



Santa Rosa Recycling & Collection Inc.

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Santa Rosa Recycling News

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North Bay Recognizes Commercial Recyclers

Want to win some free publicity for your company? How about having a contribution to a local charity made in your name? Want to toot your

horn publicly about how well your company stewards the environment?

Santa Rosa Recycling & Collection is looking for companies that are doing an outstanding job of recycling already or businesses that want to do a better job but may need some help launching or improving their program.

SRRC is hosting a contest during 2007 to bring attention to the money savings that can be had from reducing the amount of discards bound for the landfill.

We are asking businesses to tell us about their recycling and waste reduction programs, describing both practical and creative solutions for reducing waste in the workplace. We will be recognizing companies that are already doing an outstanding job and want to tell us about it and also companies that are willing to make a concerted effort to establish or improve their recycling plans. SRRC staff

are available to work directly with businesses at no cost to help establish and meet recycling and waste reduction goals.

Whether or not you choose to participate in the contest, your business may utilize SRRC outreach staff to help your company recycle more and to realize a cost savings through a reduction in disposal costs. This way, we are all winners.

Santa Rosa Recycling & Collection is proud to support the recycling and diversion efforts of the business community and wants to recognize avid recyclers, or those who want to be. We look forward to this opportunity to reward businesses that are joining the community-wide effort to recycle, reuse and reduce commercial solid waste!

Please stay tuned for more details in the Spring issue of the Santa Rosa Recycling News.

For further information, please contact our Recycling Coordinator at 765-6424.

The Contest

1. Sing Your Own Praises

Please tell us about how your company maximizes diversion. As you begin to craft your response, please be sure to keep the following points in mind:

- what materials are being recycled, reused or reduced?
- What strategies are employed for motivating and maintaining employee participation?
- What successes or innovations has your business realized?

2. Develop a New Program

Ready to be nominated "Most Improved Player"? Give our office a call and we will come and do a site visit. We'll assess the status of your current recycling program, or lack thereof, and work with you to develop some effective strategies for increasing diversion and reducing discards. We'll meet with you through the year and together we can assess the program to put you at the top of the recycle game. Everyone wins.

3. Everyone Wins

Want to get involved in saving money but don't want to enter the contest? Our Recycling Outreach Staff are ready to work with you to identify areas where you can recycle or divert more materials from your solid waste bins. Reduce waste and save money on disposal. Everyone wins.

4. Eye on the Prize

The lucky winners will receive a \$500 donation made to the Santa Rosa charity of their choice, in addition to enjoying the spotlight of a feature article and photo commending their business in the Fall 2007 Santa Rosa Recycling & Collection Recycling News.

New Addition to the Home-Team



Spring season has brought a fresh new face to the Santa Rosa Recycling & Collection recycling staff. Shannon Townsend, a recent Humboldt State University graduate, joined up with North Bay in April to become the Recycling Outreach & Education Coordinator. She is actively pursuing recycling outreach goals with both commercial and multifamily complex customers as well as providing recycling

education to Santa Rosa schools. She is looking forward to continuing to extend the excellent customer service and support from SRRC that you have come to expect.

A Sonoma County native, Shannon is eager to recognize and promote recycling and waste reduction efforts within her community. She can be seen around town giving presentations to schools, speaking with businesses, and checking in on multifamily complexes. In fact, you may spot her peeking in your own business or multifamily complex garbage and recycling bins for recycling assessments! She is available for all your recycling questions related to your commercial or multifamily recycling service, to establish a new recycling service or for general recycling questions, so feel free to contact her at 707/765-6426 or ShannonT@callatg.com.

Please be sure to review cart placement and collection guidelines on page two.





Customer Service Reminders

Collection Guidelines

For everyone's safety and convenience and, due to the high volume of traffic and vehicles in some neighborhoods, we request that you pay special attention to the following:

- Place carts at the road edge the night prior to your service day.
 - Please remove your containers from the road edge as soon after they have been serviced as is practical.
 - Please leave a full three feet between garbage, recycling and yard waste carts. The gripper arm on our new "split body" collection vehicles require this spacing.
 - Do not place carts within three feet of vehicles, mailboxes, fire hydrants, other obstacles or personal property. Keep carts away from overhead obstacles such as overhangs, trees or carports.
- To help us provide the best service to you, please observe the following:
- Please park your car in your driveway the night before your collection day wherever possible. There may be a delay in collection of blocked carts.
 - Place garbage loosely in your cart. Carts that are overstuffed or have material jammed into them may not empty completely.
 - Be sure all items are contained inside your carts. Carts that have items sticking out of them or have material piled on top may not be emptied or may receive additional charges.
 - You may opt to set out recycle and yardwaste carts only when full if you choose.
 - Do not place TV's, computer monitors or electronics in the garbage. Do not place syringes in trash.

Missed Trash

There are route changes occurring as we bring our new trucks on line. Your trash may be picked up earlier or later than before so it is especially important to get trash out the night before. Garbage service begins at 6 am. If we are called back to empty your cart because it was not at the curb, you will receive an additional charge.

Drive Safely

With the County's continued growth and road construction, please drive and park with extra caution, especially on garbage days. Your safety and the safety of our employees is our highest concern.



Hazardous Waste Disposal Options

Toxics at home:

In the house: Cleaners • Aerosol sprays • Fluorescent lamps • Syringes • Medications • Nail polish & remover • Batteries (alkaline & rechargeable)

In the garage: Antifreeze • Oil & filters • Auto batteries • Engine cleaners • Fuel

In the workshop: Paint, all kinds • Paint thinners • Wood finishes • Glues • Solvents

In the yard: Pesticides • Weed killers • Pool chemicals • Propane cylinders/tanks

Household Toxics Facility



Located at the Central Disposal Site, the Household Toxics Facility is open every week for **free drop-off** of toxics from Sonoma County residents. Bring your ID to prove residency.

Transportation tips: State transportation laws limit each vehicle to a maximum of 15 gallons of liquid (with a maximum of 5 gallons per container) or 125 pounds of solid material • Never mix chemicals • Place in sealed containers in the trunk, packed to prevent spills **Not accepted:** Explosives or ammunition • Radioactive materials • Biological wastes (except syringes) • TVs, computer monitors & other electronics • Business waste **The Household Toxics Facility will be closed Dec. 25-29, 2007**

Appointment: Not required

Hours: **Thursday, Friday & Saturday 7:30 am-3:30 pm**

Location: **Central Disposal Site (Building 5) 500 Meham Rd., Petaluma**



Community Toxics Collections

Every week there is a toxics collection somewhere in Sonoma County. Bring your ID to prove residency.

Appointment required: Call **795-2025** or toll-free **1-877-747-1870**

Hours: **Tuesdays 4-8 pm**

Not accepted: Explosives or ammunition • Radioactive materials • Biological wastes (except syringes) • TVs, computer monitors & other electronics • Business waste

2007 Community Toxics Collections schedule

May 2007	July 2007	September 2007	November 2007
1 Santa Rosa, NE	3 Santa Rosa, SE	4 Petaluma	6 Santa Rosa, NW
8 Bodega Bay	10 Rohnert Park	11 Santa Rosa, SW	13 Sebastopol
15 Santa Rosa, SW	17 Santa Rosa, NE	18 Cloverdale	20 Cotati
22 Cloverdale	24 Sebastopol	25 Oakmont	
29 Petaluma	31 Santa Rosa, NW		
June 2007	August 2007	October 2007	December 2007
5 Santa Rosa, SE	7 Glen Ellen	2 Santa Rosa, SE	4 Petaluma
12 Guerneville	14 Healdsburg	9 Santa Rosa, NE	11 Oakmont
19 Windsor	21 Larkfield	16 Larkfield	18 Santa Rosa, SE
26 Kenwood	28 Santa Rosa, SE	23 Windsor	
		30 Forestville	

Toxics Rover pick up service

Have your toxics picked up at your home. Services are provided on a first-come-first-serve basis. Each Wednesday the Toxic Rover will be serving a different region within Sonoma County. Allow several weeks advance notice.

Fee: \$35/pick up. Limited free pick up available for homebound seniors and the disabled. Please note that fees may change without notice.

Appointment required: Call **795-2025** or toll-free **1-877-747-1870**

Hours: **Wednesdays**, limited appointments available.



Medical Waste Disposal Options

Expired Medications:

Expired medications (prescription and over-the-counter) are considered household toxics and must not be flushed down the toilet or put in the trash. Medications in the waterways cause health and contamination issues for humans and wildlife.

Many pharmacies including **Dollar Drug**, accept expired medication for proper disposal. Place medications in sealed ziplock bags for dropoff. Check with your regular pharmacy, many accept these items from you at no charge.

Sharps:

The following locations accept syringes, lancets and needles in sealed Sharps containers only:

Dollar Drug 1055 W College Ave, SR 575-1313 and all Walgreens locations

Mercury Fever Thermometer Exchange Program

Bring your glass mercury thermometer and trade it in for a new digital thermometer! Help prevent mercury pollution and protect our watershed. Limit one free digital thermometer per household. Place mercury thermometer in two plastic zipper bags to prevent spills. No appointment necessary to bring thermometers only. See dates and times listed below. Can't make the exchange? Mercury thermometers are always accepted at the Household Toxics Facility. If you would like to bring other types of household hazardous wastes to the Community Toxics Collections for disposal, you must make an appointment by calling 1-877-747-1870.

May 14	10am-5pm	RP Senior Center	6800 Hunter Dr
June 5	4pm-8pm	Community Toxics Collection SR Vets Hall	1351 Maple Ave
June 19	4pm-8pm	Community Toxics Collection Windsor Corporation Yard	8400 Windsor Rd
July 10	4pm-8pm	Community Toxics Collection RP Community Center	5401 Snyder Ln

Medications, Sharps and mercury thermometers may be taken to the Household Toxics Facility as well.

Still have questions about toxics?

RecycleNow.org on the web or call the Eco Desk at 565-3375 for more information
Tiene preguntas sobre reciclaje o productos tóxicos y aceite usado de motor?
Llame a Eco-Desk en español 565(Desk)-3375

SONOMA COUNTY RECYCLING GUIDE

AT&T YELLOW PAGES UNDER RECYCLING
IN THE PHONE BOOK

NUEVO ECO-DESK EN ESPAÑOL: LLAME AL 565-3375

ECO-DESK 565-DESK(3375) WWW.RECYCLENOW.ORG



Sonoma County & the City of Santa Rosa Exceed AB 939 Goals & State Diversion Rate

In August, 2006 the California Integrated Waste Management Board (CIWMB) announced that the State of California has achieved an overall AB 939 Diversion Rate of 52%. This means there is less material being landfilled and more being recycled! This follows years of concerted efforts by jurisdictions throughout the State to develop and implement successful diversion and waste reduction programs to meet the state mandated 50% diversion rate by the year 2000.

Santa Rosa Recycling & Collection, in partnership with the City of Santa Rosa, is pleased to be part of the effort that has put the City and the County of Sonoma ahead of this California milestone. The CIWMB recently reported the diversion rate in Sonoma County is 61%.

The combined efforts of single stream recycling, weekly yard waste collection, aggressive public education and waste reduction efforts in the residential, commercial and multifamily sectors, along with the funding by North Bay Corporation for a new AB 939 Base Year Study, has helped place the City of Santa Rosa and the County of Sonoma ahead of the curve.

Santa Rosa Recycling & Collection looks forward to working with the City to continue this trend in the future and to achieve the recently established County-wide goal of 70% diversion!



Keep up the good work, Santa Rosa!

From the Office

Extra Trash/Contamination

- **You will receive a \$3.84 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 may 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 secondhand stores. They do not belong in recycle carts and will be disposed of as garbage.**

Senior & MHP Discount

Seniors and mobile home park residents who pay their own garbage bill are entitled to a reduced rate for garbage service.

The senior discount is applicable to Santa Rosa Recycling & Collection customers who are 65 years of age or older and to mobile home residents who pay their bill directly and live in a mobile home park.

For more information, or to request a senior application by mail, **please call our office at 586-1478.** You may also pick up an application at our office at 3417 Standish Avenue in south Santa Rosa. Please include or bring proof of age: a copy of your driver's license, identification card, insurance card or any document that includes both your name and birthdate.

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 microwave, computer or washing machine? 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 are not included in this program.

New Program! Food Waste Composting- Free & Easy in the Green Can!

COMPOST YOUR VEGGIES PUT THEM IN THE YARD DEBRIS CAN



Vegetable peelings • Fruits & vegetables • Weeds • Leaves • Landscape prunings • Grass clippings • Tree branches less than 30" in diameter



KEEP YOUR CAN CLEAN BY WRAPPING YOUR VEGGIES IN BROWN PAPER BAGS OR NEWSPAPER. NO PLASTIC BAGS.



NOT ACCEPTED: Meat • Cooking oil & liquid waste • Bones • Dairy & cheese • Plastic bags • Poison oak, cactus, palm fronds or bamboo • Dirt or rocks • Animal waste • Tree stumps • Other refuse



COMPOSTING QUESTIONS: SONOMA COMPOST COMPANY 578-5459 WWW.RECYCLENOW.ORG • 565-DESK(3375)

New Plastic Bag Recycling Measure Becomes Law

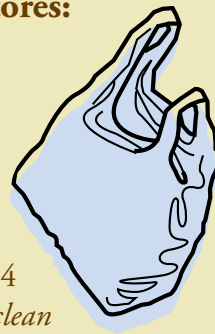
Beginning July 1, 2007, **grocery stores and other retailers will be required to collect and recycle plastic bags.** AB 2449 established a 6 year pilot program requiring **most large grocery stores and other retailers to create an in-store recycling program** for the collection and recycling of plastic 'carry out' bags. The bill also requires retailers to provide consumers with a bag reuse opportunity, develop a public education program to encourage recycling and requires that all plastic bags be labeled 'Please Return to a Participating Store for Recycling.'



To keep bags clean and dry, *bag your bags.*

Bags that are recyclable at stores:

Grocery bags
Retail bags (strings & handles removed)
Plastic newspaper bags
Plastic dry cleaning bags
Plastic produce bags (clean only!)
All clean bags labeled with a #2 or #4
Please ensure that all plastic bags are clean and dry. Please remove receipts and other debris.



Do NOT include the following:

No food wrap (e.g., Saran Wrap®)
No bags that have any dirt or moisture
No bags that have been painted or glued
No CD wrappers or other "crunchy" plastic
No other bags or film plastic

Construction and Cleanup Equipment



Fencing Services



Debris Box Services



Portable Toilets

North Bay Corporation has the equipment you need to clean out the garage or build a subdivision.

One Call Does It All (707) 586-2286

Single Stream Recycling Guide

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

Remove plastic straws & tops. Empty containers only.

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 Bottles
- ✓ 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

Did you know that the contents of your yardwaste cart is turned into compost and mulch? It is placed on home gardens and on school grounds, and is used by farmers and landscapers. Please be sure to keep garbage, plastic bags and plant pots, as well as glass and all other debris out of the yard waste cart. It could end up on a garden growing tomorrow's supper!

1) Place only **clean green** in your green cart:

- grass cuttings
- weeds
- New! vegetative food waste from your kitchen
- tree trimmings less than 4 inches in diameter
- prunings
- berry vines
- garden waste

2) These are **not allowed** in your green cart:

- Garbage
- Dirt
- Glass
- Bamboo
- Cooking Oil or Fat
- Plant Pots
- Rock
- Metal
- Palm Fronds
- Plastic Bags
- Wood Items
- Pet Waste
- Poison Oak
- Meat

3) Green carts are collected every week:

- Set container at curb the night before your regular collection day.
- Leave three 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 won't be collected.**

How Does Your Garden Grow?

Summer is a time for enjoying the great outdoors and all that the North Bay has to offer. For many of us, that includes time spent in the garden, reaping the harvest of fresh fruits, vegetables and flowers that grow so well in our County.



Spring garden. Just wait 'til fall!

us, that includes time spent in the garden, reaping the harvest of fresh fruits, vegetables and flowers that grow so well in our County.

Sonoma County residents also reap the benefit of a

comprehensive yard waste program that allows residents to compost yard debris, garden trimmings and vegetative food waste at the curb right in the greenwaste cart.

This valuable resource is then transported to Sonoma Compost at the Central Disposal site in Petaluma and transformed into soil building compost and mulches that are available to the public as well as farmers, landscapers and schools.

For information about the Organic Recycling Program and the products made from your yard trimmings, visit Sonoma Compost's website at www.sonomacompost.com or call them at (707) 578-5459. Visit their attractive demonstration garden at their site at 550 Mecham Road near Cotati.

Change Your Own Oil?

If you change your own oil, you probably know that the **only legal way** to dispose of used oil and oil filters is to recycle them. Santa Rosa Recycling & Collection and the County of Sonoma help make it easy with curbside collection and convenient dropoff locations.

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

Curbside Used Motor Oil Collection:

Santa Rosa Recycling & Collection offers free curbside collection of used motor oil. **You must sign up in advance and use our special collection containers and oil filter bags that**

we will provide to you. Call Customer Service at 586-1478 to sign up. **You must call our office in advance of your collection day when you are ready for a pickup.** We'll pick up the full containers and leave empty ones for your next oil change. Oil and filters must be clearly visible on the ground next to your carts on collection day.

Used Motor Oil Dropoff Centers:

You may also choose to take your used oil and filters to a drop-off location. Used Oil Collection Centers are conveniently located throughout Santa Rosa and Sonoma County and are free. They include the Central Disposal Site

and transfer stations; several auto parts stores such as AutoZone, Pep Boys, and Kragen; oil change businesses such as Oil Stop and Oil Changer; and many independent automotive businesses. You can find a complete list on pages 6 & 7 of the Sonoma County Recycling Guide -look for the tab under "R" for Recycling in the AT&T Yellow Pages. There is also a recorded listing in English and Spanish on the Eco-Desk hotline, call 565-DESK (3375). If you transport your oil yourself, be sure to put it in a tightly sealed plastic container, and put your filter in a sealed plastic bag. Take your oil to collection centers only during business hours.

