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**TUCSON
CLEAN &
BEAUTIFUL INC.**

NEWS!

Our Third Decade of Community Partnership!

VOLUME 10 — ISSUE 1

SUMMER 2008

**Beverage Containers Lead to Waste Increase
—Let's Get Back on Tap!**

According to the Beverage Marketing Corporation, bottled water sales grew by nearly 700% from 1997-2005. Recycling recovery rates for plastic bottles during this time have remained stagnant or have increased only slightly, meaning that billions of additional plastic water bottles are being landfilled each year. That is in addition to all other beverage containers—glass, plastic, and aluminum, estimated at approximately 200 billion being landfilled annually in the U.S. The beverage industry's role in promoting and facilitate container recycling has declined rapidly, even as the

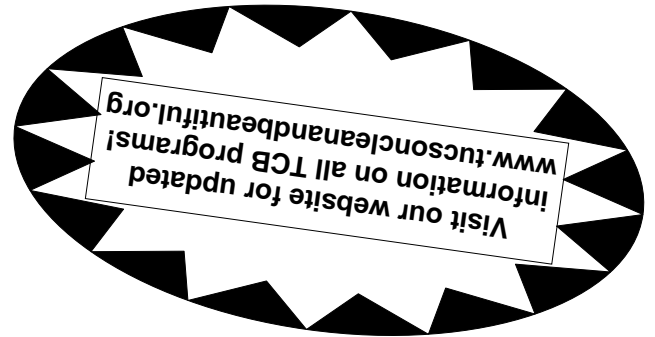
industry's sales and growth have increased.

A meeting was held last summer with representatives of the local beverage industry, TCB, City of Tucson Environmental Services and Pima Association of Governments to discuss these issues and work cooperatively to implement solutions. There has been minimal commitment by the industry to initiate proactive programs that would focus on increasing recovery and recycling of beverage containers.

In 2006 the National Container Recycling Institute, an advocacy

organization for responsible recovery and recycling of beverage containers, and As You Sow, a non-profit consultant for green investments, compiled the U.S. Beverage Container Recycling Scorecard and Report. A survey was sent to 12 major beverage industry corporations; only five replied. In addition to the surveys, information was gathered through public information available for all 12 companies.

(Continued on page 3)



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Award Dedicated to Adopt-a-Park & Public Areas Volunteers



The Adopt-a-Park & Public Areas program continues to welcome new volunteer groups. These highly committed groups ensure that 135 park, street, and wash sites throughout the region are safe and litter-free for all to enjoy! TCB also arranged several recent regional cleanup efforts along Tucson Blvd. near the Airport, and Starr Pass Blvd. west of I-10. National River Cleanup Day was also celebrated with a cleanup of Atterbury Wash, part of an effort to improve water quality at Lakeside Park. The Tucson Parks & Recreation Commission recently provided its commendation to this growing program. TCB dedicates this award to the dedicated, hard-working volunteers—groups representing the diversity that is Tucson, from all parts of town, from elementary students to the young at heart, and from community nonprofit and civic organizations to business employees—that sustain this effort! ◇

Above: Tucson Parks & Recreation Commission, 5/28/08
"Our gratitude to Tucson Clean and Beautiful - We would like to show our appreciation for your continuous and outstanding contributions to Parks and Recreation with Trees, Adopt-a-Park Program and Public Education on the value of being "Green".
--Steve Anderson, Chairman
Photo by: Karen Larkin, Tucson Parks & Recreation



Left: Adopt-a-Street Ceremony University Blvd. at Euclid Ave., 4/13/08
Breckenridge Group Architects/Planners
Photo by: Kelly Washuta Photography

TCB thanks our newest recognized Adopt-a-Park & Public Areas volunteer groups:

- 11/14/2007: Luz Academy, National Honor Society—Juhan Park
- 11/27/2007: Dodge/Flower Neighborhood & TNBC—Dodge Blvd. at Flower St.
- 12/21/2007: Davis-Monthan Air Force Base 563rd MXS—Purple Heart Park
- 3/8/2008: Tucson Park West # 4 HOA—Greasewood Rd. south of Starr Pass Blvd.
- 4/13/2008: Breckenridge Group Architects/Planners—University Blvd. w. of Euclid
- 5/7/2008: Sunnyside High School MIMR/MOMR Program—Sunnyside Park
- 5/23/2008: PPEP TEC High School, JD Arnold Learning Center—Arthur Pack Park
- 6/1/2008: BePositiveTucson—Greasewood Park
- 6/19/2008: Castletrader.Com—Greasewood Rd. (Ironwood Hill to Speedway Blvd.)

TCB Board Member Profile:

Libby Howell, Southwest Gas Board Chair, Trees for Tucson and Board Management



Libby is what one might call a "recycled" board member, first serving on the TCB Board of Directors in the mid-'80s. She pursued other endeavors, then rejoined in 2002.

In 1988 Libby joined Southwest Gas, which distributes natural gas in AZ, NV, and parts of Southern CA, to manage charitable & community programs. In 1992 she was promoted to her current position, Corporate Communications manager for the Southern AZ Division. She holds a BA from Adams State College, and an MA from Univ. of Colorado. She is also Accredited in PR from the Public Relations Society of America.

Beyond TCB, Libby serves on the Board of the Educational Enrichment Foundation and the Arizona's Children Association. She is also volunteer assistant business manager for Tucson Regional Ballet. An award-winning singer, she sings in the adult choir and assists the children's choir at church.

Libby is married to astronomer Gary Mechler. This led her to take an interest in light pollution issues, as well as waste and pollution reduction. They have two children. Their daughter, a young environmentalist, vigilantly reminds her parents to recycle, use both sides of paper, turn up the thermostat, and much more! ◇

Thank you to the TCB Board, our Sponsors, Members and Volunteers, for committing to improve our community's environment & quality of life!

Please join as a Tucson Clean & Beautiful supporting member! TCB programs are supported by community contributions. **Simply fill out and return the enclosed membership form.** TCB programs have an immensely positive impact on the environment and quality of life of the Tucson-Pima County region. Your membership helps to sustain these efforts. **Prefer to save postage and paper? Visit www.tucsoncleanandbeautiful.org to donate to TCB by credit card online through Network for Good!** TCB members also become eligible for special discounts at several Tucson area plant nurseries and environmental partners. **Already a Tucson Clean & Beautiful member? Share the gift of a cleaner local environment with a membership for your friends and family! Thank you for your support!**

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Monsoon Season Offers the Perfect Storm for Tree Damage

Heavy rainfall each July and August combined with strong winds create the perfect storm for tree damage in Tucson. Mesquite trees in particular put on an exceptional amount of foliage resulting from up to ten inches of rain and unusually high humidity during the monsoon season.

Treat your trees as an asset—consistent maintenance several times per year and proper techniques are the key to reducing the chances of storm damage to trees. If you are willing to commit to proper maintenance, it is hard to match the rapid growth and wide canopy that hybrid mesquites provide. If you need a lower maintenance tree and can accept slower growth, less dense shade and thorns, you may be better off planting a velvet mesquite or other slower-growing tree. Some tips:

Aggressively thinning out the canopy is the only way to prevent some mesquites and blue palo verdes from suffering broken limbs or worse yet blowing over and severing roots.



- Begin by cutting as many crossing branches as you can in the interior of the tree canopy. Then on the outer limbs reduce the weight by selectively trimming back downward branches to the main limb from which they branch. Do not leave stubs! Letting the tree develop its lower branches rather than cutting them off when the tree is young (first two years after planting) also helps to strengthen the trunk and distribute the weight better. Mesquites do not perform well as single-trunked trees.
- Second, avoid staking trees even if you have to radically prune them back for the first couple years, to allow the trunk to strengthen as it sways in the wind, and the root system to develop more extensively.
- Third, do not over-water trees to the point that they are putting on too much top-heavy growth. This may get them to grow fast which is hard to resist, but the water and your planting & maintenance efforts will all be wasted if the tree blows over as it grows larger.
- Finally, if the tree does blow over in some cases you can radically prune the downward side, prop up the trunk as best as you can, and it may continue to grow but now with a much more sculptured trunk appearance. Mesquite and Palo Verde trees will rapidly regrow their canopy even when trimmed back a few feet from the ground after storm damage because they have established root systems.

The Trees for Tucson shade tree program provides low-cost trees (\$8 each) for planting at homes as well as along neighborhood streets. Trees are also available for community volunteer planting and maintenance projects at parks, schools, nonprofits, and other public sites. For more information, visit www.treesfortucson.org or call 791-3109.

Beverage Containers Lead to Waste Increase—Let's Get Back on Tap!

U.S. Beverage Container Recycling Scorecard

	Recycled Content	Recovery & Recycling	Source Reduction	Overall Grade	Total GRA
PepsiCo	B	C-	D+	C	2.3
Coca-Cola	D	C-	B	C	2.1
Miller Brewing	D	D-	D	D-	0.9
New Belgium Brewery	C	F	F	B-	0.7
Coors	D+	D-	F	D-	0.7
Anheuser-Busch	F	D	D	D-	0.7
Polar Beverages	F	D	F	F	0.6
Starbucks	D	F	F	F	0.3
Nestlé Waters	F	F	F	F	0.1
Cadbury Schweppes	F	F	F	F	0.0
Cott	F	F	F	F	0.0
National Beverage	F	F	F	F	0.0

Chart source: Container Recycling Institute

deposits programs (or “bottle bills”) but have failed to provide significant and sustainable alternatives for keeping tens of billions of beverage containers each year out of landfills and incinerators.” Any solution to the beverage container recycling issues must be addressed by the industry, not just by government and community groups. Manufacturers must plan for their product’s life cycle, including responsible recovery, recycling and source reduction.

A major opportunity for source reduction (or Zero Waste concept) is bottled water. It is incongruous and amazing that the public has overwhelmingly accepted bottled water as a regular source for drinking water and are willing to pay prices for a gallon of water that way exceed present fuel prices when they can have safe drinking water from their tap for less than a penny per glass! Much of the bottled water is coming from local water aquifer sources, leading to a growing concern that water table levels are being impacted. There are concerns as well as that bottled water companies do not have to meet health and safety standards required of municipal suppliers, including frequency of testing the water source.

Our city and region should assess impacts from bottled water on our sustainability goals including impact on landfills, water and energy conservation, and litter abatement in our unique desert environment where more beverages are consumed year round.

Every citizen in the United States should be entitled to a basic right to safe drinking water from their tap. So let’s find a safe reusable water bottle and get back to the tap!

Joan Lionetti, TCB Executive Director

P.S. Consider taking half of your bottled water budget and donating it to TCB toward our local recycling education efforts, or to UNICEF’s TAP Project to provide funds to create safe drinking water sources for children in third world countries who do not have access to clean water.

Additional resources:

- ◆ **Container Recycling Institute:** www.container-recycling.org
- ◆ **Institute for Local Self Reliance:** www.ilsr.org
- ◆ **Tucson Clean & Beautiful:** www.tucsoncleanandbeautiful.org
- ◆ **The Tap Project/UNICEF:** www.tapproject.org

Hot Topics, Cool Solutions: Go Solar to Shave the Peak!

In the summer months, Tucson area residents can sense intuitively that they use more electricity in the middle of the day, corresponding to increased air conditioning usage. But, did you know that this “peak load” energy usage exists virtually every day throughout the year, based on our work and home habits?

Peak usage is environmentally damaging because it is in addition to the base load that is needed 24 hours a day. This peak usage requires an enormous boost in electrical production at precisely the time that electricity is the most expensive and requires the use of the most additional fossil fuels such as coal and natural gas.

One concept to consider is “peak shaving” - both to reduce the environmental impacts of electricity usage, and also to save money. There are two ways to do this—one, is by using time-of-use metering that makes day-time electrical usage slightly more expensive, encouraging conservation. By planning your energy-intense uses at home and work for “off-peak” hours, you can offset the day-time increase substantially with evening and weekend discounts. The other option: SOLAR! The potential for solar photovoltaic (electrical) production closely mirrors the peak load, with a small amount of power produced in the morning, the maximum produced in mid-day, and gradually decreasing again until sunset.

TCB encourages residents and businesses to consider installing a 1 to 1.5 kW rated



solar electrical power system (and soon if possible as federal tax credits expire but may be extended). This will maximize the currently available rebates and tax credits, ensure a short payback time, add value to your home or business, and enjoy the long-lasting, environmentally friendly choice of solar power.

A special note: Solar does not have to power 100% of your home or business operations. Once you have solar power installed, you can continue to install more up to your total power usage as your budget allows, prices continue to come down, and/or rebates & incentives are renewed in the future! Contact local solar installers for additional details for cost quotes and the applicable rebates and incentives. Visit www.hottopicsoolsolutions.org or call 791-3109 for more information.

Solar Power Incentives Add Up!

- \$3,000 Tucson Electric Power rebate per rated kW (or up to \$4,000 from Trico)
- 30% (\$2,000 maximum) federal tax credit—currently expires 12/31/08
- 25% (up to \$1,000) state tax credit
- \$15-20+ monthly bill reduction per kW
- Cash payback 8-15 years
- Building/property resale value at a premium of 50% or more of solar install cost
- No state sales tax on solar panels
- No property tax assessment on solar
- Many banks & credit unions now finance energy efficiency improvements
- Businesses: accelerated equipment depreciation and similar rebates & credits

Technology Changes & E-Recycling

Over 2.5 million tons of electronic waste containing hazardous materials—computers, televisions, cell phones, and much more—are discarded each year in the US. Of this amount, only an estimated 20% is recycled or otherwise beneficially reused.

An increasing number of requests for electronics recycling options—in particular, televisions—led Tucson Clean & Beautiful to co-host several electronics recycling events with the City of Tucson-Pima County Household Hazardous Waste program and local nonprofit electronics recycling organizations. Driven by the upcoming February 2009 digital television conversion and ongoing improvements in computer, wireless phone and other e-technology, consumers are changing out electronics at an ever-faster pace.

For televisions, a great deal of misinformation is also leading consumers to believe that they must change out their old analog televisions to a new digital television as soon as possible. In fact, only those without cable or dish service using antennas will be affected. Cox Communications, Comcast Cable and other satellite TV customers will be unaffected. Even owners of traditional “rabbit ears” TVs still do not have to buy a digital TV, but can opt for an inexpensive converter for which coupons are also available. Find more information about digital TV conversion: www.dtv.gov or call 1-888-388-2009.

Many local e-waste recycling & reuse options are available for unwanted e-waste! Visit www.tucsoncleanandbeautiful.org or call 791-5000 to find options near you! ♦



SAEMS Supports TCB

Recycling Education Programs



The Southern Arizona Environmental Management Society (SAEMS) recently pledged an annual benefactor-level contribution, in support of expanding TCB Recycling Education efforts including the popular “E Pluribus Recycles!” educational play—featuring E Pluribus Packrat and Mark Parker the landfill environmental engineer. These characters humorously present the concept of Reduce-Reuse-Recycle to more than 6,000 Tucson area elementary school students yearly.

SAEMS organizes a series of meetings and seminars for environmental professionals, with proceeds supporting environmental education in the Tucson region. TCB thanks the SAEMS membership for this contribution and commitment to improving our environment and quality of life. TCB also recognizes the ongoing sponsorship of the City of Tucson and Pima County that help to make this play possible! ♦

