

RECYCLING News

and Waste Reduction

Fall 2006

www.waukeshacounty.gov/recycling

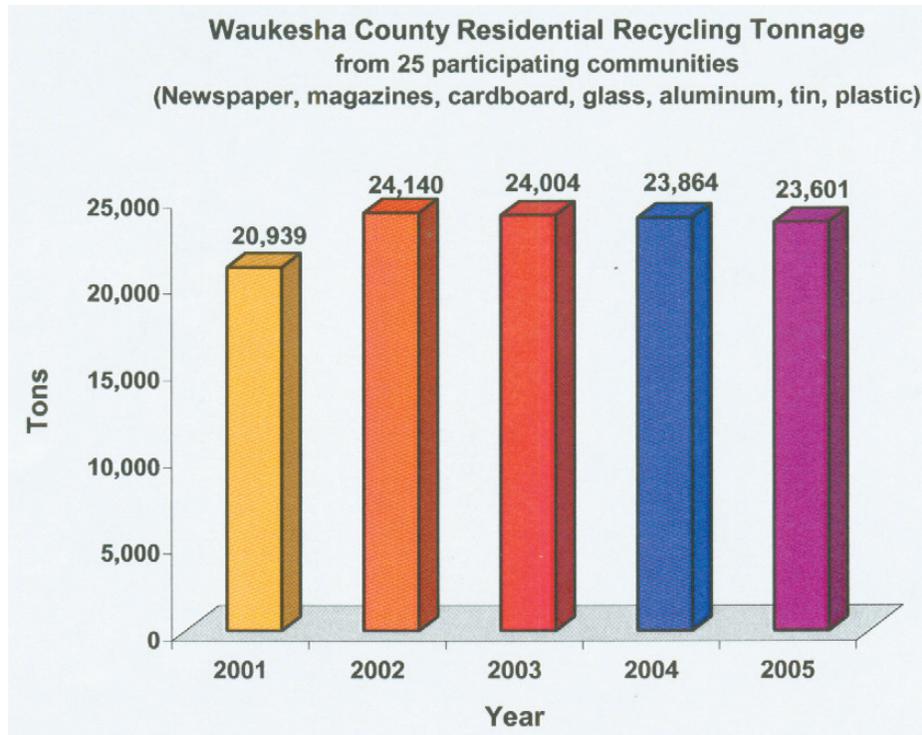
Phone: 262-896-8300

The *RECYCLE MORE* Challenge

Your community is one of the 25 partners in the County's Recycling Program being challenged to increase recycling rates. Since 2002, total tons of recyclables delivered to the County Materials Recycling Facility (MRF) have been dropping slightly and we need your help to reverse that trend. (see chart)

The goal is to increase residential tons recycled by 5% (or more) within the next year. Why? Well, by increasing recycling, and encouraging friends and neighbors to do the same, you can help increase the annual rebates your community receives from the County Recycling Program. This can also keep taxes down, reduce the amount of trash that we pay to have buried in the landfill and save natural resources and energy.

The community with the greatest increase will receive a prize that everyone can enjoy, and residents will have the satisfaction of doing their part to save resources and energy!



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Top 5 Things to Make Recycling Easier than Ever!



- 1. Leave the labels!** Some folks still take time to pull labels off cans and bottles. That went out with the wild, wild West!
- 2. A quick rinse will do** - no need to wash recyclables with the dishes or in the dishwasher!
- 3. Papers go together!** No more sorting newspaper, magazines, or office papers-they all get bagged in the same paper bag!
- 4. No more "window pain":** All clear windows can be left on business envelopes.
- 5. Dreaded shred:** If it's info someone can find in the phone book, then save yourself some time-skip the shredder! (...But remember to recycle your shredded paper!)

A Blue Bin (or two) in Every Home

The County's goal is to have a blue recycling bin in each household. We have asked municipal offices to provide



recycling bins free of charge to residents - to replace those broken or missing or to provide a second bin for families generating more recyclables than one bin can hold.

There are several reasons for doing this:

1. Studies show that having a specific color and type container for recyclables increases participation and helps residents identify with a positive community program.
2. Some of the older bins from the early 90's are starting to show wear and tear (many are wearing a lot of duct tape!)
3. The program now accepts boxboard - cereal, snack, tissue boxes - for recycling, in addition to newspapers, magazines and catalogs, junk mail, and home office paper. This is a significant increase in the types of paper accepted compared to the start of the curbside recycling program.

4. Packaging and products have changed - people drink more bottled water and single-serve beverages, so there are more bottles and cans to recycle.

If you need a new blue bin, contact your town, village or city hall. Since some people may not hear about the program or work during municipal office hours, we have asked the hauling companies to look for broken bins at the curb and replace them with new ones. That

approach is taking awhile since the haulers can only carry a certain number of new bins on each route. This fall we expect to continue that distribution in the cities of Waukesha, New Berlin and Brookfield.

Remember to write your address on the side of your bin. If you move, please leave your blue bin at the residence for the new owner.

Oconomowoc Couple Supports Challenge

Married for 67 years, Catherine and Art Thurloff of Oconomowoc have seen a lot of changes in their lifetime. They've lived through the Depression and World War II - when there were shortages of many basic items. Asked why they think recycling is important, they replied, "It saves land and reduces our taxes."

"We've always been reusers," stated Catherine. "When local businesses move or close, they send all usable items to St. Jerome's Church and we make things out



of them to sell at the bazaar. Art added, "My grandfather used to say that we used every thing from the pig (that was being slaughtered for food) but the squeal".

The Thurloff's say that because of their age there are some physical barriers to recycling; however, up-the-drive collection really makes it easier for them to recycle and, if they can't see the number code on a plastic bottle, they call their daughter who works for the City of Oconomowoc's Public Works.

Teachers/Leaders:

Challenge your students to *RECYCLE MORE!*

If you are a teacher or youth group leader in Waukesha County, be sure to take advantage of the many FREE educational tools that are available from the county recycling office. A more complete listing can be found on the Teachers page at www.waukeshacounty.gov/recycling.

Here are some examples:

Recycling and Waste Reduction Traveling Trunks

Packed with books, videos, lesson plans and hands-on activities, these trunks are available for preschool, grades K-2 and 3-5. A new, improved trunk for middle school focuses on natural resources and consumer choices. Trunks are available for a two-week loan period.

Visits to the MRF

Students taking part in the *RECYCLE MORE* challenge may wonder what happens to their recyclables. Show them first-hand by taking a field trip to the Materials Recycling Facility (MRF) in Waukesha. At the MRF, students will see how their recyclables are sorted, touch what their recyclables become and learn the connection between recycling and saving energy, water and resources.

Classroom Presentations

If you can't come to us, we'll come to you! Staff will conduct classroom presentations about waste reduction and recycling that relate to science, social studies, and math. To reserve a trunk, schedule a MRF visit or classroom presentation, call 896-8300.



RECYCLE MORE Save Resources and Prevent Pollution

The *RECYCLE MORE* Challenge asks Waukesha County residents to recycle 5% more than they currently do. Although 5% may not seem like much from one household, it really adds up when all 25 communities work together to achieve this goal.



The 24,000 tons recycled last year by county residents was enough to save 159,372 trees from being cut down. This also saved enough energy to power 3,954 houses for one year and reduced gas emissions equivalent to taking 10,369 vehicles off the road.

With the *RECYCLE MORE* Challenge, a 5% increase would save an additional 7,956 trees, provide enough energy to power another 198 homes and reduce gas emissions equivalent to another 518 vehicles taken off the road.



Get in on the fun by hosting a fall/winter Green Garden Party in your home or meeting place! With door prizes and helpful handouts, invite friends, neighbors, or group members to "think summer" by learning about composting, leaf mulching, natural lawn care, rain gardens, and more! Visit our website for more information.

Recycle Raccoon reminds us...

Recycle Raccoon took time out from his busy schedule to help a friend get his recycling just right!

RR reminds us all, "Make sure you only put these things in your recycling bin":

- Glass bottles and jars (no lids)
 - #1 and #2 Plastic bottles and jars (no lids)
 - Steel and aluminum cans
- All should be loose in the bottom of the bin - NO PLASTIC BAGS.

All paper should be put in a paper bag or bundled with string and placed beside or on top of your cans and bottles:

- Newspapers
- Magazines
- Catalogs
- Junk mail
- Home office paper
- Corrugated cardboard
- Boxboard (cereal boxes, cracker and pasta boxes, etc.)



If you're unsure about what to put in your blue bin, check "What do I recycle?" at www.waukeshacounty.gov/recycling or call 896-8302 for a printed recycling guide.

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**For a list of the
 Top 10 Reasons
 to
 RECYCLE MORE**
 visit
www.waukeshacounty.gov/recycling

B E S M A R T

THINK A LITTLE ABOUT WASTE REDUCTION. IT CAN SAVE A LOT.

Reduce, Reuse, Recycle, Rethink

While manufacturers and packaging designers have been working to reduce waste for a long time by making cans and bottles lighter weight and newspapers smaller, consumers don't often think in the same terms. But we can make an impact, too! An important part of the *RECYCLE MORE* Challenge is to reduce and reuse materials even before we recycle.

Reducing and reusing is good for the environment and the wallet. Think about it - if waste isn't produced in the first place, we save more energy, natural resources, and landfill space, plus we create less pollution. **Be SMART** (Save Money And Reduce Trash) by trying some of these simple tips:

- Stop unwanted mail by taking your name off mailing lists.
- Compost some of your yard debris and vegetable scraps into a great soil amendment for the garden.
- *Turn Over A New Leaf* by mulching your leaves in place on the lawn, saving time and tax dollars for collection.
- Use a cloth or mesh reusable bag on shopping trips, or reuse your paper or plastic bags by keeping some in the car.
- Donate usable clothing and household items to a reuse organization or charity.
- When purchasing paint, automotive and cleaning products, buy only what you will use, purchase water-based products, and store products properly so they don't freeze (and away from children and pets).



Visit the **Wisconsin Be SMART** website at www.besmart.org to pledge to reduce your waste and find more ways your family can make a difference.



Recycling Questions and Answers



Q I've just purchased a new home computer and would like to recycle my old desktop. Is there any place where I can recycle it and not worry about data on the hard drive?

A Yes. Waukesha County has 3 drop-off sites for county residents only to recycle computers, keyboards, and monitors. They are located in the City of Brookfield, City of New Berlin, and City of Waukesha. Waukesha County contracts with a private company to collect the computers, erase the hard drives, refurbish any viable components, and recycle the rest. Records are routinely sent to the County verifying these activities. For more information, hours and site maps, please visit www.waukeshacounty.gov/recycling.

Q What can I do with old appliances?

A First check if the company delivering your new appliance will take away the old. (This is particularly important for appliances such as refrigerators and dehumidifiers since many municipalities and businesses will not accept appliances containing coolant.)

If not, then check with your local hauler (or your municipality) as haulers will often provide a special pickup for appliances (may charge a fee). Finally, visit www.waukeshacounty.gov/recycling and click on 'Where Do I Go With' for a list of private businesses that will accept your appliance for a fee.

Q I was told by my neighbor that latex paint is not hazardous and is not accepted at any of the Household Hazardous Waste Sites in Waukesha County. How do I dispose of latex paint?

A Your neighbor is correct. Latex paint is not considered hazardous and can be thrown out with your curbside trash if hardened. Simply throw away the lids, and mix the paint with either cat litter or a product called 'Waste Paint Hardener' found in most hardware stores. Then set the open cans out with your regular trash. Oil-based and lead-based paints must be taken to one of the 3 county collection sites in Menomonee Falls, Muskego, and the City of Waukesha.

Q My community has no yard waste program. Are there county drop-off sites available? If not, what am I supposed to do with all my leaves and dead branches? I have several acres, and my neighbors complain when I burn.

A There is no county yard material drop-off site for residents. Each community makes a decision about providing a yard waste program. In the case of some towns with larger lots, local policy-makers realize that with proper management, yard materials can easily be handled on-site without spending tax dollars. By using natural landscaping techniques, leaf mulching and composting, leaving grass clippings on the lawn, and chipping trees and branches, residents can save money, resources, time, and tax dollars. In fact, outside of unusual storm events, any size lot can be managed on-site! More information is available through county land conservation programs, the UW-Extension Office, and county Green Garden Party programs. Also visit the new compost demonstration area at the Retzer Nature Center.

Recycle...It's Easy!



Markets Make Recycling Happen

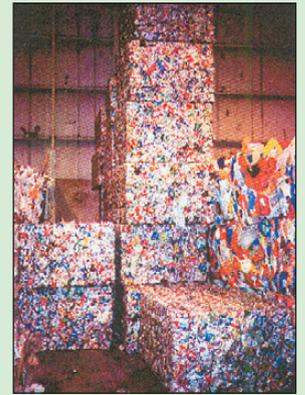
Many people don't realize that the success of recycling and the need for more recyclables is because of increased demand for these materials in the U.S. and worldwide markets.

Most of the old newspapers and magazines processed at the county recycling facility are shipped to Bowater Inc. to be made into newspaper. According to Bob Tucker, buyer of recovered paper for the company, "Markets for recycled paper are stronger than they have ever been! My concern is whether there is enough to meet the growing world demand for paper. We need all the clean paper we can get."

Demand drives these markets. The Asian investment in paper mills is growing. International buyers are competing with domestic buyers for paper, metals, and plastic, pushing prices for recovered materials up and creating strong markets.



**WAUKESHA
COUNTY
RECYCLES**



Family Open House at the MRF*

**Waukesha County
*Materials Recycling Facility**

220 S. Prairie Avenue • Waukesha

• Tours • Hands-on activities for children

FREE for all ages - Twice each year:

10:00 a.m. to Noon

Saturday, November 11, 2006

in celebration of America Recycles Day

Saturday, April 21, 2007

in celebration of Earth Day

www.waukeshacounty.gov/recycling



The Edward Cisek family received a \$100 recycling reward in June for "Recycling the Right Way". They were the first family in a randomly selected neighborhood to have only the right things in their recycling bin. The County introduced the program in 2004 with funds donated by four recycling businesses: FCR, Inc., Veolia Environmental Services (formerly ONYX), Waste Management and Johns Disposal Services. Wanda Cysek is shown with daughter, Krysta and son, Kristopher at the Oconomowoc Town Hall.

RECYCLE MORE Challenge



www.waukeshacounty.gov/recycling



The recycling and solid waste staff interviewed residents around the county about the **RECYCLE MORE Challenge** and recycling, in general. Here is what they had to say:



Ness and Phyllis Flores are long-time residents of Waukesha. When asked what they like about the **RECYCLE MORE Challenge**, the Flores replied, "We like the fact that everyone is being reminded to recycle. People need to know that the program is working! It's not just a 'feel good' program for tree huggers - there is world demand for steel and paper." They also stated that recycling benefits the community by spending less tax money. It raises the level of consciousness and gets more people involved and thinking about their actions. To make recycling easy, the Flores' put bins or bags in a convenient spot such as under the sink or where mail is sorted. "People may need a second bin for more recyclables - it is good that those are now free to residents."



Larry Nelson, Mayor of Waukesha, and his wife Dawn set out all their recyclables. "I encourage all city residents to discuss with their families how they can **RECYCLE MORE**. Since the founder of Earth Day was Senator Gaylord Nelson from Wisconsin, I think we have a special obligation to continue his legacy of protecting the environment. Recycling makes Earth Day every day. Recycling is a good example of government working well because it leads to a cleaner environment and is a creative way to save tax dollars. We appreciate that it creates new jobs in the city, state and region", stated the Mayor. To increase recycling at their home, the Nelson's set a paper grocery bag in a convenient spot, so when they sort through the mail they can include all of it - even envelopes with windows - along with other papers for recycling.



Shannon Carroll, a senior at Pewaukee High School and a leading member of the Pewaukee Environmental Club, told us that she thinks recycling is important because it shows respect for the Earth. "We know our resources aren't unending, so it is smart to recycle." Shannon stated that many people think that recycling is an Urban Legend, that the recyclables never get recycled. "The **Challenge** will be successful if people learn more about recycling and realize that recyclables have real value." In addition to recycling, the Carroll family composts and uses reusable cups and plates rather than disposables when entertaining.

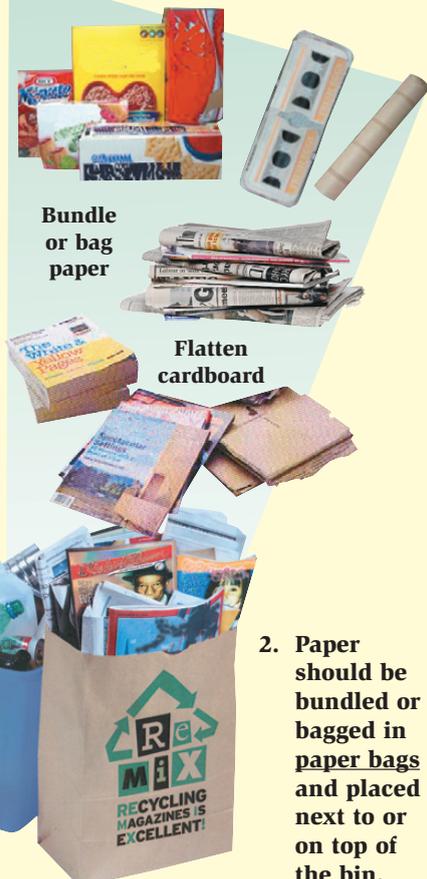
Your Guide to Curbside Recycling

1. Bottle and Cans



1. Bottles and cans should be loose in the blue bin. No plastic bags.

2. Paper



2. Paper should be bundled or bagged in paper bags and placed next to or on top of the bin.



RECYCLE MORE Challenge

Earn Money for Your Community & Save Resources

www.waukeshacounty.gov/recycling

Department of Parks and Land Use
Office of Recycling and Solid Waste
1320 Pewaukee Road, Waukesha, WI 53188
Fall 2006

PRSR STD
US POSTAGE
PAID
Hartland, WI
Permit No. 26

ECRWSS
RESIDENTIAL CUSTOMER

**Municipalities participating in the County Recycling Program are: Cities of Brookfield, Delafield, New Berlin, Oconomowoc, Pewaukee, Waukesha; Towns of Brookfield, Delafield, Lisbon, Merton, Oconomowoc, Summit, Waukesha; Villages of Big Bend, Chenequa, Dousman, Eagle, Elm Grove, Hartland, Lac La Belle, Merton, Nashotah, Oconomowoc Lake, Pewaukee, and Wales.

If you have any comments or suggestions to improve this newsletter, please email us at recycling@waukeshacounty.gov. This publication is printed on newsprint with 30% recycled content. ♻️ Recycle when finished.