

Extended Producer Responsibility

The impacts of product and packaging waste are all around us: beaches and roadsides littered with packaging debris plastic bags, and plastic bottles. These contaminants are highly visible, but what can be found on the microscopic level is even more disturbing. Scientists are finding toxics, like copper from brake pads, and mercury from fluorescent lights, in our water and aquatic species. How can this be happening?

Local government officials have been asking the same questions and, in 2006, formed the California Product Stewardship Council to address these issues. The proliferation of product waste – now accounting for 75% of the waste stream in the United States is partly to blame. But the solution is relatively simple. Extended Producer Responsibility (EPR) is a strategy of placing the responsibility for what happens when a product has reached the end of its life on the producers, rather than the general public and local government. EPR also promotes the integration of the environmental costs associated with products throughout their life cycles into the market price. Meaning the cost of treatment and/or disposal is incorporated into the total cost of a product. EPR, also known as product stewardship, is based on the thinking that producers and manufacturers have the greatest control over product design and marketing, therefore having the greatest ability to reduce toxicity and waste.

Managing products at the end of their lifecycle has a cost. Today, the costs are borne by taxpayers, garbage ratepayers, and local government. In an EPR system, producers internalize the end-of-life costs in the product price. The cost is then reflected to the consumer at the time of purchase, sending the appropriate market signals and allowing consumers to make purchasing decisions based on the actual full cost of the product. This will also encourage manufacturers to design products and packaging which have minimal disposal costs and offer more compatibility for future expansion and technology. Like replacing just the processor chip in your computer rather

than buying an entire new one when you wish to upgrade.

Voluntary EPR programs have been a good start, but they put businesses at a competitive disadvantage in a price sensitive marketplace, where the smallest price increase can result in lost sales. Companies like LG Electronics, Bentley Prince Street, Inc., Honeywell, Sony, and Caterpillar already offer EPR programs. These are popular as more and more consumers want products that are less toxic, made from recycled materials, easily reused and repaired, shipped with less packaging, and are easy to recycle. EPR systems operate with success in Canada, Japan, South Korea and the European Union. In fact, many of the same companies that sell products in the US already operate in EPR systems abroad.

EPR is simple, really. Manufacturers implement recycling systems for the products they market. For example, companies that produce fluorescent lights would design, fund, and operate a recycling system for fluorescent lights. Producers have the flexibility and control to design EPR systems that work for each unique business model. Producers design, fund, and operate the collection systems. This can be done through mail back programs such as the one established by Dell Inc. or established retail collection points like those implemented by Rechargeable Battery Recycling Corporation at retailers that sell rechargeable batteries. Most producers will use existing reuse and recycling programs.

Over the years the California Integrated Waste Management Board has engaged in a variety of program activities concerning products and their impact on the environment. These efforts continue as the Board seeks a comprehensive approach for advancing EPR, building upon the efforts elsewhere in the world. EPR is a waste reduction strategy. By shifting costs and responsibilities of product discards to producers and others who directly benefit, EPR provides an incentive to eliminate waste and pollution through product design changes. It allows the Board to better carry out its mission for the citizens of California.

For more information on local businesses that offer take back programs visit www.recyclenow.org or www.calpsc.org



Contact Us:

Redwood Empire Disposal
PO Box 14609
Santa Rosa CA 95407
(800) 243-0291

Office Hours

Monday - Friday 7am-6pm
Saturday - Sunday 7am-3pm

Office Address

3400 Standish Ave., Santa Rosa

Making Recycling Easier

Do you find yourself struggling to get that last drop of strawberry jam from the bottom of the jar onto your peanut butter sandwich? Fortunately that jam jar can go straight into the recycling cart with or without the jelly residue at the bottom of the jar. Water is a valuable resource, and so is your time, so when the jar is empty toss it right into your recycling and start enjoying that sandwich.

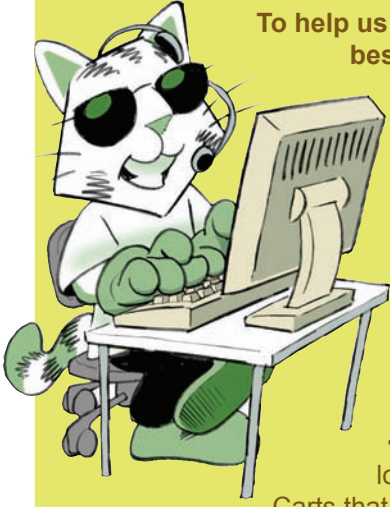
Here are the important things to remember when it comes to recycling. Containers need to be empty but not clean. When your recycling reaches the Material Recovery Facility (MRF) where it is sorted, the first step in the process is done by human hands. If a half full can of tomato sauce reaches this point it will have not only spilled all over the other materials in the truck, but also the people who are sorting your recycling and the equipment that runs 20 hours a day 6 days a week. Please help keep the recycling process clean by making sure your recyclables are empty of food or liquid before they go into the blue cart.

We are all doing our part to help keep the planet clean. Keep up the good work West Marin!



FROM CUSTOMER SERVICE

GUIDELINES & REMINDERS



To help us provide the best service to you, please observe the following:

- Place carts at the road edge the night prior to your service day.
- Please leave 3 feet between garbage, recycling & yard waste carts.
- Place garbage loosely in your cart.

Carts that are overstuffed or have material jammed into them may not empty completely.

- Please remove your containers from the road edge as soon after they have been serviced as is practical.
- 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.

For everyone's safety and convenience, we request that you pay special attention to the following:

- Do not place carts within three feet of vehicles, mailboxes, fire hydrants, other obstacles or personal property.
- Collection vehicles need 14' overhead clearance. Carts should not be placed in an area with overhangs, trees or other obstacles.
- 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.

EXTRA TRASH

- If you have an overloaded garbage cart or extra bags of garbage piled on top of, or alongside your cart, you may receive an automatic charge for each extra bag or can of garbage. Carts are considered overloaded if the lid will not close.
- If you have extra garbage, call our office at (800) 243-0291 by 3 pm the day before your regular collection day to order extra service and avoid confusion when you receive your bill. Do not overstuff your carts as they may not empty completely.

HOLIDAY COLLECTION SCHEDULE

- Service is delayed by one day for customers whose service day falls on or after the following holidays when they occur on a weekday:
 - Christmas
 - New Years Day

DON'T MAKE MUCH TRASH?

Garbage rates are based on the size of your garbage cart. If you are generating less waste, you can reward yourself with a smaller garbage bill by exchanging your current cart for a smaller size.

We offer four levels of service. Super recyclers or small families may be able to reduce their waste and subscribe to the 20 gallon service.

If you would like to change your service level, please contact our office for details and rates.



What Would You Like To Read? *We want to hear from you!*

Is there a recycling topic you would like to know more about? An article you would like to read? Know of a company that has gone green that you would like to recognize? General newsletter suggestions or comments? Send us an email!
greenteam@unicycler.com

Did You Know...

- ...California's diversion rate, which is the best in the nation, was 58% in 2007. That's 53.5 million tons of recycling, equivalent to filling more than 100 football fields to the height of the Empire State Building.
- ...The recycling/reuse industry accounts for approximately 85,000 jobs, and contributes an estimated \$4 billion in payroll to the California economy.

source:

<http://www.ciwmb.ca.gov/Publications/General/CalRecycle/2009007.pdf>

Paying Your Bill Online?

We offer Automatic Payments as a convenient way for customers to manage their garbage bill! With this service you will not receive a bill in the mail. Your total amount due will be automatically charged to your debit or credit card at the beginning of each billing cycle.

Some customers choose to use a 3rd party such as their personal bank to pay their bills online. This can be a convenient way to pay your bills, but must be managed properly:

- Residential garbage bills are due every three months. Some people have set up their quarterly bill for monthly payment, creating large and unnecessary credits to their account.
- Accuracy is key. Be sure to verify that your account number, including the three letter code, is correct with your online bill-paying service.
- Your account number will change if you move or re-open a closed account. Be sure to update your bill-paying service immediately so your payments are credited properly.

Recycling Your Holiday Tree

The Christmas tree is one of America's most loved holiday traditions. Everyone enjoys carefully selecting, decorating, and using trees as the centerpiece of family celebrations. After the holidays, Christmas trees change from objects of traditional beauty to potential fire hazards and can take up valuable space at our landfills.

Marin County Public Works Department estimates that about 25,000 holiday trees are purchased in Marin each year. The County of Marin and Redwood Empire Disposal encourage the recycling and composting of holiday trees. There are two free and easy options in West Marin-

- Recycle your non-flocked holiday tree anytime by cutting it to fit inside your yardwaste container.
- Bring it to one of the drop off locations listed below.

Drop-Off Locations:

The Fire Departments offer Holiday Tree Recycling December 26th through January 12th from 8 to 5.

- Throckmorton Ridge Fire Station, 816 Panoramic Hwy., Mill Valley
- Point Reyes Fire Station, 4th & B Streets
- Hicks Valley Fire Station, 733 Red Hill Rd.
- Tomales Fire Station, 599 Dillon Beach Rd.
- Woodacre Fire Station, 33 Castle Rock Rd.

Stinson & Bolinas residents may bring holiday trees to the Bolinas-Stinson Resource Recovery Project, 25 Olema Bolinas Rd.

Mon-Sat 11am-5pm
(415) 868-1796

NO flocked trees, decorations, or stands will be accepted. To dispose of flocked trees, you may cut to fit inside your regular garbage can, or self haul to the Redwood Landfill in Novato.



Hot Toxic Topics – You’ve got questions – we’ve got answers!

Question: What do I do with old prescription medications? I know you shouldn’t flush them down the toilet or put them in the garbage, so what can I do?

Answer: Good question! You definitely don’t want to flush them down the drain or toss them in the garbage; both can cause harm to fish and wildlife. In Marin County, several pharmacies accept old medications. Consult <http://www.marinrecycles.org> for a complete list of drop-off locations. Cross off your personal information before dropping them off.

Question: I’ve heard that I shouldn’t put household batteries in the trash? I thought new batteries no longer had mercury in them? Can’t I just throw them out?

Answer: You are correct that new alkaline batteries are produced with no or very small amounts of mercury. However, there are still heavy metals in alkaline batteries that are of concern to the environment. In addition, Ni-Cad and Lithium-Ion batteries have more hazardous materials that require special handling and disposal. In California, household batteries CANNOT be disposed of in the trash. You can bring all types of household batteries to several locations in Marin (see box below) for proper disposal and recycling. Tape the ends of your Ni-Cad and Lithium-Ion rechargeable batteries prior to disposal to prevent accidental sparking.

Question: Can I bring my empty paint cans to the HHW Facility?

Answer: If your paint cans are entirely empty and dry, you can “pop off the top” and throw the empty can and the top in your recycle bin. If you have paint in the can, bring all paints to the Household Hazardous Waste Facility.

Question: What do I do with my old cell phones?

Answer: The CA Cell Phone Act of 2004 requires all cell phone retailers to take back all old cell phones (not just their own) for recycling for free. Several stores, including AT&T, Verizon and Renew Computers in San Rafael will accept cell phones.

Question: I know that compact fluorescent bulbs are good for saving energy, but I’ve heard that they contain mercury? Are they safe to use? When they burn out what should I do with them? And can I bring my old incandescent bulbs in for recycling?

Answer: Compact fluorescent bulbs, known as CFL’s, do contain mercury vapor and cannot be disposed of in the trash. They are safe to use, but if broken the mercury can disperse into the environment, creating a hazardous situation. Bring your used CFL’s, your fluorescent tubes and halogen lights, to the Marin Hazardous Waste Facility for proper recycling. Many of the stores that sell the bulbs, such as Home Depot, will also accept old bulbs. As for those old incandescent bulbs, they do not contain mercury, so dispose of them in the trash.

Transporting Hazardous Wastes

Materials must be packaged in sturdy, non-leaking containers no larger than 5 gallons or 50 pounds in size. Do not mix different wastes together.

State law limits the total amount of hazardous waste transported at one time to 15 gallons or 125 pounds. The exception is latex paint and motor oil, which can be a total of 20 gallons.

A resident of the household that generated the waste must accompany the waste material that is dropped off. Proof of the residency is required in the form of a driver’s license, tax bill, or utility bill that shows the street address.

Common Contaminants: Keep ‘em OUT!

With all the different materials we use everyday, sometimes its hard to remember what can and cannot be placed in your bins. Here is a handy list of some of the items that don’t belong.

In the Garbage

- No Wood
- No Batteries
- No Paint
- No Electronic waste
- No Oil, motor or cooking
- No Mattresses
- No Cleaning solvents
- No Dirt, bricks, cement

In the Recycling

- No Chemicals
- No Paint
- No Lumber
- No Carpet
- No Wire
- No PVC Pipe
- No Plexiglass
- No Dishes
- No Over sized items (furniture)
- No Sharps (needles)
- No Diapers
- No Dirt, bricks, cement
- No Garden hoses
- No Photos
- No Vinyl siding
- No Light Bulbs
- No Mirrors

In the Yard Waste

- No Meat
- No Dairy & Cheese
- No Dirt, Rocks, Bricks
- No Animal Waste
- No Tree stumps
- No Bones
- No Cooking Oil and Liquid Waste
- No Plastic Bags including compostable plastic bags
- No Compostable utensils and food containers.
- No Poison oak, cactus, palm fronds, pampas grass or bamboo
- Other refuse

Household Battery Recycling

Household batteries are considered hazardous waste and must be disposed of properly. The following locations accept batteries during business hours:

- Building Supply Center- Point Reyes Station
- Woodacre Fire Station- 33 Castle Rock Rd.
- Point Reyes Fire Station- 401 B Street
- Tomales Fire Station- 599 Dillon Beach Rd.
- Fairfax Town Hall- 142 Bolinas Rd.
- Nicasio Volunteer Fire Station- On the town square

Hazardous Waste (HHW) Options Marin HHW Facility

565 Jacoby Street, San Rafael
www.marinsanitary.com/hazardous.html

Operating Hours:

Businesses: Monday & Tuesday, by appointment only, (415) 485-5648
Residents: Monday - Saturday, 8:00 am - 4:00 pm, (415) 485-6806

Types of HHW accepted:

- oil based paints, stains & thinners
- household batteries
- fluorescent bulbs and tubes
- pesticides, insecticides
- propane tanks
- computer monitors & TV’s
- asbestos with special handling. Call for instructions.
- motor oil & filters
- engine cleaners/ brake fluid
- poisons, bait & sprays
- pool chemicals
- mercury thermometers & switches
- sharps & lancets (in approved containers)

Toxic Away Days

One day drop off events are scheduled periodically in West Marin. Sponsored by the Marin JPA, Marin & San Rafael Fire Departments and Phillips Services. Call (415) 485-5648 for more information.





Redwood Empire Disposal
P.O. Box 14609
Santa Rosa, CA 95402-14609

Tel (415) 897-4177
Tel (800) 243-0291
Fax (707) 586-5543

See us on the web at www.unicycler.com

♻️ Printed on 30% Recycled Content Paper with Soy-Based Inks

Attention Apartment Managers!

Because the Recycling News is mailed to customer account billing addresses, most apartment and multifamily complex residents do not receive the Recycling News. Generally only residents that pay directly for garbage service receive our mailings.

If you would like your tenants to receive the biannual Recycling News, please provide an electronic file of the unit addresses and permission from the complex manager or owner. We don't need anyone's name; newsletters will be delivered to the "resident" at each unit. Please call 800-243-0291 for more information on how to add your units to our mailing list.

Receiving the Recycling News can be a valuable tool for residents. Each issue includes a comprehensive recycling guide as well as information on household toxics disposal options and waste reduction techniques. The News can help direct your tenants to reuse opportunities such as thrift stores or material exchange programs.

By educating tenants to recycle and otherwise reduce waste, you may find some cost savings on your collection bill!



Cooking Oil Recycling

Cooking oil (and other liquids) don't belong in garbage, recycling or yard waste carts, you can't pour it down the drain, and it's not hazardous waste, so what's a chef to do?

When cooking oil or other liquid waste is placed in carts, it can squish out of collection vehicles and cause slick and icky messes on the roadways and jeopardizing stormwater drains and Marin County creeks.

There is a solution. Restaurants often accept clean, liquid vegetable oil that is mostly free of any solids, meat scraps or water. So when you are done cooking that turkey, making french fries or other oil intensive foods, run the liquid through a strainer or cheese cloth, bottle it up and deliver it to the location listed.

Petaluma:

Willowbrook Ale House
3600 Petaluma Blvd N.
(707) 775-4232

Will accept up to 10 gallons of clean oil that is free of solids or water. Call first for instructions.

Can't make it to this location?

Saturate kitty litter or some other absorbent with the oil and bag securely in plastic before disposing in trash.



Know of a local restaurant that accepts used oil?
Let us know at greenteam@unicycler.com

Yard Waste Guidelines

- Place all grass cuttings, leaves & weeds, tree & shrubbery trimmings, berry bushes and other yard & garden waste inside your green rolling cart. Branches under 3" in diameter and less than 4 feet long are accepted.
- Place your yard waste cart at the curb allowing at least three feet of space between containers.
- All greenwaste must be in the container. Loose material will not be collected.
- Do not put yard waste in plastic bags.



Keep your Green Clean!

The Following Materials are Banned from your Yard Waste Cart.

- garbage
- rock
- lumber
- plastic bags
- pet waste
- bamboo
- processed or treated wood products
- sod or dirt
- gravel or concrete
- playground bark
- nursery pots or plastic
- food waste
- palm fronds

You may be charged for contaminated yard waste carts!

BioStack Backyard Composters

Looking for a convenient way to contain your home compost pile? This stackable compost bin is durable, easy to use, and will break down your yard and food waste into a fine soil amendment to use for all types of gardening.

Call our office for details or visit our website at www.unicycler.com for more information.

SINGLE-STREAM RECYCLING GUIDE

Place all Recycling Together inside the Blue Cart

MIXED PAPER AND CARDBOARD

Flatten or cut boxes to fit loosely inside cart
Place shredded paper in clear or paper bag

YES

- White & Colored Paper
- Office Paper & Junk Mail
- Newspaper
- Magazines & Catalogs
- Cereal & Shoe Boxes
- Corrugated Cardboard

NO

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



MILK CARTONS AND JUICE/RICE/SOY BOXES

Remove straws & tops
Empty before recycling

YES

- Milk Cartons
- Drink Boxes

NO

- Plastic-Lined Cartons
- Straws or Pop Tops



GLASS BOTTLES & JARS

Remove caps & tops
Empty before recycling

YES

- Clear & Colored Glass
- Food & Beverage Jars

NO

- Window or Mirror Glass
- Ceramic, Dishes or Stemware



PLASTIC CONTAINERS

Wash & squash, remove caps
Empty before recycling

YES

- Plastic Containers
- Milk & Water Jugs
- Soda & Juice Bottles
- Yogurt & Deli Tubs

NO

- Plastic Caps
- Styrofoam
- Plastic Bags



METAL CANS

Wash & squash, leave labels on
Empty before recycling

YES

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

NO

- Plastic Caps
- Styrofoam

