



Irvine Global Village Festival

October 1st, from 10 a.m. to 6 p.m., in Bill Barber Park

Each year, the City of Irvine hosts the Irvine Global Village Festival, its largest and most popular event, featuring an exciting line-up of cultural entertainment, food and activities reflecting Irvine's diverse population. This year the Festival celebrates its 10th anniversary.



What you may not know is that the Irvine Global Village Festival supports environmental stewardship and sustainable practices in a variety of ways:

Transportation

- Free i-Shuttle Park-n-Ride Service is available from Lakeview Senior Center and Jamboree Center (Jamboree and Union).
- The i-Shuttle is powered by natural gas and produces lower emissions than gas- or diesel-powered vehicles as it transports residents around town.
- UCI Anteater Express service is available from the UC Irvine Campus to the event.

Waste Reduction, Reuse, and Recycling

- The Festival reuses banners, signage, and volunteer shirts from previous years.
- The Festival features Zero-Waste stations (pictured). These include recycling and compost bins to divert waste from landfills.
- The Festival utilizes “green” plates, cups, and utensils that are derived from paper, plastic from corn, or vegetable starch—meaning that they all break down, unlike the standard petroleum-based products.
- Hydration station coolers provide water for visitors and reduce the need for plastic bottles at the Festival. We encourage visitors to bring their own reusable water bottles to fill with water at the Festival.
- Festival programs are printed on recycled paper with soy-based ink and are recycled after being discarded at collection stations. Remember to put programs into the recycling bin!

For more information, visit www.cityofirvine.org/globalvillage.

A Quarterly Newsletter of



The City of Irvine

(949) 724-7669



Waste Management
of Orange County

(949) 642-1191

Fall 2011



During your fall yard cleanups, remember that green waste is collected separately from trash. Green waste service is provided weekly to most residents with curbside service. The exception is those areas where homes do not typically generate a large amount of green waste. For more information, call Waste Management Customer Service at 949-642-1191.

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No-Fee Solar Program

The Irvine City Council recently approved a number of business-friendly initiatives including the No-Fee Solar Permit Program, which waives permit and plan check fees for solar systems in Irvine. The City initiated this program in support of Measure S, the sustainable community initiative which was passed by more than 70 percent of Irvine voters, and in support of the City's energy plan, which seeks to increase renewable energy usage throughout the community. Programs like this can help homeowners and businesses keep energy costs low and reduce environmental impacts.

As part of the No-Fee Solar Permit Program, the Community Development Department has begun over-the-counter review of solar systems for single-family residences. More than 300 solar photovoltaic (PV) systems, which convert sunlight to electricity, have been installed in Irvine to date, representing a significant increase over the previous year.

Solar installations are expected to further increase, thanks to recent cost reductions for solar PV panels, the availability of a 30 percent Federal Tax Credit, and the new California Solar Thermal Initiative, which provides cash rebates of up to \$1,875 for solar hot water systems.

For more information on the No-Fee Solar Program, visit www.cityofirvine.org/solarinstall. For energy incentives and ways to make your home or business more energy efficient, visit the City's Environmental Programs page at www.cityofirvine.us.



Photo courtesy of Irvine Ranch Natural Landmarks

New "Open Space Preserve" and "Getting Around" Webpages

The City of Irvine's Environmental Programs website (www.cityofirvine.us) recently added two new pages: Open Space Preserve and Getting Around.

The Open Space Preserve page is dedicated to promoting the City's open space preserve and natural habitat. It provides visitors with information about protected species, including wildlife and plants, and the history of the open space, as well as recreational opportunities for using the trails.

The Getting Around page is a resource for various modes of transportation in Irvine:

Public transportation

- i-Shuttle
- TRIPS
- OCTA
- Amtrak
- Metrolink

Bicycling

- On-street and off-street trails
- Safety

Walking

- Pedestrian Safety Tips

Irvine Wins 2011 Bike to Work Week Challenge

The City of Irvine took first place in the Orange County Transportation Authority's countywide Bike to Work Week Challenge which took place May 16-20. Bike to Work Week encourages employees

throughout the county to ride their bikes to work in an effort to promote a healthier lifestyle, improve air quality, and reduce traffic congestion.

With over 18,789 bicycle miles pledged from people who live and/or work in Irvine, the city accounts for nearly half of all participants.

Looking for a convenient means of transportation for both commuting and recreational purposes? An Irvine bike map is available online www.cityofirvine.org/bikeways to assist you in planning a safe and efficient bike route.



What's so great about recycling?

For starters, it saves a lot of energy. Every ton of mixed paper recycled saves an amount of energy equal to 165 gallons of gasoline. Every ton of aluminum cans recycled saves an amount of energy equal to 1,665 gallons of gasoline. But that's not all! Recycling also provides valuable resources for manufacturing new products. In 2009, Americans provided *122.5 billion pounds* of recyclable paper, cardboard, and containers to factories. People like you supply a lot of raw materials to manufacturers!

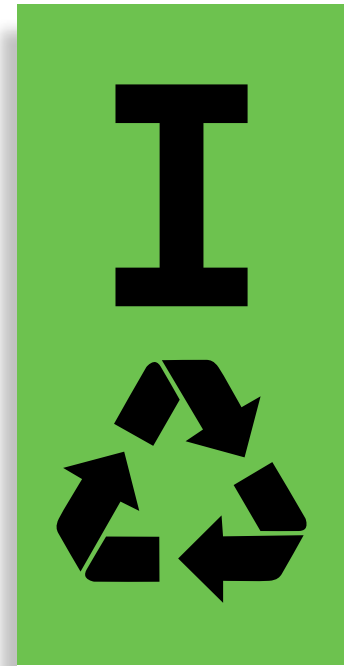


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Break down cardboard boxes before placing them into your curbside recycling cart or complex recycling bin.

Since 1997, Americans have been reminded each November that recycling is not only a great habit but also an important part of our economy! On America Recycles Day, which is observed nationally on November 15th, we celebrate all of the great things that recycling does—conserve resources, save energy, reduce pollution, and create jobs!

This fall, take some time to evaluate your recycling. Do you recycle regularly? Do you know what materials go into your curbside or drop-off bin? When you shop, do you look for products made from recyclables? Do you know that you can buy recycled-content paper, pens, T-shirts, fleece hoodies and vests, and reusable water bottles? In other words, do you know all you need to know about recycling? Recycling is a great thing to do—be great at it!

Do you need help? We are here to answer your questions. refer to the City's Environmental Programs website, www.cityofirvine.us, or call the Irvine Recycles Hotline at 949-724-7669.



America Recycles Day
NOVEMBER 15

AmericaRecyclesDay.org

Be great at recycling!

Please be sure that your recyclables go into the recycling cart with the gray lid (curbside service) or into the gray dumpster (multi-family complex).

Wherever you recycle, be sure that all of these materials are recycled:

- Newspapers and magazines
- Mixed paper (printer, white, colored, all types accepted)
- Telephone books and directories
- Bulk/junk mail, envelopes, and catalogs
- File folders
- Cardboard boxes (flattened)
- Softbound (paperback) books
- Hardbound books (inside paper only, no cover)
- Paperboard, such as cereal boxes, tissue boxes, shoe boxes, egg cartons, beverage boxes, and dry food boxes
- Frozen dinner boxes and other frozen food boxes
- Empty paper towel and toilet tissue rolls
- Shredded paper (Bag in clear plastic or paper bag before putting into cart.)



- Pizza boxes (with NO food residue)
- Paper towels (clean and dry)
- Plastic beverage containers, such as soda, water, and juice bottles
- Plastic containers (#1-7), such as laundry detergent, ketchup, mustard, and hair product bottles (NO foam products)
- Plastic bags—grocery, dry cleaning, newspaper, and other film bags (Bundle inside one plastic bag, tie bag shut, and place in the cart or dumpster.)
- Plastic plates, cups, and utensils (#1-7)
- Plastic buckets (#1-7)
- Plastic tubs (#1-7)
- Plastic toys (#1-7)
- Aluminum cans
- Tin cans, such as soup, tuna, pet food, vegetable juice, and coffee cans
- Empty aerosol cans (completely empty)
- Pie tins
- Paint cans (empty and completely dried out)
- Metal hangers
- Glass food jars that held sauce, mayo, pickles, etc. (no residue)
- Beverage glass bottles, such as wine, beer, liquor, and juice bottles

For more information, refer to the City's Environmental Programs website, www.cityofirvine.us, or call the Irvine Recycles Hotline at 949-724-7669.

Bidding unwanted mail goodbye

According to the Center for a New American Dream, the average American adult receives 41 pounds of junk mail each year (about 560 pieces), 44 percent of which goes unopened. This bulk mail includes catalogs, flyers, and letters from businesses that want to sell things or organizations seeking donations. Most of this bulk mail is “unsolicited,” meaning that these businesses and organizations sent it to you even though you didn’t ask for it. Much of this unsolicited mail is also unwanted, which is why most people refer to it as “junk mail.”

The Direct Marketing Association (DMA) is a group of businesses and organizations that send people advertising mail. The DMA keeps a “delete” file that contains the names of people who don’t want to receive junk mail. This mail preference service is called “DMAchoice.” Being on this list won’t eliminate all of your junk mail at home, but it will prevent much of it. Online, you have the option of managing your mail, allowing you to eliminate categories or companies but still get the mailings and catalogs you want. To register online or to print out the mail-in registration form, go to www.dmachoice.org. The online service is free, but there is a \$1 fee per name to register by mail. Mailed requests, with the \$1 fee, can be sent to DMAchoice, Direct Marketing Association, P.O. Box 643, Carmel, NY 10512.

If you would like to stop receiving pre-approved credit card offers, you can use a service sponsored by Equifax, Experian, Innovis, and TransUnion, which are the top four credit reporting agencies in the U.S. You can opt-out of these offers for five years online at www.optoutprescreen.com or permanently by calling 888-567-8688.

If your family regularly orders from businesses or donates to organizations that do mailings, these businesses and organizations will keep you on their mailing lists. This is “solicited” mail because you buy from or support the organization.

Don’t forget to recycle your junk mail with your mixed paper in your green cart with the gray lid (curbside service) or the gray dumpster (multi-family complex).



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How frugal are you?

If you’ve been reading or listening to the business news, you’ve probably heard that the recession has made Americans more frugal. One result has been an upsurge in reuse. People are using things longer or finding new uses for items they already own. They are also trading, giving away, and buying and selling more used items.

How about you? Over the past few years, have you been using things longer? Have you joined groups like Freecycle, where residents give away usable items or get them for free? Have you done more of your shopping at thrift or secondhand stores?

If you haven’t become a reuser or a reuse shopper, it’s not too late. Reusing saves money and reduces waste—during bust and boom times!



Join the Irvine Freecycle group:

[http://groups.freecycle.org/
FreecycleIrvine](http://groups.freecycle.org/FreecycleIrvine)



Make an appointment for bulky item collection

Bulky item collection is available year-round to Irvine residents who live in single-family homes or condominiums and have curbside waste collection 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, computer monitors, and other e-waste items, including compact fluorescent light (CFL) bulbs and household batteries. 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.



QUOTES REQUOTED



Just by simply choosing healthful options every day, you can make a world of difference. You can improve your own health and the health of the environment.

It's just like choosing to change your lightbulbs or draw your drapes. Just like choosing to drive a greener car. Just like choosing to recycle and buy recycled. Just like choosing to reduce your energy needs and get your energy from greener sources. Just like choosing to eat locally grown, organic food.

It's all about choices. And you've got the power to choose.

Ed Begley, Jr.
Living Like Ed

FAST FACTS

Greenest on the Gridiron

This fall, colleges and universities across the U.S. will be competing in the Game Day Challenge. Each participating school designs a waste reduction plan for one 2011 regular season home football game and then measures the results. Schools can collect common recyclables, such as paper, beverage containers, and cardboard, as well as food for donation and composting. The amount of waste generated and recycled will determine which school is the greenest on the gridiron.

Last year, more than 75 colleges and universities took part in the Game Day Challenge. During the challenge, the participating schools kept 500,000 pounds of waste out of landfills, preventing greenhouse gas emissions equivalent to taking 180 cars off our roads for a full year.

If you enjoy fall sports, concerts, or festivals, be sure to look for and use recycling bins. If you are managing events, please be sure to include recycling in your plans.

Old bags with new purpose

We've all been there. One day you are at the store and realize that your favorite reusable bag, the one you've had for the past several years which has been with you through rain and shine, has a rip that is beyond your ability to repair. Never fear! ChicoBag has partnered with The Grateful Thread to accept old reusable bags and put them to a new use. Bags that can be repaired will be given to families who can't afford to purchase reusable bags. Bags that can't be repaired will be turned into useful new products, such as beautiful hand-woven rugs.

You can mail clean, old reusable bags to this address: ChicoBag Company, c/o Zero Waste Program, 13434 Browns Valley Drive, Chico, CA 95973.

Learn more at www.chicobag.com/t-repurposing_program.aspx.



Green Gifts for a Happier Holiday

Would you like to make your holiday season a little less stressful and turn it a brighter shade of green? Would you like a season that focuses more on your relationships than your stuff? We have some advice that will help.

Making a List and Checking It Twice: Write down all of 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. Remember, in most relationships, gift-giving is a two-way street. If you want to change the rules this year, communicate with friends and family members about your ideas and suggestions. They will probably be glad that you were brave enough to bring it up!

Don't Break the Bank: Decide how much you plan to spend on holiday giving. Once you have a total, estimate a budget for each person on your list. Remember that the little extras, such as stocking stuffers and accessories, can add up. As you begin to shop, keep track of your receipts. Periodically evaluate how much you're spending compared to the budget that you developed.

Priceless: Consider gifts of yourself and your time. These gifts improve your relationships, cost nothing, and create no waste. For example, you could offer to visit a friend and bring all the fixings for a homemade dinner—and then make it together. You might schedule a game or movie night for family or friends. You could offer to babysit for an evening or even a weekend. No children in the family? Offer to pet sit or house sit. Volunteer to clean up the yard in the spring or mow the lawn. The possibilities are endless.

Made With Love: Another way to give of yourself is to put your skills to work by making homemade gifts. If you preserve food or jams, give some away as gifts. Record a CD or DVD of a child's performance or an "interview" that gets the child talking about friends, school, and



activities, and send the recording to a far-off relative. Refresh a family memory by making your brother the cookies that Grandma used to bake. Decorate an old picture frame with fishing lures and add a photo of you and your grandpa fishing together. Put your old jewelry, clothes, and hats into an unneeded suitcase to create the perfect dress-up chest for a child. We're sure you can think of many other ideas that reflect your own hobbies or honor the skills that a family member or friend passed along to you.

Experience the Drama: Do you have friends or relatives who love a certain sports team but don't go to games very often? Give them tickets! Not a sports fan? Give tickets to a concert or play, a movie gift card, a museum membership, or park passes. If you have a friend who is interested in learning something new or becoming an expert on a favorite hobby, offer to pay for a class.



Know Thy Recipient: Waiting until the last minute to shop can lead to breaking the budget and choosing less-than-perfect gifts. When you are out of time, anything near a checkout seems "good enough." However, a good-enough gift is likely to be unused. At best, it will be returned, re-gifted, sold, or given away. At worst, it will be forever unused and, eventually, thrown in the trash. Knowing what a friend or family member likes and dislikes, as well as knowing sizes and other essentials, can lead to thoughtful gifts that don't waste your time and money or end up as trash. If you don't have time to find a gift that will reflect the recipient, give a gift card instead.

Wrap It Up: 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."

Simplify, simplify!

In *Walden*, Henry David Thoreau wrote, “Our life is frittered away by detail. . . . Simplify, simplify.” Watch a few minutes of cable TV and you’ll discover that Thoreau has thoroughly modern counterparts. Do a little channel surfing and you’ll find shows devoted to clearing out the clutter, ranging from simple organizing tricks to professional clean-outs.

While most of us will never appear on a television show about hoarding, many of us have more clutter than we wish we had. Whether it is a jam-packed clothes closet or a cabinet that is bursting at the hinges, devoting some time to decluttering, organizing, and donating or selling what you don’t need can be a refreshing experience for your spirit as well as your space.

In *The Joy of Less, A Minimalist Living Guide: How to Declutter, Organize, and Simplify Your Life*, Francine Jay compares decluttering to dieting. You can go for the short-term fix, begin to feel deprived, and relapse, or you can transform your relationship with stuff. She advocates for making conscious decisions about what you buy, what you have, what you keep, and what you release. In other words, she focuses on making the long-term change.



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In a chapter entitled, “Trash, Treasure, or Transfer,” Jay begins with trash—things that are clearly garbage or are outdated and can be recycled, like newspapers and magazines. The treasure pile will contain those things that you want to keep. However, she cautions that your treasures need to add either beauty or function to your life. Finally, in your transfer pile, you include all of the perfectly usable things that you no longer want or need. As she puts it, “In here belong all those perfectly good items that are no longer good for you.” Your transfer pile will include items that you plan

to give away and those you hope to sell.

Thoughtful decluttering can also lead to less impulse shopping. When you declutter, you often find things that you “had to have” and, yet, never used. You don’t have to spend much time at a thrift store to know that you are not alone. Many of the items donated or resold each year aren’t just like-new, but are brand-new.

Rather than fritter your life away with details, or spend all of your time at home moving stuff to find what you’re looking for, simplify. And when you simplify, share. Many items that are no longer good for you would be very good for someone else.



Reuse is big business

Reuse has environmental, social, and economic benefits. The environmental benefits are clear—when we reuse, no new materials are harvested, mined, or manufactured. Reusing leads to less air and water pollution. In addition, reused items may be transported shorter distances to the end user.

In terms of social benefits, reuse provides usable goods to people and organizations with limited means. Many reuse centers take part in job-training programs and provide employment for adults with disabilities and at-risk youth.

You might, however, find the economic benefits most surprising. Reuse creates jobs, encourages local business activity, and, of course, lowers disposal costs. Nationwide, reuse is a more than \$14.1 billion industry. Depending on the product, reuse creates 30 to 300 times more jobs than disposing of the same material on a ton-per-ton basis. At the low end, wood pallet repair creates about 28 jobs per 10,000 tons of material, whereas landfilling creates only one. At the high end, computer reuse creates 296 jobs per 10,000 tons of material.

Read More
About It

the joy of less
a minimalist living guide



how to declutter,
organize, and
simplify your life

francine jay

The Joy of Less, A Minimalist Living Guide: How to Declutter, Organize, and Simplify Your Life by Francine Jay

Live More, Want Less: 52 Ways to Find Order in Your Life by Mary Carlomagno

Organized Simplicity: The Clutter-Free Approach to Intentional Living by Tsh Oxenreider

ALL THIRIFTY STATES



Jenna Isaacson is a woman on a mission. Her goal is to promote secondhand shopping. A self-proclaimed “thrift store addict,” Isaacson is on a massive road trip, traveling the United States on what she terms “a visual journey through America’s collective closets.” She isn’t investigating actual closets, of course. She’s stopping at a thrift store in every state. Learn more about Jenna’s mission at www.allthriftystates.com.



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If you were going to make only one change this month, we have a great idea—capture all of your aluminum cans for recycling!

Aluminum beverage cans are one of the easiest containers to recycle in America. Every curbside and drop-off program accepts them. Where recycling containers are found in public spaces, like hotel lobbies, airports, malls, or bus stations, aluminum cans are almost always accepted for recycling there, too. In 2010, Americans recycled nearly 56 billion aluminum cans. That’s a huge number and represents 58.1% of the cans used. However, with such easy access to recycling for these cans, why isn’t that number even higher?

There are many great reasons to recycle aluminum cans. A new aluminum can has 68% total recycled content, so the markets for aluminum cans are healthy and the cans are being used to make new aluminum. In addition, making aluminum from recycled beverage cans creates only 5% of the greenhouse gas emissions and uses only 5% of the energy when compared to making aluminum from raw materials. Aluminum is infinitely recyclable, so today, 75% of the aluminum ever smelted is still in use.

The next time you finish a drink, think about that can. Don’t litter it! Don’t toss it in the trash! Recycle it! Capture all of your cans—we know you “can” do it!

Learn more about aluminum can recycling at www.recyclecansnow.com.

Many beverage containers are part of the California Refund Value program (marked “CRV” or “CA Cash Refund”). When these are empty, you can turn them in and get a refund of your deposit. To find CRV redemption centers, visit www.cityofirvine.us, call 800-RECYCLE, or visit www.bottlesandcans.com. (You can also recycle your bottles and cans in your green cart with the gray lid or, at multi-family complexes, in the gray dumpster.)



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.



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

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