



# "One Person's Trash..."

Your guide to reducing, reusing and recycling

City of La Verne



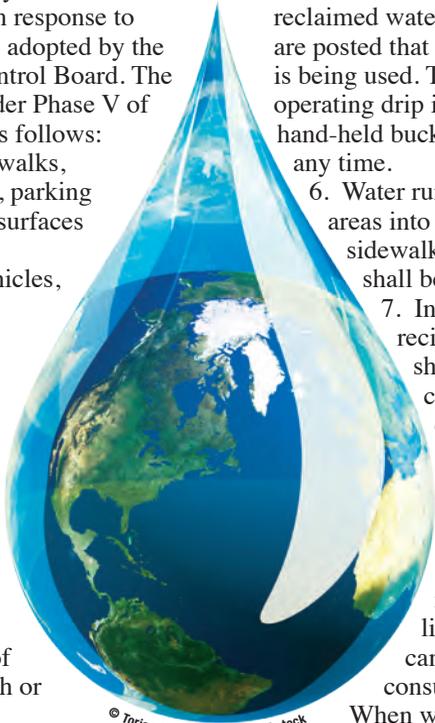
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Fall 2014  
Quarterly Newsletter

## Continued drought leads to water use restrictions

On August 4, 2014 the La Verne City Council enacted the Phase V Water Use Restrictions of the City's Water Conservation Ordinance in response to the emergency regulations adopted by the State Water Resources Control Board. The mandatory restrictions under Phase V of the City's Ordinance are as follows:

1. Hose washing of sidewalks, walkways, driveways, parking areas, or other paved surfaces shall be prohibited.
2. Washing of motor vehicles, trailers, boats, and other types of mobile equipment shall be done only with a hand-held water container or a hose equipped with a positive shut-off nozzle for quick rinses, except that washing may be done on the immediate premises of a commercial car wash or with reclaimed water.
3. No water shall be used to clean, fill, or maintain levels in decorative fountains or other similar aesthetic structures, unless such water is part of a recycling system.
4. All leaks from indoor and outdoor plumbing fixtures shall be repaired within 48 hours of discovery or notification.
5. Watering of landscape or other turf area, including that of commercial nurseries, golf courses, and other water-dependent industries, shall only be permitted between the hours of one hour before sunset and 10 a.m., for no more than 5 minutes per station or



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area and not to exceed more than 20 minutes per week; except that there shall be no restriction on watering with reclaimed water, providing that signs are posted that identify reclaimed water is being used. The use of properly operating drip irrigation systems or hand-held buckets shall be permitted at any time.

6. Water runoff from landscaped areas into adjoining streets, sidewalks, or other paved areas shall be prohibited.

7. Installation of non-recirculating water systems shall be prohibited in new commercial conveyor car wash and new commercial laundry systems.

Not only are there ways to conserve by abiding by the mandatory restrictions listed above, but we can also save water by consuming fewer goods.

When we understand how much water is used to produce the goods we consume or use daily, we can alter our habits and only buy what we'll need. Here are some common items and the water it takes to produce them:

- 39,090 gallons to manufacture 1 new car
- 1,000 gallons to produce 1 gallon of milk
- 713 gallons to create 1 cotton T-shirt
- 634 gallons to produce 1 hamburger
- 500 gallons to produce 1 pound of chicken meat
- 13 gallons for 1 orange
- 3 gallons to manufacture 1 sheet of paper

## Free E-Waste Recycling

All residents and businesses are invited to recycle electronic waste (E-Waste) at Bonita High School on Saturday, October 18, from 9 a.m. to 3 p.m. You'll be able to drop off all of these items for recycling:

- Televisions
- Monitors
- Computers and computer components
- Laptops and tablets
- Cameras and camcorders
- Fax machines
- Printers
- Video game consoles
- VCRs, DVD players, and DVR devices
- MP3 players
- Cell phones
- Networking devices, servers, and UPS battery backup devices
- Wires and cables
- Toner cartridges (in plastic bag)

Bonita High School is located at 3102 D Street in La Verne. Proceeds will benefit Bonita High School's Accelerated CORE. For more information, call (310) 734-6700, email info@neuwaste.com, or visit www.NeuWaste.com. Neuwaste is a state-approved E-Waste collector.



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If your TV screen looks like this, drop it off at the FREE E-Waste Recycling event in La Verne or call Waste Management to request a bulky-item pickup.

La Verne residents also have the option of having Waste Management pick up electronic waste. Waste Management will accept electronic waste as part of the regular bulky-item pickup program. There is no charge; however, it counts as one of the free bulky-item pickups residents receive each year.

### BRING A USED OIL FILTER AND GET A NEW ONE FOR FREE!\*



AutoZone Auto Parts  
1410 Foothill Blvd.  
La Verne, CA 91750

**SATURDAY**  
November 15, 2014  
9:00am - 1:00pm

\*Residents may receive up to 2 new filters in exchange for 2 used filters. While supplies last.

### NEW LOOK

## same great newsletter

This newsletter comes to you periodically from Waste Management and the City of La Verne. With this edition, we are changing the look of the masthead. While the look of the newsletter is a bit different, you'll find the same great information. There will be reminders on curbside programs, tips for reducing, reusing, and recycling, announcements about upcoming events, and more. We will continue to provide the information you need when you need it!



RESIDENTS WHO BRING IN USED OIL OR USED FILTERS ARE ELIGIBLE FOR A FREE MOTOR OIL CHANGE KIT!

RESIDENTS MUST BRING A USED OIL FILTER TO THE STORE TO RECEIVE A NEW FREE OIL FILTER.

USED OIL MUST BE PROPERLY STORED IN A CLEAN, UNCONTAMINATED CONTAINER.

FOR MORE INFORMATION, PLEASE CALL (562) 944-4766

# Recycling means jobs

As recycling has increased over the past decades, it's not uncommon to see recycling bins at home, work, and school, as well as in parks, public buildings, and entertainment venues. But what does all of that recycling mean? Certainly, it means that we're keeping a good proportion of our trash out of landfills. It also means we are ensuring that resources are reused in manufacturing. But did you know it also means we have created a lot of new jobs?

In 2013, the California Department of Resources Recycling and Recovery (CalRecycle) analyzed 16 different studies on jobs created by recycling in California. If the state reaches its goal of a 75% recycling rate by 2020, at least 100,000 jobs would be created and current manufacturing facilities would need to expand.

Over 25,000 of those jobs would come from paper, plastics, and lumber recycling. Organic material disposal would lead to almost 14,000 jobs. While collection and delivery to landfills creates only about 1.35 jobs per 1,000 tons of waste, recycling creates 5.3 jobs for every 1,000 tons.

When you capture more of your recyclables, keeping cans, bottles, jars, paper, and boxes out of the trash, you aren't just helping move us toward that goal, you are also helping create jobs for Californians!



## Clean water starts with you!

Did you know that all of the water entering the storm drain ends up in the ocean as is? That's right, water from excessive irrigation and runoff from homes, roads, and other impervious surfaces picks up contaminants and takes them straight to the ocean. All of the trash, cigarette butts, yard pesticides, pet waste, yard waste, and many other pollutants contribute to the 100 million – 10 billion gallons of contaminated water that end up in the ocean daily! This contaminated water jeopardizes public health, harms sea life, degrades natural resources, and damages the coastal economy.

What can we do? How do we stop the damage?

1. **Responsibly dispose of trash and pet waste.** Throw trash in receptacles made for waste disposal, recycle whatever can be used again, and pick up and properly dispose of pet waste immediately. Remember—pet waste goes into the trash!
2. **Monitor your irrigation system to ensure efficient and proper usage.** Proper use of sprinklers reduces or eliminates water runoff which prevents pollutants from reaching the storm drain.
3. **Minimize impervious surfaces on your property.** Impervious surfaces (roads, alleys, sidewalks, roofs, etc.) create runoff by preventing water from percolating back into the ground. Instead, the water is diverted into the storm drain system. Homeowners can reduce their impervious surface area by eliminating concrete walkways or patios, opting instead for gravel with stepping stones or low native groundcover that will allow more water to soak into the ground.
4. **Commute wisely.** A major pollutant in stormwater is vehicle materials. Metal, brake dust, oil, and gas all leak onto the street and eventually hitch a ride with water to be escorted to the ocean. Walking, skateboarding, and biking minimize the amount of these materials being left on the street.

We can all make a positive difference when it comes to water pollution!

# Recycling for holiday greenery

Before you know it, the holidays will have come and gone and it will be time to take down your Christmas tree. In La Verne, Christmas trees will be picked up at curbside for recycling for two weeks following Christmas. Trees will be picked up on your regular collection day by a different truck. Place the tree at the curb no earlier than noon on the day preceding your regularly scheduled collection. There is no extra charge for holiday tree collection during this special collection period.

When the time comes, please remove all decorations, ornaments, lights, garland, and tinsel, as well as the stand. When you set your tree at the curb, it should be bare.

After the special collection period, please cut up your tree and place the pieces into your green yard waste cart.

Live wreaths and greenery can also go into your green yard waste cart. As with your tree, please remove all decorations, ribbons, lights, nails, and wire.



# Another person's treasure

You know our motto: "One person's trash is another person's treasure." We all have some things that we no longer need or use but that might be just what someone else needs or wants. Instead of just keeping those items in storage, sell them or give them away.

If you want to sell your items, you could host a garage sale, take them to a consignment shop, or advertise them for sale in the newspaper or online. You could also start setting things aside now for our community yard sale, which will be held next April.

If you'd rather just give them away, consider donating to organizations like the Lutheran High School Thrift Store, located at 2125 Bonita Avenue in La Verne. Hours are Monday through Saturday, from 9 a.m. to 5 p.m. Donations are accepted until 4 p.m. You might also check out online donation exchanges, such as [www.freecycle.org](http://www.freecycle.org), [www.lashares.com](http://www.lashares.com), or [www.LACoMAX.com](http://www.LACoMAX.com).

There's no reason to keep what you don't need when it might just be someone else's treasure!



Attend a FREE Smart Gardening Workshop and learn more about backyard composting, worm composting, grass recycling, water-wise gardening, and fire-wise gardening! Workshops are about 1½ hours long and are offered at both beginner and advanced levels. At the workshops, backyard composting bins and worm compost bins are available at discounted prices.

For a list of upcoming workshops, please visit [www.smartgardening.com](http://www.smartgardening.com).



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

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Attention, teachers and club leaders! Lisa O'Brien from the City of La Verne is available to visit your classroom, club meeting, or youth group to educate students about recycling, water conservation, water pollution, stormwater contamination, used oil recycling, and much more. To arrange a program, please contact Lisa at [lobrien@ci.la-verne.ca.us](mailto:lobrien@ci.la-verne.ca.us) or (909) 596-8741.