



TUCSON
**CLEAN &
BEAUTIFUL INC.**

NEWS

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Celebrating 20 Years of Community Partnership!

Fall 2005

Trees are a Measure of the Health of our Community: Championing a Community to be Better than the Best it can be

Irene Ogata, Urban Landscape Manager, City of Tucson Department of Urban Planning and Design

The City of Tucson is a wonderful treasure in the Sonoran Desert with an overwhelmingly large heart exhibited by the passion of its residents. Water is the life force of the physical environment, especially in the desert. How can we develop an urban desert eco-environment that's better than the best? This requires creating and maintaining a green infrastructure that more efficiently captures and utilizes our water resources, and reflects community passion for the desert environment.

The City of Tucson is in the process of creating an Urban Landscape Management Plan. This plan will begin to outline and define the urban-ecosystem of the City. Trees are the most visible features of an urban ecosystem. Analyzing our urban forest provides a great deal of information from which environmental benefits can be quantified. Trees are also one of the few assets a City owns that appreciate in value with time.

Albert Elias, Director of Urban Planning & Design, commented that "having an Urban Landscape Manager... will create opportunities for collaboration with the community and other City departments. This will strengthen our efforts to better manage and maintain a healthy landscape environment that helps define Tucson as a great place to live." To be better than the best means we all need to contribute our expertise, working as a team to support the outcome.

Transportation and the Urban Heat Island

Joan Lionetti, Executive Director, Tucson Clean & Beautiful

With rapid population growth in our community the need to address transportation issues is critical. The Regional Transportation Authority (RTA) is composed of a broad based 35-person Citizen Advisory Committee, a Technical Committee of 11 jurisdictional transportation managers, and a Management Committee of 11 private sector experts. This committee is responsible for developing a 20 year transportation plan to meet the region's needs. This plan will be proposed to voters in May 2006 and will include a half-cent sales tax for new or widened roadways. Additional proposed improvements include 200 improved intersections, new turn lanes and bus pullouts, 6 new park and ride centers and expanded public transit options, 70 improved pedestrian crossings, and 676 linear miles of new bikeways and sidewalks.

After attending several public meetings and presentations of the draft concepts for the plan, Tucson Clean & Beautiful and Trees for Tucson shared several observations and recommendations with the RTA. TCB strongly encourages the RTA to include enhanced quantifiable landscaping and mitigation components in all roadway design and construction projects in the final plan. Landscaping and environmental mitigation are a necessity and cannot be considered an amenity that can simply be left out. For many of these projects, mature natural desert landscaping will be removed, leaving bladed surfaces and no stated requirement for landscape mitigation. According to the U.S. EPA, urban heat islands are formed as cities replace natural land cover with pavement, buildings, and other infrastructure, and are characterized by urban air and surface temperatures that are higher than nearby rural areas. Additional roadways also increase stormwater runoff, energy consumption and air pollution, in turn affecting the environment, public health and energy consumption.

We wish to thank the RTA Board – the Citizen Advisory, Technical, and Management Committees, and PAG for their personal and professional commitment to the tasks that have brought this plan forward. Our community is indebted to each and every one of you and we will further applaud you when we are enjoying the exemplary landscape amenities when driving, cycling or walking the new roadways and paths in the future.

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Tucson Clean & Beautiful News

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P.O. Box 27210
Tucson, AZ 85726-7210
(520) 791-3109
Fax (520) 622-7112

Tucson Recycles Info Line
(520) 791-5000
tcb@tucsonaz.gov

<http://www.tucsonaz.gov/tcb>

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Mission Statement:

The purpose of Tucson Clean & Beautiful, Inc., a nonprofit organization, is to preserve and improve our environment, conserve natural resources, and enhance the quality of life in the City of Tucson and eastern Pima County. These goals will be achieved through initiating educational and participatory programs implemented with broad-citizen, multi-cultural support.

Heat Islands and Climate Change Workshop

On December 6 and 7, 2005 three sessions of the "Introduction to Urban Heat Islands and Climate Change" workshop and training forum will be held to address establishment of policies and mitigation strategies for reducing urban heat islands. A key component of heat island mitigation strategy is tree planting. This educational opportunity is targeted for municipal staff, Mayor and Council Members, council-appointed policy committees, commissions and advisory boards, and building and development industry representatives. The forums are presented by Trees for Tucson, the City of Tucson City Manager's Office, Energy Office, and Department of Urban Planning and Design, with technical assistance by ICLEI Cities for Climate Protection USA.

92.9 The Mountain Green Tuesdays Radio Program

Each Tuesday morning, radio station 92.9 The Mountain features a "Green Tuesdays" segment where experts discuss Tucson area environmental programs and ways to preserve or improve the environment in our community. This segment, begun in February 2005, has been attracting support and interest from as far away as New York and Washington D.C. Each Tuesday morning show highlights local environmental successes and needs. The Adopt-a-Park and Public Areas program was featured on Green Tuesdays in September. Throughout the year Tucson Clean & Beautiful staff and volunteer groups coordinate many litter cleanup and beautification projects and community environmental education events. Please call or email Tucson Clean & Beautiful to request information about upcoming volunteer opportunities. For information on the Green Tuesdays program, contact Colleen Crowninshield, Clean Cities Coordinator for Pima Association of Governments, at ccrowninshield@pagnet.org or 792-1093 ext. 426.

Freecycle: Changing the World One Gift at a Time

Freecycle is an internet based group dedicated to the simple concept of giving usable but unwanted items away instead of throwing them away. This free service connects local residents to give and receive items. The original Freecycle list was established in Tucson in May 2003 by area resident and Tucson Clean & Beautiful member Deron Beal. Since then the Freecycle concept developed into a nonprofit organization, The Freecycle Network. In addition to the original Freecycle internet group with over 5,000 members in the Tucson area, lists are also available for Marana, Green Valley/Sahuarita, and many communities across Arizona. In the past two years Freecycle has grown from its Tucson roots to include over 3,000 local groups across the U.S. and nearly 50 countries worldwide. Each local group is coordinated by volunteer moderators in the list's coverage area. Visit <http://www.freecycle.org> to learn more and get involved.

TCB Internet Resources Reduce Paper Use

Since 1988 when Tucson Clean & Beautiful established the world's first-ever telephone directory recycling program, the organization has led initiatives to recycle and reduce paper waste. Today Tucson Clean & Beautiful program information and resources are frequently updated and available 24 hours a day, paper-free on the internet. The Reduce-Reuse-Recycle Directory of Resources, with information previously available only as a printed booklet and through the 791-5000 Recycling Information Line, is now available online. Please take a moment to browse and bookmark the Tucson Clean & Beautiful programs website at <http://www.tucsonaz.gov/tcb> on the internet. To further reduce paper waste, Tucson Clean & Beautiful strives to maintain an updated mailing list. Tucson Clean & Beautiful News is also available as an Adobe PDF document. If you receive duplicate or incorrectly addressed mailings, or would like to receive newsletters by email instead of by postal mail, please email or call to update your information.

Adopt-a-Park & Public Areas Program Receives Grant

In June 2005 Tucson Clean & Beautiful was awarded a \$2,000 grant by the Community Foundation for Southern Arizona, for Adopt-a-Park and Public Areas Program supplies. With the adoption of "A" Mountain this program was established 20 years ago and continues to grow today. The program's outstanding results during the past two decades are thanks to thousands of volunteers contributing over 150,000 volunteer hours - with over 1,600 volunteers providing nearly 14,000 service hours just in the last year. Over 75 parks, 25 streets, and 1 wash are continually adopted throughout the year by community volunteer groups, with many other one-time projects coordinated in response to community interest and need.

Thank You to Tucson Clean & Beautiful Supporters!

In addition to the recent Community Foundation for Southern Arizona grant, we also gratefully acknowledge the ongoing assistance of our community donors who make TCB programs possible:

- The City of Tucson and Pima County have provided vital general support for TCB programs since 1985.
- Tucson Electric Power has led energy conservation efforts since 1993 by sponsoring the Trees for Tucson urban forestry program. TCB has provided over 45,000 trees to shade and beautify homes while reducing energy costs.
- John Wesley Miller, of J.W. Miller Co. provided a benefactor membership donation.
- Member and volunteer contributions of hundreds of businesses and individuals are the foundation of TCB!

Support Tucson Clean & Beautiful

- **Renew your grocery store donation codes!** As a supporter of Tucson Clean & Beautiful, by registering your frequent shopper cards, Albertsons and Bashas' stores donate a percentage of your purchases to support our programs. Please ask the cashier to add Tucson Clean & Beautiful, code 49000127568 to your Albertsons Preferred Savings Card, and code 27119 to your Bashas' Thank You Card.
- **NEW! Shop online and offline with eScrip!** Before shopping in person or online, visit <http://www.escrip.com> and select Tucson Clean and Beautiful, group 500000849 as the beneficiary of your purchase rebates.
- **Recycle your cell phones and printer cartridges!** Tucson Clean & Beautiful encourages reuse and recycling of used cellular telephones and empty printer cartridges, and also collects these items for recycling to help prevent them from being sent to the landfill. Please call the Tucson Recycles Info Line at 791-5000 to learn more about cell phone and printer cartridge recycling, or to find out how to reduce, reuse and recycle many other items!

Last year, grocery stores and electronics recyclers provided over \$500 in support to TCB thanks to you!

- **Your membership counts!** TCB programs and volunteer partnerships have an immense impact on the environment and quality of life across the Tucson/Pima County metropolitan area. These programs are strengthened by TCB membership donations from Tucson area individuals and businesses. Your membership provides direct support to community environmental programs. For internet users, TCB membership contributions are accepted through the <http://www.mycheckfree.com> bill pay website. While logged in, simply click the "Make a Donation" link and search for Tucson Clean and Beautiful. Donations may be made directly from your checking account. If you are already a TCB member, consider a gift membership for a friend or family member's special occasion!

Tucson Clean & Beautiful members receive a newsletter, window decal, and membership card valid for a 10% discount (retail priced, non-sale items) at participating Tucson area Plant Nurseries as well as Recycling & Waste Reduction Partners for recycled, reused, or environment friendly merchandise. Visit the Tucson Clean & Beautiful website at <http://www.tucsonaz.gov/tcb> or call 791-3109 for an updated list of available member discounts.

Please check membership category: Junior (12 and under) - \$5 Student & Senior - \$15 Individual - \$20

Family - \$30 Business - \$100 to \$500 Corporate - \$500 to \$2000 Benefactor - \$2000 or more

This is a gift membership (please fill in recipient information below and include your information on reverse)

My company matches donations (please include matching gift form)

Membership Dues: \$ _____

Name: _____

Additional Gift: \$ _____

Company: _____

Total Donation: \$ _____

Please mail this form with your donation to: Address: _____

Tucson Clean & Beautiful

P.O. Box 27210

Tucson, AZ 85726-7210

City: _____ State: _____ Zip: _____

Phone Number: _____

E-mail: _____

Cross-Border Partnership Addresses Litter & Waste Concerns

In May 2005, the City of Tucson Mayor and Council approved the donation of used garbage containers to the City of Agua Prieta, Sonora, Mexico. The plastic garbage containers being donated have been removed from residential collections because they are damaged and are no longer serviceable by City of Tucson Environmental Services Residential Collections trucks. By donating the containers to Agua Prieta, the City of Tucson avoids the cost of disposal as well as saves valuable space in the Los Reales Landfill.

While the City of Tucson can no longer use the containers, the City of Agua Prieta, Sonora is providing them to residents. Currently, only 40% of households served in Agua Prieta have garbage containers. So far, approximately 1,000 used containers have been shipped to Agua Prieta. The containers are already having a positive impact in the neighborhoods that have received them by reducing loose litter and providing convenient collection containers for residents. Agua Prieta also continues to provide educational presentations to neighborhoods, to reinforce the goal of a clean city environment.

The donation of used containers was coordinated by Tucson Clean and Beautiful and City of Tucson Environmental Services, and was expedited with the assistance of Tucson Councilmember Steve Leal. "I felt it was important to help Agua Prieta with their program," Leal said. "First of all they're our neighbor. But moreover they are trying to do something good that helps everyone. I know people who live in Douglas and Agua Prieta and I know how they care for their communities." Edna Mendoza of the Arizona Department of Environmental Quality Border Programs office in Tucson also coordinated site visits on both sides of the border, which helped to launch this effort by providing a better understanding of existing programs addressing litter and waste in both cities.

Tucson Clean & Beautiful and City of Tucson Environmental Services were recognized for this initiative at the June 2005 Environment Committee meeting of the Arizona-Mexico Commission. David Figueroa Ortega, Presidente Municipal (Mayor) of Agua Prieta and staff from the "Agua Prieta Clean" program (OLDAP-Organismo de Limpia Descentralizado de Agua Prieta) also recognized Tucson Clean & Beautiful and the City of Tucson for assistance provided to improve environmental quality along the Sonora-Arizona border zone. At a July ceremony marking the initial donation of containers, Tucson Vice Mayor Kathleen Dunbar also presented Agua Prieta with the Keys to the City of Tucson. Engineer Antonio González Dávila, coordinator of the Agua Prieta Clean program, accepted the keys on behalf of the Mayor of Agua Prieta, signaling this project as the beginning of an ongoing partnership between Tucson and Agua Prieta.