

A Quarterly Newsletter Of



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



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

Fall 2007



Cans for Cash

The City of Irvine is competing in this year's Cans for Cash Recycling Challenge, the national contest that rewards cities like ours for recycling their used aluminum beverage cans. The Challenge is simple—the City with the most cans wins!

The City of Irvine has set the bar high with a **goal of 1 million cans**. By working with Irvine Unified School District, local non-profit organizations, businesses, and area recycling partners, Irvine aims to collect the most cans of any city in the nation, while strengthening local recycling efforts and community partnerships.

Cans for Cash heightens community awareness about the many benefits of aluminum can recycling:

- Recycling 12 cans avoids as many emissions as are released in over 2 hours from electricity usage at home.
- Aluminum is 100% recyclable and is the only material that has a recycled value that exceeds the cost of recycling it.

In Irvine, local schools and non-profit organizations will benefit from the opportunity to raise funds through recycling. For each pound of cans recycled, the local school or non-profit organization will receive \$1 back to support its programs.

Businesses are encouraged to adopt a



local school or non-profit organization as a Partner in Recycling to help in their efforts to raise money and awareness for aluminum can recycling. Sponsored Cans for Cash collection bags will be distributed throughout the community to more than 25,000 students and their families.

To learn more about the City of Irvine's Cans for Cash Recycling Challenge, visit www.cityofirvine.org.

Working together, we CAN win!

Irvine joins "Zero Waste California" effort

Zero Waste sounds like a nearly impossible goal. However, in 1989, when the California Integrated Waste Management Act mandated 50 percent diversion from landfills, that seemed like an impossible goal. And yet, across California we are keeping 54 percent of our waste out of landfills. In Irvine, we are keeping a full 56 percent of our waste out of landfills. So why stop there? Why "waste" 44 percent of our discards? In fact, why waste any?

That's what Zero Waste is all about. Zero Waste takes waste reduction, reuse, and recycling one step further, focusing on sustainable consumption. The goal of the Zero Waste California program is "to reduce, reuse, or recycle all discarded materials back into nature or the marketplace in a manner that protects human health and the environment and with all materials being managed to the highest and best use to create a sustainable California." A sustainable California couples a healthy environment with a vibrant economy.

In becoming a Zero Waste California community, Irvine is committed to the following:

- **Product Stewardship:** Properly managing our resources means looking at the design, planning for discards at the "front-end," rather than just dealing with byproducts at the "back-end." Product stewardship can be as simple as removing an unnecessary layer of packaging or as complex as designing for disassembly and recycling of individual parts. In each

case, stewardship is about planning ahead.

- **Consumer Action:** Every consumer decision sends a message to manufacturers. When consumers seek out products made with recycled content and wrapped

in less packaging, manufacturers and retailers listen. By reusing and recycling what they purchase, consumers remind businesses and

government that the resources and energy used to make those products are worth reusing.

- **Economic Benefits:** Reducing our waste makes our economy more efficient, trims trash disposal bills, lowers the costs of environmental cleanups and pollution controls, and creates business opportunities.
- **Public Outreach:** To make informed decisions, residents and businesses need accurate and timely information. Irvine's City staff educates the public at outreach events, in educational materials, and through presentations. These efforts have long focused on the 3R's (Reduce, Reuse, Recycle). We aren't starting over. Zero Waste is impossible without the 3R's. So, we'll continue to promote them and take it to the next level.
- **Public Policy:** The City will advocate for local, state, and federal policies that promote Zero Waste principles and help develop a well-planned, statewide, waste minimization and recycling infrastructure.

Zero Waste
You Make It Happen!

With the end of Daylight-Saving Time, change the smoke detector batteries—and recycle them

Californians must keep all "universal waste," including batteries, out of household trash

When Daylight-Saving Time ends on Sunday, November 4, people will engage in the ritual of changing their clocks. Many will also follow the recommendation to change the batteries in their smoke detectors.

But what to do with the old batteries? In California, it's prohibited to place batteries and other "universal waste" into household trash, so the City of Irvine and Waste Management remind our customers to be sure to recycle them.

Waste Management offers the following tips for recycling your batteries:



- Keep a plastic bucket in your home where your family can discard used batteries. Once the container fills up, take it to a recycling center or retailer in your community that can safely recycle the batteries.
- Start a neighborhood battery collection to help keep the batteries out of the trash and cut down on the number of trips each home has to make to the household hazardous waste center or retailer to drop off the used batteries.
- Set up a collection center at your workplace where employees can drop off their used batteries and rotate among co-workers to take the batteries to be recycled.

You may dispose of batteries and other universal waste at no charge at the County of Orange Household Hazardous Waste Collection Centers. One of these centers is located in Irvine at 6411 Oak Canyon, off of Sand Canyon. The center is open Tuesday through Saturday from 9 a.m. to 3 p.m. The center is closed on holidays and rainy days. For more information, check the website, www.oclandfills.com, or call the HHW hotline at 714-834-6752.

Green gifts and tips

For information on everything from environmentally conscious gifts to green living tips, visit www.greengiftguide.com, a service of the California Department of Conservation.

Donate and Freecycle

Most of us are familiar with the adage, "One person's trash is another person's treasure." And if you have moved recently, or ventured to perform a little house cleaning, you may have encountered usable items that you are no longer using. Instead of tossing those unwanted items, help clean up the clutter by donating usable goods to charitable organizations. Or, for another option, you can Freecycle it!

Freecycle is a network of community groups where members can give unwanted items to other group members for free (or get items they may be looking for). Freecycle started in Tucson in 2003 to promote waste reduction and has grown to more than 3,000 local community groups

all across the country. The Freecycle network is open to all communities and individuals who want to participate and



the main rules are that everything posted must be free, legal, and appropriate for all ages.

Waste Management is the proud founding sponsor of the Freecycle Network.

To find out more, or to become a member in the Irvine community group, visit www.freecycle.org or go directly to the Irvine Community Group site at <http://groups.yahoo.com/group/FreecycleIrvine/>.

Whether you choose to donate to a local charity or to Freecycle, you can help live up to the adage and turn those unwanted items into someone else's treasure.

10 Tips for **GREENER** gift-giving

As the holiday season approaches, you may feel that you've entered the realm of science-fiction. News reports will talk about "Black Friday" and "Cyber Monday," and you may begin to wonder if aliens are due on the planet. Never fear, these news reports are talking about shopping, not space invasions!

Black Friday, so dubbed because it helps put retailers "in the black" for the year, is the day after Thanksgiving. Often referred to as the busiest shopping day of the year, the Friday after Thanksgiving finds shoppers at stores before sunrise on a spending spree. Black Friday is no longer a one-day affair, with many of the special deals continuing on Saturday and Sunday to create "Black Friday Weekend." According to the National Retail Federation, 140 million shoppers hit the stores for Black Friday weekend 2006, doling out an average of \$360.15 each.

Cyber Monday comes the day after Black Friday weekend as kids head back to school and adults head back to work. As adults log onto the Internet Monday morning, the carts at online retailers begin to fill up. Last year, 60.7 million Americans planned to shop online on Cyber Monday, a day which features sales and specials, as well as offers for free or reduced shipping. Cyber Monday isn't the biggest Internet shopping day of the holiday season, but it garners the most attention.

The reason for all the attention? Last year, Americans spent \$457.4 billion (yes, billion!) on the winter holidays. This total included gifts, cards and stationery, wrapping paper and ribbon, food and beverages, party supplies, indoor and outdoor decorations, and more. Of this total, about \$1,200 per household was spent on holiday gifts.

In the weeks leading up to this frenzied shopping season, take some time to reflect on the holiday season you'd really like to have. Remember last year when you spent January and February paying off credit cards? How about the lines at Customer Service returning what you

didn't want? Or what about the two weeks when all of the opened presents sat in the dining room because you had nowhere to put them? Remember trying to figure out what to do with your old stuff that was still usable but now replaced with something almost exactly the same, just newer?

The holiday season leaves behind a lot of waste—usable items that have been replaced, packaging materials, wrapping paper and cards, and unwanted items. Your holidays can be thoughtful without being wasteful. Before you start shopping for gifts, consider our tips for a greener and, we hope, happier holiday season:

1. Write down all the names of people for whom you normally buy gifts. Is there someone on the list that you'd like to see more often? Instead of giving a gift, make arrangements to get together. Could someone on your list use company throughout the year? Avoid buying a gift and, instead, promise a monthly visit. Do you have adult family members on the list? Suggest a dinner together in lieu of gifts, donate to a charity that you select as a group, have a "white elephant" gift exchange, or draw names and buy for just one person.
2. Make a list of everyone to whom you plan to give a gift—and check it twice.
3. Decide how much you plan to spend, both total and per person. Remember the little extras that can add up, such as stocking stuffers. As you begin to shop, keep track of your receipts. Periodically evaluate how much you're spending compared to the budget that you made.
4. Consider gifts of yourself and your time. These gifts improve your relationships, cost nothing, and create no waste. You might offer to drive an older relative on errands once a month. Or, maybe you could wash your Mom or Dad's car monthly. The possibilities are endless—lawn mowing, babysitting, watching movies together. Offer yourself, your presence, and your help.
5. Shop for unique reused gifts. Vintage clothing, funky antiques, or used books or CDs are a great place

Did you know?

During 2006, the typical gift giver spent \$2,643 on gifts and \$78 on cards, wrapping paper, and accessories. These included gifts for holidays, birthdays, and anniversaries, as well as thank-you gifts to hosts, house-warming presents, friendship tokens, travel souvenirs given to others, and more. Gift shopping constitutes about 10 percent of all consumer retail purchases.

Source: "The Gifting Report 2007," Unity Marketing



to start. Be sure you know the person's size or taste, since secondhand stores and antique shops may not accept returns.

6. Pick up consumables. Food, fruit, and candy are popular gifts and much-appreciated by the recipient. Coffees and teas also make great gifts.
7. Make gifts. Homemade gifts are a perfect way to honor what someone has taught you. For instance, give a handmade scarf to the aunt who taught you to knit. Glue fishing lures, bobbers, or weights to an old, battered picture frame and include a photo of you and your grandpa fishing together. Refresh a family memory by making your brother or sister the cookies or candy that Mom or Grandma used to make at the holidays.
8. Cheer on the home team by giving tickets to sporting events. Support the arts with museum passes or theater tickets. Give movie gift certificates to the movie buff in your life.
9. As you shop, carry your own reusable bags. Pull out your canvas bags and throw them into your car. Rather than dealing with lots of plastic shopping bags when you get home, you can begin sorting and wrapping.
10. Remember to wrap without waste. Reuse last year's paper (and save this year's for next year). Choose reusable gift bags. Decorate boxes that you use each year for the same person. Use fabric scraps, magazine pages, colorful brochures, or old maps to create unique wrapping "paper."

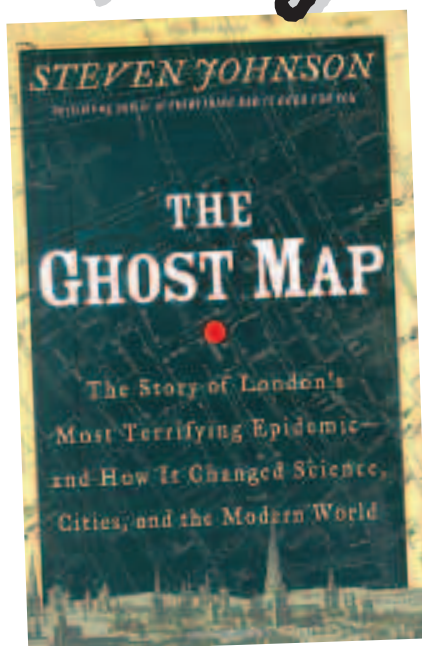


QUOTES REQUOTED

We're reminded a hundred times a day to buy things, but we're not reminded to take care of them, repair them, reuse them or give them away.

Michael F. Jacobson
Center for the Study of
Commercialism

The Ghost Map



Trash collection and wastewater treatment have come a long way—and our cities, suburbs, and countryside are healthier for it. If you're wondering just how far we've come, pick up a copy of Steven Johnson's book, *The Ghost Map: The Story of London's Most Terrifying Epidemic and How It Changed Science, Cities, and the Modern World*. This book chronicles a cholera outbreak in London in 1854 that killed 10 percent of a substantial portion of the city in less than 10 days.

To learn more about the book, watch an interview with Steven Johnson on YouTube at www.youtube.com/watch?v=3P8shnNEXb4.

Whatever you're reading, remember to look for used books at garage sales, used bookstores, and online. Or, visit your library and borrow the book!

Learn more! Do more!

Holiday Survival Kit, a part of the New American Dream's Simplify the Holidays program:

www.newdream.org/holiday/

42 Ways to Trim Your Holiday Wasteline:

www.use-less-stuff.com/ULSDAY/42ways.html

Reducing Holiday Waste, tips from the U.S. Environmental Protection Agency:

www.epa.gov/epaoswer/osw/specials/funfacts/winter.htm

Waste Reduction for Holiday Waste from the Greening Schools project:

www.greeningschools.org/resources/view_cat_teacher.cfm?id=122

RecycleMania hits college campuses

After the first of the year, the competition will leave the playing fields and enter residence halls and dining facilities as colleges and universities once again take part in RecycleMania.

This competition to see which school can recycle the most is a fun way to promote recycling and waste prevention on campus. "Colleges are naturally competitive with their rivals," said Rob Gogan, Recycling and Waste Manager at Harvard University. "RecycleMania hitches the recycling and conservation bandwagon to that powerful energy."

An annual event supported by the U.S. Environmental Protection Agency's WasteWise program and the National Recycling Coalition's College and University Recycling Council, RecycleMania invites colleges and universities to compete to see which can collect the largest amount of recyclables per capita, the largest amount of total recyclables, or the least amount of trash per capita, or have the highest recycling rate for various materials. Participating schools report their results weekly, and winners are recognized in several categories.

During 2007, 201 colleges and universities in 42

states and the District of Columbia took part in RecycleMania. More than 2.2 million students and 500,000 faculty and staff members participated. By the end of the 10-week competition, the schools had collected 41,370,000 pounds of recyclables. Cal State San Marcos was Grand Champion, Lamont-Doherty Earth Observatory of Columbia University took home the Per Capita Classic, and the University of Texas at Austin won the Waste Minimization prize. Rutgers University was crowned Gorilla for collecting the largest total for recycling—a whopping 2,742,869 pounds. Four schools were recognized for collecting the most per person in a single materials category, including paper, cardboard, bottles and cans, and food service organics.

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Registration begins in October for the 2008 competition. For more information about RecycleMania, visit www.recyclemaniacs.org, or visit RecycleMania's MySpace page, www.myspace.com/recyclemania.



Across the country, students promote campus-wide recycling with banners, posters, collages, and art walls. This banner was created by Rice University's Student Recycling Council.

Before a Miami University football game, students decorate a truck to promote recycling.



To promote RecycleMania on campus, students at Bowdoin College in Maine dressed the part of recyclable containers.



Capturing Cans

In 2006, Americans recycled 51.9 billion aluminum beverage cans, a rate of 51.6 percent of all the beverage cans used. Although this rate has held steady for the past three years, it is far lower than it was in 1992, when the recycling rate for cans peaked at 67.9 percent. However, what it really means is that we are still trashing nearly half of all the aluminum cans used in this country.

There's really no excuse for us to be throwing away half of our cans. Aluminum beverage cans are widely accepted in recycling programs. Aluminum is a valuable recyclable—worth about four times as much as the next most valuable recyclable. Aluminum is also endlessly recyclable—your entire aluminum can will be made into a new can. What's more, it will be back on store shelves as a new can in as little as 60 days.

Aluminum recycling saves a great deal of energy. According to the Aluminum Association, throwing away a single aluminum can is like pouring out six ounces of gasoline. For every 21 cans you throw away, you are wast-

ing the equivalent of a gallon of gas. That means we could have saved the equivalent of about 2.3 billion gallons of gasoline if we had recycled the 48.9 billion cans that were thrown away last year. That's a lot of energy that went to waste!

Recycling aluminum creates far less pollution, too. Making aluminum from used cans generates about 95 percent fewer emissions than using virgin materials.

Aluminum beverage cans are easy to recycle. After you've finished enjoying your beverage, simply rinse the can with a small amount of water, turn it upside down to drip-dry, and put it into the closest recycling container. If you can't rinse the cans, don't worry. Just turn the can over and shake out the last few drops of liquid. If you're on a picnic or tailgating at a game and there is no recycling container nearby, put the cans into a bag or box in your car or van and recycle them at home.

On average, each American uses 350 cans per year. Try to capture all 350 of those for recycling!

Think before you buy

The Center for a New American Dream wants you to be a conscious consumer by thinking before you buy and evaluating your intended purchase. To help you do this, the Center has created a "wallet buddy" which holds a credit, debit, or gift card. The buddy is designed to make you stop and think as you pull out your card to buy something new.

The buddy includes several questions, such as:

- Is this something I need?
- Do I already own something that could serve the same purpose?
- Can I borrow one, find one used, or make one instead of buying new?
- Was it made with environmentally preferable materials?
- Will it serve more than one purpose?
- Can I recycle or compost it when I'm done with it?
- If I'm still not sure, can I wait a month before deciding to buy it?

These questions can help you save money and make wise buying decisions, as well as reduce the amount of waste that you must reuse, recycle, or dispose.

Download the instructions and pattern to create your own wallet buddy at www.newdream.org/walletbuddy.pdf. Remember to print the pattern for your buddy on the back side of used paper!

For more information about the Center for a New American Dream, visit www.newdream.org.

WHAT'S Up?

Residents with curbside service are allowed two bulky item collections per year, with up to four large items or 20 bags per pickup. The bulky item program has been expanded to include collection of electronic waste (e-waste) and universal waste items. These items consist of TVs, computer monitors and other electronic devices, household batteries (AA, AAA, C, D), and fluorescent bulbs and tubes. This is a special service. To schedule a pickup, residents must call Waste Management's Customer Service Center at 949-642-1191.

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Holiday tree collection is available to residents with 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 regular collection day. You must remove decorations, stands, tinsel, etc. Trees 6 feet or taller must be cut in half.

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Upcoming events!

October 24 — City Employee Health Fair

November 16 — Senior Health Expo

January/February 2008 — Youth Action Team Outreach to middle schools



We want your suggestions, questions and comments!

The City of Irvine
P.O. Box 19575
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(949) 724-7669

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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USING SOY INKS

Old use, new use, reuse

There is a lot more to the second of the 3R's, *reuse*, than just finding new uses for old shoe boxes. Reuse includes selecting durable items and using them over and over again, as well as finding new and creative uses for something old. But that's not all. Here are just some of the ways that you can reuse:

- Choose reusable containers for leftovers and lunches. Washable containers can be used for years without being replaced—saving you money and reducing your waste!
- Fix broken items. To make many repairs, a small tool kit, some wood glue, or a needle and thread may be all you need.
- Rent what you will need for only a short period of time. Rental is also a great way to use large equipment that you don't have the money to buy or the room to store. For local rental stores, check the Yellow Pages for "Rental Service Stores."
- Share tools, lawn equipment, carpet cleaners, or other needed items that don't receive daily use with neighbors, family members, or friends.
- Refill your inkjet cartridges, or purchase remanufactured cartridges. Be

sure to recycle your old cartridges. For details, visit www.Recycle4Kids.org.

- Borrow books, videos, tapes, and other media from the local library.
- Rent movies and video games from a local store or an Internet service.
- Download music or books for your iPod or MP3 player.
- Trade what you have and don't need for something that you can use.
- Sell working and usable items that you no longer want or need.
- Buy from resale stores, such as thrift stores, antique shops, and used bookstores.

Attention, gardeners!

You can have healthier plants and lower water bills! Learn how by attending one the Irvine Ranch Water District's free residential landscape workshops. These workshops promote water efficiency and give you great gardening tips. Any residential customer in the IRWD service area is eligible to attend these workshops at no charge.

For more information, and to get on the reservation list, visit this website, www.irwd.com/FreePrograms/workshops.php, or call 949-453-5327.



Recycling depends on YOU!

Recycling has three parts—and each one depends on you. First, you'll need to "precycle" by selecting locally recyclable products and packages when you shop. Not sure what you can recycle? Find out! Call Waste Management Customer Service at 949-642-1191, or visit www.morangecounty.com/cities/irvine.asp or www.cityofirvine.us/recycle_home.html. Second, you need to collect clean recyclable materials and deliver them to the curb or a drop-off center for processing. Third, you should "buy recycled" by choosing products that have been made from recyclables.

Since recycling depends on you in these three really important ways, we need your help. This fall, commit yourself to being a better recycler. As you shop, look for packaging that is locally recyclable. For example, select fruit

punch in recyclable #1 PET (polyethylene terephthalate) plastic bottles instead of non-recyclable bottles or juice bags or boxes. Then, be sure to rinse, recycle, and repeat at home. Also, if you don't see recycling bins when you're out, be sure to carry your bottles home for recycling.

And, of course, buy recycled! To do this, you will need to read labels and look for words such as "post-consumer recycled-content," which means that someone like you used the recyclables and collected them before a manufacturer turned them into the new item you're holding. If you look, you'll be able to find recycled-

content notebook paper, folders, pencils, fleece hoodies, and more. Some products, such as aluminum and steel cans and cardboard boxes, are almost always made from recycled materials.

This year, America Recycles celebrates its 10th anniversary. The goal of America Recycles is to increase recycling by reminding people that recycling is a simple activity which saves energy, conserves resources, reduces air and water pollution, and helps create jobs.

For more information about America Recycles 2007, visit www.america-recyclesday.org.

I know that recycling depends on me!

Yes, I pledge to make every day of the coming year "America Recycles Day"! Here's what I'll do:

- ☐ Recycle something I don't currently recycle.
- ☐ Recycle more.
- ☐ Buy recycled-content products.
- ☐ Visit a solid waste facility, such as a recycling center, composting facility, or landfill.
- ☐ Invite a speaker to visit my club, class, or business and tell us more about recycling and buying recycled.
- ☐ Other (specify): _____

Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

County: _____ Daytime Phone: _____

☐ Check here if you are under the age of 18.

Return your form to:
City of Irvine Environmental Programs, Attention: America Recycles 2007, P.O. Box 19575, Irvine, CA 92623. Entries must be received by November 15, 2007.

By filling out this form, you will be entered in local and national random drawings. Local prizes include a variety of recycled-content items. Your name and address will be kept confidential. You will not be contacted unless you are a winner. No purchase necessary. One entry per person.

clip & return