



# AB 341 calls for California to divert 75% of solid waste from landfills by 2020

Governor Jerry Brown recently signed Assembly Bill 341 (AB 341) requiring the state of California to increase its waste diversion rate to 75% by 2020.

Regulations relating to this goal will be forthcoming, and it is likely that California cities will be expected to do more to reduce waste. AB 341 also includes requirements for businesses to recycle.

Since 1989, when the State of California passed Assembly Bill 939 (AB 939) requiring local jurisdictions to divert at least 50% of their waste from landfills by 2000, the City of Irvine has been at the forefront

of recycling and sustainability efforts. Not only has the City of Irvine met the legislative mandate of AB 939, but it has continually surpassed it. During 2010, Irvine diverted over 70% of its waste from landfills.

The City continues to be a leader in protecting the environment by exploring new technologies and strategies to further reduce waste and increase its diversion rate. Given that 20% of the solid waste sent to landfills is comprised of food waste, the City is testing a new technology called e-Corect to reduce the amount of food waste generated and disposed. The e-Corect is a food waste dehydrator machine that reduces the volume of food scraps by 80-90%. The byproduct from the dehydrator machine is a soil amendment that can be mixed with regular soil to be used for landscaping or gardening.

A key benefit of on-site food waste dehydration is that it eliminates the need to collect and haul large amounts of waste. The City is evaluating the effectiveness of the e-Corect machine at four locations with the expectation of expanding the number of sites to eight in Irvine by the end of 2011.



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**The City of Irvine**

**(949) 724-7669**



**Waste Management  
of Orange County**

**(949) 642-1191**

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## **Holiday Collection Schedule Update**

Since both Christmas and New Year's Day fall on weekends this winter, there will be no delay in collection on either week. Service will take place on the regular schedule. Please set out your carts on your regular collection day.

# Mandatory Recycling for Commercial Properties and Multifamily Complexes

Assembly Bill 32 (AB 32), the California Global Warming Solutions Act of 2006, requires the reduction of statewide greenhouse gas (GHG) emissions to 1990 levels by the year 2020. Like AB 341, AB 32 also has a mandatory commercial recycling component. Commercial or public entities that generate more than 4 cubic yards of commercial waste per week and multifamily residential dwellings with five or more units must arrange for recycling services by July 1, 2012.

The City of Irvine will be informing local businesses and multifamily

complexes of this law to encourage more recycling and to assist businesses in starting recycling programs. One way the City is promoting this law is through the Business Assistance Recycling Program, by which a business can request a waste evaluation to identify areas where it can recycle more and reduce waste. This, in turn, will help the business decrease its waste collection costs. To take advantage of this free program for Irvine businesses, please contact the City's Recycling Hotline at 949-724-7669 or email SCS Engineers at [recycle@scsengineers.com](mailto:recycle@scsengineers.com).



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The City of Irvine's free **Business Assistance Recycling Program** is designed to help a business evaluate its waste, identify opportunities for waste reduction, and expand or implement recycling programs. To take advantage of this free program for Irvine businesses, please contact the City's Recycling Hotline at 949-724-7669 or email SCS Engineers at [recycle@scsengineers.com](mailto:recycle@scsengineers.com).

## Christmas "tree-cycling"

Christmas tree recycling collection will be available to residents who have curbside service. Trees will be collected on your regular 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, garland, tinsel, stands, and lights. Trees taller than 6 feet must be cut in half. Curbside tree collection runs from December 26, 2011 through January 13, 2012.

If you would like to recycle your tree after the three-week curbside collection period, you can cut up the tree and place the pieces into your green waste cart, if you have one. Remember—the lid must close on the cart to keep items from falling out as the cart is emptied.

Irvine multifamily residents with bin service may inquire with their property manager regarding on-site Christmas tree disposal or any special tree collections. Multifamily residents who wish to recycle their Christmas trees can take them to Sunset Environmental, which is located at 16122 Construction Circle West (near Jamboree and Barranca). Trees will be accepted at no charge from December 26, 2011 through January 14, 2012. Sunset Environmental is open from 8 a.m. to 4 p.m., Monday through Friday, and from 7 a.m. to 5 p.m., Saturday. To receive free Christmas tree recycling, you will be asked to show proof of residency in Irvine.

For more information, contact Waste Management at 949-642-1191 or visit [www.cityofirvine.org/environmentalprograms](http://www.cityofirvine.org/environmentalprograms).

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## Terracycle

Don't know what to do with those empty potato chip bags? Can they be recycled? Yes, they can, but not in your curbside cart. Chip bags can be recycled with Terracycle, a company that converts packaging waste into a wide variety of products. For example, in partnership with Frito-Lay, Terracycle accepts empty Frito-Lay chip bags and turns them into new products, such as reusable tote bags, picture frames, scrapbooks, clipboards, and much, much more. The new products are then made available to the public for purchase at major retail chains.

Not only is Terracycle "upcycling" wrappers into cool, new products, but they are also supporting the community. On most items collected, Terracycle will donate \$0.02 per unit collected to any charity of your choice.

Here is how it works: Sign up on Terracycle's website ([www.terracycle.net](http://www.terracycle.net)) and select the type of waste you'll collect. Download the free shipping label in order to mail the waste you collected to Terracycle. To learn more, go to [www.terracycle.net](http://www.terracycle.net).



### Smart Gardening 101

Now is the time to start thinking about a spring garden. University of California Master Gardeners share their knowledge and practical tips on planning a garden, creating healthy soil, managing water, planting from seed, controlling pests, growing edibles and ornamentals, and using compost and mulch, plus container gardening. You'll learn all of this and get to know other gardeners when you attend Smart Gardening 101. Classes will be held on Monday, March 5 and Monday, March 12, from 6 to 8:30 p.m., in the Conference & Training Center at the Irvine Civic Center, 1 Civic Center Plaza.

Registration is required. To register, visit [www.cityofirvine.org/cityhall/cs/classreg/default.asp](http://www.cityofirvine.org/cityhall/cs/classreg/default.asp) or call 949-724-6610.

To receive your Smart Gardening certificate, you must attend both class sessions.



## Eco-holiday ideas and tips

Have yourself a merry, green holiday this season. The holiday season is a time to enjoy the company of family and friends. Unfortunately, our enjoyment of the holidays is often at the expense of the environment, with constantly running lights, trees cut down for a short-term use, and extra garbage from gift-giving, parties, and other holiday events. Check out our Environmental Programs guide for a holiday season that takes less of a toll on Mother Nature: [www.cityofirvine.org/environmentalprograms](http://www.cityofirvine.org/environmentalprograms) (click on "eco Christmas" at right).

After the holidays, be sure to recycle holiday wrapping paper, cards, gift boxes, and other recyclable paper items in your curbside recycling cart with the gray lid. If you live in a multifamily complex with bin service, please place holiday papers and boxes in the gray recycling bin. Remember this simple paper recycling test—if it tears, it recycles!

# Powered by batteries

Americans purchase nearly 3 billion batteries every year for toys, remote controls, cell phones, laptop computers, and tools. That's about 10 batteries for every person in the United States. Look around. Have you used your cell phone today? It uses a battery. What about a remote control? Yes, it's battery-powered, too. Have you used a laptop, tablet, or e-reader? All of those use batteries. As you can see, many of the things you enjoy every day rely on the electrical energy provided by batteries.

Many of these items have "built-in" batteries, so you just attach a power cord to recharge them. Others use household batteries, such as AA, AAA, C, D, and 9-volt. You can buy rechargeable household batteries. When these batteries run down, you simply remove them and recharge them in a charging unit that you purchase where batteries are sold.

According to the Rechargeable Battery Recycling Corporation, rechargeable batteries can be recharged up to 1,000 times and last from two to five years. To ensure a long life, follow recharging instructions carefully.

Be sure to recycle spent rechargeables that will no longer hold a charge and dead single-use batteries. Irvine residents can take their batteries, along with other hazardous waste, to one of the County's four Household Hazardous Waste Collection Centers (HHWCC). There is an HHWCC in Irvine at 6411 Oak Canyon. Hours of operation are Tuesday through Saturday, from 9 a.m. to 3 p.m. (closed on holidays and rainy days). For more information and a list of acceptable items, visit the County's website at [www.oilandfills.com](http://www.oilandfills.com). Batteries are also collected as part of the expanded bulky item program (see sidebar).

Remember—batteries don't belong in your household trash and shouldn't be placed in curbside recycling carts or gray recycling bins!



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## Properly dispose of electronics, batteries, hazardous waste, and CFLs

Residents can take household hazardous waste, batteries, fluorescent tubes and bulbs (such as CFL bulbs), and electronic waste, including computers, televisions, and cell phones, to the County of Orange Household Hazardous Waste Collection Centers (HHWCC). The County operates four permanent collection centers, and one is located in Irvine at 6411 Oak Canyon. Hours of operation are Tuesday through Saturday, from 9 a.m. to 3 p.m. (closed on holidays and rainy days). For more information and a list of acceptable items, visit the County's website at [www.oilandfills.com](http://www.oilandfills.com).

Universal waste items, such as electronics, batteries, CFLs, and fluorescent tubes, are also accepted as part of the expanded bulky item program provided by Waste Management. Residents with curbside service can schedule pickup of these items as part of the bulky item service. Residents with curbside service can have two bulky item pickups a year, with up to four items per pickup at no charge. Expanded bulky item collection includes televisions, computer monitors, and electronic equipment such as computers, VCRs, and cell phones, batteries, CFLs, and fluorescent light tubes.

NO household hazardous waste is accepted at the curb, so no household, lawn and garden, or automotive chemicals will be picked up at the curb. These items must be delivered to the HHWCC.



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## More options for cell phones

Cell phone retailers accept old cell phones for recycling. Some schools and other organizations accept cell phones for recycling as a fundraiser. For additional options, check the City's Environmental Programs website, [www.cityofirvine.org/environmentalprograms](http://www.cityofirvine.org/environmentalprograms).

# Paper recycling keeps growing

During 2010, Americans generated over 81.2 million tons of paper and cardboard. Of this, 63.5% was recycled, an all-time high. On average, each adult and child in the U.S. recycled 334 pounds of paper and cardboard.

Just 20 years ago, Americans generated over 89 million tons of paper and cardboard and recycled only 33.5% of that. In two decades, we've reduced our overall use of paper and dramatically increased our recycling rate.

Much of this improvement has come in the expanded list of paper products that are accepted for recycling (see sidebar). Today, it is common for residents and businesses to have access to paper recycling programs that accept not just newspaper and cardboard, but also office paper, junk mail, magazines, catalogs, and paperboard.

We still have room for improvement. Ask yourself these questions:

- Do I recycle non-metallic gift wrap? Regular wrapping paper is accepted for recycling in curbside recycling carts (with the gray lid) and gray recycling bins at multifamily complexes.
- Do I capture all of my newspapers, magazines, and catalogs—even those I enjoy away from home? If you read a magazine or peruse a catalog while waiting to pick up your child from basketball practice, take the magazine or catalog home to recycle rather than toss it into the trash. Be sure to capture all of the extra catalogs and advertising mailings that arrived during the holiday season.
- Do I recycle all of my paperboard? This includes the empty tubes from toilet paper, paper towels, and food wraps. It also includes shoe boxes, cereal boxes, and gift boxes.
- Do I make paper recycling easy for my family members and co-workers? We all know that recycling is more likely to take place when recycling bins are located near trash cans. In your home, put a paper recycling box or basket near the counter where you sort mail. Set a recycling basket near the chair or couch where family members read the paper or magazines. At work, be sure that a paper recycling box is located near printers or copiers.
- Do I recycle my shredded paper? Shredding receipts, statements, and other documents that contain personal and confidential information is a great way to prevent identify theft. But then, what do you do with the shredded paper? It's easy. Simply bag the shredded paper in a paper bag, staple it shut, and drop the bag into your recycling cart or bin.
- Do I know what paper and cardboard products are accepted where I recycle? Print and save the list on this page!



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## Paper and Cardboard Recycling

Recycle all of these paper products in your curbside cart with the gray lid or the gray recycling bin at your multifamily complex:

- Newspapers, magazines, and catalogs
- Mixed paper (printer, copier, white, color – all types)
- Telephone books and directories
- Bulk/junk mail and envelopes
- File folders
- Cardboard boxes (flattened)
- Paperback books and the paper only from hardcover books (discard cover)
- Paperboard – cereal boxes, tissue boxes, shoe boxes, egg cartons, beverage boxes, and dry food boxes
- Paper towels (must be clean and dry)
- Frozen dinner boxes and other frozen food boxes
- Empty paper towel and toilet tissue rolls
- Shredded paper (bag before placing in cart)
- Pizza boxes (no food residue)

You can also recycle food and beverage bottles and containers, shampoo and detergent bottles and jugs, glass bottles and jars, and metal cans.



# FAST FACTS

## From holiday to home

The 74-foot Norway Spruce decorating New York's Rockefeller Center will come down on January 7. When it does, it will be turned into lumber which will be donated to Habitat for Humanity. Since 2007, the lumber from the Rockefeller Center tree has been donated each year to Habitat's home-building efforts. Read more and watch a video at "From Shade to Shelter" in *Habitat World* online: <http://magazine.habitat.org/stories/shade-shelter>.



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## As simple as soap

Derreck Kayongo, a humanitarian relief expert and former refugee, knows firsthand about the challenges faced by displaced persons—the daily struggle for food and fresh water, and the diseases that result from lack of soap and clean water. When he learned that American hotels discard about 2.6 million bars of soap a day, Derreck and his wife and father began the Global Soap Project. The project accepts donated bars of soap from hotels, reprocesses and remolds it, and then donates the soap to existing relief organizations that serve refugees, orphans, and disaster victims. Learn more about the Global Soap Project at [www.globalsoap.org](http://www.globalsoap.org).



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## Constant connection

If it seems like you are always online, it may be true. CTIA—The Wireless Association conducts a semi-annual survey of wireless subscriber connections, which is the total number of devices, such as cell phones, smartphones, tablets, and laptops, that people have connected on cellular networks. In 2011, for the first time, the number of connections at 322.9 million exceeded the population of the U.S., which is about 312.7 million.

WellHome has created an infographic about electronic waste — where it comes from and what happens to it. Check it out at [www.wellhome.com/blog/2011/05/electronic-waste-where-does-it-all-end-up](http://www.wellhome.com/blog/2011/05/electronic-waste-where-does-it-all-end-up).



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## 1ST AND GREEN AT SUPER BOWL XLVI



When you think of the Super Bowl, you probably think of football, commercials, and "tailgating" food. However, look behind the scenes at any Super Bowl since 1994 and you'd see a growing list of environmental initiatives. The 2012 Super Bowl to be held in February is no different. Working with the NFL, the local host committee has planned recycling, food recovery, donation of supplies and equipment after the event, planting trees, and a sports equipment/book donation project involving local kids. Learn more at [www.1standgreen.com](http://www.1standgreen.com).

## QUOTES REQUOTED

We must not, in trying to think about how we can make a big difference, ignore the small daily differences we can make which, over time, add up to big differences that we often cannot foresee.



Marian Wright Edelman, 1939–

# The tower that books built

During May 2011, Argentinean artist Marta Minujín created a seven-story tower of books in Buenos Aires. Entitled “The Tower of Babel,” the display included 30,000 books in hundreds of languages. The books were donated by embassies, libraries, and others around the world and ranged from children’s books to comics and from poetry to philosophy. A metal ramp allowed visitors to climb the tower, examining the books and enjoying the city’s skyline. A soundtrack featured Minujín repeating the word, “book,” over and over in many different languages. At the end of the installation, some books were given to visitors, but the majority were donated to create the city’s first multilingual library.

Photo by Juan Mabromata | Getty Images



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## Fleece season

This time of year, fleece is everywhere—sweatpants, pullovers, jackets, vests, gloves, scarves, blankets, and more. We are so used to seeing fleece during the cool weather that you might be surprised to know that the first fleece product wasn’t sold until the early 1980s. By 1993, some of that fleece was being made with post-consumer recycled plastic bottles. Today, many plastic bottles become fleece and other polyester products.

To turn bottles into fleece, used bottles are sorted by color, cleaned, chopped, and ground. The flake plastic is then melted, reformulated, and turned into chips. The chips are heated and sent through a machine called a spinneret (much like a showerhead) to become yarn. A knitting machine turns the yarn into cloth that can be dyed, textured, and finished. A process called napping gives fleece its famously soft, fuzzy feel.

“How It’s Made” on Discovery Science Channel has a feature on how fleece is made. Watch it on YouTube: <http://youtu.be/YHHqFwDhGTM>.

## Recycling means jobs

In 2008, with the nation recycling and composting about one-third of its discards, nearly 732,000 Americans worked in jobs directly related to recycling and composting of municipal solid waste and construction and demolition debris. A recent study by the Tellus Institute and Sound Resource Management concludes that increasing the nationwide recycling rate to 75% by 2030 could add as many as 1.5 million more recycling and composting jobs to the U.S. economy. In other words, every percentage point of improvement in our national recycling rate could lead to 30,000-35,000 new jobs.

In addition to job creation, the report also explores potential reductions in harmful emissions, such as carbon dioxide. Increasing the national recycling rate to 75% would be equivalent to removing 50 million cars from our roadways.

The final report, “More Jobs, Less Pollution: Growing the Recycling Economy in the U.S.,” is available online at [www.recyclingworkscampaign.org](http://www.recyclingworkscampaign.org).



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# Renew your commitment to the 3R's

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, give some thought to the 3R's:

## Reduce

- 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?
- Stop making "wish lists." Oftentimes, the items on a wish list are things you want but don't necessarily need. 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 don't have—often creating dissatisfaction with the things you do have.



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## Reuse

- 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. If and when that time comes, remember to look for secondhand equipment.

- "Shop" at home. You probably have books you haven't read, movies you haven't watched, games you haven't played, kitchen gadgets you haven't tried, and supplies for hobbies you haven't started. Put them to use now.
- Find your library card. The library is a great resource for no-cost entertainment. Look for books, magazines, music, movies, and more. Ask your library about downloads for e-readers and MP3 players, too.
- Scan your pantry shelves. We all have canned and boxed goods that we purchased but never got around to using. Find recipes for the supplies you already have on hand. Also, pull out food that your family won't eat. Check the "use by" or "best by" dates and donate unexpired items to a local food pantry or other non-profit organization.

## Recycle

- 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.
- Collect recyclables and recycle them!
- 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. If you need printer paper, select post-consumer recycled-content paper.

# Gift cards GALORE

Gift cards are big business. In fact, by most estimates, gift card sales for 2011 will top out at around \$91 billion in the U.S. At \$25 per card, which is the most common gift card value sold, that is a whopping 3.64 billion cards.

While 95% of American adults have given or received a gift card, only about 20% choose to refill cards after the value has been expended. This leaves a lot of depleted cards headed to the trash. How often have you had a clerk ask, "Since this is empty, do you want me to throw it away?"



Gift cards are just one type of wallet-sized plastic card. About 17 billion total cards are produced to be used by American consumers each year, including gift, loyalty, discount, membership, debit, store charge, and credit cards. As a result, as much as 75 million pounds of plastic cards, most of them PVC, are discarded each year.

At least one company, Earthworks in Ohio, has begun to accept used plastic cards for recycling. The cards are recycled in a closed-loop process, with old cards melted and turned into the plastic sheets used to make new cards. Individuals can mail in empty or expired cards. However, Earthworks hopes to work with stores, hotels, and other businesses that would collect customer cards and send in larger quantities for recycling. To learn more about Earthworks, visit [www.earthworkssystem.com](http://www.earthworkssystem.com).

Ask retailers whether they will accept your depleted cards for recycling. Other waste-reducing ideas include refilling existing gift cards and giving virtual or electronic gift certificates instead. Also, be sure to use up the funds on your gift cards. The average amount left on cards is \$2.30, which adds up to about \$5 billion in unspent value each year!

*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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