

A Quarterly Newsletter Of



The City of Irvine
(949) 724-7669



Waste Management of Orange County
(949) 642-1191
Fall 2006



A 35th Anniversary to Save the Planet

This year, the City of Irvine turned 35. Last spring, to celebrate this milestone, the Environmental Division of the Public Works Department launched a six-week campaign called 35 Ways to Save the Planet. For the last 35 years, Irvine has been a wonderful place to call home because our natural environment offers beauty and comfort to our residents. We thought the best way to celebrate was to remind everyone that our future residents would like to enjoy that same great environment.

Just as a long journey begins with a single step, a cleaner environment begins with a single act of conservation. To remind our residents how easy it is to make a difference, we created a list of 35 simple steps. From turning off the water while brushing your teeth to conserve water, to replacing your four most-used light bulbs with energy-efficient compact fluorescents, these 35 ways can easily become part of our everyday lives without making them more complicated. In fact, these steps will not only help preserve our environment, but many of them will also help simplify our lives and save us money.

The 35 Ways to Save the Planet Campaign began on March 16 and culminated on Earth Day, which was celebrated on Saturday, April 22 at UC-Irvine. Each week selected tips were printed in the *Irvine World News*, and eye-catching posters were installed at several bus shelters.

By recycling, reducing air and water pollution,

and conserving energy, we can each make a difference. And, we can give Irvine another great 35-plus years!



League of California Cities presents energy award to Irvine

The City of Irvine was selected as a 2006 League of California Cities Helen Putnam Award for Excellence recipient in the Planning and Environmental category for Irvine's participation in the Community Energy Partnership Program.

Part of the Environmental Programs Division of Public Works, the Community Energy Partnership Program is a partnership of ten cities, Southern California Edison, The Gas Company, and The Energy Coalition, a non-profit agency. The program was recognized at the 2006 League of California Cities Conference

in San Diego, September 6-7, 2006, for its achievements in changing the energy consumption habits of Irvine residents and businesses.

Community Energy Partnership activities ranging from energy-efficient upgrades to replacing incandescent bulbs with compact fluorescent bulbs have provided direct energy savings for over 8,500 residents, businesses, and students in Irvine. With the new energy-efficient products and proactive energy-saving actions put in place, the city estimates a savings of \$1,275,000 a year or \$6,375,000 over the lifetime of the energy-saving measures.

Are you ready to recycle?

Did you know that, nationwide, we recycle about 24 percent of our trash and compost another 7 percent? That means we are keeping almost 31 percent of our trash out of landfills and other disposal facilities. That's great news!

Of course, recycling depends on each one of us. For recycling to continue and to grow, we each need to do our part. We need to buy products in recyclable containers and packaging. We call this "pre-cycling" because it is planning ahead to recycle. Then, we need to collect our empty and clean recyclables. We refer to this as "recovery." And finally, we need to buy new products made from recyclables, called "buying recycled."

You can buy recycled when you shop. To find recycled-content products, check the labels. Many products made from recyclables will have the recycled-content symbol (shown here) or

phrases such as *100% Recycled Paperboard*, *Post-Consumer Recycled Content*, *Recycled Content*, or *Remanufactured*. If you look, you'll be able to find recycled-content paper, pencils, fleece vests and jackets, exercise mats, glass tiles, greeting cards, and more. Some products are almost always made from recycled materials, including aluminum and steel cans and cardboard boxes.

So get ready—and recycle!



Need more information about recycling?

Call the Irvine Recycles Hotline—
(949) 724-7669!



I'm renewing my commitment to recycling!

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 or business who will 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
P.O. Box 19575
Irvine, CA 92623

Entries must be received by November 15, 2006.

By filling out this form, you will be entered in a random drawing. 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.



10 Tips for a happier holiday season

Beginning with fall football bashes and continuing until Valentine's Day, fall and winter are a time for festivals, parties, family gatherings, and holiday celebrations. This means more food, more gifts, and more stuff. Here are some tips for a greener, cleaner, and perhaps happier holiday season.

1. Plan your parties with care. Get an accurate head count so that you can prepare enough food, but not too much. If you need help with your calculations, use the party food and beverage calculators at www.greatpartyrecipes.com/partyfoodplanning.html. At the end of the party, send leftover food home with guests in clean, reused containers.
2. Steer clear of disposables whenever possible. There's no need to stock up on paper tablecloths, paper plates, plastic cups, and plastic flatware. Use your own washable tablecloths, napkins, dishes, glassware, and silverware. Don't have enough on hand? Purchase low-cost extras at secondhand stores, borrow from friends or relatives, or rent what you need.
3. Resist the temptation to buy unneeded extras. Your guests will probably enjoy a New Year's Eve party just as much without the plastic party hats. In fact, they may enjoy it more! If you decide to buy decorations for one of your parties, ask yourself: Will I be able to use these decorations again later? Do I have room to store them? If you answer yes, then shop and enjoy. If you answer no, step back and think about whether you really want them after all. You can create your own decorations with things you already have. Tape together old calendar pages for your New Year's Eve table. Grab footballs and create a pigskin centerpiece for your Super Bowl party.
4. Make it easy for guests to recycle at your parties. Put a recycling bin or container right next to each trash can.



5. Reduce, reuse, and recycle while you travel. On car trips, pack your own sandwiches and healthy snacks, and bring drinks in reusable or recyclable containers. Many Interstate rest areas have recycling drop-off bins. If you don't see them, simply keep your containers in a bag or box and recycle them when you arrive at your destination or back at home. On plane trips, look for recycling bins for newspaper and beverage containers in airports. Remember to pack your carry-on bags so that you aren't standing at security throwing things away. Many items that used to be OK in carry-ons are now banned and must be placed into checked luggage. If you haven't flown in a while, check the current guidelines at www.tsa.gov.
6. Take a long, hard look at your gift list. In some cases, you may be exchanging gifts with people out of a sense of obligation. If you are close to these people, discuss a non-gift alternative, such as doing something fun together in the spring, meeting once a month to catch up, or donating your time together to help someone in need. If people still want something to unwrap, talk about drawing names for a gift exchange. Not close enough to have this discussion?

Give something consumable, such as tickets to a movie, museum passes, or tasty food.

7. Give gifts that are thoughtful. A thoughtful gift doesn't have to be expensive and it doesn't have to be brand-new, but it does need to show that you care about the recipient and the things that make him or her happy. For instance, a movie fan with a collection of old westerns may love to have a used DVD of a hard-to-find classic. For a music buff, a gift certificate from an online music store may be the ideal gift. For the person who has everything, the best gift may be a donation to an organization he or she cares about.
8. Wrap gifts with old maps, colorful magazine pages, fabric scraps, or reused paper and gift bags. Or, better yet, make the wrapping part of the gift. For a gardener, put a trowel and seeds into an empty flower pot—just add a reused ribbon and the gift is “wrapped.” Reuse the fronts of last year's holiday or birthday cards as gift tags.
9. Declare a “Buy Nothing Day” (or two)! Devote this day to family and friends. Bake cookies, make your favorite appetizers, or pop some popcorn. Watch the bowl games. Learn new board games. Have a movie marathon. The official “Buy Nothing Day” is the Friday after Thanksgiving, which is November 24 this year. However, you can make any day into a “Buy Nothing Day.”
10. Enjoy your time with family and friends! Get-togethers should make everyone feel more connected, rather than more rushed.

worth noting

Recently, Random House became the first major U.S. publishing company to commit to using a substantial amount of recycled paper in its books. The publisher has set two goals: 10 percent recycled-content paper for its “glossy” titles, such as cookbooks and art books, by 2008, and 30 percent recycled content in all other books by 2010. Because Random House holds about 13 percent of the adult book market, these measures equate to preserving more than 550,000 trees each year.

According to the Green Press Initiative, which campaigns for more recycled paper in books and other printed materials, Random House is the first major publisher to join around 100 smaller companies that have already made the move to recycled-content paper.

Trade the stuff you're done with for stuff you want!

That's the motto of Zunafish, a new website devoted to helping people trade DVDs, CDs, paperback books, video games, VHS tapes, and audiobooks. If your media collection has grown too large or if you never did like a few of the CDs or DVDs you've ended up with, this is a great way to trade them for classics, favorites, or simply items that are new-to-you.

At this site, you post your list of items that you would like to trade. Someone makes an offer for one of your items and you go to his or her list to find something you want. If you find something and agree to the trade, you each pay Zunafish \$1 and they provide you with the mailing labels. You are each responsible for postage to ship your traded items.

For details, visit www.Zunafish.com.

Seasonal Suggestions

Gift Rapt

www.grist.org/news/maindish/2005/11/22/giftguide/index.html

Give More with Less

<http://eartheasy.com/give-menu.htm>

The Great Green Gift-Giving Guide

www.nrdc.org/cities/living/ggift.asp

Green Up Your Get-Togethers

www.ucsusa.org/publications/greentips/504-green-up-your-gettogethers.html

Holiday Lights: LED and Fiber Optics

www.energyideas.org/documents/factsheets/holidaylighting.pdf

Low-Impact Travel Tips

www.ucsusa.org/publications/greentips/304-lowimpact-travel-tips.html

Reducing Holiday Waste

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

Tips for a Cleaner, “Greener” Holiday

www.informinc.org/greener_holiday.php

Tips for Reducing Holiday Waste

www.environmentaldefense.org/article.cfm?contentid=1110

What Matters to You this Holiday Season?

www.newdream.org/holiday/

QUOTES REQUOTED

Source Reduction is to garbage what preventive medicine is to health.

William L. Rathje, PhD

Born 1945

Director of the Garbage Project

Author of *Rubbish!: The Archaeology of Garbage*



Credit: Alan Levenson

The same dress, every day, FOR A YEAR!

Alex Martin in a “one-woman show against fashion” designed a little brown dress—and then proceeded to wear it every day from July 7, 2005 to July 7, 2006. During the course of that year, she created an online journal and posted pictures.

Martin, who is a dancer and artist, set out to wear her little brown dress for a year to make a comment about consumerism and its affects on women in particular. She writes at her website, “I challenged myself to reject the economic system that pushes over-consumption, and the bill of goods that has been sold, especially to women, about what makes a person good, attractive and interesting. Clothes are a big part of this image, and the expectation in time, effort, and financial investment is immense.”

Of course, she washed the dress. She also layered it with other clothing that she already owned, most of which had been purchased used. She did spend about \$20 extra on clothes—for sweaters from Goodwill during a cold spell.

To read and see more about Martin’s adventures in the little brown dress, visit <http://littlebrowndress.com>.



Photos courtesy of Alex Martin

Be well

When children headed back to school this fall, they may have noticed some changes, including vending machines with healthier selections and soft drink machines now holding only water, milk, and juice. These changes are designed to provide students with healthier options and to reduce their school-day intake of high-calorie, low-nutrition snacks and drinks. At the same time, students may have more recreational time and may be invited to participate in fitness activities, such as walking clubs.

The reason for these changes is a new federal law requiring all public and private schools that offer a federally funded school meal program to have a wellness policy in place that addresses both nutrition and physical activity. These plans outline food guidelines in the lunchroom and in classrooms, make suggestions for activities that get kids moving during class time and in between, and encourage

families and staff to exercise more and eat better.

This is good news for students’ health, but it may also be good news for our waste stream. For instance, an apple with its compostable organic core leaves behind a lot less waste than the sticky paper and plastic wrappers from cupcakes. Healthier packed lunches from home often use more washable containers and contain fewer pre-packaged foods. Plus, adding fitness time is adding “no waste” time to the school day. In some schools, gardening and composting will help teach students about science, health, fitness, and nutrition.

For more information, visit www.schoolwellnesspolicies.org or www.ecoliteracy.org.



Pack healthy, low-litter lunches

Do you “brown-bag it”? If so, a lunch bag full of heavily packaged and heavily processed food may not be the best choice for your body or our environment. Instead, pack a healthy lunch in reusable containers. Here are some tips:

- Choose a small canvas bag, lunch box, or insulated lunch tote.
- If you need to keep food cold, freeze water in a reused bottle to make an “ice pack.” (Be sure the bottle has been thoroughly cleaned and fill it about $\frac{3}{4}$ full with water. Put the lid loosely onto the bottle and freeze it upright. Screw the lid on tight before putting your “ice pack” into your lunch bag.)
- Use your own washable, reusable containers, such as plastic containers that you previously purchased. Or, save and wash the tubs that hold sour cream, cream cheese, or butter.
- If you plan to heat something in a microwave, be sure to put it into a microwave-safe plastic or glass dish. The microwave is no place for your reused plastic containers—save them for the cold food!
- Pack healthy foods that don’t need a container, such as oranges, apples, plums, and bananas.
- Pack foods you like in amounts that you will eat.
- Put your drink in a refillable bottle or opt for a recyclable drink container. (Be sure to recycle it!)
- Don’t forget a cloth napkin and reusable flatware.



Baking Soda Bonanza



Peter A. Ciullo’s revised and updated second edition of *Baking Soda Bonanza* should have been called “1,001 Uses for Baking Soda” because that’s what the book contains. In addition to an interesting and highly readable history of baking soda (yes, it is interesting!), you’ll find tips for using baking soda to cook, clean, soothe, deodorize, and much more! The book even includes 56 pages of recipes. Look for a copy of this book at the library or your favorite used bookstore.

WHAT'S Up?

Learn more about backyard composting. Call the Irvine Recycles Team at (949) 724-7669 to request a brochure on home composting.



Recycling presentations are available for school classes, youth clubs, and civic organizations. Tours of the Irvine Waste Management Facility are also available to groups of up to 20 people. For more information, contact Waste Management of Orange County's Customer Service Center at (949) 642-1191.



Holiday trees are recyclable, too! Holiday tree collection is available to residents with curbside service. Trees will be collected on your service day during the three weeks following Christmas. Simply place your tree out at the curb on your collection day. Trees must be free from decorations, lights, stands, etc. Trees taller than 6 feet must be cut in half.



Check out the California Department of Conservation's Holiday Guide at www.greengiftguide.com.



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.



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Donate and Freecycle

Most of us are familiar with the adage, "One person's trash is another person's treasure." In fact, our

newsletter title is designed to remind you of that! If you have moved recently or done some housecleaning,

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, perhaps, you can Freecycle them!



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—also for free). It

started in Tucson in 2003 to promote waste reduction and has grown to almost 4,000 local community groups across the country and around the world. The Freecycle network is open to all communities and individuals who want to partici-

pate, and the main rule is 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 of the Irvine community group, visit www.freecycle.org (click on US West Coast and then scroll through the California group listing), or go directly to the Irvine Community Group site at <http://groups.yahoo.com/group/FreecycleIrvine/>.

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

For Rent

sprayers, pressure washers, chairs, tables, tents, and even out-of-the-ordinary items, such as dunk tanks and advertising robots.

In North America, more than 12,000 rental operations provide construction and industrial equipment, gen-

eral tools, party and special event equipment, and more. The American Rental Association (ARA) website offers information about the advantages of rental, as well as tips for homeowners and do-it-yourselfers, brides, event planners, and contractors. You can even use the ARA search engine to find a rental store near you. For more information, go to www.ararental.org, and click on "Find a Rental Store."

If you want to learn more about what is for rent locally, check the Yellow Pages under "Rental Service Stores." Also, Home Depot stores rent tools, so ask about their program the next time you visit a Home Depot.

Be water wise



Learn how to water for better plant health and lower your water bills in the process. The Irvine Ranch Water District offers residential landscape workshops to promote water efficiency. These free workshops are open to any residential customer in the IRWD service area.

Workshops are scheduled regularly. For more information, or to get on the reservation list for an upcoming workshop, visit www.irwd.com or call (949) 453-5327.



CRV stands for California Refund Value. And that means money To cash in on your share, just bring your empty plastic, glass and aluminum beverage containers to a convenient recycling center. For the one nearest you, visit bottlesandcans.com, call 1-800-RECYCLE, or ask any enterprising kid you know.

How much can you get?

- 4¢ for containers less than 24 ounces
- 8¢ for containers 24 ounces and larger

What beverages have CRV?

- Soft Drinks
- Water
- Fruit Drinks
- Energy drinks
- Sports drinks
- Beer and Malt Beverages
- Wine Coolers and Distilled Spiced Ciders
- Coffee and Tea drinks
- Just to name a few

Recycle.

