



Santa Rosa Recycling & Collection Inc.  
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Now find us on the web at [www.unicycler.com](http://www.unicycler.com)

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# Santa Rosa Recycling News

Winter 2004

Volume 2, Issue 2

## Is It Really Trash?

Is there something in the trash that isn't really garbage?

Chances are, yes. Over half of what Californians put in the trash can be recycled, reused or transformed into new consumer products.



Waste prevention and recycling programs are expanding to help local governments comply with a state law (AB 939) that required cities and counties to cut their garbage in half by the year 2000. Many cities have composting programs and curbside collection programs, but in Sonoma County, we need to take another look at our trash. Are any other items that can be recycled in there? If so, it's time to sort them out.

Yardwaste -- which makes up a huge part of California's waste stream -- can be recycled right at the curb in the green cart. Be sure to keep your "green clean". Keep all plastic bags, nursery pots, pet waste and other garbage out of your yardwaste cart. You can also recycle in your own backyard through the simple practices of grasscycling, mulching and composting. In addition to saving landfill space, you'll save on buying fertilizer for your yard.

If you put vegetable food scraps in your compost bin, you'll be surprised how little real garbage will end up in your garbage can.

Paper and fiber products -- these materials make up the majority of the waste stream and

nearly all paper fiber is recyclable. Magazines, newspaper office and household paper including paperback books and junk mail can all be recycled. Keep all wet or food contaminated paper and plastic paper (won't tear) out of recycle containers.

Plastics -- this is the confusing area for many people. The simple story on plastics is that if it's a household container and it's empty, put it in the recycle cart. Please, no plastic bags, styrofoam, toys, hoses or other debris.

Remember to take advantage of local thrift and second hand stores as well. They will welcome your quality used goods and you can support an area charity or nonprofit at the same time!

The best way to relieve the burden of solid waste management is never to create waste in the first place. Instead of thinking of your trash bin as an ordinary garbage can, consider it as your own little landfill. Take a good look at what you are throwing away and see where you can cut back on generating waste in the first place.

For many of us, recycling has become a habit at home and at work. But for others, recycling and waste reduction has yet to catch on. To learn what you can recycle, see the recycle guide on the back of this newsletter or call Santa Rosa Recycling & Collection at 586-1478.

Let's keep in mind why we're reducing waste and recycling. We need to conserve our natural resources and landfill space. Santa Rosa residents and businesses are doing a lot, but we need to look at reducing our trash and recycling even more.

For other ways to recycle and reduce the amount of waste you send to the landfill, call Santa Rosa Recycling & Collection or visit the Sonoma County Eco-Desk website at [www.recyclenow.org](http://www.recyclenow.org)

## Holiday Collection Schedule

Service is delayed by one day when the following holidays occur on a weekday:

- July 4th
- Labor Day
- Thanksgiving
- Christmas
- New Years Day

Customers whose regular service days are Thursday or Friday will have service delayed by one day during Thanksgiving week. Because Christmas and New Year's fall on Saturday this year, there will be no interruption to your collection schedule during those holiday weeks.

## Holiday Tree Collection & Drop-off

- ✓ Remove lights, tinsel, ornaments and stands.
- ✗ Do not place your tree inside plastic bag.
- ✗ Flocked trees cannot be composted and *will not be collected*.

### Curbside Tree Collection- Weeks of January 3 & 10

Place your whole tree at the curb the night before your regular collection day during the weeks of January 3rd or 10th. The tree must be cut into sections no longer than 6 feet in order to fit into our collection vehicles.

### Holiday Tree Drop-off- December 26 - January 11

Sonoma County Fairgrounds Brookwood Lot. South entrance. *No flocked trees, decorations, lights or stands.*

### Girl Scout Tree Collection Fundraiser:

The Girl Scouts will pick up your tree for \$5. Call 565-3333 to schedule an appointment. Pick-up will be January 1, 2, 8, 9 and 15.

### Greenwaste Cart Collection

Holiday trees may be cut into four foot sections and placed inside your greenwaste container at any time. *No flocked trees, decorations, lights or stands.*

## Recycle and Win!

Santa Rosa Recycling and Collection wants to pay you for recycling right! That's right. If we are able to catch you doing the right thing, you could win cash for yourself or a local school.

To this end, the SRRC recycling crew will identify a random recycling cart on the streets of the City sometime in December for a special inspection.

Our crew will remove the cart to our Santa Rosa facility to inspect the contents. We will be looking for garbage or other non-recyclable items. If we find none, our lucky contestant will receive

Everyone Wins With Recycling!

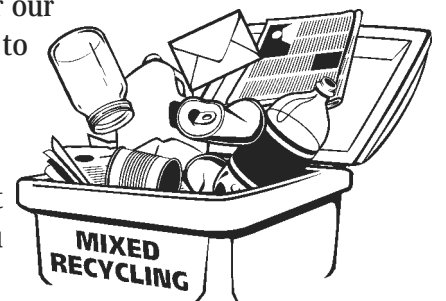
their choice of \$100 for themselves or they may elect to have SRRC make a \$500 donation to the Santa Rosa City school of their choice! Our winner will also be highlighted in the next issue of the Recycling News.

Non-winners will receive a consolation

basket with recycling education information and other goodies.

Please be sure to check the back of this newsletter for our recycle guide to bone-up on what belongs in the blue cart and what does not. You can also check our website at [www.unicycler.com](http://www.unicycler.com) and click on the recycling link. There you can find links that provide additional information about what is and isn't recyclable.

Please note: In the interest of privacy, our recycling crew will identify the cart to be inspected and will obtain permission from the resident before inspection of the contents.



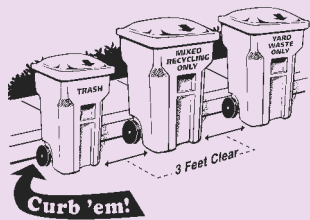
## From Customer Service

### Contact Us:

Santa Rosa Recycling & Collection  
PO Box 4299  
Santa Rosa, CA 95402-4299  
Tel: 707 586-1478  
Fax: 707 586-5543

### Cart Placement

- Place carts at the road edge the night before your regular service day. Service starts at 6 a.m.
- Space carts three feet apart.



- Keep carts away from carports, overhangs and other obstacles.
- Set carts at the curb with the arrows on the lid pointing toward the street.
- Material jammed into carts may not empty completely. If we are called back to empty a cart that has material jammed in it, you may receive a "call back" charge.

### Extra Trash/Contamination

- You will receive a \$3.18 charge for each extra bag of garbage or if your cart is overloaded. Garbage carts are considered overfull if the lid will not close. Please call our office the day before collection day to order extra service and to avoid confusion on your bill.
- Your recycling and yardwaste will not be collected and you may be subject to additional fees if contamination is found in your yard waste and recycle carts. Keep all trash and plastic bags out of the green and blue carts. Styrofoam, plastic bags, non-container plastics such as toys, baby bathtubs and nursery pots belong in the trash. See back page for Recycle Guide or call 586-1478 for more information.
- Reusable items should be taken to thrift or second hand stores. They do not belong in recycle carts and will be disposed of as garbage.

### Bulky Item Collection

Do you have a mattress, dresser, or old desk to dispose of that won't fit in your regular trash cart? Or do you have items to get rid of that don't belong in the landfill such as a washing machine or dryer? Santa Rosa Recycling & Collection can provide collection of bulky items for Santa Rosa residential garbage customers up to four times per year at no cost to customers. Your account must be current to use this service. There is a three cubic yard maximum per collection. For more information, call Santa Rosa Recycling & Collection at 586-1478. Commercial accounts, including multifamily dwellings are not included in this program.

## Can You Hear Me Now?

Californians retire over 25,000 cell phones per day. According to a recent poll, over 70% of cell phone users are unaware that they can be recycled. That means many phones are thrown straight in the trash. Millions of wireless phones are ending up in California landfills each year and because these phones, like other electronic waste, contain heavy metals and other hazardous materials, soil and groundwater are susceptible to contamination if they are not handled correctly.

Assembly Bill 2901 hopes to address this problem. Signed into law in September, this bill requires all cell phone retailers and service providers to accept cell phones for recycling at no cost to consumers beginning July 1, 2006.

Some wireless companies have already voluntarily established drop off programs, some of which refurbish the phones and provide them free to victims of domestic violence or donate them to other organizations. But less than one percent of the phones sold in California have been recycled since 1999, according to Inform, Inc., an independent



organization that studies the impact of business practices on the environment.

Companies that fail to comply with the new law may find that State Agencies canceling contracts with noncompliant carriers and the State Attorney General can sue to recover money made due to noncompliance.

What options do consumers have to recycle used phones before the law takes effect? In Sonoma County there are dozens of locations where you can drop off old phones for recycling (see sidebar). If you are a business interested in donating some counter space to become a dropoff location yourself contact Rapid Refill Ink at 571-1965.

**Drop off cell phones, PDA's and pagers at these Santa Rosa locations during regular business hours or call 571-1965 for other locations near you:**

**AIM Mail Center**

465 Stony Point Road  
707-526-4008

**Boomer's**

1321 Guerneville Rd. Ste. A  
707-544-7772

**Campus Textbooks**

1620 Mendocino Avenue, # B  
707-545-3675

**Community Market**

1899 Mendocino Avenue  
Santa Rosa, Ca 95407  
707-546-1806

**Computer Recycling Center**

3249 Santa Rosa Ave.  
(707) 570-1600

**Dave's Market**

320 West Third # A  
707-542-8333

**Kinko's**

700 3rd Street  
707-523-0922

**Mail Boxes Etc.**

1055 West College Avenue  
707-578-6062

**Mail Center Etc.**

1415 Fulton Road #205  
707-527-6488

**Mailbox Plus**

400 West Third Street, # D  
707-576-0860

**Print & Pak**

52 Mission Circle #122  
707-538-3647

**Ralph's Santa Rosa Subs**

25 Old Court House Square  
707-526-6309

**Santa Rosa Smoke Shop**

2547 Guerneville Road  
707-573-9081

**Sprint PCS**

2673 Santa Rosa Ave.  
(707) 523-7800

**Superfast Copy Center**

2790 Santa Rosa Ave.# 100-M  
707-579-3278

**The UPS Store**

122 Calistoga Rd.  
(707) 539-6938

**The UPS Store**

2360-A2 Mendocino Ave.  
(707) 523-0913

**Verizon Wireless**

844 Fourth St.  
(707) 525-5010

## New Clothes and Shoe Recycling Program

There is a new recycler in town. Campus California TG (CCTG) is a Bay Area nonprofit organization that has been collecting and processing used clothing and shoes to help fund a variety of programs that benefit environmental and humanitarian activities worldwide.

CCTG has placed clothing donation boxes in various locations in the County. These bright forest green collection boxes are the approximate shape and size of a soda machine. These collection boxes make recycling clothes easy and convenient. Place your clean clothing and shoe donations in a plastic bag and deposit directly into the box. Acceptable materials includes both usable *and* unusable clothes, shoes and clean rags. Prohibited items include any wet or moldy materials that can contaminate and ruin other donations.

You will not be surprised to know that there is a big need for clothes collection and recycling. According to the Environmental Protection Agency, even with the efforts of Goodwill, Salvation Army and other local second hand recyclers about 85% of used clothes and shoes are being dumped into landfills around the country.

CCTG sorts out these donations and distributes them for the highest end-use. Usable clothes are sold and distributed for reuse. Unusable clothing is sold to textile industries that recycle the old clothes into rags and other materials. The surplus from the sale of the clothing supports the activities at CCTG.

There are approximately 150 clothes collection boxes spread throughout Alameda, Contra Costa, Marin, Sonoma, Napa and Solano counties. These boxes produce on average 36,000 lbs of clothes weekly.

Feel free to call CCTG directly with any questions about their clothes recycling program. They are happy to make presentations about their activities. Call them at (510) 932-3839 or email at [bobby@cctg.org](mailto:bobby@cctg.org).

### Look for the green GAIA boxes at these locations in Santa Rosa to make your clothes, shoe and clean rag donations

- Pepes Mexican Food 1079 4th St.
- Fast & Easy Mart 5321 Old Redwood Hwy
- Larkfield Chevron 4840 Old Redwood Hwy
- Gil's Business Tax Services 1520 Sebastapol Rd
- Peter Pan Cleaners 2231 Mendocino Ave.
- Wagon Wheel Liquors Clover/ W. College Ave.
- La Chiquita Market 920 W. College Ave .
- Escandalo 402 Santa Rosa Ave.
- 76 Gas Station 1300 Farmers Lane
- Santa Rosa Chevron 130 College Ave.

# Green Resolutions

Why wait til year's end to make resolutions? Reexamine last years resolutions, and begin a new one you won't mind recycling every year. Resolve to reduce your waste size by committing to recycle all water bottles you use. This simple step can go a long way in helping slim down the 3 million water bottles going to California's landfills every day.

This is just one of the many easy commitments Californians can make to help reduce unnecessary waste and "be green" this year. By committing to even a few of the following resolutions, Californians can help the environment throughout the year.

1. Look for Recycling Opportunities: Look for the nearest recycling bin, or hold onto your beverage containers until you find a recycling center or get home to your curbside bin.

2. Ask for Recycling: Does it ever seem like there aren't enough recycling bins in California? You're right and you can help change that. If your gas station or convenience store doesn't have a recycling bin, ask them for one. They can call Santa Rosa Recycling & Collection to help them set up a free recycling program.

3. Remember the Other Important "R's" - Reduce and Reuse: Help to lessen the amount of waste by buying items that use little or no packaging, or buying in bulk which reduces unnecessary and excessive packaging. Also, find ways to use items over and over again, such as refilling a water bottle.

4. Buy Products Made From Recycled Materials: Resolve to "buy green" by purchasing at least one recycled-content product on a regular basis, such as paper towels or computer paper. Look for the recycling symbol (or made from post-consumer material) on a wide range of products. There is a growing array of new products made from recycled beverage containers including backyard planter boxes and fleece clothing.

*Special thanks to the California Department of Conservation for providing the framework for this article.*

**Over 3 million water bottles are sent to the landfill everyday**

5. Make Your Home a Toxic-Free Environment: Keep your home healthy by reducing unnecessary toxic chemicals. Paints, solvents and other chemicals should be disposed of safely, not flushed down the toilet or poured down the drain. Did you know baking soda and vinegar substitute as great all-purpose cleaners? Other non-toxic household cleaners can be found at many stores. Cut down on pesticides and fertilizers in your garden and you'll limit what gets washed into rivers, bays and the ocean. Contact the

Sonoma County Eco-Desk at 565-3375 or [www.recyclenow.org](http://www.recyclenow.org) to learn about alternatives to toxics and how to properly dispose of chemicals you may already have.

6. Get Out of the Car One Day a Week: Resolve to spare the air. Carpool, use public transportation or bicycle. Using alternative transportation a day or two a week is manageable, and getting out from behind the wheel can be relaxing. Plus, riding a bike fulfills the annual resolution to exercise more.

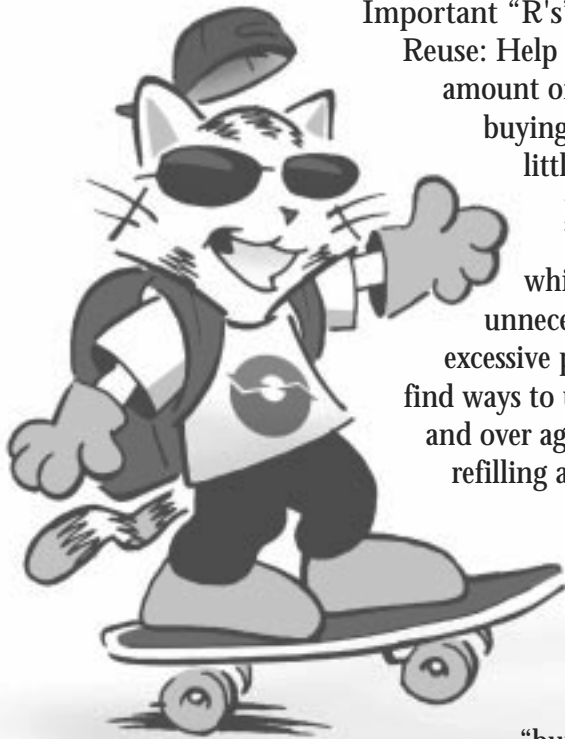
7. Start a Compost Pile to Feed Your Garden: Convert those yard clippings and vegetable peelings and even coffee grounds into nature's fertilizer for your garden. Home composters can be found at most home and garden centers. Visit [www.recyclenow.org](http://www.recyclenow.org) to learn about composting at home. Alternately, be sure yard waste is placed in the green cart for weekly curbside collection and not in the trash.

8. Enjoy the Great Outdoors: Visit a local, state or national park. Take some time to appreciate Sonoma County's world-class natural areas. Get to know some of the parks in your area and beyond. Ask about volunteer opportunities or special nature programs geared toward kids.

9. Go Local - Volunteer in Your Community: Resolve to improve your hometown environment. Sign up for the local clean-up day, tree-planting effort or community garden. Take your kids to a neighborhood creek restoration effort to show them what an ecosystem is all about. Volunteer at a local park. Adopt your own space and turn it green.

10. Conserve Energy: Cut your monthly energy bills 30 percent by replacing old equipment in your home with state-of-the-art Energy Star products. Get going on those energy-efficient home improvements you've been putting off all year. Turn off lights when you leave a room and keep the thermostat at 70 degrees. For more tips on conserving energy, visit [www.flexyourpower.ca.gov](http://www.flexyourpower.ca.gov).

11. Check out the online "Green Gift Guide" at [www.greengiftguide.com](http://www.greengiftguide.com).



## From Customer Service

### Billing Reminder

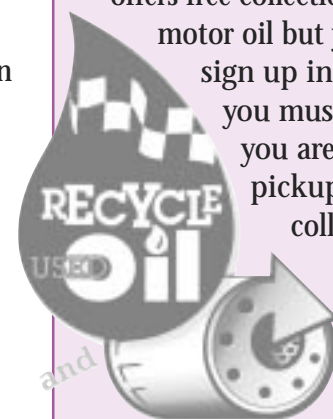
- Delinquent accounts are subject to late fees. Please be sure to pay your bill in a timely manner.
- Earn a free month of garbage service. Residential garbage customers who pay for January through November garbage service in advance, get the month of December for free. Call SRRC at 586-1478 to sign up by January 31.
- Residential customers are billed quarterly; two months in advance and one month in arrears. Commercial accounts are billed monthly in advance.
- When you receive your bill from Santa Recycling & Collection, feel free to abbreviate and write your check out to SRRC.

### Changing Your Own Motor Oil?

Do you change your own motor oil? Recycling used oil is easy for Santa Rosa residents.

#### Curbside Oil Collection:

Santa Rosa Recycling & Collection offers free collection of used motor oil but you must sign up in advance and you must call when you are ready for pickup. Oil will be collected on your regular collection day and you must call in advance.



#### FILTERS

Used oil must be stored in our specially designed containers and must be clearly visible on the ground next to your carts on collection day.

- Never place used oil in recycle carts or in the garbage.
- Never allow used oil to enter storm drains.

#### Used Oil Dropoff Centers:

There are over 20 free dropoff locations for used motor oil in the Santa Rosa Area. See the Sonoma County "Recycle Guide" inside the

SBC yellow pages under recycling for a complete list or call the Eco Desk at 565-3375 (DESK) for a location near you.



## Hazardous Waste Disposal

*New system of hazardous waste disposal in Sonoma County.*

- Visit [www.recyclenow.org](http://www.recyclenow.org)
- Call the Eco-Desk at 565-DESK (3375)

No new Household Toxics Roundups are being scheduled as the County of Sonoma will be opening a permanent household hazardous waste disposal facility at the Central Disposal site on Mecham Road. Scheduled opening is early 2005.

This collection program will provide a location where Sonoma County residents and businesses can properly dispose of items such as old paint products, automotive fluids, garden chemicals, expired medications and spent fluorescent lamps. The new facility will be open three days per week year round. Sonoma County residents will be served at no charge. Businesses that generate small quantities of hazardous waste will be served by appointment. Businesses will be charged based on the type and quantity of waste delivered.

Visit [www.recyclenow.org](http://www.recyclenow.org) to follow the progress.

### Did you know?

- Medications must not be disposed of in the trash or down drains.
- Putting paints, pesticides and poisons in the garbage is illegal.
- Fluorescent bulbs and tubes contain mercury and are considered hazardous waste.
- Household and automotive batteries must not be disposed of in the regular trash.
- Motor oil and oil filters are toxic to groundwater and must be disposed of properly.

**Contact the Eco Desk for proper disposal information and options.**

## Single Stream Recycling Guide

**No garbage, plastic bags or styrofoam please!  
Clean and empty containers and paper only.**

*Residential recycling is picked up on your regular garbage day. Depending on service type, multifamily and commercial may have a different collection schedule.*

Businesses can arrange for a free recycling service by calling 586-1478.

**Place all materials together in recycle container:**

### Cardboard and Mixed Paper

*Flatten or cut boxes if needed to fit loosely inside cart. Place shredded paper in paper bags.*

#### YES

- ✓ White & Colored Paper
- ✓ Office Paper & Envelopes
- ✓ Newspaper
- ✓ Junk Mail & Envelopes
- ✓ Magazines & Catalogs
- ✓ Paperback & Phone Books
- ✓ Small Pieces of Cardboard
- ✓ Single Layer Cardboard (cereal, shoe boxes, etc.)
- ✓ Corrugated Cardboard

#### NO

- ✗ Plastic Bags
- ✗ Food Contaminated Paper
- ✗ Pizza Boxes
- ✗ Waxed Cardboard or Paper
- ✗ Photographs or Blueprint Paper
- ✗ Napkins, Towels, Tissues



### Milk Cartons and Juice/Rice/Soy boxes

*Empty containers only. Remove plastic straws & tops*

#### YES

- ✓ Milk Cartons
- ✓ Drink Boxes
- ✓ Juice Concentrate Cartons
- ✓ Frozen Food Packaging

#### NO

- ✗ Plastic Lined Cartons
- ✗ Straws or Pop Tops
- ✗ Plastic Bags



### Glass Bottles & Jars

*Remove caps to recycle. Empty containers only.*

#### YES

- ✓ Clear & Colored Glass
- ✓ Food & Beverage Jars
- ✓ Leave Labels On

#### NO

- ✗ Window or Mirror Glass
- ✗ Ceramic, Dishes or Stemware



### Plastic Containers

*Remove caps to recycle. Empty containers only.*

#### YES

- ✓ Plastic Household Containers
- ✓ Milk & Water Jugs
- ✓ Soda & Juice Bottles
- ✓ Shampoo & Detergent
- ✓ Yogurt & Deli Tubs
- ✓ Vitamin Bottles

#### NO

- ✗ Plastic Caps
- ✗ Plastic Bags
- ✗ Styrofoam



### Metal Cans

*Remove caps to recycle. Leave labels on. Empty containers only.*

#### YES

- ✓ Aluminum Cans
- ✓ Steel & Tin Cans
- ✓ Bimetal Cans
- ✓ Empty Paint/ Aerosol Cans

#### NO

- ✗ Scrap Metal
- ✗ Pots/Pans
- ✗ Frames/Windows
- ✗ Car Parts



## Yardwaste Recycling Guide

- 1) Place only *clean green* in your green cart:
  - grass cuttings
  - weeds
  - tree trimmings less than 4 inches in diameter
  - prunings
  - berry vines
  - garden waste
  - leaves
- 2) These are *not* allowed in your green cart:
  - Garbage
  - Plant Pots
  - Metal
  - Bamboo
  - Plastic Bags
  - Plastic
  - Glass
  - Palm Fronds
  - Wood Products
  - Rock or Concrete
  - Pet Waste
  - Poison Oak
- 3) Place green carts at the curb every week:
  - Set container at curb the night before your regular collection day.
  - Leave three (3) feet of space between containers.
  - All yard waste must be inside container. Loose material will not be collected.
  - Do not put yard waste in plastic bags.
  - Contaminated yard waste may not be collected.

### Where Does My Yardwaste Go?

Yard waste collected from Sonoma County curbside programs is taken to the Sonoma County Central Landfill where it is processed into compost and mulches.

Currently, the 18 acre compost facility receives 200 tons per day of yard waste. This is material which used to go into the landfill.

Compost and mulches are used to rebuild Sonoma County soils. They protect valuable topsoil from erosion due to wind and rain, suppress weeds, add nutrients to the soil, conserve water and attract earthworms.

Compost and mulches from this facility are allowable on certified organic farms and used by backyard gardeners, landscapers and public agencies. Call 664-9113 for more information.

Please put only "Clean Green" in the green cart.

No plastic bags with yard debris



**Keep your green clean!**

Don't place plastic bags and other contaminants in your curbside yard debris container. Yard debris only.

## Recycling Questions?

*2004 Sonoma County Recycle Guide is now "behind the tab" in the yellow pages under recycling in your SBC phone book.*

Want to know where to properly dispose of household hazardous waste? Where to drop off used motor oil and filters for free? Learn more about SonoMax, Sonoma County's free material exchange program? Find out what materials are banned from the landfill?

Visit [www.recyclenow.org](http://www.recyclenow.org) or call the Eco-Desk at 565-DESK (3375)

Published annually by the Sonoma County Waste Management Agency.

## Out of the Can - Paper Recycling



The United States produces and uses a third of the world's paper. Forests in the southeastern U.S. now supply a quarter of the global total. The average U.S. citizen uses more than 700 pounds of paper annually, and the average Japanese uses 570 pounds. People in developing countries, in contrast, use only 41 pounds of paper a year on average—in India, the figure is 9 pounds, while in 20 countries in Africa, it's less than 2-1/2 pounds. (The United Nations estimates that 70-90 pounds is the minimum needed

to meet basic literacy and communication needs.)

Producing one ton of paper requires 2-3 times its weight in trees. Newly cut trees account for 55 percent of the global paper supply, while 38 percent is from recycled wood-based paper, and the remaining 7 percent comes from non-tree sources.

The pulp and paper industry is the world's fifth largest industrial consumer of energy and uses more water to produce a ton of product than any other industry. Making paper from recycled content rather than virgin fiber creates 74 percent less air pollution and 35 percent less water pollution. Yet world wide, the share of total paper fiber coming from recycled material has grown only modestly from 20 percent in 1921 to 38

percent today.

The group Environmental Defense estimates that if the entire U.S. catalog industry switched its publications to just 10-percent recycled content paper, the savings in wood alone would be enough to stretch a 1.8-meter-high fence across the United States seven times.

**P**aper recycling has reached an all-time high across the nation. We are now recycling more than 50% of what we use. Last year, the nation recycled 49.3 million tons of paper. That is a 69% increase since 1990 when only 30% of paper was recycled. It is not time to rest on our laurels however. The American Forest and Paper Association hopes to reach a 55% recycling rate by 2012.