



SENT TO COUNCIL: **Distributed on:**

APR 11 2008

Memorandum by City Manager's Office

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: John Stufflebean

SUBJECT: NEW AND IMPROVED
CURBSIDE COURIER NEWSLETTER

DATE: 04-10-08

Approved

Date

4/11/08

INFORMATION

The spring issue of *Curbside Courier*, the semi-annual newsletter of the Recycle Plus Program, is being distributed to approximately 190,000 single-family residents during April and May as an insert in their garbage bills.

This issue includes a fresh new design and articles focusing on the City's Green Vision. The editorial content of future issues will be broadened beyond recycling to include general environmental messages and updates on Green Vision progress, as well as opportunities for residents to get involved.

Attached you will find copies of the spring newsletter. English, Spanish, and Vietnamese versions of the *Curbside Courier* will also be posted on ESD's website at www.sjrecycles.org.



JOHN STUFFLEBEAN
Director, Environmental Services

If you have any questions, please contact Cathy Kenny, Environmental Services Department, at (408) 975-2561.

Attachments: Curbside Courier

curbside courier

Spring 2008

News You Can Reuse



TAKE THE PLEDGE

By taking the 2008 Environmental Pledge, your actions will add up to a big difference for our environment. Make your pledge count online at www.sanjoseca.gov/greenvision

I pledge to:

- Replace five regular light bulbs with compact fluorescent light bulbs.
- Turn off the tap while brushing my teeth.
- Replace at least one car trip a month with walking, biking, or using public transit.
- Recycle 100% of my newspaper, glass, plastic and aluminum at home.



SAN JOSE'S GREEN VISION

San José is on its way to becoming America's greenest city. (See page 2)

Easy Ways to Go Green

With "going green" being all the rage these days, how easy is it? Very! All it takes is using energy, garbage, water and fuel a little more wisely around your home.

Already turning off the tap while brushing your teeth? Already recycling 100% of your newspapers, glass, plastic and aluminum at home? How about replacing at least one car trip a month with walking, biking or using public transit? If so, then all you have to do is replace five regular light bulbs with compact fluorescent light bulbs (called CFLs) and you've met San José's 2008 Environmental Pledge (see sidebar).



DOLLARS AND SENSE

As Benjamin Franklin once said, "Take care of the pennies, and the dollars will take care of themselves." Our collective small actions can amount to "big change." And we're not just talking about more "green" in your wallet. With a population of a million residents in San José, saving three gallons of water a day each amounts to more than a billion gallons annually. That's another way of seeing "big change."

We can all go green by using energy, garbage, water and fuel a little more wisely.

ROOM BY ROOM

How about picking a weekend morning — say the first Saturday of each month — and spending a few minutes in one room of your home thinking about how to save money by going green? To get started, see our Green Home tips on the next page.

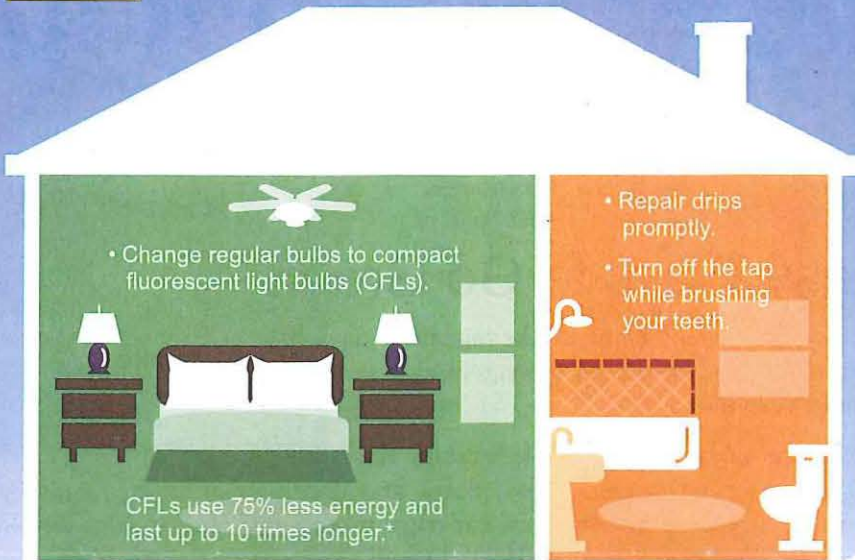
SEND US YOUR GREEN TIPS

We'd love to hear your ideas! Simply e-mail them to us at greentips@sanjoseca.gov so we can use them on our website or in future publications.

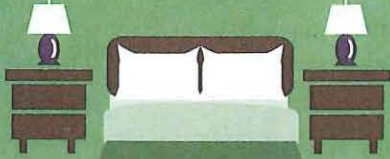




Your Green Home

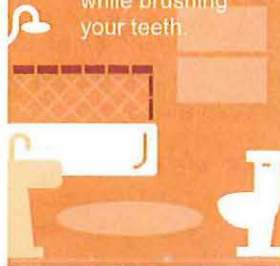


- Change regular bulbs to compact fluorescent light bulbs (CFLs).



CFLs use 75% less energy and last up to 10 times longer.*

- Repair drips promptly.
- Turn off the tap while brushing your teeth.



The environment is directly impacted by what we buy and how we manage natural resources. By making a few simple changes, we can help reduce carbon dioxide emissions — the main contributor to global warming. Cost savings also add up.

Visit www.sanjoseca.gov/esd for more eco-friendly tips, and check back periodically for new ones.

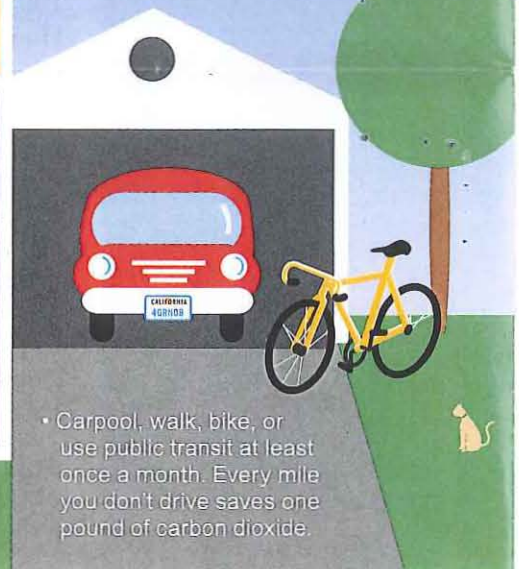


- Use recycled-content office paper.
- Shut down computers when not in use.
- Telecommute when possible.

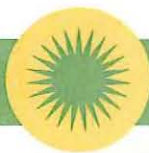


- Place a small recycling and trash container in each room. Sorting as you go gets you closer to recycling 100% of the easiest materials — paper, glass, plastic and aluminum.

*CFLs contain mercury, so used ones cannot be thrown in your garbage or recycling carts. To safely dispose of CFLs, call the County's Household Hazardous Waste Program at (408) 299-7300 to schedule a free drop-off appointment.



- Carpool, walk, bike, or use public transit at least once a month. Every mile you don't drive saves one pound of carbon dioxide.



San José's Green Vision

A bold 15-year plan for San José to become America's greenest city has been adopted by the City Council. The ten Green Vision goals that follow are supported by more than 150 actions that the City will be taking in cooperation with its citizens and businesses. Taken together, they will add jobs, grow the economy, and help the environment.

1. Create 25,000 clean tech jobs as the World Center of Clean Tech Innovation
2. Reduce per capita energy use by 50 percent
3. Receive 100 percent of our electrical power from clean renewable sources
4. Build or retrofit 50 million square feet of green buildings
5. Divert 100 percent of the waste from our landfill and convert waste to energy
6. Recycle or beneficially reuse 100 percent of our wastewater (100 million gallons per day)
7. Adopt a General Plan with measurable standards for sustainable development
8. Ensure that 100 percent of public fleet vehicles run on alternative fuels
9. Plant 100,000 new trees and replace 100 percent of our streetlights with smart, zero emission lighting
10. Create 100 miles of interconnected trails



Ask Kirby: The Curbside Recycler

Q: *What's all the fuss over plastic bags?*

A: Less than four percent of the 27 billion plastic bags used by Californians annually are recycled. Too many end up as road litter or strangle our waterways and wildlife. Also, it takes about three million barrels of oil to manufacture these bags — unlike cloth or other reusable bags. The eco-friendly choice is to switch to reusable bags.



Q: *I heard we won't be able to throw medical sharps in the garbage anymore. How can I dispose of them?*

A: That's right. As of September 1, 2008, State law will prohibit the disposal of sharps (syringes, hypodermic needles, lancets, etc.) in either household garbage or recycling carts.



Check first with your supplier or pharmacy to see if they have a take-back or mail-back program. If not, call the County's Household Hazardous Waste (HHW) program at (408) 299-7300 or go online at www.hhw.org to schedule a free drop-off appointment. Remember, always package your sharps in an approved, red commercial bio-hazard container, available at most drug stores.

Spotlight: Taking Environmental Action

Here are some fun things for families to try this spring and summer, all the while helping make San José a "cleaner and greener" city.

Adopt-A-Park and Adopt-A-Trail are City volunteer programs that help keep neighborhood parks and trails clean and beautiful by picking up litter, removing graffiti, raking leaves, pulling weeds, and planting native plants. Call (408) 793-4190 or visit www.sjadoptapark.org for "adoption" forms.



Pick-Up San José offers free supplies (litter pick-up sticks, safety vests, gloves, and litter bags) to volunteers interested in organizing school yard, park, or neighborhood cleanups. Call (408) 277-3208 for details.

Work with **Our City Forest** (www.ourcityforest.org) to organize a tree planting for your neighborhood, school, or work site. A single tree will absorb one ton of carbon dioxide over its lifetime. In addition to storing carbon, trees in urban areas can provide much-needed shade in the summer, reducing energy bills and fossil fuel use.



Green Gardening is as simple as controlling unwanted pests and caring for your lawn and garden without using dangerous chemicals. It's healthier for your family, and will prevent toxic runoff from entering our creeks and Bay. For information, visit www.mywatershedwatch.org.



At Your Service

PAYMENTS GO GREEN

How you pay your utility bill can help to reduce your carbon footprint. There are two easy ways to protect forests by paying paperless.

1. **Automatic Payment Service** sets up recurring payments that are applied to your checking account. Get the form online at www.sjrecycles.org/residents then select **CUSTOMER SERVICE, Automatic Bill Payment**.
2. **Recurring Online Payments** help you pay bills automatically using a debit card, a credit card, or a checking account. Have your account number ready and log on at www.sanjoseca.gov/customerservice to sign up.



For **Recycle Plus** information, visit www.sjrecycles.org, or call the San José Customer Contact Center at (408) 535-3500.

To request a free City of San José Recycling Guide, visit www.sjrecycles.org or call the Customer Contact Center at (408) 535-3500.

Para recibir este boletín o una Guía de Reciclaje de la Ciudad de San José en español, visite nuestro sitio web en www.sanjoserrecycles.org o llame a nuestro Centro de Atención al Cliente al (408) 535-3500.

Để nhận bản tin này hay Tài Liệu Hướng Dẫn Thu Hồi của Thành Phố San José (City of San José Recycling Guide) bằng tiếng Việt, xin viếng trang mạng www.sjrecycles.org hoặc liên lạc với ban Dịch Vụ Khách Hàng (Customer Contact Center) tại số điện thoại (408) 535-3500.

In accordance with the Americans with Disabilities Act, City of San José Environmental Services Department materials can be made available upon request in alternative formats, such as Braille, large print, audiotope or computer disk. Requests may be made by calling (408) 535-3500 (voice) or (800) 735-2929 (California Relay Service).

Printed on recycled paper using soy-based inks.

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Environmental Calendar

1st & 3rd
 Saturdays
 in April &
 May

Wonders of Our Water Works

Tour the San Jose/Santa Clara Water Pollution Control Plant & National Wildlife Refuge in Alviso.
 9–11 AM or 1–3 PM
 Go to www.sanjoseca.gov/esd and complete the tour request form or call (408) 975-2551.

Saturday,
 April 12

7th Annual Great American Litter Pick-Up Event

Various locations in San José
 8:30–11:30 AM
 (408) 277-3208
 Go to www.sanjoseca.gov and scroll down to Events & Exhibits.



Saturday
 April 12

South Bay Bird Fest

Environmental Education Center, 1751 Grand Blvd., Alviso
 11 AM–3 PM
www.fws.gov/desfbay

Tuesday,
 April 22

Earth Day

Visit www.sanjoseca.gov/esd for activities.

Saturday
 April 26

Spring in Guadalupe Gardens

Guadalupe River Park & Gardens
 (compost bins available for sale)
 10 AM–3 PM
www.grpg.org

Saturday,
 May 17

National River Cleanup Day

Various creek locations in Santa Clara County
 9 AM–Noon
www.cleanacreek.org



UPCOMING COMPOST WORKSHOPS & BIN SALES

Schedule at all sites:

Compost Workshops — 10 AM–Noon

Compost Bin Sales — 11 AM–1 PM (Cash or check only)

For registration, visit www.sjrecycles.org or call (408) 918-4640.

Saturdays	Location
April 12	Almaden Community Center 6445 Camden Avenue (off Almaden Expressway)
June 14	Emma Prusch Farm Park 647 S. King Road (at Story)
May 10 & July 12	Willows Senior Center 2175 Lincoln Avenue (at Curtner)



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