



City of Tucson
Environmental Services



2008 Annual Report

tucsonrecycles



From the Environmental Services Director

Six years after the implementation of the TucsonRecycles Blue Barrel Program in February 2003, TucsonRecycles remains a vital program to our community, meeting the goals of sustainability, providing jobs and goods to recycling markets, saving landfill space, and reducing greenhouse gas production. This past year also gave us the first view of a depressed market for recyclables, along with lower recycling tons due to the economy. Yet, Environmental Services (ES) is committed to successfully growing our community participation in recycling. In 2008, the Tucson community surpassed the quarter million tons of materials diverted from the landfill!

In 2008, ES made strides in all areas of recycling. The new ES commercial rate structure rewards our commercial customers who recycle, enabling us to significantly grow our commercial recycling customer base. ES has developed innovative partnerships for recycling, too. For example, ES obtained an agreement with Circle K stores to install bottle and can recycling containers at their fuel islands. Installation of these high visibility containers began this year. From a broader perspective, ES in partnership with other City agencies, made progress in increasing the availability of recycling opportunities in City facilities, such as the Tucson Convention Center and City parks.

Recycling education also remained a priority in 2008. TucsonRecycles expanded education outreach through school presentations, delivery of "Recycle the Right Way" door hangers to high contamination areas, and the implementation of the "Do More Blue" multi-media recycling awareness campaign. One of the goals of the "Do More Blue" campaign is increasing the capture of single-serve #1 and #2 plastic bottles as well as the unsolicited mail and other paper items that too often end up in a garbage can.

Here in Tucson, recycling is a convenient way for each of us to help protect the environment. The prevailing economic circumstances, as well as common sense environmental responsibility, demand that we make an effort to increase the efficiency – and thus reduce the cost – of collecting recyclables. Here's an easy thing to do: make sure each blue barrel is as full as possible before setting it out for collection.

The economic downturn will provide us with an opportunity to build on our already strong commitment to recycling and waste reduction. Recycling markets are cyclical. We will position ourselves to take advantage of the market rebound with even more recyclables than before. Working together we can maintain TucsonRecycles as one of the most convenient and successful programs of its kind in the country.

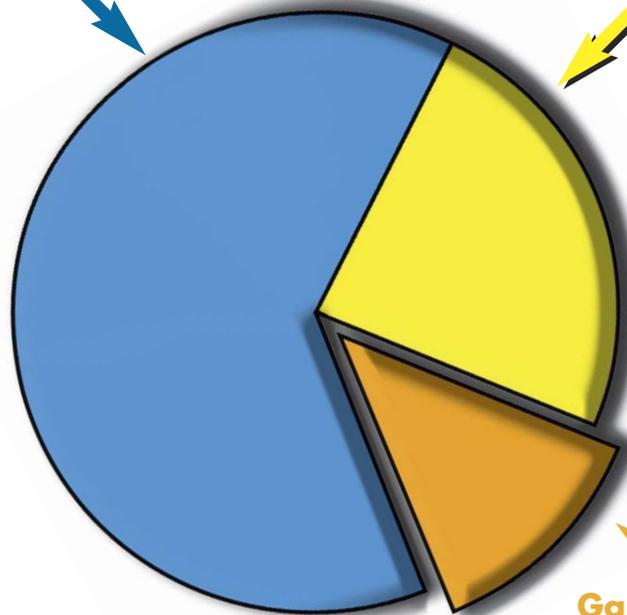
Very truly yours,
Andrew Quigley

tucsonrecycles, tonnages for 2008

The materials diverted from the landfill contributed to a reduction of carbon dioxide emissions equivalent to 108,714 metric tons.

Materials Recycled

| | |
|------------------------|---------------|
| Newspaper | 16,191.0 Tons |
| Cardboard | 9,487.4 Tons |
| Mixed paper | 3,542.2 Tons |
| Pet #1 bottles | 1,107.9 Tons |
| HDPE #2 bottles | 889.2 Tons |
| Tin cans | 863.5 Tons |
| Aluminum cans | 352.4 Tons |
| Glass | 5,397.7 Tons |



Missed Recyclables

| | |
|---|---------------|
| Cardboard & paper sent to the landfill | 10,626.5 Tons |
| #1 PET bottles sent to the landfill | 3,323.8 Tons |

Garbage in recycling containers
7,349.1 Tons

SOURCE: Recycle America Materials Recovery Facility, Tucson

With the Blue Barrel Recycling Program, Tucson keeps about 21% of waste out of the landfill. Analysis indicates that up to 37% of the things we discard in our homes, work, schools, etc. can be recycled in a blue barrel.

Missed Recyclables-We Can Do Better!

For each plastic bottle that is recycled, we still send 3 to the landfill! Hundreds of tons of junk mail, paper and cardboard are put in garbage cans every day instead of in recycling containers.

What happens to the items that I recycle?

1. Is it recyclable?

- See the list on the back of this brochure.
- Call the Recycling Info Line at 791-5000.
- Check out domoreblue.com.



2. If it is recyclable, then it belongs in the blue barrel or in the designated recycling container.



3. The average person produces about 5 pounds of waste per day. Anything not recycled goes to Los Reales Landfill. Different trucks pick up the recycling and garbage the same day.



4. The landfill eventually will be filled and closed. It is expensive to operate the landfill and even more expensive to replace it.



5. Recyclable materials go to the Materials Recovery Facility (MRF), saving landfill capacity.



Mechanical sorting



Manual sorting

6. The personnel and machinery at the MRF can sort and bale up to 25 tons per hour of mixed recyclables. The materials are sold in the U.S. and overseas markets.



Baling



7. Industries buy the recycled materials to produce consumer goods such as carpet, clothing, car bumpers, packaging, newspapers, and many other items.

Do More Blue!

Accomplishments for 2008

45,180 Tons Recycled by:

- 137,000 residential customers
- 3,900 commercial customers
- Users of 15 Neighborhood Recycling Centers



What Made this Accomplishment Possible?



505 Presentations in classrooms by the Environmental Education Exchange and Tucson Clean and Beautiful create a lasting habit in the younger generation.



Most City facilities, such as the Tucson Convention Center now offer enhanced recycling opportunities to the public.



Tours to the Recycle America Materials Recovery Facility (MRF) show that, besides creating jobs, recycling sends commodities to the markets.



Tucsonans partner with the City Parks and Recreation Department to recycle at Little Leagues games, festivals and other events.

Do More Blue

Environmental Services in partnership with local media, kicked-off the award-winning **Do More Blue** education campaign in November 2008.

How do you know what to recycle? Look at the list on the back cover of this brochure. Other options are: Domoreblue.com, Do More Blue on Facebook, or call our Recycling Info Line at 791-5000.



The graphic features the text "Do More Blue" in a large, bold, black serif font. To the right of the text is a blue recycling bin with "TUCSON recycles 791-3171" printed on it. Below the text and bin are three plastic bottles and a stack of newspapers. At the bottom, there is a small seal of the City of Tucson and the logo for "tucsonrecycles" which includes the text "City of Tucson Environmental Services" above the stylized "tucsonrecycles" text.

Discover all you can Blue at
DoMoreBlue.com or call 791-5000.

Looking Forward

The success of TucsonRecycles depends on having markets for the commodities recovered, and using cost-effective technologies to recover them. Since 2002, Environmental Services has partnered with Recycle America in a revenue sharing contract that protects the financial health of TucsonRecycles.

In 2008, Environmental Services completed a feasibility study, which is the baseline for future Mayor and Council decisions. Environmental Services aims to capture and process more kinds of items which will require an updated approach to the operation of a MRF. In the meantime, we look forward to maintaining TucsonRecycles as one of the best municipal programs of its kind in the USA.

Please Recycle These Items!



- 1 **Newspapers**
- 2 **Brown Paper Bags**
- 3 **Corrugated Cardboard**
Remove plastic wrappers and flatten
- 4 **Paperboard**
Like cereal and shoe boxes, remove plastic liners
- 5 **Milk Cartons and Drink Boxes**
- 6 **Molded Fiberboard**
- 7 **Magazines and Catalogs**
Less than 1/2 inch thick
- 8 **Phonebooks**
- 9 **Printing and Writing Paper**
- 10 **Mail**
Envelope windows and labels are OK, remove other non-paper items
- 11 **Other Paper**
Pamphlets, brochures, file folders, card stock, etc.
- 12 **Plastic (PETE) Bottles**
Soda, water, etc., No trays or baskets
- 13 **Plastic (HDPE) Bottles and Jugs**
Milk, water, juice, liquid detergent, shampoo, etc. No hazardous material containers*
- 14 **Aluminum Cans**
- 15 **Steel / Tin Cans**
Non-hazardous aerosol cans are OK. Please no other steel
- 16 **Glass Food and Beverage Bottles and Jars**

No other plastics

*Hazardous materials include pesticides, herbicides, automotive fluids, pool chemicals, etc.

Only shredded paper should be placed in a sealed clear plastic bag.
This is the only exception to the NO plastic bag rule.



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Recycling Info Line: 791-5000
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