



## IVGID Waste Not Annual Report 2010

**Waste Not's mission statement: "Community Conservation Services to Protect Our Resources"**

The Waste Not Programs are a Division of the Incline Village GID Public Works Department. Waste Not provides environmental education and technical services on a broad array of topics: watershed protection, water conservation, recycling, waste reduction, and wildlife education.

### Program Highlights 2010:

#### **Environmental Education / Outreach Program**

- Waste Not staff provided outreach materials and interactive educational activities at more than 50 Tahoe area events or presentations.
- A list of the 2010 events and outreach efforts is included at the end of this report.
- Waste Not staff produces a large variety of brochures, flyers and factsheets on conservation topics such as water quality, watershed protection, recycling, waste reduction and wildlife issues. Producing these materials in-house allows us to create custom information for clients at minimal cost.
- In addition to extensive website information ([www.ivgid.org/conservation](http://www.ivgid.org/conservation)), Waste Not uses social media outlets including Facebook. Facebook pages have been established for IVGID Waste Not, Tahoe Water Suppliers Association and Keep the Sierra Green.
- In 2010, an estimated 250,000+ persons received the Waste Not and TWSA messages via print and web media, classes, presentations, tours and direct contact at events.



*Waste Not provides environmental education to students, residents, visitors and businesses through events, presentations, tours and media.*

**Keep the Sierra Green (KSG)  
Regional Green Business Recognition Program**

- Keep the Sierra Green is a collaborative, regional green business recognition program launched in 2009. It is open to businesses located along the I-80 corridor between Incline Village, NV and Nevada City, CA. This program recognizes businesses who have taken extensive steps to reduce solid waste, water and energy use in their daily business operations. Participants must gain points in 5 areas on a comprehensive checklist to be accepted.
- There are 44 businesses in the program region-wide as of year-end 2010.
- The following Incline/Crystal Bay businesses are KSG participants:
  - *Austin's Restaurant*
  - *BITE Restaurant*
  - *The Potlatch*
  - *Tahoe Center for Environmental Sciences*
  - *Hyatt High Sierra Lodge*
  - *Hyatt Resort and Casino*
  - *EV Village, electric vehicles*
  - *Soli Real Estate home office*
  - *Rimon Law Group / Lara Pearson*
- KSG Program Sponsors include: Incline Village GID; Town of Truckee; Nevada County, CA; Placer County, CA; North Lake Tahoe Chamber of Commerce; Tahoe Donner Chamber of Commerce and the Sierra Green Building Association.
- A list of participating businesses and program details are posted at: [www.KeeptheSierraGreen.org](http://www.KeeptheSierraGreen.org).
- The website was redesigned in 2010 for improved visual design and interactive features.



**KEEP THE SIERRA GREEN**  
Sustainability & Waste Reduction  
Business Recognition Program

**SUPPORT LOCAL GREEN BUSINESSES!**  
Green Businesses go beyond recycling to reduce waste, prevent pollution and conserve energy and water resources.

**TRUCKEE** Lil' Green Beans Daycare *New* • Porter Simon, Professional Corporation *New* • Stoel Rives, LLC *New* • TahoeBlu *New* • AhhNatural • Business Connections • Chris Wilson Home Maintenance & General Construction • Gerber Home Cleaning • Pacific Crest Grill • Sierra Cost Management • SnowTech • Spirit Interior Design & Gallery • Technical Equipment Cleaners • Truckee Tahoe Airport District\* • Yankin's Reclaimed Materials

**EASTERN PLACER COUNTY**  
Granlibakken Conference Center & Lodge\*  
Integrated Environmental Restoration Services\*  
Tahoe Adventure Company  
Tahoe Mountain Sports

**NEVADA COUNTY**  
Atmosphere Design Build Inc. *New*  
Fine Line Joinery  
GreenSmart  
Lotus Lake House

**INCLINE VILLAGE/CRYSTAL BAY**  
BITE Restaurant *New* • Hyatt High Sierra Lodge *New*  
Hyatt Regency Lake Tahoe Resort and Casino\*  
Rimon Law Group/Law Office of Lara Pearson  
EV Village • The Potlatch • Soli Real Estate  
The Tahoe Center for Environmental Sciences\*

\*2009 Award Recipient



**Look for our logo.**  
Local Green Businesses display this logo in their shops and on their websites.

**[www.KeeptheSierraGreen.org](http://www.KeeptheSierraGreen.org)**

The above is a partial list of recognized green businesses. For more details and an updated list of participating green businesses, please visit [KeeptheSierraGreen.org](http://KeeptheSierraGreen.org). More businesses are recognized all the time!

Participating Sponsors:



*Keep the Sierra Green has grown to include 44 regional green businesses since its inception in 2009.*

## Community Recycling Programs

- The Incline Village/Crystal Bay community achieved an 18% recycling rate in 2010.
- A Recycling Advisory Committee (RAC) was re-established in fall 2010. The committee focus is prioritizing program modifications to achieve the Washoe County 35% recycling rate by 2015, per the county recycling diversion mandate.
- In the fall of 2010, Waste Not conducted a short and a long community recycling survey. Survey results from more than 250 customers provided Waste Not staff and the RAC with feedback on customer program satisfaction and potential recycling program improvements.
- Waste Not produces a 6 page recycling guide which is updated quarterly. In addition, Waste Not collaborated with Keep Truckee Meadows' Beautiful to include Incline Village/Crystal Bay specific information in the 28 page regional recycling guide, published for the past 3 years in the Reno/Northern Nevada AT&T phone book.
- Waste Not staff provides commercial customers with free waste reduction consultations upon request.



## Internal Waste Reduction Services

- Staff assists other IVGID Departments with general and specialized recycling collection setup for ongoing and seasonal business needs.
- Staff provides cardboard collection to IVGID venues. In 2011, larger venues are transitioning to cardboard recycling service now offered by Waste Management.
- Waste Not is working with the IVGID Buildings Department to identify energy reduction opportunities throughout the District. The District received significant rebates from NV Energy for recent retrofits and upgrades.

*Single Stream (Blue Bag) collection resulted in 820 tons of mixed recyclables being recovered.*

## 2010 Incline Village / Crystal Bay, Nevada Recycling & Diversion Results

<b>Material Type</b>	<b>Weight in U.S. Metric Tons</b> <i>(2000 lbs. per ton)</i>
<b><u>Public Programs:</u></b>	
Newspaper/Office Paper	2
Cardboard	81
Mixed Glass	31
Blue Bag Mixed Recycling	820
Appliances (White Goods)	17
Scrap Metal	10
<u>Green Waste Recycling Events/Curbside Pine Needle Week</u>	<u>149</u>
<b>Waste Management Inc. Recycling Total</b>	<b>1,110</b>
Zero Waste Events	5
Waste Not HHW Program	14
Waste Not Christmas Tree Program	14
Waste Not E-Waste Program	29
<u>Biosolids Composted (IVGID Wastewater Treatment Plant)</u>	<u>329</u>
<b>Public Works/Waste Not Recycling Programs Total</b>	<b>391</b>
• <b>Total Public Programs</b>	<b>1,501</b>
<b><u>Private Programs:</u></b>	
Empire Green Waste Recycling Drop-Off (Short- term recycling drop-off which was open to public)	481
Other Private Recycling (Estimate) (Cardboard / paper backhauling by Raley's, Hyatt, Post Office.....)	1,794
• <b>Total Private Programs</b>	<b>1,803</b>
<b><u>Total Recycled Materials</u></b>	<b><u>3,783</u></b>
<b>Solid Waste sent to Lockwood Landfill</b>	<b>16,647</b>
<b><u>IV/CB Public and Private Programs Recycling Rate = 18%</u></b>	



**Environmental Benefits**  
**Resources Saved from Our Community Recycling Efforts**  
*(Calculated from US EPA estimates)*

**Paper and Cardboard:**

- 8,375 mature 12” trees
- 187,198 gallon of oil
- 1,626 cu. yds. of landfill space
- 2,019,763 KW of energy
- 3,448,375 gallons of water

**Aluminum/Steel/Glass:**

- 222,309 gallons of oil
- 28,230 tons of CO2



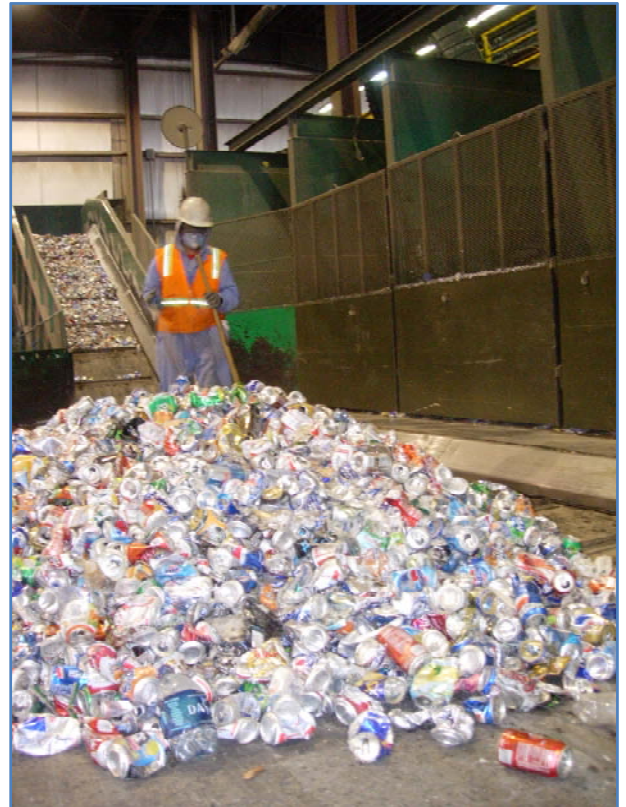
**Overall:**

**Energy:**

Saved between 35-95 percent of virgin production energy needs depending on material type.

**Jobs:**

The District’s single stream recycling is processed locally. The EPA estimates that for every 1 ton of material diverted from the landfill, 5 jobs are created.



*The District’s Single Stream (Blue Bag) recyclable materials are processed in Truckee at the Cabin Creek Materials Reclamation Facility.*

## Household Hazardous Waste (HHW) & Electronic Waste (E-Waste) Recycling Programs

- Waste Not's HHW drop-off collection service accepts a full list of common household chemicals from residential customers, such as: batteries, fluorescent light bulbs, solvent and water based paints, cleaners, pesticides and spa chemicals. The HHW program provides a vital service in the prevention of illegal dumping into the sanitary sewer system and in the community.
- Electronic waste such as used computers, computer accessories, handheld personal electronics, televisions, and small appliances are also accepted.
- Waste Not's collection programs served 1,300 customers and diverted 43 tons of combined household hazardous and electronic waste materials from the landfill.
- Waste Not's Tuesday/Thursday drop-off is the most convenient program in the Reno/Tahoe area for our customers.
- A full list of accepted materials is available in the IVGID Waste Not Recycling Guide: [www.ivgid.org/conservation](http://www.ivgid.org/conservation).



*Waste Not maintains a household hazardous waste (HHW) collection site at 1220 Sweetwater Road. The site is open to District residents every Tues. & Thurs. from 3 to 5 pm or by appointment. 14 tons of HHW was processed in 2010.*



*Electronic Waste recycling remains a very popular program for the community. More than 29 tons of outdated electronics was recovered in 2010.*

## Green Waste Recycling Program

- In 2010, the Pine Needle Recycling Site at Diamond Peak was closed. Factors such as lack of resale market, loss of site for construction of the new Diamond Peak skier services facility and staffing requirements were evaluated in the decision to close the site.
- Waste Management and Waste Not partnered to provide 2 drop-off recycling events for mixed green waste as an alternative. The traditional curbside pine needle recycling week was also offered. The traditional curbside pine needle recycling week was also offered.
- These two events resulted in more than 200 customers recycling 135 tons of mixed green waste.
- Annually, Waste Not partners with the North Lake Tahoe Fire Protection District to offer a free Christmas Tree Chipping Program.
- In 2010, 14 tons of wood chips were produced from the Christmas Tree Recycling Program. The chips were used on IVGID property for erosion control purposes.



*Two Green Waste Recycling drop-off events were provided for the community to support defensible space efforts.*

## Lake Tahoe “Zero Waste Project”

- The Zero Waste Project remains a popular component of Waste Not’s community services. This project is managed by Waste Not’s AmeriCorps volunteer during their year of service.
- Community event organizers receive planning assistance and the use of collection containers for diverting recyclable and compostable materials at public events.
- Most participating events achieve at least a 50% reduction in solid waste produced. Several have achieved greater than 90% waste reduction using this community program.
- In 2010, Waste Not assisted more than 20 community events in major waste reductions via the Zero Waste Project. The most successful of these events include: the Incline Boosters Annual Crab and Pasta Feed, the Chocolate, Wine and Roses Festival, the Trail of Treats Pumpkin Carving Event, North Lake Tahoe’s Earth Day Festival, NLTFPD’s Pancake Breakfast, and several of the Red White and Tahoe Blue events.
- An estimated 5 tons of food waste was processed into soil amendment (compost) from this project last year.



*More than 20 community events achieved major solid waste reductions using composting and recycling services of the Lake Tahoe Zero Waste Project.*

## “Stash Your Trash” Bear Awareness Program

- Bear activity and damage decreased in our community in 2010. This can be attributed to several factors including: the ongoing “Stash Your Trash” public education campaign, the effectiveness of IVGID’s trash compliance ordinances, staff working with customers regarding problem locations and NDOW’s removal of several problem bears in 2009.
- Only 1 bear was euthanized from within the District in 2010. This is a significant reduction from previous years.
- Waste Not secured \$25,000 in grant funding for the purchase of 20 double bear boxes for Incline school campuses and student playing fields. The grant funding was secured via the Schoolyard Habitat Program of the US Fish and Wildlife Service’s Partners in Wildlife Program. Bear Boxes were placed at Incline elementary, middle and high school campuses, the Sierra Nevada College campus, and the IVGID skatepark and ballfields.
- There is a bear sighting reporting link and map of bear activity on the IVGID website. Citizens can report bear sightings/problems at: [http://ivgid.org/news\\_events/view/bear\\_activity](http://ivgid.org/news_events/view/bear_activity).
- Waste Not staff provided education and outreach to residents, visitors and local businesses on wildlife issues. In 2009 and 2010 Waste Not hosted community wildlife education forums.
- Bear boxes within the District are mapped into IVGID’s GIS database. Bear Box placement specifications were standardized with Washoe County, in order to reduce the number of boxes being located in the county right of way.
- IVGID Public Works / Waste Not are members of the Sierra Front Bear Working Group.
- Waste Not annually conducts a site survey of commercial dumpsters to verify their working condition as a bear-resistant container. Staff works closely with Waste Management to make sure defective units are replaced promptly. Units are re-labeled with “Lock the Dumpster” stickers (bilingual; english/spanish) and bear awareness information is placed on enclosures.
- Waste Not began monitoring the regulations and providing community education on the Bear Hunt authorized by the Nevada Department of Wildlife slated to begin in 2011.



**Stash Your Trash!**

photo credit: Jan Schmidt

**Access to Garbage = Bear Deaths, Property Damage and Public Safety Concerns**

This Bear Resistant Trash Container was sponsored by the U.S. Fish and Wildlife Service's "Partners for Fish and Wildlife Program".

For more information, contact IVGID Waste Not (775-832-1284) [www.stashyourtrash.org](http://www.stashyourtrash.org)

U.S. Fish and Wildlife Service Partners for Fish & Wildlife

Incline Village Waste Not

*Custom signage was designed for the 20 bear boxes recently installed on community school campuses through a Schoolyard Habitat Program Grant.*

## Water Conservation / Water Quality & Tahoe Water Suppliers Association (TWSA)

- Staff has provided administrative support for the TWSA since 2003. The organization was founded to fulfill the regulatory need to report on watershed conditions and source water protection efforts for non-filtration municipal water purveyors at Lake Tahoe. IVGID and 11 other Tahoe water providers comprise TWSA's membership. Annual funding is derived from a cost share agreement.
- Waste Not staff publishes the *TWSA Watershed Control Program Annual Report* each fall. This report is required by the US EPA to support the filtration exemption status of several of the purveyors, including IVGID. The report is an extensive annual record of regional demographics, inventory of watershed characteristics, physical changes and BMP/ EIP improvements in the watershed, summary of scientific research and compilation of the members water quality testing and watershed maps.
- TWSA maintains a website at: [www.tahoeh2o.org](http://www.tahoeh2o.org).
- TWSA collaboration with the Rural Community Assistance Corporation (RCAC) has resulted in the long-term offering of free water and wastewater education classes in the North Lake Tahoe area. Area utility staff can attend these workshops to fulfill mandatory certification renewal and continuing education hours.



*The Drink Tahoe Tap taste test remains a popular educational activity. Participants consistently choose tap water over bottled water in this blind sampling activity.*

(Water/TWSA continued)

- TWSA provides public education on Aquatic Invasive Species (AIS) and TRPA blue boater requirements to water recreation users.
- Waste Not staff provided water quality sampling support for the Asian Clam Removal Project with several sessions of field work on the research boats conducting the background and operations monitoring. The research team benefited from staff participation with a greater understanding of drinking water provider concerns relative to ongoing research/eradication projects of invasive species.
- Staff attends Shorezone Coordination, Aquatic Invasive Species (AIS) and TRPA meetings.
- Staff conducts bi-weekly water quality sampling of the District's beaches.
- Waste Not conducted 30 free, landscape water use audits for IVGID customers and mailed out over 800 high water use courtesy postcards.
- Staff coordinates and hosts the North Shore activities for Tahoe's annual Snapshot Day water quality sampling event in May, Community Clean Up in June, and International Coastal Cleanup Day in September.
- TWSA sponsored 4 screenings of the documentary TAPPED throughout the Tahoe / Truckee / Reno area. The film explores the many aspects of the environmental impacts of bottled water versus tap water consumption.
- TWSA sponsored the installation of 12 dog waste bag dispensers and custom signage for use at high-use dog walk areas around Lake Tahoe at Hidden Beach, at Burke Creek in Tahoe City and in Incline along Third Creek.

FROM THE PRODUCERS OF WHO KILLED THE ELECTRIC CAR? AND I.O.U.S.A.

#EYE-OPENING, INFORMATIVE AND INCREDIBLY IMPORTANT FOR YOU TO SEE. TAPPED IS ANOTHER EXAMPLE OF REALIZING FILM'S POTENTIAL TO INSPIRE. THIS IS A PASSIONATE DOCUMENTARY, WELL-EXECUTED, FROM ENGAGING AND INTELLIGENT VOICES WHO WILL INFORM AND ENTERTAIN YOU WITH THEIR MOVIE. SEE IT!!

WE NEED MORE MUST-SEE FILMS LIKE TAPPED, IN ORDER TO INSPIRE THE CHANGE AND SOLUTIONS THAT OUR PLANET SO DESPERATELY CRAVES.

David de Rothschild

Ben Lyons, U! Entertainment & All the Movies



# TAPPED

Official Selection  
Hudson Valley Film Festival 2008

Official Selection  
Theater of the Oppressed 2008

Official Selection  
Hudson Valley Film Festival 2008

Best Documentary  
Hudson Valley Film Festival 2008

Official Selection  
Hudson Valley Film Festival 2008

Official Selection  
Hudson Valley Film Festival 2008

Best of Fest  
Columbia River Film Festival 2008

**Free Screenings presented by the Tahoe Water Suppliers Association**  
For more information on any screening: contact TWSA at 775-832-1212

**Friday, July 16 @ 8 PM / Galena Creek Regional Park, Reno, Nevada**  
Hosted by the Great Basin Institute (rescheduled from original date of June 11)

**Thursday, July 22 @ 7 PM / North Tahoe Events Center  
8318 North Lake Boulevard, Kings Beach, CA**  
Hosted by the Squaw Valley Institute

**Tuesday, August 3 @ 8:30 PM / Commons Beach  
380 North Lake Blvd., Tahoe City, CA**  
Hosted by Tahoe City PUD

**Saturday, August 21 @ 7:30 PM  
Martis Creek Lake Campground, Truckee, CA**  
Hosted by U.S. Army Corps of Engineers, Martis Creek Lake

[www.tappedthemovie.com](http://www.tappedthemovie.com)

THIS FILM IS A MEMBER OF THE CLINTON GLOBAL INITIATIVE.

**Keep Lake Tahoe Clean.**



My owner picks up after me, Does yours?

**Protect the Source of your drinking water.  
Always clean up after your pet.**

**They Drop It; You Drink It.....**

Sponsored by:  **TAHOE WATER SUPPLIERS ASSOCIATION**  
PROTECT THE SOURCE

2010 TWSA watershed protection education efforts included: "Drink Tahoe Tap" with screenings of the movie, TAPPED and "They Drop It- You Drink It"- a dog waste pick-up awareness campaign.

## Awards and Recognition

- In 2010, IVGID's Resource Conservationist (Madonna Dunbar) was selected to serve as the green business adviser on an 8 person team of consultants providing business development mentorship for the Young Entrepreneur Program (Y.E.P) of South Africa. This program is grant funded by the U.S. State Department. The Y.E.P. program is a partnership between Sierra Nevada College and the Northern Nevada International Institute (part of UNR). The program mission is to provide business development to young entrepreneurs in South Africa, through formal academic training and hands-on internships and mentorship. Program participants are selected through an annual competition which is quite competitive. The businesses are evaluated for potential growth and job development in low income neighborhoods (townships) of South Africa.
- In February 2010, IVGID Waste Not hosted Jabu Thabethe as a Y.E.P. intern. Jabu manages a small recycling facility, the 'Zondi Buy Back Center' in the Soweto Township located in Johannesburg, SA. The intern experience provided Jabu with exposure to industrial recycling and composting processes and facilities in the Reno/Tahoe area, and provided in-depth experience with community environmental education and outreach.

## 2010 Waste Not & TWSA Public Education Log

<i>Month</i>	<i>Event / Activity</i>	<i>Contacts</i>
January	Public Works newsletter	4000
	Wildlife Forum	68
	Energy Forum	15
	Zephyr Cove Elementary	100
	Children's Cabinet Parent Talk	30
	Olympic Heritage Bags	750
	Recycling presentation at TCF	10
	Recycling/Bear presentation at Boys & Girls Club	24
	Tahoe TV Banner ad (number of runs)	676
	Waste NOT e-blast	1558
	PCC meeting	50
February	IHS Boosters Crab Feed	500
	TAPPED Screening - SLT / LTCC	54
	Waste NOT e-blast	1558
	LTCC Sustainability Class	14
	Public Works newsletter	4000
	Energy conservation presentation at TCF	7
	Sierra Nevada Journeys Conference	40
PCC meeting	50	

March	Incline Middle School Career Day	58
	Gourmet Ski Tour at Tahoe X-C Center	350
	Truckee Crab Feed	500
	Snowfest - Pancake Breakfast	350
	TAPPED Screening - TERC	100
	Bear Awareness Presentation at TCF	15
	Special Olympics	300
	Public Works newsletter	4000
	PCC meeting	50
April	Kids for Conservation	150
	Tahoe-Truckee Earth Day	5000
	Yard waste event	150
	SLT Earth Day	700
	Public Works newsletter	4000
	TAPPED screening at Sierra College	50
	PCC meeting	50
May	Snapshot Day	26
	Public Works newsletter	4000
	PCC meeting	50
	UNR Community Connection Day	50
	Great Basin Outdoor School Presentation	35
June	NLTBA Chamber Business Faire	225
	Water Conservation Ad/NLT papers	60,000
	Yard waste Event	125
	Veterans/MOAA Dinner	54
	Public Works newsletter (CCR)	4000
	X-Stream Clean	30
	Starlight cinema	40
	Golf Fore Education	150
	PCC meeting	50
Lake Tahoe School graduation	350	
July	Red, White Tahoe Blue/Lions Club breakfast	1000
	RWTB community fair	800
	RWTB veteran lunch	80
	RWTB Firehouse breakfast	1500
	SiGBA GreenFest - ZWE - 2 days	2000
	SiGBA GreenFest -TWSA Taste test	500
	Public Works newsletter	4000
	Relay for Life	300
	PCC AmeriCorps lunch	40
	TAPPED - Kings Beach	50
	PCC meeting	50

August	IVGID Water Carnival	400
	Children's Science Day	400
	TAPPED - Tahoe City	55
	IVGID Employee awards	50
	Public Works newsletter	4000
September	PCC meeting	50
	Public Works newsletter	4000
	Coastal Clean Up Day	25
	Great Basin Outdoor School	50
	Greenwaste recycling event	60
	PCC meeting	50
October	Public Works newsletter	4000
	Salmon Festival	400
	PCC retreat	50
	SNC college tour	15
	Pumpkin Patch	100
	PCC meeting	50
November	Public Works newsletter	4000
	Nevada Recycles Day	100
	PCC meeting	50
	Tahoe Traveler Ad	60000
	Choc, Wine, Roses	300
December	DP Grand Opening	300
	Public Works newsletter	4000
	Tahoe Winter Supplement	60000
	PCC meeting	50
	IVGID conservation webhits (estimate)	6000
	TWSA webhits (estimate)	3000
	high water use postcards	800+
Water Audits (season)	30	

**Total Client Reach**

**261, 217 Individuals**