secure, yellow drop-off box.

The Waste Management Recycling Center is located at 16122 Construction Circle East in Irvine. The Center is open Tuesday through Saturday, 10 a.m. to 5 p.m.

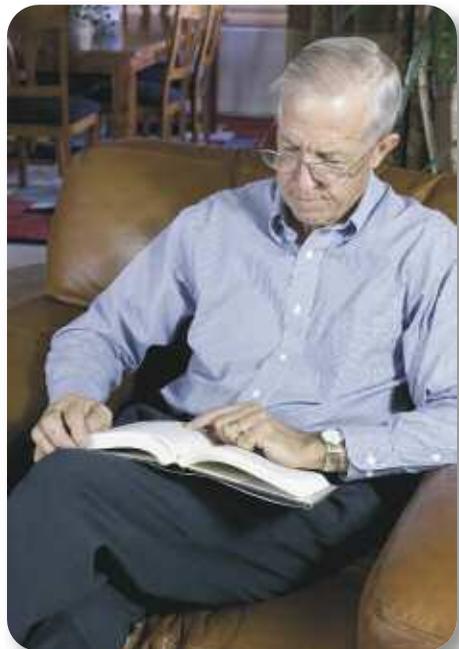
Planet Aid is a non-profit organization dedicated to protecting the environment and creating sustainable development in Africa and Asia. Since 1997, Planet Aid has been collecting, recycling, and reselling used clothing and textiles to raise money for sustainable development projects around the globe. In 2005, Planet Aid contributed a total of \$4 million to development aid projects. In 2006, Planet Aid collected and resold 72 million pounds of clothing.



10 tips FOR A BETTER New Year

It's the time of year when we're thinking about making things better—ourselves, our families, our homes, and our budgets. As you're making your resolutions, consider these 10 tips:

1. Before you buy, ask yourself these questions: Do I need this? Do I already have something like this? Do I need something new right now? Does it have too much packaging? What will I do with this when I no longer need it?
2. Stop making "wish lists." Whether you make them online, write them on a scrap of paper, or keep them in your head, wish lists keep you thinking about what you want but don't yet have.



(c) Louoates/SnapVillage.com

3. Start your exercise, weight-loss, or other self-improvement program on borrowed or shared equipment. If you stick with the program or hobby, you can purchase your own supplies and equipment later, if you need them.
4. Precycle. You do this by shopping for groceries and other products with recycling in mind. Know what you can recycle and choose products packaged in those materials. Better yet, try to buy items with no packaging whenever possible. For example, if you need a bunch of bananas or two apples, you don't need a plastic produce bag.
5. Commit to recycled-content products. Successful recycling programs depend on having manufacturers use your recyclables. If you need a new fleece vest or jacket, look for fleece made from recycled soft drink bottles. Did the dog ruin your carpet? Select recycled-content carpet.
6. Take an inventory at home. Do you have supplies for a hobby that you never started? Now would be a good time to begin. Do you have books on



(c) Monkey Business Images/SnapVillage.com

your shelf that you haven't read? Don't buy a new book—read one you already own. The same goes for movies—have you watched all of the DVDs you have at home? If not, start now.

7. Find your library card. The library is a great resource for no-cost entertainment. Look for books, magazines, CDs, movies, and more.

8. Scan your pantry shelves for food that your family won't eat. We all have canned and boxed goods that we purchased but never got around to using. Check the "use by" or "best by" dates and donate unexpired items to a local food pantry or other non-profit organization.

9. Give more of your time and talent. If you are feeling that you can't afford to donate as much money to your favorite causes, commit more of your time and energy.
10. Start thinking now about planting a garden this year. A garden can be a relaxing hobby and also a good source of food for your family. Even if you just have a small patio, consider planting tomatoes or peppers, which can grow in a pot.

For more information, visit www.newdream.org/marketplace/economy.php for The Center for a New American Dream's "Economy Survival Guide: Give Your Life a Make-Under," or call 877-68-DREAM.

Every dollar I spend is a statement about the kind of world I want and the quality of life I value.

New American Dream
www.newdream.org

“Junk” highlights plastic problem in oceans

Last summer, Dr. Marcus Eriksen and Joel Paschal set sail from Long Beach, California and headed for Honolulu, Hawaii. However, they weren't traveling on a traditional and comfortable craft. Instead, they were aboard a raft floating on pontoons made from 15,000 plastic water bottles, sitting atop a deck made from salvaged sailboat masts, and enjoying only the shelter of an old Cessna private plane's body. The raft had four sails and was able to travel about 50 miles each day. The 2,600 mile journey took nearly three months.

The raft was made from junk and christened "Junk" to shed light on an urgent marine problem—the accumulation of plastic debris, especially bottles and bags, in our oceans. Plastic debris in the oceans can harm aquatic life, choking birds, killing plankton, and releasing toxins into the water. In an area north of Hawaii, known as the North Pacific Gyre, a large whirlpool of plastic trash spins. The area is home to more plastic, by weight, than plankton, which are small drifting organisms that form the bottom of the marine food chain.

Thanks to modern technology, the mariners were able to stay on course and in touch with Anna Cummins, who provided ground support. During the voyage, they took video and blogged their journey, posting the results regularly on the Internet.

To learn more about making the Junk raft and the trip across the eastern Pacific, visit www.junkraft.blogspot.com or <http://junkraft.com>. To watch video about the voyage, go to www.YouTube.com and search for "junk raft."



Photos courtesy of YachtPals.com

QUOTES REQUOTED

Use it up,
wear it out,
make it do, or
do without.

Early American Saying

Source: U.S. National Archives and Records Administration



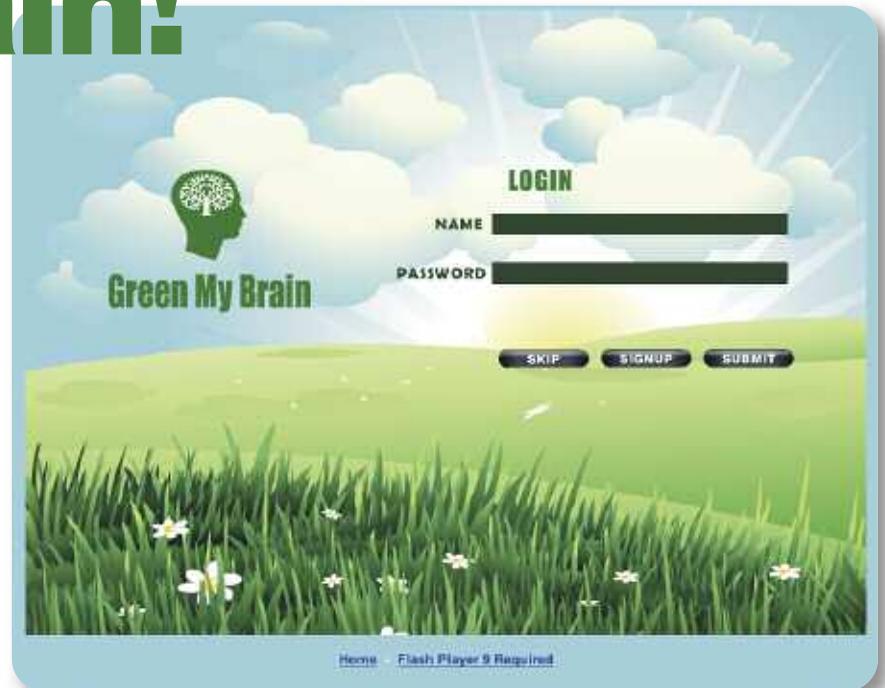
Green your brain!

Are you looking for some indoor fun? Test your “green score” by playing the interactive trivia game at www.greenmybrain.com. Each question addresses an environmental problem, a solution, or an action that you can take. Answers are multiple choice. There are two levels, with level two questions being more challenging.

Even at level one, you’ll find some tricky questions, such as: “Between 1980 and 1999, the Environmental Protection Agency’s regulations on lead usage reduced lead emissions by what percent?” (The answer is 95%!) Other questions may cover more familiar territory, like this one: “Instead of buying containers for leftovers at the store, you can....” (We’ll let you figure that one out yourself!)

Whether you are a novice or an expert, you’ll have fun playing this game and will learn a lot along the way.

Players can even submit questions. Of course, the game masters do thorough fact-checking before posting submitted questions and answers.



Paper, paper everywhere

Each year, we preserve only 10% of the paper that we receive and handle. This preserved paper includes books, magazines, photographs, and filed documents. The rest of the paper is recycled or disposed. As much as 81% of this paper could be recycled, while the remainder is destroyed during use or contaminated, such as tissues. However, at present, 56% of paper is being recycled, which means we can do better.

Our paper recycling in the U.S. affects the supply of recyclable paper around the globe. America has been referred to as “the Saudi Arabia of recovered paper.” On average, Americans recycle 360 pounds of paper and paper products (such as corrugated cardboard) each year. In 2007, 54.3 million tons of paper were recovered for recycling in the U.S. This paper becomes the feedstock for paper recycling mills around the world. Just as the Middle East provides much of the

world with oil, the U.S. supplies much of the world with recyclable paper.

In a time when U.S. paper consumption has leveled off, paper consumption around the world is increasing rapidly. At present, worldwide consumption is about 440 million tons per year. However, by 2015, that number may be as high as 550 million tons, with the largest growth in China and India, the

world’s most populous nations. If the U.S. were to recycle all of the paper that is currently recyclable, we could meet nearly one-quarter of that additional demand, supplying about 25 million tons more paper to the recovery system.

But what about the non-recyclable paper—those papers that are destroyed or contaminated during use? The best option is to purchase 100% recycled-content alternatives. For instance, if every household in the U.S. purchased a single roll of 100% recycled-content toilet paper, we could save 330,000 trees.

To learn more about paper manufacturing, use, and recycling, go to INFORM’s Secret Life Series at www.secret-life.org/paper/. You’ll find a helpful video, as well as a great deal of useful information.

For more information about paper recycling, visit www.paperrcycles.org or contact our office.

What is the Forest Stewardship Council?

The Forest Stewardship Council (FSC) is an independent, international organization which certifies forests and forest-based products. The FSC standards focus on environmentally responsible, socially beneficial, and economically viable forestry management practices. The goal of the FSC is forests that conserve biological diversity, minimize logging-related pollution, improve the lives of forest workers and surrounding communities, and encourage long-term health and usefulness of the forest stock.

However, FSC certification doesn’t stop at the edge of the forest. Through a rigorous, chain of custody certification program, FSC follows the tree to sawmill, manufacturing plant, and distribution center. When a paper or building product bears the FSC logo, you’ll know that the trees used to make the product were harvested in the most sustainable way possible.

In 2008, 254 million acres of forest worldwide, representing about 7% of all forests, had received FSC certification. More than 10,000 products are FSC certified. When you shop for building products, paper, and paper products, look for the FSC logo.

For more information, visit www.fscus.org.

Forty Years Later...

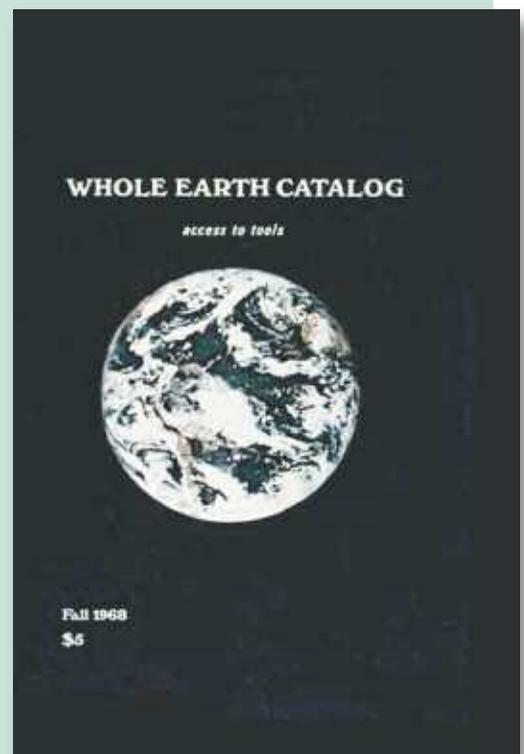
In the fall of 1968, Stewart Brand and friends published a catalog that became a sensation. The *Whole Earth Catalog*, which was only published regularly through 1972 and then periodically thereafter, is where the weekend do-it-yourselfer crossed paths with the back-to-land enthusiast.

The goal of the catalog was to provide “access to tools.” Some of these tools were products, but others were ideas, including books, journals, magazines, maps, and classes. This wasn’t a mail-order catalog, but rather, a resource on systems and technologies, companies, and products. Members of the Whole Earth team sought out and evaluated tools and ideas, providing helpful reviews for the readers. To be listed, an item had to meet several criteria, including that it was: useful as a tool; relevant to independent education; high-quality or low-cost; not already commonly known; and easily available by mail. For example, the first catalog had features on the magazine *Scientific American*, the outdoor outfitter L.L. Bean, and a Hewlett-Packard tabletop calculator.

According to Apple founder Steve Jobs, the *Whole Earth Catalog* was the forerunner of the Internet. First, the catalog actively promoted emerging technologies. Second, it encouraged thinking in terms of “systems.” And, third, it relied heavily on the collaboration of its contributors, including “user-generated content.” In other words, the *Whole Earth Catalog* was a search engine, like Google, and a blog — long before those two existed.

In 1972, the *Whole Earth Catalog* won a National Book Award for the serialized publication of Gurney Norman’s novel, *Divine Right’s Trip*. This was the only National Book Award ever given to a catalog.

If you don’t remember the *Whole Earth Catalog*, visit www.wholeearth.com, where you can see old editions online or read some of the articles.



WHAT'S UP?

Holiday tree recycling collection will be available to residents who have curbside service. Trees will be collected on your service day for three weeks following Christmas. Simply place your tree out at the curb on your collection day. Trees must be free of decorations, stands, lights, etc. Trees taller than 6 feet must be cut in half. For more information, contact Waste Management at 949-642-1191. If you would like to recycle your tree after the three-week collection period, please cut up the tree and place it into your green waste cart.



Irvine multi-family residents with bin service may want to ask your property manager about holiday tree disposal or any special tree collections. Multi-family residents who wish to recycle their holiday trees can drop them off free of charge at Sunset Environmental, located at 16122 Construction Circle West (near Jamboree and Barranca). Trees will be accepted December 26 through January 17. Multi-family residents can deliver trees to Sunset Monday through Friday, 10 a.m. to 2 p.m., and Saturday, 8 a.m. to 4 p.m. You will need to show proof of residency.



Holiday wrapping paper, cards, and other recyclable items should be placed in the curbside recycling cart with the gray lid for residents with curbside service. Multi-family residents with bin service, please place holiday recyclables in the gray recycling bin.



We want your suggestions, questions and comments!

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The views and statements of environmental organizations referenced in this publication do not necessarily represent those of the City of Irvine.



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Green Ribbon Environmental Committee

The City of Irvine established the Green Ribbon Environmental Committee as an advisory body to the City Council. The inaugural committee meeting was held October 22, 2008. The Committee will advise and make recommendations to the City Council on matters related to climate protection, energy, recycling and waste management, sustainability, transportation, and water issues.

The City of Irvine has a long history of environmental stewardship, taking bold steps in preserving open space, protecting the environment, and developing or participating in programs to conserve

natural resources. Sustainability, green building, environmental, and energy issues have all become increasingly important in local government to address recent legislation to reduce greenhouse gas effects and make more efficient use of our natural resources.

The City Council has recognized the importance of these issues and the need to engage residents, businesses and their employees, visitors, and the greater Irvine community. The creation of the Green Ribbon Environmental Committee will fulfill this need and provide the City Council with input from the community

as future steps are taken to ensure sustainability and quality of life in Irvine.

For more information about the Committee or to attend one of the meetings, visit the City's website at www.cityofirvine.org.

Is your trash someone else's treasure?

A materials exchange can help your business, organization, or institution get usable items out of storage, keep them from disposal, and save money. With a materials exchange, you can buy, sell, or trade industrial process wastes, byproducts, surplus raw materials, chemicals, off-specification products, and packaging.

A materials exchange is an information service or an auction site that lists products available from some businesses and institutions, as well as items wanted by others. Materials listed and wanted include pallets, boxes, shipping materials, wood, rubber, leather, metals, construction materials, equipment, acids, solvents, oils, and more. This information is published by category in an electronic list. Typically, the businesses or institutions make their own arrangements for the exchange of the materials, including transportation and payment.



To get the most out of materials exchange services, follow these guidelines:

- Provide a complete and accurate description of the material available or wanted.
- Categorize the material correctly.
- List the exact amount of material that is available or wanted.
- State any special considerations or requirements, such as the physical state of the material, contaminants present or allowable, packaging, or shipping expectations.
- Specify whether this material is available or wanted one time or on an ongoing basis.

The California Materials Exchange, CalMAX, is a program of the California Integrated Waste Management Board. For details, visit www.ciwmb.ca.gov/CalMax/. The City of Irvine has its own materials exchange network, modeled after the state program. It's specifically designed to bring local Orange County businesses and residents who have surplus materials together with those that have a need for such materials. Application forms are issued to businesses annually through business license renewal applications and upon request. If you would like an application, please call the City's recycling hotline at 949-724-7669.

Dispose of hazardous waste the right way

Residents can take household hazardous waste and electronic waste, including televisions, to the County of Orange Household Hazardous Waste Collection Centers. The County operates four permanent collection centers, one of which is located in Irvine at 6411 Oak Canyon. For more information, hours, and a list of acceptable items, visit the County's website at www.oilandfills.com.

Household hazardous waste, including household, automotive, and garden chemicals, may only be disposed at the County of Orange Hazardous Waste Collection Centers. However, electronics and universal wastes are now accepted as part of the City's expanded bulky item collection program, providing residents with an even more convenient disposal option for these wastes.

As part of the expanded bulky item collection, residents with curbside service can schedule through Waste Management of Orange County the pickup of items such as televisions, computer monitors, computers, VCRs, DVD players, cell phones, batteries, and fluorescent light tubes. Residents with curbside service are eligible for two bulky item pickups a year, with up to four items per pickup, at no charge. Residents needing this service should call Waste Management at 949-642-1191.



Take 5

Have you ever tried to go an entire day without handling any paper? Can you imagine a day with no morning newspaper, no receipt for your cup of coffee, no printed reports at work, no junk mail, no bills paid, and no book or magazine at bedtime?

Paper is the medium of our lives. It is also the single largest discard in the U.S., comprising 33.9% of all municipal waste and weighing in at nearly 97 million tons per year. Fortunately, 56% of that paper, or about 360 pounds per person each year, is being recycled.

There won't be days without paper anytime soon. However, you can use paper more wisely. If you can't become "paperless," plan to be "paper smart." Start with these five steps:

1. Use less paper. Rely more on electronic communications and online forms, both in your personal life and at work. Organize email messages that you need to keep in electronic folders. Add websites to your favorites list. Archive documents on your computer
2. Get more use from your paper. As you've probably noticed, paper has a front and a back. Use them both! Whenever possible, select two-sided publishing. Save paper with printing on only one side to print drafts or jot notes.
3. Reuse paper and paper products. Share magazines and catalogs with friends and family members. Borrow books from the library. Save and reuse boxes.
4. Recycle more paper and paper products. Recycling paper reduces the demands on our forests and tree farms. In addition, making new paper products from recaptured paper uses less energy and less water, requires less bleach, and results in fewer toxic releases of air and water pollutants. In Irvine, you can recycle any type of paper, as long as it is not laminated or contaminated. Basically, if it is clean and you can tear it, it is recyclable. Residents with curbside cart service can commingle all their paper together in the recycling cart with the gray lid along with other recyclables. Please make sure to keep other recyclables, such as beverage containers, free of liquid to help keep any paper items clean and dry.
5. Buy recycled-content paper and paper products. Look for recycled-content products, such as printer paper, stationery, notebooks and notebook paper, boxes, tissue products, and more.

