



A Note from the Desk of: Ms Maury Treleven

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Gonzales Grows Green
A Sustainable Community Initiative

July 7, 2014

Gary Parola, President
Tri-Cities Disposal & Recycling
P.O. Box 2780
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Re: Program donation for 2014 Reuse, Recycle & Cleanup Day event

Gary:

The City of Gonzales held its annual Reuse, Recycle and Cleanup Day event at the Gonzales Shopping Center on Saturday, June 28. This special event continues to be focused on supporting the concept of reuse and diversion of recyclable materials. I am extremely pleased with the turnout for this year's event as was the staff from Monterey County Environmental Health (oil filter recycling) and the Salinas Valley Solid Waste Authority (ABOP collection).



The traffic for the event was steady and busy the entire day. I believe that the commitment by Tri-Cities to pay for a residential mailer made the difference in increased participation over the previous two years. I asked every participant where they heard about the event and all made reference to the mailer. This also means that they had an opportunity to review the information in the mailer that was aimed at educating residents on what is and what is not acceptable in the curbside collection carts. I would recommend we continue using these dual purpose mailers for these events in all of the communities in the service area in order to maximize exposure to the message and increase participation.

This year, the City of Gonzales Recreation Department summer youth staff supported the event in order to raise money for a special uniform jacket for use by recreation and lifeguard staff during the evening shifts at the pool and throughout the community. Youth that worked the event will receive full funding for their jackets and the remaining money will allow other staff to purchase them at a discount.

The Reuse, Recycle and Cleanup Day event was again held one week after the community-wide garage sales so that items left unsold could be either donated to HOPE Services or placed in our famous "take it or leave it" area. We again dedicated 200 square feet to this free exchange area which has become such a huge success over the past four years. Participants walked away with good quality useable items that were either in perfect condition or only needed a bit of TLC to bring back to life. The library made over \$20 on the sales of books donated to the event and from their sale cart.

The Salinas Valley Solid Waste Authority was there with an array of services and staff. The free sharps container exchange (approved containers only) was again available. Monterey County Environmental Health again worked out an oil filter exchange with the AutoZone auto parts store in the shopping center and provided vouchers for up to two free filters to each participant. This was the best year ever for participation in this program. Curbside oil collection containers were also provided.

Year-to-Year Event Diversion Comparison:

2014 Diversion: 13,929 lbs or 7 tons

	2010	2011	2012	2013	2014
Garbage	4.81 tons	5.47 tons	2.59 tons	1.75 tons	3.03 tons
Metal Recycling	2.33 tons	3.06 tons	1.76 tons	1.75 tons	2.0 tons
Mixed Recycling	1.68 tons	1.10 tons	0.65 tons	0.07 tons	0.92 tons
Electronic Waste	n/a	1.64 tons	1.31 tons	1.87 tons	2.03 tons
HOPE Services (clothing & hshld)	n/a	713 lbs	811 lbs	910 lbs	1,990 lbs
ABOP Waste	1,888 lbs	2,473 lbs	1,039 lbs	551 lbs	1,539 lbs
Reuse Area	Est 500-1,000 lbs	Est 500-1,000 lbs	Est 500-1,000 lbs	Est 250-500 lbs	Est 250-500 lbs

Monterey County Environmental Health Oil Filter Exchange (CalRecycle Grant):

Staff members handed out oil rags, filter drainers, oil jugs with filter bags, and filter wrenches. They paid Auto Zone of Gonzales for 46 new filters and participants brought in more than 50 used oil filters. Some participants brought in more than 5 at a time. One customer brought in 11 at one time. The majority of the people who stopped by this booth were male (78%) while 22% were female. The total amount spent on new filters was \$324.16.

The youth recreation staff members were helpful, informative and professional in assisting all residents in determining the best place for their items and source separating and unloading resident's vehicles. As always, this event offers our youth volunteers an opportunity to shine in their community and it offers residents a positive interaction with their city, its youth, Monterey County, SVSWA and Tri-Cities Disposal & Recycling Service.

We were sorry to not have had Jose Quintero with us this year due to his injury but please be assured that Pedro Uribe was just as helpful and did a great job supporting our event. We are always thankful for your great staff! We are also thankful to Tri-Cities Disposal & Recycling Service for the continued involvement and support of the G3 sustainability initiative. We could not be as successful as we are without our great partners.

Please make your \$500 donation check payable to:

City of Gonzales
Attn: Sara Papineau-Brandt
P.O. Box 647
Gonzales, CA 93926

****Please notate the check as a donation for the "Gonzales Recreation Jacket Fund"**

Sincerest regards,



Maury Treleven

