



**City of La Verne**  
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## State sets higher recycling goal

**New laws require cities, multifamily dwellings, and businesses to recycle more**



Governor Jerry Brown recently signed Assembly Bill 341 (AB 341) requiring the state of California to increase its waste diversion rate to 75% (from 50%) by 2020. Regulations relating to this goal will be forthcoming, but California cities will be expected to do more to reduce waste. AB 341 also includes recycling requirements for certain businesses and multifamily complexes. In 1989, 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. Since that time, the City of La Verne has made significant efforts toward recycling and sustainability programs. Not only has the City of La Verne met the legislative mandate of AB 939, but it has continually surpassed it.

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.

Under these new laws, 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 were required to arrange for ongoing recycling services by July 1, 2012. The City of La Verne and Waste Management have been working with local businesses and multifamily complexes to make them aware of this law, to assist in starting recycling programs, and to encourage more recycling where programs exist.

The City continues to work with its hauler, Waste Management, and other area cities in protecting the environment by exploring new technologies and strategies to further reduce waste and increase diversion from landfills. For more information on these laws and whether they affect your property or business, please contact La Verne Customer Service at (909) 596-8744. Additional information can also be found by visiting the City's website at [www.ci.la-verne.ca.us](http://www.ci.la-verne.ca.us).

## Check Your Number

Are you in the habit of changing the oil in your car every 3,000 miles? You might not need to! With today's technologies, many manufacturers are making automobiles that can maintain top performance with a longer space between oil changes.

Given that, it makes both economic and environmental sense to "check your number" and be sure you are not changing your oil too soon, creating unnecessary waste of money and resources. To find out the proper oil-change interval for your vehicle, check your owner's manual. Can't find your owner's manual? Go to [www.CheckYourNumber.org](http://www.CheckYourNumber.org). This free website has information on the recommended oil-

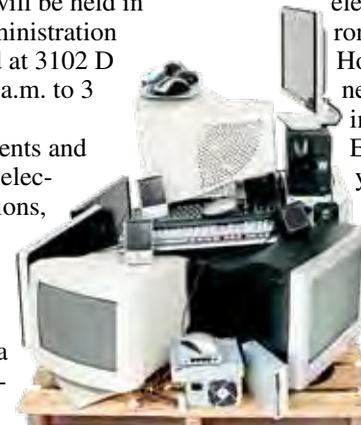


change interval for most vehicles made since 2000. You will also find other tips about motor oil and oil filters, including recycling tips and drop-off locations.

## Bonita High Freshmen Provide Free E-Waste Collection

The City of La Verne and Bonita High School are teaming up on Saturday, October 13 to host a free, one-day electronic waste *only* collection event. This event allows residents and businesses to properly dispose of old electronic equipment for free. The electronic waste collection will be held in the Bonita High School Administration parking lot, which is located at 3102 D Street. Drop-off hours are 9 a.m. to 3 p.m.

At this event, area residents and businesses can discard their electronic waste, such as televisions, computer towers, monitors, laptops, keyboards, printers, cell phones, game consoles, and similar items. For more information or to ask about a free pickup option, call Neuwaste at (310) 734-6700.



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Household hazardous waste (HHW) items, such as old paints and chemicals, will not be collected at this event!

For the past several years, it has been illegal to dispose of electronics in the trash. Many of the components used to make electronics can harm the environment if disposed improperly. However, these same components are valuable resources in making new electronics. Electronics are also accepted year-round at the Los Angeles County HHW/E-Waste Roundups, which are held on Saturdays at various locations around the county. For information about those events, visit [www.CleanLA.com](http://www.CleanLA.com) or call (888) CLEAN-LA.

## Smart Gardening Program Available to La Verne Residents

The Smart Gardening Program, sponsored by Los Angeles County, provides FREE workshops with hands-on demonstrations covering backyard composting, worm composting, grass recycling, water-wise gardening, and fire-wise gardening. At these workshops, you'll learn Smart Gardening techniques to create and maintain a healthy, beautiful, and drought-tolerant lawn and garden by giving your plants what they crave—nutrient-rich soil. These workshops, which are about two hours long, cover a wide spectrum of helpful yard maintenance tips. At most locations, no reservations are required.

Residents not only receive easy-to-follow, step-by-step instructions on how to compost, but are also educated on the benefits and biology of compost. You'll also see demonstrations of various composting techniques with different types of compost bins. In a continued effort to increase composting countywide, Los Angeles County has worked with various composting bin vendors to provide bins at affordable prices to all residents. At most workshops, interested residents can purchase a backyard composting bin and a worm composting bin at discounted prices.

Using the Smart Gardening techniques is an easy way to get a really

great-looking yard while using less water and energy and wasting fewer resources. You will save yourself time and money, all while doing something that helps make La Verne a nicer place to live and work. Residential yard waste accounts for over 20% of what we send to our landfills. However, yard trimmings are valuable resources that we can easily reuse in our own backyards by composting and grass recycling.

To learn more about the Smart Gardening program and to find the schedule for upcoming workshops in our area, call (888) CLEAN-LA or visit [www.smartgardening.com](http://www.smartgardening.com).



### Excess yard waste?

Remember—don't put leaves, grass clippings, tree limbs, or brush trimmings into your trash cart. **Put these items into your GREEN yard waste cart!**

The only yard waste items that should go into your trash cart are succulents, such as palm tree parts, palm fronds, and cactus.



# Buried Treasure

## Landfilled packaging is worth billions

Americans throw away more than any other country, over 4 pounds per person per day totaling nearly 250 million tons of discards per year. Paper, paperboard, and packaging combine to form the largest category of waste, accounting for 44% of the total.

Packaging we toss into landfills represents the loss of valuable raw materials. How valuable? As You Sow estimates that the value of discarded packaging in the U.S. in 2010 was \$11.4 billion. As You Sow is a non-profit that promotes environmental and social corporate responsibility. Their 2012 study, *Unfinished Business: The Case for Extended Producer Responsibility for Post-Consumer Packaging*, provides data on the value of packaging lost to landfills.

U.S. packaging recycling rates are significantly lower than other developed countries. For instance, in Japan 72% of plastic PET beverage bottles are recycled, while the rate in the U.S. is about 29%. Overall packaging recycling rates for Denmark, Belgium, the Netherlands, Germany, U.K., Spain, France, and Portugal range from 84% down to 56.5%, all exceeding the U.S. rate of 48.5% for containers and packaging. Even Slovenia achieves a higher recycling rate for packaging (49.6%).

The U.S. does well in paper recycling. More than half of paper is recycled; however, just 22% of non-paper packaging is recycled. Only 12.1% of plastic packaging is recycled. Beverage container recycling rates dropped significantly over

the last two decades before beginning to climb in the last two years. More than 40 billion aluminum cans, the most valuable beverage container material, are still dumped annually into landfills in the U.S. According to Alcoa, this wasted material could provide enough aluminum to build 25,000 jetliners!

The \$11.4 billion estimate is derived from U.S. EPA data on recycling rates for 2010. Here is the breakdown of the value of resources lost annually:

- Polyethylene Terephthalate (beverage bottles): \$2.917 billion
- High Density Polyethylene (milk and detergent jugs): \$2.855 billion
- Aluminum (beverage cans): \$1.446 billion
- Paper: \$1.295 billion
- Polypropylene (lids, bags, labels): \$1.274 billion
- Low Density Polyethylene (film, lids): \$726 million
- Polystyrene (cups, food containers): \$371 million
- Steel (cans): \$285 million
- PVC (cling film, bottles, credit cards): \$136 million
- Glass (bottles, jars): \$97 million

To learn more about packaging waste and recycling, go to <http://asyousow.org/sustainability/eprreport.shtml> and [www.epa.gov/osw/nonhaz/municipal/msw99.htm](http://www.epa.gov/osw/nonhaz/municipal/msw99.htm).

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**QUOTES REQUOTED**

The history of life on earth has been a history of interaction between living things and their surroundings.

**Rachel Carson, 1907–1964**

Carson is best known as the author of *Silent Spring*, which was published 50 years ago this fall.

# EEK-O-FRIENDLY

Halloween is a “spooktacular” time to reuse. That’s why ChicoBag and Green Halloween are inviting children (ages 1-13) to create designs for a reusable Halloween treat bag. All entries must be received by November 5, 2012. The top designs will be posted on Facebook where ChicoBag’s Facebook fans will be invited to vote for first, second, and third place. The winning design will become next year’s “un-boolievable” and reusable trick-or-treat bag. Winners will receive cash prizes and eco-friendly goodies in a Halloween ChicoBag. For details about the contest, go to [www.chicobag.com/green-halloween](http://www.chicobag.com/green-halloween).



Photo courtesy of Chico Bag



In last year’s contest, Madeline Parks won first place for the design that became the purple ghost bag.

# Green Gift Ideas

Holiday gift giving presents us with an opportunity to promote greener living. At the holidays, you might give consumable treats, reusable goods, or homemade items. But if you are interested in giving green gifts, there are now many other possibilities. Manufacturers have responded to consumer demand for more earth-friendly products and are tapping into the supply of recycled materials that families like yours provide.

These gift ideas range from everyday items turned into fun fashion accessories to new items manufactured from materials previously lost to landfills. Some of the products come from small and relatively unknown companies, while others come from manufacturers of common brand names. We’re offering some examples, but they just hint at what is available. As you shop, do a little sleuthing to find green gifts that will be perfect for the people on your list.

Kitchen utensils, measuring spoons, and measuring cups make great stocking stuffers. Or, combine them with mixing bowls and related items for a cooking-themed gift basket. For an earth-friendly choice, consider bamboo kitchenware. Bamboo kitchenware has the appearance you want and offers the performance you need—without the use of petroleum products. With Moboo brand, bamboo sawdust, rice husks, and a flour binder are finely ground, molded, and compressed into products that have the look and feel of plastic. Look for bamboo kitchenware at department stores and kitchen supply stores.

Thinking of giving a fashionable pair of durable footwear? Several name brands have shoe and boot lines with recycled content. For example, Timberland’s Earthkeepers feature high recycled-content rubber soles, linings made from recycled plastic bottles, organic cotton laces made from fibers harvested without toxins, and leather produced at a tannery that strives to be eco-friendly in its water, energy, and waste management practices. Nike has several lines of shoes that use Nike Grind rubber from old athletic shoes in the sole. The New Balance newSKY shoes are made from recycled plastic bottles. Okabashi, a Georgia company, makes clogs and sandals from recycled plastic and accepts well-loved shoes back for recycling. Search for “recycled shoes” online and you’ll be amazed by the options!



Stand out from the crowd with a handbag made from recycled materials. (Photo courtesy of Rebagz)



or instructions? Search online for “costume jewelry crafts.” If you aren’t crafty, look for repurposed jewelry at arts and crafts fairs or online at sites like Etsy.com.

Looking for a fun, fashionable way to protect your iPad or tablet as you travel throughout the day? You can find clever covers made from old billboards, recycled bottles, denim, used truck tarps, old movie banners, and more. Looptworks, an Oregon company, makes an iPad sleeve from cushy, excess wetsuit material. The neoprene protects the touch screen and keeps moisture out. These upcycled wetsuit sleeves give a new meaning to “surfing” the web!

Speaking of mobile devices, does your gift list include an outdoor enthusiast who is also addicted to electronic gadgets? The FreeLoader Pro is a battery with built-in solar panels to charge smart phones, MP3 players, DVD players, cameras, and other devices. The sun charges the battery and the battery charges your device. For a faster charge before you leave the grid, there is also a USB connection. The FreeLoader Pro comes with 10 different device adapters and a “Cam Caddy” that allows you to charge most cameras sold today.

If you know someone who appreciates a striking handbag AND green products, check out Rebagz. No basic beige here—these bags are for someone who doesn’t want to blend in with the crowd! While all of their products feature recycled materials, the company prides itself on “pairing smart style with sustainability.” One line is made using coated recycled paper and recycled plastic from bottles for the straps. Other lines are made from handwoven, recycled juice packs or recycled rice sacks that already have amazing graphics printed on them. Change purses, handbags, wallets, wristlets, shoulder bags, totes, and more are available in many style and color combinations. Visit the online store at <http://rebagz.com>. Many similar handbags are sold at local specialty and gift shops.

Finally, if you still want to put a little sweat equity into your gifts, try converting old costume jewelry into dazzling napkin rings, quirky refrigerator magnets, or fabulous frames. Garage sales and flea markets can be excellent sources for old pins, brooches, earrings, and necklaces in big bold shapes. Don’t forget to check your own jewelry drawer. Chances are, you have some old jewelry that hasn’t been worn in years. Looking for craft ideas



Earthkeepers by Timberland



Costume jewelry gets a new life—and makes a classy gift!



Moboo molded-bamboo kitchenware from Natural Home Products has the look and feel of plastic.

Upcycling turns wetsuit scrap into a tablet sleeve. (Photo courtesy of Looptworks)

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A motorcycle-powered rickshaw, or tuk-tuk, collects cardboard for recycling in Cambodia.

# Global waste growing fast

“Solid waste is inextricably linked to urbanization and economic development. As countries urbanize, their economic wealth increases. As standards of living and disposable incomes increase, consumption of goods and services increases, which results in a corresponding increase in the amount of waste generated.”

~ *What a Waste*, 2012

According to a 2012 report from the World Bank, garbage will be one of the many challenges that developing countries face as they continue to urbanize in the coming decades. *What A Waste: A Global Review of Solid Waste Management* is both a detailed assessment of the world’s current solid waste practices and a look at what the future might hold.

Worldwide, cities now generate 1.3 billion tons of garbage annually. By 2025, that number is projected to be 2.2 billion tons. The cost of managing that much garbage is expected to increase from \$205.4 billion to \$375.5 billion over the same period. These global increases of 69% in volume and 83% in costs will be more pronounced in developing countries. Lower and lower-middle income countries will experience a 400-500% increase in costs by 2025.

In many low and middle income countries, solid waste management is solely the responsibility of municipal government and, hence, their largest budget item. Mishandling this task impacts the health of a community’s residents,

environment, and economy. Effective waste management is a prerequisite to the successful delivery of higher-level services like transportation, education, and healthcare.

A complete copy of the report is available at: <http://documents.worldbank.org/curated/en/2012/03/16537275/waste-global-review-solid-waste-management>.

# what's up?

As part of the City of La Verne's curbside recycling program, Christmas tree recycling will be available again this year. Trees can be set out for recycling on Monday, December 31, 2012, and again on Monday, January 7, 2013. Before placing your tree at the curb, remove all decorations, lights, garland, tinsel, and the stand. Please note that if the stand is not removed, the tree will not be picked up for recycling. Trees larger than 6 feet tall must be cut in half. Place your Christmas tree at the curb next to your recycling bins.

A separate truck will pick up the tree and take it to be recycled.

Trees are chipped and used as alternative daily cover at the landfill. Alternative daily cover is used in place of clean soil to cover the trash at the end of each work day, eliminating blowing litter. Participation in the Christmas tree recycling program helps the City of La Verne meet California requirements to divert thousands of tons of materials from area landfills.

For more information on this or other recycling programs, call La Verne Customer Service at (909) 596-8744 or visit [www.ci.la-verne.ca.us](http://www.ci.la-verne.ca.us).



Remove the stand and all decorations from your tree before placing it out for recycling.



## Dirty Habit

We have all witnessed it, and yet many of us don't think of it as much of an issue. However, when you realize that 4.5 trillion cigarette butts are littered annually worldwide, it is a little easier to see the magnitude of the problem. In fact, cigarette butts littered on streets, sidewalks, beaches, and waterways are not just ugly, but they are also a huge environmental problem. Discarded butts cause harm to water quality because of the toxins they contain and to animals because they are often mistaken as a tasty treat.

Once littered cigarette butts come in contact with water, the dangerous chemicals they contain are released and can flow into the environment, contaminating water and soil. Here are some of the ingredients found in a cigarette butt:

1. Arsenic: a pesticide that causes diarrhea, cramps, anemia, paralysis, and malignant skin tumors
2. Acetone: the active ingredient in nail polish remover
3. Lead: known to stunt growth, induce vomiting, and cause brain damage

4. Formaldehyde: an embalming fluid; causes cancer; can damage lungs, skin, and digestive systems
5. Toluene: highly toxic; commonly used as an ingredient in paint thinner
6. Butane: highly flammable; a key component in gasoline
7. Cadmium: causes damage to the liver, kidneys, and brain; stays in the body for years
8. Ammonia: increases absorption of nicotine
9. Benzene: found in pesticides and gasoline

Unfortunately, many smokers seem to believe that their carelessness with cigarette butts has no impact on the world around them. Too often, we see drivers, passengers, and pedestrians tossing cigarettes onto the street, onto the sidewalk, or into nearby landscaping. Not only do these cigarette butts release harmful chemicals into our soil and water, but they also aren't biodegradable. Cigarette filters are made from cellulose acetate, a fiber that takes several years to break down but never fully biodegrades.

## HHW Roundup comes to La Verne in December

Los Angeles County residents can properly dispose of their Household Hazardous Waste (HHW) at no cost by taking it to the one-day collection roundups. These events are held on Saturdays at various locations around Los Angeles County. The next HHW Roundup to take place in La Verne will be on Saturday, December 22, from 9 a.m. to 3 p.m., at Brackett Field, at Fairplex Drive and West McKinley Avenue.



Materials like used motor oil, paint, turpentine, pesticides, and garden herbicides can damage the environment if tossed in the trash or poured down the storm drain. Instead, deliver unneeded household, automotive, and garden chemicals, as well as batteries, fluorescent tubes and bulbs, and electronics, to the roundup. It's easy to participate. Simply leave the products in their original containers, place them in a cardboard box, and drive to the event site. The entire process only takes a few minutes, and you never have to leave your car.

La Verne residents can take advantage of any and all roundups held in the county. Visit [www.CleanLA.com](http://www.CleanLA.com) for a complete schedule of upcoming events or call (888) CLEAN-LA.



Is it time to clear out some of your clutter? Now is a great time to start sorting and creating "keep," "donate," and "sell" piles.

Organize the "keeps" in your newly spacious closets, cabinets, dressers, and drawers. Drop off the "donates" with a charitable organization. Start marking the "sells" for the fourth Community Yard Sale next spring. Watch for more details!



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**We want your suggestions, questions and comments!**

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Please recycle this publication after you have read it!

## Seconds Count in an Emergency!



The City of La Verne has instituted the CodeRED Emergency Notification System—a reverse 9-1-1 communication service for emergency notifications. This system allows the City to telephone, text message, or email all or targeted areas of La Verne in case of an emergency situation that requires immediate action. CodeRED would be activated in events such as a boil-water notice, a missing child, or an evacuation notice. The system is capable of sending thousands of messages per hour. When activated, the system delivers a pre-recorded message via phone, text, or email describing the situation in the affected area. Once the situation is remedied, another message is sent to the area affected signaling that the issue has been addressed and that normal activities can be resumed.

### Are You in the Database?

CodeRED is a geographically based system where street addresses are

needed to select the telephone numbers that will receive emergency notification calls. Public databases have been used to collect telephone numbers for some La Verne homes and businesses and have been placed into the CodeRED database. However, sometimes the public databases contain outdated information or some information is not available, so please do not assume that your number or email has automatically been included. All individuals and businesses should register, especially if you have an unlisted phone number, have changed your phone number or address within the last year, or use a cellular phone as your home phone.

### How Do You Register?

People interested in registering their contact information should visit [www.lvpd.org](http://www.lvpd.org) and click on the "CodeRED" link at the left. You then fill out the required information in the CodeRED database: first and last

name; address (physical address, no P.O. boxes); city; state; ZIP code; and primary phone number (usually the identified home phone number). You can also enter a cell phone number and an email address, which will also be contacted in the event of an emergency.

For those who are hearing impaired, the system offers a TDD ONLY option for tone delivery of emergency messages. Messages delivered to phone numbers marked TDD will only be delivered in a TDD/TTY format.

### This System Will Only Be Used for Emergency Purposes

Examples of times when the CodeRED system could be utilized include:

- Drinking water contamination
- Utility outage
- Evacuation notice and route
- Missing person
- Fire or flood
- Chemical spill or gas leak
- Other emergency incidents where rapid and accurate notification is essential for life safety

For more information or with questions about the City of La Verne's CodeRED system, please contact the La Verne Police Department at (909) 596-1913 or visit [www.lvpd.org](http://www.lvpd.org).