



TucsonRecycles

ENVIRONMENTAL
SERVICES
DEPARTMENT

EVENT RECYCLING UPDATE - MARCH 2010

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Mayor and Council Sponsored Event:

Cesar Chavez Rally Saturday March 27, 2010, 10:30 AM to 2:00 PM at Rudy Garcia Park.

Organizers: Ward I and Chicanos por la Causa Attendance: 600

Per A.D. 8.01-2 and under the contract with Environmental Services (ES), RISE sent one crew to set up and monitor 5 ClearStreams and to collect cardboard from the vendors.



The largest event ever with recycling in Arizona's history:

In two days over 400,000 persons (plus those Armed Forces members' relatives, VIPs and others attending the March 19 restricted access exhibitions) had at any time within sight a 35-gallon blue barrel set alongside a garbage container. Per the organizer's request, ES delivered 125 35-gallon blue barrels (plus 50 garbage 35-gallon garbage containers) and 2 40 cu yd roll-offs.



ES had 2 brand new trucks welcoming the public and the **TucsonRecycles** information booth. 1,600 people had the opportunity to learn how to Recycle the Right Way, get the list of recyclable items, to ask about Brush & Bulky, how to safely dispose of Household Hazardous Waste (HHW) and how to get damaged containers replaced.



By Friday morning 125 blue barrels had been set out, each one next to a garbage can.



Vendors were not allowed to sell anything in glass containers, and the public was not allowed to bring in any liquids (with a few exceptions, such as baby bottles). Since the planning stage, the event organizers stated that the recyclables of interest would be #1 PET water bottles, cardboard and a few paper items.



Signage on the containers allowed the public to Recycle the Right Way, so the observed contamination was minimum. Participation in this event recycling *tour de force* could not be easier.



Garbage went (mostly) into the garbage cans and recyclables went (mostly) into the blue barrels.

The public's and vendors' response was overwhelming.



Multiple observations of both recycling and garbage containers throughout the three days they were available to the public indicate that:

- ✓ By **VOLUME**, about 40% of the waste generated went into the 125 blue barrels,
- ✓ By **VOLUME**, no more than 5% of the contents of the garbage cans were recyclables, and
- ✓ By **VOLUME**, contamination of recyclables with garbage can be estimated at less than 5%.

These results are proof of the effect of the years of ongoing recycling education and outreach at all levels: voluntarily, about 1/3 (one third) of a million of average Tucson (and Pima County) residents of all ages did the correct choice at the time of deciding which container to use for each kind of waste: the blue barrel for recyclables, the other one for garbage. Statistically, this is an exceptionally representative sample.

The plan was sending the recyclables to the two 40 cu yd roll-offs.



60+ airmen were assigned to the task of transferring each hour the garbage and the recyclables from the 125 sites available to the public to the respective (garbage or recycling) roll-offs.



However, this did not happen as planned: only 0.58 tons (of an estimated 3.1 tons the public placed in the 125 blue barrels) went into the recycling roll-offs. The reasons:

1. The orders to the Airmen were *“to put a plastic bag as a liner in each trash can.”* When asked, most Airmen were able to tell the difference between recyclables (*the water bottles, the boxes and the paper*) and garbage (*anything that should go to the dump*) but, upon further probing, a vast majority called the blue barrels *“the blue trash cans”* and the metal or green containers *“the other trash cans.”* (Many Tucsonans do the same.)
2. Per their orders, the Airmen arrived each hour to each pair of containers, pulled out the (opaque plastic) bags from both the garbage cans (where they were necessary) and the blue barrel (where they were superfluous) and just tossed them together into the vehicle they were using to convey the bags to the roll-offs. There was no way to tell which bag had recyclables and which had garbage.

Those Airmen who know the difference between garbage and recycling did not put liners in the blue barrels but, instead, drove them (as shown above) to the two roll-offs for recyclables.



The two main lessons to be learned from this large-scale (400,000+) event are:

1. The need for using only words with unique meaning (such as “garbage” and “recyclables”) and eliminating ambiguous words (such as “trash”, a generic substantive for items to be discarded.)
2. The need of direct communication with those involved in operational decision-making.

Other Events with Recycling Available to the Public:

Climb to Conquer Cancer Saturday March 6, 2010, 5:00 AM to 12:00 PM PCC West to A Mountain
 Organizer: American Cancer Society Attendance: 2,000
 Utilized 5 ClearStreams (10 bags) Recyclables: #1 bottles, cardboard

23rd. St. Patrick's Day Parade Sunday March 14, 2010, 10:00 AM to 5:00 PM Downtown to Armory Park
 Organizer: Armory Park Seniors Ctr. Attendance: 2,500
 (below left) Utilized 6 Blue Barrels (95 gals.) Recyclables: #1 PET bottles, cardboard



NAMI (National Alliance on Mental Illness) Fund Raising and Awareness Walk (above right and below)

Saturday March 27, 2010, 7:00 AM to 11:00 AM Sam Lena Park, 3400 S Country Club Rd.
 Organizer: NAMI (Dorothy Yanez) Attendance: 4,000 Utilized 12 ClearStreams



We could have used approximately 5 more recycle containers at our event. Three would have been used along the 3 miles walk paths and two at the finish line.

At the end of the fund raiser, our ½ ton bed truck was filled past the wheel wells with flatten down cardboard boxes. On top of the flattened cardboard boxes we put 15 bags of recycled water bottles and soda cans from 4000 participants.

We then transported the cardboard boxes, plastic water bottles and cans to Joaquin Murrieta Park (and put them) in the huge dark blue recycle roll off. The plastic bags were recycled at Albertson's.

Thank you again for having an Environmental Services, City of Tucson in order to recycle materials.

Sincerely,
 Dorothy Yanez
 National Alliance on Mental Illness volunteer

Thank You, Dorothy!

Solar Rock Concert 2010

Saturday March 27, 2010, 12:00 PM to 6:00 PM

Himmel Park

Organizer: Food Conspiracy Co-op

Attendance: 3,500

ES provided 6 95 gallon blue barrels (Because Himmel Park has 3 Front-Load 8 cu yd garbage dumpsters).

Observe that the organizers fully understand what waste diversion is about:



The Solar Rock organizers set several clusters of four cans: **RECYCLING - COMPOST - PLASTIC BAGS - GARBAGE**

** Organizers of the CICLOVIA saw these set-ups and will do the same on their Sunday April 18, 2010 event ! **

Western Little League 2010

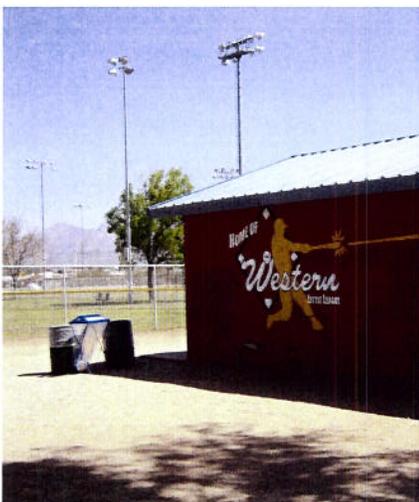
Saturday, March 27, 2010, 9:00 AM to 4:00 PM

Joaquin Murrieta Park

Organizer: Gregg Stewart

Attendance: 300 to 500 per day

ES loaned 7 ClearStreams for the opening ceremony. Mr. Stewart would like having blue barrels for the season (ending on July, 2010) to handle the recyclables generated by approximately 500 people (players, parents and friends), coming four nights a week to enjoy 28 games played on 7 fields. The recyclables go to Joaquin Murrieta NRC.



Canyon View Little League Season: Spring 2010.
Organizer: Eileen Majeski

Mehl Park (Pima Co. P&R)
Attendance: 400+ per night

Mehl Park has 1 ES 6 cu yd front-load recycling dumpster. ES has assigned 7 ClearStreams and 2 35 gallon blue barrels to the Little League, and 1 ClearStream and 1 14 gallon tub to the Tucson Girls Chorus, which shares the same facility. Singlehandedly, Ms. Majeski (the organizer) has made this location and sports organization the prime example of grassroots commitment to event recycling and of convenience for the staff in post-game clean-up.



The organizer has found that, by **VOLUME**, almost half of the waste generated by the Little League is recyclable: high value #1 PET water and sports drinks bottles and the cardboard boxes from the merchandise sold at the concession stand.



This (2010) is the third season with permanent recycling at the concession stand and at each one of the five fields.

THE RESULTS SHOWN IN THIS REPORT ARE THE OUTCOME OF THE COORDINATION BETWEEN THE ES RECYCLING TEAM, ES COMMERCIAL DIVISION (ANDY VERA) AND CITY OF TUCSON PARKS AND RECREATION STAFF, TO ASSIST THE COMMITTED USERS OF CITY FACILITIES IN THE IMPLEMENTATION OF THE CITY'S RECYCLING A.D. 8.01-2.

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