

Sanitation Department

Customer Communication (Public Information) Update

Presentation to
Health, Environment & Human Services
Committee
March 28, 2005

Purpose

- Establish next steps for implementation of green waste stream recycling publicity
- Review waste prevention youth education program (“Too Good to Throw Away”)

Customer Communications Goal

- Reduce waste in the city's landfill through education and consistent customer communications to educate, re-educate and remind public of effective waste diversion measures including recycling, brush/bulk separation, mulching, water conservation, tree-cycling and other measures

Background

- May 2003 Mayor's Recycling Task Force recommended the implementation of a Green Waste Stream Program
- FY 04-05 Council approved \$250K funding request for sanitation public information program
- Sanitation partnered with PIO to design and implement green waste stream recycling publicity and waste prevention youth program
- Sanitation and PIO established partnership with DISD Science Curriculum Department to implement "Too Good to Throw Away" in schools beginning in FY 05-06
- Pitching partnership to other ISDs serving Dallas students
- Sanitation secured commitment of the City's Youth Commission to sponsor a 6-month recycling project, beginning with National Youth Service Day April 23

Green Waste Stream Recycling

- PIO is developing a customer communications campaign for green waste stream recycling
- Plan will include: media relations; community outreach with homeowner and neighborhood associations; and advertising
- Appropriate collateral materials will be developed including bi-lingual brochures, postcards, and door hangers

Green Waste Stream Recycling

- The customer communications plan will focus on Brush/Bulk separation, Mulching, Water Conservation and Christmas Tree Recycling (Tree-cycle) Program
- The plan will start in early summer and run continuously over subsequent fiscal years

Green Waste Stream Milestones

- Sanitation Services collected 108,963 tons of green waste in FY '03-04
- Sanitation Services diverted 29,313 tons of brush from McCommas Bluff Landfill in FY '03-04
- The Mayor's Recycling Task Force goal for green waste (brush and bulk) is 60,000 tons

Waste Prevention Youth Program

- Sanitation and PIO benchmarked existing education programs (Plano, Tucson, and Fort Worth)
- Tucson model, “Too Good to Throw Away”, selected and authorization secured from Environmental Education Exchange to adapt program

“Too Good to Throw Away”

- Teaches the 3-R’s (reduce, reuse, recycle) in a fun, age-appropriate way
- Activities align with Texas Essential Knowledge and Skills concepts for science
- Includes pre- and post-visit activities to help teachers re-enforce the message of waste prevention

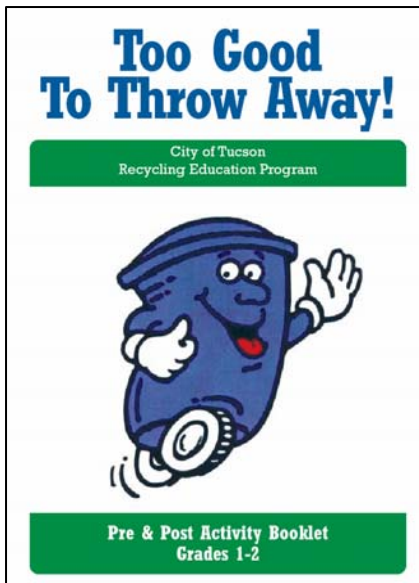
“Too Good to Throw Away”

- City staff has adapted curriculum to Dallas’ recycling program
- Adaptation saved City of Dallas \$30,000 in development costs
- “Too Good to Throw Away” is being reviewed by DISD Science Curriculum Department to ensure compatibility with Texas Essential Knowledge and Skills

“Too Good to Throw Away”

- Sanitation staff will conduct “Dumpster Dives” at targeted schools in the recycling test neighborhoods beginning in May
- Sanitation staff will present “Too Good to Throw Away” to DISD elementary school science teachers in July at a teacher training in-service
- Sanitation staff and Youth Commission volunteers will schedule “Too Good to Throw Away” demonstrations in DISD elementary schools beginning in FY 05-06

“Too Good to Throw Away”



Too Good To Throw Away!

Table of Contents

Teacher Background InformationPage 2

- A World of Waste
- What Are the Three Rs?
- What Can We Recycle?

Pre-Visit Activity #1:**

Know Your 3Rs Secret Code (30 minutes)Page 6

- Students decode a secret message and learn to define important recycling vocabulary.

Post-Visit Activity #2:**

Recycle Today! Mini-Poster Activity (60 minutes)Page 15

- Students discuss ways to reduce the world of waste and create a mini-poster that makes sorting trash from recyclables easy.

Post-Visit Activity #3:**

Race to the Moon with a Recyclool Rocket. A Reuse-It Crafts Project (2 class periods)Page 17

- Students build a rocket ship, a robot, or an imaginary animal out of once-used materials.

*This activity works best BEFORE the special visit from Recycling Rose or Rex.
**These two activities reinforce and expand learning following the classroom visit by Recycling Rose or Rex.

City of Tucson Recycling Education Program Pre & Post Activity Booklet - Grades 1-2

Too Good To Throw Away!

Pre & Post Activity Booklet - Grades 1-2

The success of Tucson Recycles depends on two factors:

- Quality of the recycled materials, and
- Efficiency of the collection.

It is the responsibility of each homeowner to follow these recommendations which allow for the best separation and eventual use of the recycled materials.

Tips:

- Make sure materials are clean, empty and dry and have no food or beverage residue.
- Lightly rinse—throw very dirty items in the garbage.
- All recycling goes into containers together—no sorting.
- Do not flatten cans, jars or bottles. Items flatten on.
- Bottle caps can be recycled on or off.
- Put items in containers individually not loads of items, plastic bags, etc.
- Please do not overfill containers (there is no charge for a second blue recycling barrel).
- Put out the Blue Barrel when it is almost full and you estimate there is no more for next week's recycling.

Do NOT Recycle:

- Glass paper, paper, tomlite, carbon paper, photographic paper, paper plates and cups, paper stain removers, blueprints, glass, lenses.
- plastic bags or packaging, plastic chairs, bleeds, gutters, toys, etc.
- newspapers with trash, straps or rubber bands.
- auto parts, electronics or batteries.
- window glass, mirrors, reflective or crystal.
- medical supplies or containers.
- construction and building materials and products.
- herbicides, pesticides, aerosols, chemical or other hazardous product containers.
- green (yard) waste.
- food waste.
- pet food bags with plastic lining.

City of Tucson Recycling Education Program Page 8

Too Good To Throw Away!

Pre & Post Activity Booklet - Grades 1-2

Know Your 3Rs! SECRET CODE (Pre-Visit Activity)

Hey Kids!
What does the Blue Barrel want to tell you? Decode the message below.

Directions:
First, find the letters that match the symbols in the Secret Code Box.
Next, write the matching letters below the symbols. Good luck!

SECRET CODE BOX:

R = 😊	S = 📖
A = 📖	U = ⚡

SECRET MESSAGE:

😊 E D 📖 C E, 😊 E 📖 📖 E, 😊 E C Y C L E T O D 📖 Y!
 _ E D _ C E, _ E _ _ E, _ _ E C Y C L E T O D _ Y!
 W H E N Y O 📖 T H R O W L E 📖 📖 W W Y Y,
 W H E N Y O _ T H R O W L E _ _ W _ Y,
 T H E P L 📖 N T 📖 📖 N D 📖 N I M 📖 L 📖 📖 H O 📖
 T H E P L _ N T _ _ N D _ N I M _ L _ _ H O _
 H O O 📖 📖 Y!
 H O O _ _ Y!

City of Tucson Recycling Education Program Page 14

Program Timeline

- May 2005
Dumpster Dive Demonstrations
in recycling test neighborhood schools
- June 2005
Green Waste Stream
Campaign Implementation
- June 2005
Partner ISD approvals of Waste
Prevention Youth Program's "Too Good
to Throw Away" Curriculum
- July 2005
Waste Prevention Presentation
at DISD Summer Workshops
- August 2005
Begin implementation of "Too Good to
Throw Away" in classrooms