



# WasteStream

SPECIAL BUSINESS EDITION

## City Offers Recycling Programs Tailored for Businesses

The City of Redding recognizes that most businesses are concerned with the bottom line. Waste disposal can be a significant part of any business' operating costs. While many businesses want to participate in recycling programs because it's the environmentally preferable thing to do, it can also have a positive impact on the bottom line.

The City of Redding Solid Waste Utility designed its recycling programs with your needs in mind. The Utility offers free recycling programs for office paper, cardboard, and recently added a mixed recyclable program called *Blue for Business!* If you're not already participating in these free recycling programs, you might want to consider doing so. You may find that materials such as office paper and cardboard make up the majority of what you're paying to throw away. If you start recycling these materials, you could see a significant reduction in disposal costs if you are able to either reduce the size of your trash container or the frequency of collection. Here's a brief summary of each program to help you decide if it's a good fit for your business:

**Office Paper Recycling:** Do you generate a lot of waste paper? The rule of thumb used by the California Integrated Waste Management Board is that the average business office generates approximately 1.5 lbs. of paper/employee/day. This can really add up. "Office Paper" is considered white and light colored paper, computer print outs, green bar and ledger paper, yellow legal paper, manila envelopes and file folders, envelopes with or without windows, sticky notes, NCR forms, and strip-shredded paper. You don't even have to remove staples, tape, or paper clips.

**Cardboard Recycling:** Cardboard is the single largest recyclable commodity that the City of Redding processes. If you generate enough cardboard to fill a small container each week, you're a great candidate for a cardboard container. If you generate smaller quantities of cardboard, the mixed recycling program is probably right for you. Either way - why pay to dispose of cardboard as trash when the City will pick it up for free as long as it's not contaminated with non-recyclable items such as styrofoam, plastic wrap or garbage.

**Mixed Recycling:** The City is launching the new *Blue for Business* program which targets mixed recyclables such as newspaper, glass, plastic containers, aluminum, magazines, junk mail, catalogs, and small amounts of cardboard. Similar to curbside recycling at your home, you'll now be able to commingle all of the miscellaneous recyclables into one convenient 96-gallon container. A smaller 64-gallon size is also available and businesses may request more than one container if needed.

If you're not sure what your recycling needs are, City staff can provide a free waste audit to help you decide. Simply call 224-6205 to get started today!

City of Redding Solid Waste Utility

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Fall, 2003

**California  
Materials  
Exchange**

**Cal  
MAX**  
California  
Materials  
Exchange

CalMAX is a free service designed to help businesses find markets for non-hazardous materials they have traditionally discarded. CalMAX helps businesses, industries, and institutions save resources and money.

CalMax is a classified ad service sponsored by the California Integrated Waste Management Board that matches up companies and individuals who want to exchange materials. Are you looking to get rid of office furniture, wood products, plastic drums, electronic equipment, or a non-hazardous by-product of a manufacturing process? CalMax may be able to help you find someone who is looking for exactly what you're trying to get rid of. There are hundreds of material categories in both the "materials available" and "materials wanted" listings. Check out CalMax at [www.ciwmb.ca.gov/CalMax](http://www.ciwmb.ca.gov/CalMax) to see just how easy it is to place a listing.

## Need more info.?



City of Redding  
Solid Waste Utility  
2255 Abernathy Ln.  
P.O. Box 496071  
Redding CA 96049-6071

Office Hours: M-F, 8 a.m. to 4:30 p.m.  
Transfer Stn.: M-Sat, 8 a.m. to 4:30 p.m.

Customer Service ..... 224-6201  
Recycling & Waste Audits ..... 224-6205

### Holiday Schedule

*Thanksgiving: Thurs & Fri. Nov. 27th & 28th  
Thursday & Friday routes will be one day late.*

## Prevent Prohibited Items in Dumpsters: Violations can be costly

If you use a container or drop box for trash service, please be careful to keep prohibited items out of these containers. Prohibited items either damage or interfere with the collection equipment (such as large chunks of concrete) or are completely prohibited from being disposed in landfills by state law (such as televisions and computer monitors, which are hazardous waste.)

In the past, when these items were found, the Solid Waste Utility would simply send a letter to the renter of the container asking that the item be removed. However, since November 2001, the Utility has sent out nearly 400 letters and have only received a response to ten of those letters. This prompted the Solid Waste Utility to ask the City Council for a policy change to address the lack of response and to give the Utility the ability to effectively and efficiently deal with prohibited items.

This is how the program works: on the first occasion, the Utility will remove the prohibited item and notify the customer

of the problem by letter or phone. Options for proper disposal will be given. The Utility will explain that if the items are found in the container in the future, the driver will remove and properly dispose of the item and the appropriate fee will be charged to the customer's account.

Illegal dumping hurts everyone. It drives up the cost of collection rates and, in some cases, can lead to environmental damages.

### PROHIBITED ITEMS:

- \* **Televisions & Computer Monitors**
- \* **Large Appliances**
- \* **Refrigerators & Freezers**
- \* **Automotive Parts**
- \* **Air Conditioners**
- \* **Couches & Large Chairs**
- \* **Mattresses**
- \* **Water Heaters**
- \* **Tree Stumps & Dirt**
- \* **Rocks, Concrete & Asphalt**
- \* **Tires**
- \* **Hazardous Waste**

## Free Waste Audits Available

The City of Redding offers free waste audits to help businesses determine how to reduce their waste generation and increase recycling efforts. An important element of waste reduction, source reduction (creating less waste in the first place), is often overlooked. A waste audit can help target areas of potential waste reduction as well as recycling. Call 224-6205 to schedule a free waste audit for your business.

## Don't Pay for Illegal Dumping!



Businesses are often the target of illegal dumping because trash and recycling containers are accessible and unattended at night. The City of Redding can install a locking device on most 1.5 yard to 8 yard containers for a one time fee of \$40. We will provide the locking mechanism, lock, and keys. It's cheaper than paying for repeat illegal dumping incidents or contaminated recycling containers. Unfortunately, as the renter of the container, you're responsible for what's put inside it. Illegal dumpers don't discriminate. You could find anything from household garbage to televisions to hazardous waste in your container. If you have had a problem with illegal dumping, consider requesting a lock. A small investment can pay off big!

## Is Recycling Good for the Economy?

The California Integrated Waste Management Board (CIWMB) recently released a summary of two independent studies that looked at the economic impacts of waste diversion in California. The studies were conducted by the University of California at Berkeley and by the National Recycling Coalition. These studies looked solely at the economic impact of recycling and waste diversion on California's economy since Assembly Bill 939 was enacted in 1989, mandating cities and Counties to reduce the amount of waste sent to landfills by 50%. The UC Berkeley study showed that in 1999, recycling and reuse accounted for 85,000 jobs both directly and indirectly in California. The wages, salaries and benefits paid were approximately \$4 bil-



lion and the total output (gross sales plus public outlays) was \$10 billion. Within California, recycling and reuse activities make up a major industry roughly comparable to the motion picture and video industry - both with approximately 85,000 jobs. By comparison, there are approximately 110,000 jobs in machinery manufacturing and 150,000 jobs in food manufacturing. These studies showed that, for the first time in history, the recycling industry actually creates more sales, income and jobs in California than does the disposal industry. This is a double dose of good news for both California's economy and its strong commitment to waste reduction.

A summary of the studies can be found at the CIWMB website: [www.ciwmb.ca.gov/publications/](http://www.ciwmb.ca.gov/publications/)

## Business Waste Reduction Brochures Available

Looking for ways you can reduce the amount of waste your business generates? The City of Redding Solid Waste Utility has brochures available that are specific to the following industries: hospitals, property management, printing, retail stores, hotels & motels, landscapers, food service, and business offices. Call 224-6205 to request your free copy today. You can also request a free waste audit if you need personalized assistance.