

Trees for Tucson Celebrates 15 Years Dr. Greg McPherson Kicks Off Program Expansion at TCB Annual Meeting

The Tucson Clean & Beautiful Board of Directors has committed their efforts for the next year to further development and expansion of the Trees for Tucson Program. Tucson Electric Power Co. has been providing resources and support to the Trees for Tucson program for the past decade. Dr. Greg McPherson, the first Trees for Tucson Chair (1989-1992), will be the featured guest speaker at the Tucson Clean & Beautiful, to kick off the celebration and expansion of this popular TCB program.

Dr. McPherson is Director of the Center for Urban Forest Research located in Davis, CA, a unit of the U.S. Forest Service Pacific Southwest Research Station. He is presently working on the *Sustainable Urban Forest Ecosystems* project, which involves measuring and modeling urban forest benefits and costs, with particular emphasis on energy, carbon, and water. He was the recipient of the Urban Forestry Medal from American Forests (1992) and the International Society of Arboriculture L.C. Chadwick Award for Arboricultural Research (2000). He recently received the California ReLeaf Urban Forestry Achievement Award. Dr. McPherson has a Bachelor's degree from University of Michigan, Masters in Landscape Architecture from Utah State University, and a Ph.D. in Urban Forestry from State University of New York - Syracuse, College of Environmental Science and Forestry. He also taught at University of Arizona before joining the Forest Service to lead the Chicago Urban Forest Climate Project.

All are invited to the TCB Annual Meeting and Southwestern Buffet dinner, to be held Thursday September 30, 2004 from 6:00 p.m. to 9:00 p.m. at Hacienda del Sol, 5601 N. Hacienda del Sol Rd. (between River Rd. and Sunrise Dr.). RSVP and payment of \$35.00 per person by September 23, 2004 should be directed to Tucson Clean & Beautiful, P.O. Box 27210, Tucson, AZ 85726. For more information, please call Eldora North at (520) 791-3109 or email tcb@tucsonaz.gov.



TCB Welcomes New Staff Member

Tucson Clean & Beautiful recently welcomed Luisa Ikner as the new Recycling Education Coordinator. She is a recent graduate of the University of Arizona's College of Agriculture & Life Sciences in the Department of Soil, Water & Environmental Science, with a Masters in Environmental Science. She will coordinate the Tucson Recycles Information Line, (520) 791-5000 as well as the E Pluribus Recycles! Play, "RUMBA" Recycled Art Contest and other Recycling and Waste Reduction outreach activities in the Tucson area.

B.J. Cordova, previously the Recycling Education Coordinator, recently accepted the position of Director of Development and Community Outreach for Tucson Clean & Beautiful. In addition to new duties coordinating the Tucson Clean & Beautiful membership and communication programs, he will continue to coordinate the Adopt-a-Park program. He will also assist Luisa with the Recycling Info Line.

Tucson Clean & Beautiful congratulates Luisa and B.J. on their new positions!

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Tucson Clean & Beautiful News

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Joan E. Lionetti	Executive Director
Eldora North	Administrative Assistant
B.J. Cordova	Director of Development & Community Outreach
Doug Koppinger	Trees for Tucson Coordinator
Luisa Ikner	Recycling Education Coordinator

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.

Wilson on Waste

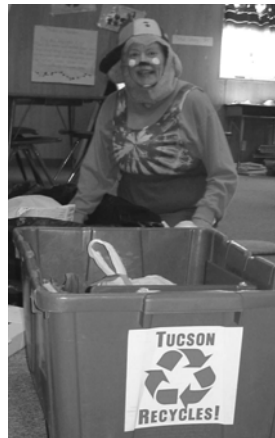
Wilson Hughes, Waste Reduction Planner
City of Tucson Environmental Services

Since the Blue Barrel rollout two years ago, the Tucson Recycles program has eclipsed the anticipated diversion rate increase in residential recycling. Under the old system we collected garbage twice per week from 90-gallon barrels or shared 300-gallon containers, and recycling every other week with 18-gallon green bins. Before the Blue Barrel, our recycling rate was under 9% and we earned approximately \$50,000 per year from the sale of recyclables. With our current once per week garbage and recycling collection we now divert over 22% of the waste stream and last year earned over \$1 million from the sale of recyclable material collected at the curbside.

In addition to recycling we are collecting clean green waste at the landfill, grinding it and using the mulch for erosion control on the landfill slopes. Last year we mulched approximately 6,000 tons of green waste. We are currently studying ways to begin a composting pilot program at the landfill. Stay tuned to this column for future updates on composting and green waste reuse in Tucson.

The City of Tucson Mayor and Council recently voted for Environmental Services to become a self-supporting enterprise fund, and implemented a \$14 per month residential service fee for garbage collection and disposal, recycling collection, and remediation of old landfills and pollution prevention at Los Reales Landfill.

During our transition to an enterprise fund we will make every effort to provide quality customer service and will continue to encourage all citizens to be good environmental stewards and participate in the Tucson Recycles program. As a community, the more we recycle the longer we can extend the life of the landfill, while conserving natural resources.



E Pluribus Recycles! Play Available

During the 2003-2004 season the *E Pluribus Recycles! Play* continued to grow in popularity, with over 100 presentations provided to 6,000 participants throughout the Tucson metropolitan area. The *E Pluribus Recycles! Play* is now available to elementary schools and youth groups for the 2004-2005 school year. For more information and to book a show for your group, please call the Tucson Recycles Info Line, at 791-5000.

Recycling Directory Available in Print & Online

The 2004 Tucson Clean & Beautiful Reduce – Reuse – Recycle Resource Directory for Tucson and Pima County is now available. Pick up your copy at any Tucson-Pima Public Library, or call the Tucson Recycles Information Line at (520) 791-5000 to request a copy by mail. To save trees, up-to-date Recycling Directory information is also available online at <http://www.tucsonaz.gov/tcb/> then click on the Recycling Directory link. Tucson Clean & Beautiful coordinates the Tucson Recycles Information Line in cooperation with the City of Tucson and Pima County.

Tucson Regional Clean Cities Coalition

The U.S. Department of Energy (DOE) Clean Cities program is a voluntary, locally based government-industry partnership. Its objectives involve mobilizing local stakeholders in the effort to expand the use of gasoline and diesel fuel alternatives, accelerate the deployment of Clean Fuels and Clean Vehicles, and build a local clean refueling infrastructure. Clean Cities works directly with local businesses and governments to guide them through the goal-setting, coalition-building, and commitments process necessary to establish the foundations for a viable clean fuel market. Clean Cities encourages the use of such clean fuels as compressed natural gas (CNG), propane, biodiesel, and hybrid/electric vehicles as clean fuel options. Clean Cities also encourages research and education on future possibilities such as hydrogen and fuel cell technologies.

The mission of the Tucson Regional Clean Cities Coalition is to reduce dependence on foreign fossil fuels and improve air quality. The Coalition, comprised of 46 Tucson area business leaders, made the commitment to pursue clean fuel options to reduce reliance on fossil fuels. Imported oil accounts for 59% of the oil consumed in the U.S, and roughly 67% of total consumption is for transportation purposes. Oil prices are at an all-time high, which has made clean fuels competitively priced. Clean fuels, such as CNG and biodiesel are domestically produced, so our dollars stay here in the U.S. Tucson's clean fuel usage is rapidly growing, with one CNG station open to the public near the Tucson International Airport and another site currently under consideration in central Tucson. In addition, two biodiesel stations have opened in southern Arizona, including a Tucson site at 22nd St. and Cherry Ave. and a location in the town of Oracle.

More than 2500 vehicles reported using clean fuels in the Tucson region in 2003 and this number is rising. The Coalition searches for grants and funding opportunities to make clean fuels available to fleets both large and small. Working with school districts in Pima County, Clean Cities assists fleet managers in applying for grants through organizations such as the U.S. Environmental Protection Agency and its Clean School Bus USA program, helping to find alternatives to diesel for our school buses. Other local successes include the City of Tucson – Sun Tran transit fleet (which has a large number of CNG transit buses), Davis-Monthan Air Force Base, Raytheon Missile Systems, Tucson Electric Power and Sabino Canyon Tours. All of these entities use a blend of biodiesel fuel, ranging from B20 to B50 (20% to 50% biodiesel mixed with standard diesel). The Coalition was one of DOE's "Top 10" in 2002, it received the Governor's Pride in Arizona Award for Pollution Prevention in 2003, and it received an Environmental Award from EPA Region 9 in 2004.

To learn more about clean fuel options and the Tucson Regional Clean Cities Coalition, visit <http://www.pagnet.org/> or contact Colleen Crowninshield, Clean Cities Coordinator at Pima Association of Governments, email ccrowninshield@pagnet.org or call 792-1093 x 426.

Art from "discARTed" Glass

At the 2003 Tucson Clean & Beautiful Annual Meeting, Tucson artist Jacqueline Dyer displayed her spectacular "discARTed" recycled glass artwork. Selected pieces of her artwork are now on display for sale at the Tucson Botanical Gardens, or contact discARTed@cox.net for more information.

Support Tucson Clean & Beautiful

Members and volunteers are what make Tucson Clean & Beautiful possible! Please consider joining as a member of Tucson Clean & Beautiful, to support all of our community environmental programs. If you are currently a member of Tucson Clean & Beautiful, have you considered purchasing a gift membership for a friend or family member for an upcoming occasion? Simply detach and return this membership form!

Members receive a quarterly newsletter, window decal, and membership card valid for a 10% discount at participating Tucson area nurseries, including Civano Nursery, Harlow Gardens, Magic Garden Nursery, Plant Kingdom Nursery, Silverbell Nursery, and Tortolita Mountain Nursery.

Please check membership category: Junior (12 and under) - \$5 Student & Senior - \$15 Individual - \$20
 This is a gift membership Family - \$30 Business - \$100 to \$500 Corporate - \$500 to \$2000
 Benefactor - \$2000 or more

Membership Dues: \$ _____
Additional Gift: \$ _____
Total Donation: \$ _____

Name: _____

Address: _____

Please mail this form with your donation to:

Tucson Clean & Beautiful
P.O. Box 27210
Tucson, AZ 85726-7210

City: _____ **State:** _____ **Zip:** _____

Phone Number: _____

Adopt-a-Park Grows by Leaps and Bounds



The Tucson Clean & Beautiful Adopt-a-Park and Public Areas program continued its longtime success, this year far surpassing last year's achievements. From July 2003 to June 2004, Adopt-a-Park and volunteers recorded over 24,000 volunteer hours and thousands of trash bags used, eclipsing the previous year's 7,000 volunteer hours! This also sets a new record for the Adopt-a-Park program - the previous record for a one year period was 10,000 volunteer hours. Since the program's inception in 1985, over 140,000 volunteer hours have been given by Adopt-a-Park Volunteer groups throughout the Tucson area. Over the past year, dozens of new groups joined the Adopt-a-Park and public areas litter control program. TCB also coordinated many one-time cleanup projects throughout Tucson and the surrounding area. Earlier this summer, thirteen volunteers (and one volunteer tractor!) cleaned up litter in the Robb Wash near Speedway and Camino Seco. City of Tucson

Transportation Department, Streets & Traffic Maintenance Division assisted with transport and disposal of the collected material following this project. (Pictured above: Robb Wash cleanup volunteers: Elzbieta Czyzowska, Wit Wisniewski, Ann Frazier and Scott Frazier). Thank you to all of our outstanding volunteer groups, both new and established, for making the Adopt-a-Park public areas litter control program wildly successful!