

A Quarterly Newsletter of

The City of Irvine
(949) 724-7669

Waste Management of Orange County
(949) 642-1191

Winter 2010



Irvine Partners with South OC Cities to Reduce Food Waste

Three Orange County cities are partnering on a new regional food waste diversion program aimed at significantly reducing the large volumes of solid waste sent to landfills. The cities of Irvine, Mission Viejo, and Laguna Beach will soon be receiving a total of \$400,000 in grant funds from the County of Orange to implement the project. Approved by the Orange County Board of Supervisors in August, the grant is funded through the County's landfill surcharge fees that are reserved for development of waste reduction and landfill diversion programs countywide. As a condition of the grant, the program will also cover the unincorporated areas of Las Flores and Ladera Ranch.



© iStockphoto.com / Edward Shaw

The project will target the waste streams of various restaurants, hotels, and banquet facilities, where food waste accounts for more than 50% of waste disposed. The project will be implemented by Waste Management and is expected to divert over 100 tons of food waste annually from each participating location using a state-of-the-art dehydration process that drastically reduces the volume of residual food waste which would otherwise be disposed of. The small amount of residual

by-product that remains from the dehydration process can then be used for composting purposes.

Food waste is a large part of the waste stream that is not currently diverted from Orange County landfills. According to studies by the California Integrated Waste Management Board, food waste accounts for over 20% of the daily waste disposed of by all Orange County businesses and residents.

The proposed food waste diversion program using this new dehydration technology is another element in a long-running effort by the cities to meet and exceed the state mandate requiring 50% waste diversion from landfills.

Waste Management honored by the California Integrated Waste Management Board for commitment to sustainability

On October 22, the California Integrated Waste Management Board (CIWMB) announced that Waste Management of Orange County was one of the winners of its prestigious Waste Reduction Awards Program (WRAP). Waste Management was the only company in Orange County to receive this honor in its industry.

"We are honored to be part of such a distinguished list of companies that work every day to become more sustainable," said Jason Rose, general manager of Waste Management. "This award belongs to our talented team who constantly seek innovative ways to help reduce the carbon footprint of both our company and our clients. I'd like to thank each of them for their amazing contributions and commitment, which ultimately make Orange County more sustainable."

The WRAP program was established in 1993 by the CIWMB to annually recognize California businesses that have made outstanding efforts to reduce non-hazardous waste by implementing resourceful practices, aggressive waste reduction,

reuse and recycling activities, and the procurement of recycled-content products.

Waste Management had to demonstrate its qualifications in four specific areas to receive the award, including waste prevention; reuse, recycling and composting; purchase of recycled-content or environmentally preferable products; and education.

In addition, Waste Management also had to provide information about greenhouse gas reductions resulting from the business' waste reduction programs, cost savings for waste reduction practices, and employee training and incentives. Waste Management was one of 263 companies statewide that received the award.

"We commend Waste Management for their proactive waste reduction, reuse and recycling programs," said Rosalie Mulé, board member of the CIWMB. "We appreciate what Waste Management is doing to make the environment a top priority at each of its locations throughout Orange County."

Irvine enviro e-Newsletter available to all

This was the first edition of the Irvine Environmental Programs e-Newsletter, which was launched in October.

On October 12, the City launched a new e-Newsletter entitled Irvine Environmental Programs. The quarterly e-Newsletter arrives in the form of an email. It informs Irvine residents and businesses about new environmental programs that the City is implementing and provides tips and resources for living and doing business in a natural and sustainable way. The e-Newsletter will include environmental topics, such as recycling, green building, energy conservation, water quality, and Zero Waste.

Residents will be informed about tips for reducing waste, creative ways to green holiday celebrations, rebates, and much more. Business owners will be provided resources for greening their businesses and learn how other businesses are employing sustainable business practices to protect the environment.

Residents or businesses may sign up to receive the Irvine Environmental Programs e-Newsletter by visiting www.cityofirvine.us/index.php. Simply click on "Sign up for e-Newsletter."



Waste Management of Orange County unveils new sort line to reduce landfill deposits and carbon emissions



On November 18, business, community, and environmental leaders joined executives from Waste Management of Orange County (WMOC) to unveil a new \$1.7 million state-of-the-art recycling sort line using the latest eco-technology. The new sort line, located at the company's Irvine Processing and Transfer Facility, will increase the facility's waste processing capability by 30,000 tons per year, giving a boost to local waste diversion efforts.

"Our new sort line is a win for our customers, the environment, and Orange County," said Bill Bixler, district manager of Waste Management of Orange County. "We now have the capability to recover even more reusable materials, making our carbon footprint even smaller in Orange County. We've also found that investing in green technology makes good business sense even in this economy as we see a

(Continued on Page 4)

No Impact Man

Colin Beavan had written two books of history when he decided he'd like to write about the environment. But rather than a how-to book, he chose a lifestyle experiment. He set out to answer the question, "Could I, at least for one year, live my life doing more good than harm?" So he, his wife, their baby daughter, and the family dog began their "No Impact" year with the goal of creating as little negative environmental impact as possible. Garbage was the first thing to go, followed by automated transportation, non-local food, new products, and, eventually, most electricity.

Throughout the year, Beavan wrote a blog following the ups and downs of the family's experiment, from giving up shopping to living without elevators (the family lives on the ninth floor of a New York City apartment building). Beavan and his wife, Michelle Conlin, found unexpected pleasure in giving up TV for more reading, outings in the city, and family time with little Isabella. However, trying to do laundry without using the automatic washing machine was a less welcome change. After finishing the No Impact year, the family kept many of the new habits. For instance, they have continued to frequent the farmers market to purchase in-season, regionally-grown foods, and they still use their bikes for much of their transportation. Other habits they have given up. They did switch the electricity back on, but they waste less of it today.

During the project, Beavan struggled to find a way to get what he and his family needed in the most sustainable way possible. Throughout, he continued to ask how he could make a difference. In the book, *No Impact Man*, which records the family's experiment in low-impact living, Beavan concludes, "The job is simply this: to live our lives as though we make a difference. Because, paradoxically, when we imagine we don't make a difference, that is when we do the most harm." In the end, he found that perhaps he had been asking the wrong question. The question is not, is he the type of person who can make a difference, but rather, "whether I'm the type of person who wants to try."

The family's year is also the subject of a

documentary film, also titled *No Impact Man*, which was released in the fall.

Learn more about the project at www.noimpactman.com.



Photos courtesy of Oscilloscope Laboratories

Conscious Consumption

No Impact Man's experiment was a bit extreme. However, learning to be a more conscious consumer can be good for your family, your bank account, and our economy. Colin Beavan's wife, Michelle Conlin, who is a writer and editor at *BusinessWeek*, recently wrote in the magazine's blog, *The Case for Optimism*: "So much talk of sustainability hinges on being less bad. Less plastic. Less packaging. Less resource use. But less bad isn't the answer. The true value comes from delivering more good."

Conscious consumption is about this process of creating "more good." For you, it might be about mak-

ing things with your own hands or moving yourself from place to place with your own human-powered legs. It might be about enjoying the beauty and craft that have gone into creating a lovely and well-designed object. It might be about recycling and reusing more of what you need and use. It might be about understanding how things are made and where the resources originated that are needed to make them. It might be about finding quiet and enjoying the company of the people you love.

For more information, visit www.newdream.org/consumption/.

Plenty of projects with "plarn"

RecycleCindy, owner of My Recycled Bags, creates bags and many other clever items from "plarn," which is yarn made from plastic. The plastic comes from old grocery bags, bread wrappers, cassette tapes, and VHS videotapes. She sometimes uses scrap fabric from denim, bed sheets, and rags, as well. Whatever the material, Cindy crochets clever purses, shoulder bags, totes, and water bottle holders. She also makes dishcloths, pot handle covers, and a variety of other items. She sells many of these items through her website. Each item is one of a kind.

Not content to crochet only her own plarn, RecycleCindy also posts patterns and instructions so that her readers can learn to make their own bags, doll clothes, baby bibs, and much more. Her website includes a step-by-step guide for making your own plarn.

To learn more about making your own plarn creations (or to buy one of RecycleCindy's), visit www.myrecycledbags.com.



A Care Tag for Our Planet

Proper care can extend the life of everything from your refrigerator to your favorite pair of jeans. That's why Goodwill has teamed up with Levi Strauss & Co. on an initiative to promote longer use and more reuse of jeans. The program, A Care Tag for Our Planet, offers consumers instructions for washing less frequently in cold water and line drying to keep the jeans looking and feeling great longer. When the items are no longer wanted, the tag reminds consumers not to throw away the jeans but to donate them to Goodwill for reuse by another consumer.

Washing clothes only when they are dirty and using proper temperature settings and mild detergents will help your clothes last longer. A commitment to reuse by selling or donating unneeded clothes can dramatically reduce the amount of clothing waste headed to landfills. Textile waste, including clothing and other fabric items, tops 12 million tons each year in the U.S. Of this, only about 15% is being recycled.



© iStockphoto.com / Huguette Roe



Recycling holds steady

Did you know?

Every ton of mixed paper recycled can save the energy equivalent of 185 gallons of gasoline.

Recycling just 1 ton of aluminum cans conserves the equivalent of 1,665 gallons of gasoline.

By recycling and composting 83 million tons of municipal solid waste, we reduced carbon dioxide emissions by an amount equivalent to removing more than 33 million cars from the road, and we saved an amount of energy equivalent to 10.2 billion gallons of gasoline.

Source: Municipal Solid Waste Generation, Recycling, and Disposal in the United States: Facts and Figures for 2008

The U.S. Environmental Protection Agency recently released its annual report, “Municipal Solid Waste Generation, Recycling, and Disposal in the United States,” for 2008. Not surprisingly, as the economy slid into recession last year, the total volume of waste generated declined, coming in at just under 250 million tons. This was the first significant decline in nearly 50 years.

Per capita waste generation, or the average amount of waste created per person per day, fell to 4.5 pounds. Per capita generation had already been on the decline before the recession, but fell more substantially in 2008. The pre-2008 decline had been credited to waste reduction and reuse activities, but the 2008 change can most likely be linked to the recession. The per capita waste generation rate has not been this low since 1990.

At the same time, recycling held steady as a percentage of total waste generation, with 33.2% of all waste either recycled or composted. Since 1980, the percentage of waste landfilled has dropped from 89% to just over 54%.

National recycling rates by material were also included in the report. Auto batteries continue to top the list with a recycling rate of 99.2%, followed by office-type papers at 70.9%, yard trimmings at 64.7%, steel cans at 62.8%, and aluminum beverage cans at 48.2%. Other containers, including glass and plastic bottles, jugs, and jars, were recycled at a rate of about 27 to 29%.

The EPA has been collecting and reporting on solid waste annually for more than 30 years. To see the 2008 report, visit www.epa.gov/epawaste/nonhaz/municipal/msw99.htm.

fast facts

Here’s an “app” for you!

Earth911.com has launched a new app for iPhone users. iRecycle is a free mobile version featuring Earth911’s helpful information and designed to assist users in finding recycling and event information on the go. To learn more, visit <http://earth911.com/products-overview/iphone/>.

If you are out and need information, but you don’t have the app, call 1-800-CLEANUP to reach Earth911. You can also use your smart phone or PDA to access the website, www.Earth911.com.

Earth911 provides useful background information on reducing, reusing, and recycling and maintains a database featuring more than 100,000 recycling locations around the country.



Keep it or toss it?

How many times have you stood at the refrigerator asking yourself this question? Now, an easy-to-use website has answers for you. Whether you are wondering how long you can keep opened cheese, if the milk is still good, or what to do with the crisper full of veggies that you really meant to eat, this is the website for you! You’ll find it particularly helpful when you face the dreaded condiment shelf in your fridge. Learn more at www.stilltasty.com.



Hitting the right notes

So you are a music lover? And you also want to take good care of the planet? Easy. Download music and put it directly onto your computer and portable music player, such as an iPod, MP3 player, or Zune. A recent study compared the energy use and greenhouse gas emissions of buying CDs at the store or from an online retailer, downloading music and burning it onto CDs at home, and downloading for digital use on the computer and portable player. Not surprisingly, the digital download had the lowest energy use and emissions, as well as the least amount of potential waste from packaging.

Recycling on a roll

The average person in the U.S. uses more than 20,805 sheets of toilet paper annually. Unfortunately, recycled-content paper makes up less than 2% of the toilet tissue used each year. Recycled-content tissue products, including toilet paper, paper towels, and facial tissues, are readily available at grocers, pharmacies, and national retail chains. Not only does recycled-content tissue reduce the demand on forests and tree farms, but it also provides an essential market for our recyclable mixed paper. Next time you shop, give recycled-content tissue a try.



QUOTES REQUOTED

I shall walk softly there,
And learn by going where I have to go.
Theodore Roethke, 1908–1963
American poet

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 from decorations, stands, lights, etc. Trees taller than 4 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 inquire with the property manager regarding holiday tree disposal or any special tree collections. Multi-family residents who wish to recycle their holiday trees can take them to Sunset Environmental, located at 16122 Construction Circle West (near Jamboree and Barranca). Trees will be accepted from December 26 through January 16. Multi-family residents can take their trees to Sunset during the following hours: Monday through Friday, 10 a.m. to 4 p.m., and Saturday, 8 a.m. to 4 p.m. You will need to show proof of residency.



Holiday wrapping, cards, and other paper 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. Remember the paper recycling test and apply it to holiday papers—if it tears, recycle it!

We want your suggestions, questions and comments!

**The City of Irvine
P.O. Box 19575
Irvine, CA 92623
(949) 724-7669**

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



This program is brought to you by Waste Management and the City of Irvine.

Copyright© 2010

The City of Irvine and Eco Partners, Inc.
All rights reserved.

**PRINTED ON RECYCLED PAPER
70% POST-CONSUMER NEWS CONTENT,
USING SOY INKS**

Exchanges unite haves and have-nots

Reuse networks are not just for old sports gear and small household appliances. Many businesses take part in "materials exchanges" that allow them to post a listing of materials which they "have" or "want." These items might be surplus raw materials, off-spec products, unneeded byproducts, office supplies, shipping cartons, pallets, or partially used containers of chemicals or solvents.



Like Craigslist or Freecycle, these exchanges are information services only. The businesses involved post descriptions of the materials they have available or want. The posting and responding businesses make arrangements by email and/or phone, negotiating price, transportation, and other details.

To learn more about materials exchanges that serve businesses and organizations in our area, visit the California Materials Exchange, CalMax, at www.ciwm.ca.gov/ CalMax/. The City of Irvine has its own materials exchange network, modeled after the state program, specifically designed to bring local Orange County businesses and residents that 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 our office at 949-724-7669.

You can also post items for sale in classified advertisements in the local newspaper or online through services such as Craigslist. If you have items that you are willing to give away (or are seeking items for free), visit www.ThrowPlace.com, www.Freecycle.org, or www.gigoit.org.

Got Bulky Waste?

Bulky item collection is available year-round to Irvine residents who live in single-family homes and have curbside service. Residents are entitled to two free pickups each year, with up to four large items per pickup. Bulky items include large, hard-to-handle items, such as furniture, mattresses, and appliances, as well as televisions and computer monitors. While there is no charge for this service, it does require an appointment. For more information about the program or to schedule a bulky item pickup, call Waste Management's Customer Service Center at 949-642-1191.

Residents who live in apartments or other multi-family complexes should inquire with their property manager about bulky item service.

CFL mail-back program

The City of Irvine is offering free recycling containers to Irvine residents to properly dispose of compact fluorescent light (CFL) bulbs, while supplies last. The recycling containers have a re-sealable VaporLok bag that has capacity for up to 13 household CFL bulbs and include pre-paid return shipping labels.

Irvine residents may pick up a recycling container from the Public Works Department on the second floor of City Hall during regular business hours (one container per resident per visit). Proof of Irvine residency is required.



This mail-back program complements other

programs that provide free CFL disposal for Irvine residents. Waste Management of Orange County (WMOC) currently picks up CFL bulbs from residents with curbside waste collection services at no additional charge as part of their bulky item service. Residents can call WMOC at 949-642-1191 to schedule a pickup. Bulbs must be properly packaged and placed in a durable, sealed container.

All residents, including those who live in apartments or condominiums without curbside waste collection service, may drop off their CFL bulbs at the County of Orange Household Hazardous Waste Collection Center, located at 6411 Oak Canyon. Hours of operation are Tuesday through Saturday, 9 a.m. to 3 p.m. (closed on holidays and rainy days).

For more information about CFL disposal options and instructions, please visit www.cityofirvine.us/files/CFL_Bulbs_WM_Collection_Program, or call the Irvine Recycles Hotline at 949-724-7669.

New Sort Line...

(Continued from Page 1)

growing demand from our customers."

The new custom-built recycling sort line is designed to process commercial recycling loads, yet it also has the capability to sort recyclables from regular municipal solid waste streams. It has state-of-the-art TiTech infrared optical sorting capabilities for the processing of dry recyclables,

specialized screens, pressurized air-sorting mechanisms, and drum feeders that have the capability of sorting over 15 tons of recyclable material per hour, from office paper and cardboard to metals and plastics. Bixler explained, "With a construction and demolition sorting line already in place at the Irvine facility, the new sort line will complete our goal to make Orange County even more sustainable by recovering more recyclables each year."

