

Zero Waste Communities of San Bernardino County

Public Education & Community Outreach Program

Annual Report 2009-2010



ZEROWASTE

Sustainability matters . recycled

A fresh approach . Reuse your bag . Reduce waste . Compost .

Sustainability matters . Less is more .

Sustainability matters

Buy recycled . A fresh approach . Reuse your bag

Less is more . Live green



Table of Contents

Program Overview	3
Website	3
City-Specific Information	4
Curbside Recycling Section with Blog	5
Committee Information	6
Quick Links	6
Website Link Exchange	6
Reusable Bag Designs with Website Link	7
Commercial Recycling	7
Billing Inserts, Fact Sheets & Commitment Letters	7
Thank You Packages	8
Curbside Recycling	9
Neighborhood Association Outreach	9
Waste Characterization Assessments	10
Focus Group	11
Monthly Recyclables	11
Online Hubs	12
Surface Waste Assessment	12
Results	13
Reusable Bag Campaign Groundwork	13
Plastic Bag Survey Analysis	13
Researching Stores and Reusable/Plastic Bags	20
Events	20
California Resource Recovery Association (CRRRA) Conference	20
Tablings to Conduct Plastic Bag Surveys	20
Curiosity Quest PSA	21
Phone Book Advertisements	21
Research	22
Reuse Guide Information	22
Take-Back Programs	22
Contract Administration	23
Consultant Evaluation Forms	23
Monthly Updates	23
Appendix	25
Appendix A Website	26
Appendix B Commercial Outreach Materials	34
Appendix C Curbside Recycling Program	44
Appendix D Events	59
Appendix E Phone Book Advertisements	64

Program Overview

S. Groner Associates, Inc. (SGA) developed and implemented a regional waste reduction Public Education and Community Outreach program for the Zero Waste Communities of San Bernardino County. Over the past two years, SGA has worked closely with Committee members on projects and activities to build awareness of Zero Waste Communities (ZWC) programs and the basic principles of waste reduction, material reuse and recycling, along with working to positively change behaviors to redirect waste from the landfill.

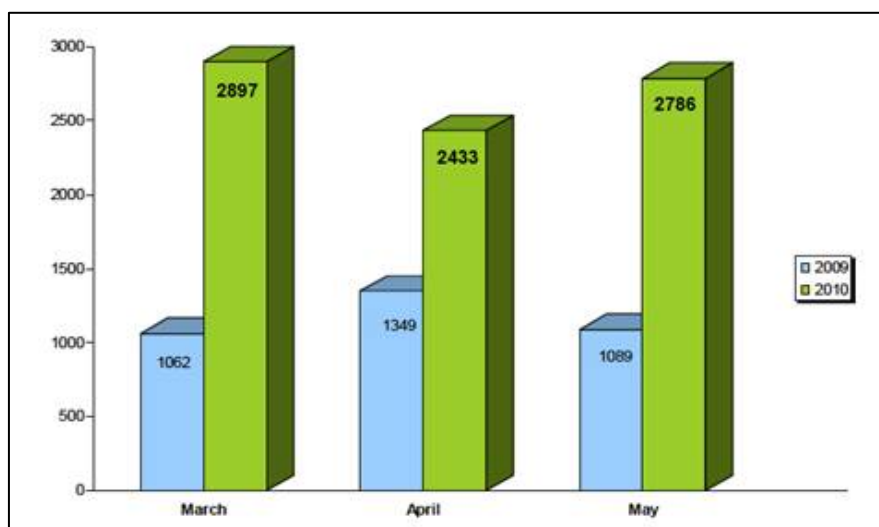
From July 2009 to June 2010, specifically, SGA has carried out several projects including addressing the website, phone book advertisements, events, curbside recycling, commercial recycling, and more. For the website, SGA worked to augment the site and promote more visitors to the website. SGA also worked with the Committee to replace the Reuse Guide with a smaller advertisement directing users to the new and improved website for information. We participated in several events on behalf of the ZWC as a way to educate and gain feedback about zero waste principals from residents throughout the County. In addition, SGA provided account management and administrative support through contract administration and committee coordination. We carried out ZWC waste diversion projects designed to address the areas of greatest concern, which included commercial and curbside recycling. Lastly, SGA conducted research for future projects including updating the Reuse Guide information, research on take-back programs and research on plastic bag recycling outlets.

SGA has collaborated with the ZWC Committee on the development and implementation of several initiatives supporting waste prevention, reuse and recycling throughout the region. This annual report summarizes such projects SGA carried out from July 2009 to June 2010 on behalf of the Zero Waste Communities of San Bernardino County which features the following highlights:

- Website: Increased websites visitors by over 200 percent.
- Commercial Recycling: Coordinated distribution of over 5,000 billing inserts and over 400 thank you packages.
- Curbside Recycling: Achieved a 54 percent reduction in recycling bin contamination.
- Reusable Bag Campaign: Collected over 150 surveys from residents across three cities.

Website

In SGA's first year (July 2008 to June 2009), we worked with the Committee to completely overhaul the previous zerowastecommunities.org site. In this past year, SGA built on the site's foundation to increase website visits and general use by expanding the site's content and usability, along with promoting the website. Since revamping and re-launching the ZWC website in 2009, SGA has seen the number of website visits double, from a little over 1,000 visits a month from a year ago to about 2,500 visits a month this year, as exhibited in the graph below. We were able to achieve this growth as a result of a combination of efforts, the most important being augmenting content to make the information relevant, timely, and helpful.



Encouraging Regular Visits: Providing City-Specific Information

SGA is excited to have incorporated a section powered by a custom-developed Content Management System (CMS). This section is valuable in maintaining website traffic flow as the information presented provides a reason for visitors to return again and again. SGA developed a residential recycling section that offers city-specific and county area information to residents regarding what recyclable materials are allowed in their recycling bins, trash bins and green waste bins. Developed by SGA from the ground up, the CMS runs on a technology designed to organize a substantial body of information, and provide the information to the user in a straightforward, easily digestible manner. Curbside recycling information for the ZWC was a perfect candidate for such a system as the information requires organizing a large number of material types and materials considered acceptable and non-acceptable across 16 ZWC cities and the County.

In this detailed data input process, the administrator enters each material, category, bin and municipality separately—essentially laying out all the puzzle pieces that will be used. Then the administrator selects each material allowed in each category for the different bins for every city with the click of a mouse (*See Appendix A Residential Recycling CMS User Interface*)—essentially assembling the puzzle pieces to complete the puzzle. With regards to items appropriate for recycling bins, materials are assigned to one of four categories: paper, plastic, glass and metal. If a material does not exist, a new material ID must be created. Further, if a city does not exist, a new city ID must be created. To date, there are 74 materials and 49 city and county areas with an average of 45 materials listed per city or county area in the CMS's database.

Another CMS built-in feature is its ability for the data input to take effect instantaneously, so as we update information to the CMS (i.e. adding folder paper); the item is organized and made live immediately upon entry. As an additional feature, SGA integrated a sidebar element that produces the address of the nearest Household Hazardous Waste (HHW) Facility based on the chosen city's location. This information is also retrieved using data input into the CMS. It runs on a geocode system programmed into the CMS which automatically assigns the appropriate HHW location based on the city's longitude/latitude map location.

Initially, the system was organized by zip code, but based on the Committee's familiarity with their jurisdictions, we were able to revise the system to be more efficient and allow for easier user navigation. The Residential Recycling section's landing page is now presented in the form of an alphabetical list linking each city and county area to their area-specific page for recycling, trash and green waste (*See Appendix A Residential Recycling Section and City-Specific Page*). Being able to incorporate Committee feedback has proven to be valuable in the development of the ZWC website. It is with this feedback that SGA's web development team is able to refine the website's features to better interact with its users.

Another city-specific section SGA developed is a commercial recycling section that offers businesses information on how to sign up for recycling programs. This section includes, but is not limited to: instructions on how a business can set up a meeting with their disposal company contact, how to receive a free waste assessment, equipment installation information, maintenance-based training and contact phone numbers. It is an essential first step for any area business looking to set up or inquire about a commercial recycling program (*See Appendix A Commercial Recycling City-Specific Page*).

Following Program Initiatives: Curbside Recycling Section with Blog

One of the big projects SGA carried out for the ZWC this year was the curbside recycling pilot program with the City of San Bernardino. As the website is the information hub for the program, we thought it was important to create a section that followed the curbside recycling pilot project. This section addressed the curbside project's purpose, collaborators, pilot area and progress. SGA created multiple points-of-entry for users to access program information (*See Appendix A Curbside Recycling Webpage*).

A key component to the curbside section is the blog, which houses information on what's been done for the curbside project (*See Appendix A Zero Waste Blog*; zerowastecommunities.org/blog). Added to the ZWC website this past year, SGA incorporated a blog into the site to allow for quick updates to be made about the pilot program. While completely aware of the opportunities and prospects presented by integration of the blog, SGA knowingly focused initial blog posts on the curbside recycling pilot progress. The blog is an area that is ripe for expansion in the coming year.

Referencing Program Material: Committee Information

Launched recently, the Committee Information section houses program administration materials such as meeting agendas, summaries and presentations (*See Appendix A Committee Access to Program Material*). This section targets our ZWC Committee members as website visitors and encourages them to utilize the site to access program information. The files are organized by date and promptly populated upon Committee acknowledgement, in addition to regular updates as materials are available. To ease access to this section by Committee members, we have created multiple points of entry for this section by adding a link to the navigation bar as well as incorporating it into the Quick Links section (discussed in more detail below). Looking forward, SGA is capable of password-protecting this section to reflect Committee preferences.

Finding the Good Stuff - Fast: Quick Links

In addition to adding meaningful and useful content to the site to keep it fresh and encourage repeat visits, it is very important to make sure this information is accessible. Building a site that is easy and logical for users to navigate means developing a website with usability in mind. In furthering the development of the website, SGA has enhanced the website's usability by integrating a Quick Links section into the homepage. The following are the website's Quick Links:

- Residential Recycling - As discussed in detail above, this section is a rich resource for all San Bernardino County residents to regularly utilize reminding them which waste items are acceptable in their recycling, trash and green waste bins. It offers city-specific information as well as the nearest Household Hazardous Waste Facility.
- Commercial Recycling -Also discussed above, this section is a valuable reference for learning how to take advantage of city and county recycling programs.
- Committee Members - Allowing the Committee access to their material continues to be a priority for SGA. Adding this secondary entry point was a logical choice.
- Curbside Recycling Pilot Program - With the success of the Curbside Recycling Pilot Program, we have found it fitting to feature a direct link to this highlighted section.
- Blog - The ZWC Blog is one of the highly visited areas of the website. By including it on the list, users are able to reach the blog section with a single click.

Connecting with Others: Website Link Exchange

Another tactic SGA has utilized to drive traffic to the website has involved reaching out to websites with overlapping eco-conscious goals in an effort to place our ZWC link on their site. When the endorsing site links to the ZWC site, they provide third party credibility to our information, telling their regular visitors that our site is a trusted source that has valuable information. SGA has extended the invitation to Grassroots Roots Recycling Network, Inland Empire Resource Conservation District (IERCD), Zero Waste Alliance, Treehugger, Green County San Bernardino and Save That Stuff. A database of linking efforts was created to reference each site's details. Thus far, the ZWC website has been successfully linked on

Green County San Bernardino, and we have a commitment from IERCD to be linked on their site once it's revamped (*See Appendix A Website Link Exchange*).

Promoting the Website: Reusable Bag Designs with Website Link

SGA has integrated the ZWC URL (www.zerowastecommunities.org) into offline materials including the reusable bag design (*See Appendix A Reusable Tote Bag Designs*). The designs clearly feature the URL on both sides, creating awareness of and exposure to the Zero Waste conversation. While a very subtle tactic, it contributes to circulating the URL and getting the website into the public's hands.

Commercial Recycling

SGA developed a targeted commercial outreach campaign to encourage recycling among ZWC businesses. Working in close collaboration with Committee members, SGA created and customized commercial recycling outreach materials building on motivators and social norms.

Encouraging Recycling Signups: Billing Inserts, Fact Sheets & Commitment Letters

The commercial recycling outreach campaign encourages non-recycling businesses to sign up for recycling services. In the first year of the contract, SGA worked with the ZWC Communities to design and implement a commercial recycling pilot program in the City of Yucaipa. To kick off the project, SGA conducted a phone survey with businesses in Yucaipa to assess the barriers and motivators associated with commercial recycling to inform the graphic and written content of the inserts. From the phone surveys, SGA learned that the largest barrier to participation among Yucaipa businesses was a lack of awareness related to commercial recycling services, while the most significant motivator was that recycling can save the business money. Participants also cited that the entities that would most influence businesses to participate in commercial recycling were City officials and their local hauler. Survey results also revealed that businesses preferred to receive information by mail. These barriers and motivators were then incorporated into billing inserts that SGA created to encourage recycling among Yucaipa area businesses.

The Yucaipa project set the stage for the work SGA carried out this past year (2009 to 2010). In this second year, the cities of Fontana and Highland, along with the Town of Apple Valley joined the commercial recycling program in an effort to expand commercial recycling in their jurisdictions. To facilitate this expansion, SGA drew from the tactics developed for the Yucaipa pilot and created customized billing inserts for each of the three cities (*See Appendix B Billing Insert*). This customization involved including each city's logo and appropriate contact information. Also mirroring the pilot project, the cities used their hauler—Burrtec—as distribution sources. The City of Highland was unable to coordinate with their haulers to distribute the billing inserts this year due to lien time and rate negotiations. SGA provided Highland with the latest workable file so Highland will be able to send the billing inserts out when the new rates are set. The following details the number of billing inserts developed and distributed in waste collection bills:

- City of Fontana: 2,300
- Town of Apple Valley: 3,000

In addition to the billing inserts, SGA created commercial recycling outreach materials which included a fact sheet and commitment letter customized for each city (*See Appendix B Fact Sheet and Commitment Letter*). Building on the monetary motivator discussed above, the fact sheet further highlighted the dollar amount a business could save by recycling and listed the four easy steps to sign up for commercial recycling. The Town of Apple Valley placed the fact sheets in a kiosk in the Town Hall lobby, and the City of Fontana used the fact sheets in face-to-face outreach with businesses. The commitment letter was meant to accompany the fact sheet in face-to-face outreach with businesses. By having business contacts sign letters, they make the commitment to sign up for recycling. This action step (signing commitment letters) has been shown to be extremely effective in achieving behavior change (signing up for recycling).

It is worth noting that the City of Fontana capitalized on using both of these commercial recycling outreach materials when talking in-person with businesses. Fontana scheduled meetings with businesses, conducted face-to-face outreach with businesses, had the businesses sign commitment letters and followed up with the businesses, with support from SGA. In the end, the City of Fontana obtained 16 new sign-ups for commercial recycling out of the 17 businesses approached—a 94% success rate!

Recognizing Recycling Businesses: Thank You Packages

For the Yucaipa pilot project last year, SGA developed materials targeted at existing recycling businesses to reinforce recycling behaviors that we want businesses to sustain. SGA developed “thank you packages” that included a thank you letter, certificate of appreciation, and a “We Care, We Recycle” window decal. These materials were distributed to recycling businesses to, not only reinforce the participating business’ positive recycling behaviors, but to also encourage non-participants to recycle by creating a visual social norm that modeled the desired behavior of recycling.

Spring-boarding from the pilot, SGA worked closely with Committee members to create customized “thank you package” materials for businesses recycling in the cities of Fontana, Highland and Rialto as well as the Town of Apple Valley (*See Appendix B Thank You Letter, Certificate of Appreciation and “We Care, We Recycle” Window Decal*). The “thank you package” materials not only commended existing recycling businesses, but also encouraged non-participants to recycle as the materials were displayed in the businesses and contributed to establishing a social norm. SGA prepared, printed, compiled and mailed out customized “thank you packages” for recycling businesses in the cities of Fontana and Rialto and the Town of Apple Valley. SGA also prepared customized thank you letters and certificates of appreciation for the City of Highland that will be delivered to recycling businesses in person. The following details the number of “thank you packages” SGA developed:

- City of Fontana: 131
- City of Rialto: 91
- Town of Apple Valley: 202
- City of Highland: 45

Curbside Recycling

Just as last year featured the Yucaipa pilot project, this year SGA coordinated a curbside recycling pilot program in the City of San Bernardino that can feed into future ZWC initiatives. The program goals aimed to increase curbside recycling and decrease blue bin contamination by approximately five to 10 percent.

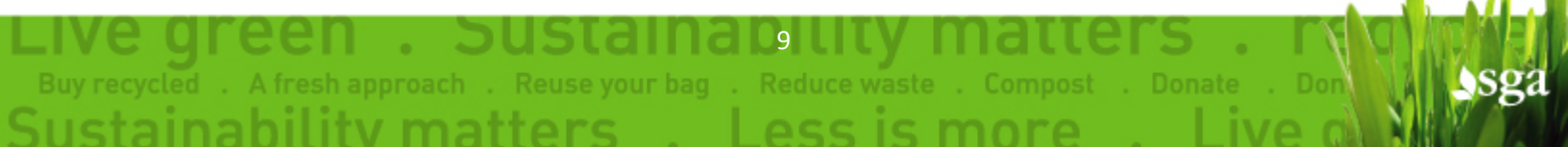
SGA—in close collaboration with the City of San Bernardino and partner Del Rosa Neighborhood Action Group (DRNAG)—developed a public outreach pilot project targeting 300 homes in the Del Rosa Estates community in San Bernardino City. The pilot’s layered and individualized outreach campaign successfully reduced by 54% recycling bin contamination among residents, far exceeding the initial goals of the program.

The pilot project closely followed CBSM’s stepwise approach, which emphasizes (1) formative research, (2) piloting the outreach strategy, (3) an evaluation in carrying out an effective outreach campaign and finally (4) refining and expanding the strategic outreach effort. In line with this approach, SGA first conducted formative research to identify the barriers and benefits associated with curbside recycling and identify the best partnership to build with an active neighborhood association, followed by the development of a targeted outreach campaign, which will be discussed in detail below.

Forging a Partnership: Neighborhood Association Outreach

In pinpointing the pilot area, SGA conducted a thorough evaluation of nearly 60 neighborhood associations within the county before seeking out a partnership with DRNAG. To best facilitate conversations with neighborhood association presidents, SGA created a question guide to provide a general framework for reaching out to and touching base with San Bernardino City neighborhood associations and watch groups. The questions helped us narrow down appropriate groups to collaborate and partner with to ensure that we made the most beneficial pilot area selection (*See Appendix C Neighborhood Associations Evaluation*).

By documenting our interviews in a chart with key selection criteria such as: location served, frequency and purpose of meetings, member network, outreach resources, level of activism, and referrals from other associations; we were able to get a strong sense of how engaged and open to partnership each association was (*See Appendix C Neighborhood Associations Call Notes*). After short-listing our top three groups, we scouted the Del Rosa Estates area recommended by DRNAG to gain a better understanding of the neighborhood including physical boundaries and demographics.



SGA also met in-person with the DRNAG president to confirm the pilot partnership and discuss ways in which the program could leverage DRNAG's existing resources. Not only did the association provide complimentary column space for the Committee to contribute monthly updates about the pilot for half the year, but the neighborhood association also lent the ZWC event space and recruited participants in the pilot area for our focus group session. DRNAG's third-party community endorsement became a cost-effective communication network that helped to develop trust with our target community. The pilot's success was due in large part to this effective community partnership that expanded the credibility, visibility and reach of project messages.

Taking a Closer Look: Waste Characterization Assessments

Working with the City of San Bernardino, SGA also designed and executed a waste characterization to evaluate changes in recycling behaviors both before and after the outreach campaign. SGA first conducted a baseline waste characterization to not only identify what residents were recycling and in what quantity, but what they were disposing of as trash. SGA coordinated with the City of San Bernardino through conference calls and email updates several times prior to each assessment, to collect and analyze one week's worth of curbside trash and recyclables from 35 homes on or around La Hacienda Drive in San Bernardino's Del Rosa Estates. Upon a recommendation provided by DRNAG and prior to analyzing the collected waste, SGA worked with the City to issue a notification letter to alert residents that the team would be evaluating their recycling and trash (*See Appendix C City Privacy Notice*).

In advance of the waste assessment, SGA researched CIWMB standards and waste characterization recommendations, as a framework to boil down the material groups we assessed. SGA organized the waste characterization staffing, which included four SGA staff members and one City staff member for a team of five (*See Appendix C Waste Assessment Photos*). SGA trained staff members internally regarding pilot goals, approach and material categories. In the baseline assessment, we examined: paper, glass, cardboard, plastics, steel/tin cans and aluminum, electronic waste, household hazardous waste, organics and trash. In the post-assessment, the same material categories were evaluated and further dissected by taking a closer look at key contaminants including clothes, plastic bags, Styrofoam and food waste (*See Appendix C Waste Assessment Survey*).

Results of the baseline waste characterization revealed that residents had a tendency to "over-recycle," as the recyclables had a 45.5% contamination rate. This insight not only allowed SGA to establish a baseline reference from which to compare post-outreach efforts, but it also allowed us to obtain an intimate look at the resident's unique recycling and waste disposal behaviors to feed back into our messaging campaign. The baseline information helped SGA identify what materials to focus on as "recyclables of the month" and what materials are common contaminants that should be considered "non-acceptables of the month" (materials residents should keep out of the recycling bin).

Understanding Motivators and Barriers: Focus Group

SGA also coordinated a focus group with area residents to better understand what factors would encourage and limit them from recycling. We were fortunate to obtain DRNAG's aid in recruiting residents and providing a meeting space to conduct our focus group at the Native Sons of the Golden West building (2701 N. Del Rosa Ave., San Bernardino) on the evening of February 8, 2010, from 6:30-8:00pm.

We had a total of eight participants, five of whom were recruited by DRNAG's President and either DRNAG board members or Del Rosa Estates Residents. The other three were recruited by SGA staff using a custom flyer (*See Appendix C Focus Group Flyer*) supplemented with direct face-to-face canvassing at the closest Stater Bros. market to the Del Rosa Estates (located at the intersection of Highland Ave. and Del Rosa Ave.).

We kicked-off the night with a brief introduction discussing the Pilot Program, its collaborators, the purpose of the focus group and setting the ground rules for a meaningful discussion. From there, we dived into an engaging ice breaker activity asking participants to write down on a post-it note whether specific items were recyclable, trash or if they weren't sure, not sure. This ice breaker helped everyone get comfortable with each other and set the stage for a group discussion.

As part of the planning process, SGA prepared for the focus group by developing a focus group road map (*See Appendix C Focus Group Road Map*) which outlined the evening's flow and listed out the questions SGA used to guide the discussion. By the end of the evening and after a good hour of discussion, we learned that participants were eco-conscious and had a tendency to "over-recycle" (i.e. when in doubt, they put items in the recycling bin). This resulted in recycle bin contamination; which provided some context to the results of the baseline waste characterization.

The focus group also revealed that a primary barrier to proper recycling was a lack of knowledge and confusion as to what could or could not be recycled. Focus group participants also recommended several actionable pieces to reduce the barriers associated with proper recycling, including providing a list of what can and cannot be recycled (*See Appendix C Focus Group Photos*). Del Rosa Estates residents viewed the City as a very credible source when it came to providing information about recycling. With these insights, coupled with the waste characterization information, SGA developed a targeted outreach campaign and materials to curb undesired behaviors and encourage positive ones within the pilot area.

Promoting the Outreach Campaign: Monthly Recyclables

The outreach campaign consisted of several components, all designed to address the barriers discovered through the formative research phase. First, to overcome residents' confusion as to what is and is not recyclable, SGA produced a magnet clearly illustrating all accepted recyclables, as well as common non-acceptables. This magnet aimed to overcome resident's confusion with regard to accepted recyclables by producing an easy-to-read guide (*See Appendix C Recycling Magnet Reminder*). Additionally, the magnet was also meant to act as a

prompt as it would likely be placed in proximity to the location of the target behavior (waste disposal): the kitchen trash can. The magnet was accompanied by a City letter discussing its purpose (*See Appendix C Recycling Magnet Reminder City Letter*).

To guide specific recycling behaviors, SGA also promoted one recyclable and one “non-acceptable” item (i.e. what should be kept out of the recycling bin) each month. The specific materials promoted came from the baseline waste characterization: commonly found contaminants were promoted as “non-acceptables.” In April, we promoted glass as the monthly recyclable and food waste as the non-acceptable blue bin item. May focused on the recyclable paper and electronic waste as the non-acceptable. These monthly highlights were further promoted through several channels, including the website, the Neighborhood Association’s monthly newsletter, *The NAG* (*See Appendix C The NAG*) and a postcard highlighting the items. The postcards were sent to residents living within the pilot area (*See Appendix C Monthly Postcards*), and provided residents with specific actions they could take to reduce the problem. The Neighborhood Association newsletter was an effective channel as the echoed message came from an established, trusted source within the community. So the same message came from multiple sources.

Supporting the Outreach Campaign: Online Hubs

As mentioned earlier in the website section, SGA also followed the pilot project’s progress through the curbside section of the website which features a blog on the project. This provided a central location where we could point residents and collaborators to as we moved through the project.

Catching the Community ‘Doing the Right Thing’: Surface Waste Assessment

To establish recycling as a “social norm”—a behavior generally accepted by and engaged in by the target community—SGA conducted a surface waste assessment of recycling bins to catch the community “doing the right thing.” The purpose of catching the community doing the right thing was to convey to residents that people across the Del Rosa Estates were recycling, that recycling is a behavior that Del Rosa Estates residents engage in and endorse. Additionally, it also allowed an opportunity to provide positive feedback to the community and point out the correct behaviors they engaged in.

For the surface waste assessment, SGA and the City visually assessed the surface contents of recycling bins in Del Rosa, noting the bins’ contents to get a sense of the correct community recycling behaviors (*See Appendix C Surface Assessment Photos & Survey*). We discovered immediately a noticeable lack of blue bin contaminants, and a significant amount of paper and cardboard in recycling bins. Then this information was shared with the community through the postcard text. We provided feedback commending residents about the great job they did recycling paper and cardboard.

Achieving Results

As a result of this informed Curbside Recycling Pilot Program outreach strategy, SGA produced quantifiable improvements in residents' recycling behaviors. After conducting a post-outreach waste characterization, whereby trash and recyclables from the same 35 homes evaluated in the baseline were assessed, we found that contamination in the recycling bin dropped from 45.5 percent to 20.7 percent—a 54 percent reduction. As we wrapped up the project, SGA provided the pilot community with the results of what they were able to achieve through the Neighborhood Association newsletter to continue to reinforce these positive behavior changes.

Additionally, the City also sent a letter to pilot area residents informing them of the pilot's results, and also leaving the door open for potential future follow-up. The City of San Bernardino also plans to utilize the tactics developed for this project in another curbside recycling outreach effort in the City.

Reusable Bag Campaign Groundwork

One of the priority issues that the Committee wanted to address was plastic bag use. As such, SGA began laying the groundwork to build a successful regional reusable bag campaign by researching and observing plastic and reusable bag use throughout the County. Following the steps of CBSM, the first step to engage in is to start with formative research through a resident survey. The results of the survey are discussed below.

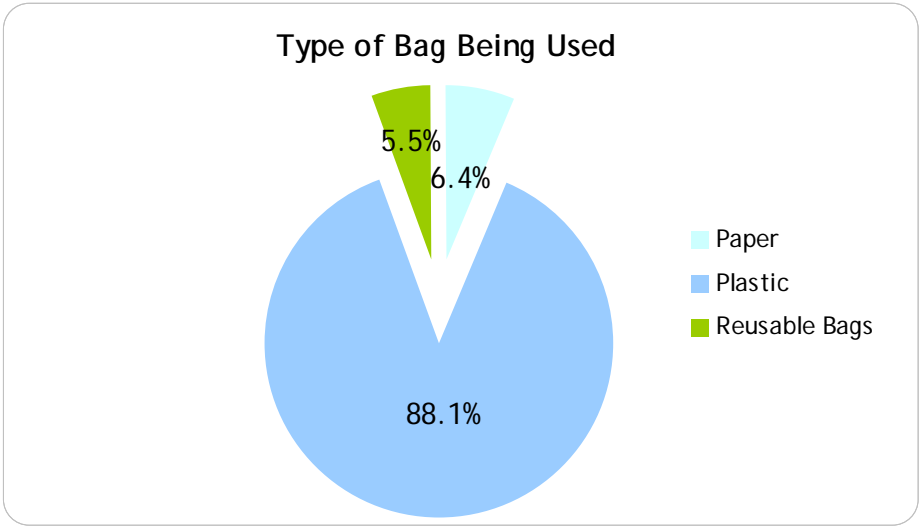
Hearing from the Community: Plastic Bag Survey Analysis

The survey was designed to measure both plastic and reusable bag usage and also uncover the different motivators and barriers that apply to using reusable bags (*See Appendix D Plastic Bag Survey*). Additionally, the survey helped to assess opinions regarding effective messengers for the campaign, residents' preferred method of receiving program information and the preferred design for the development of a program reusable tote bag.

The following assessment analyzes information regarding plastic bag reuse and recycling. For the assessment, 159 surveys were conducted in three grocery stores in the greater San Bernardino area: 1) Clark's Nutrition in Loma Linda, 2) Albertson's in Victorville and 3) Stater Brothers in Rialto. The results analyze survey participants' perspectives and behavior with regard to plastic bag reuse and recycling, as well as demographic characteristics of the participants.

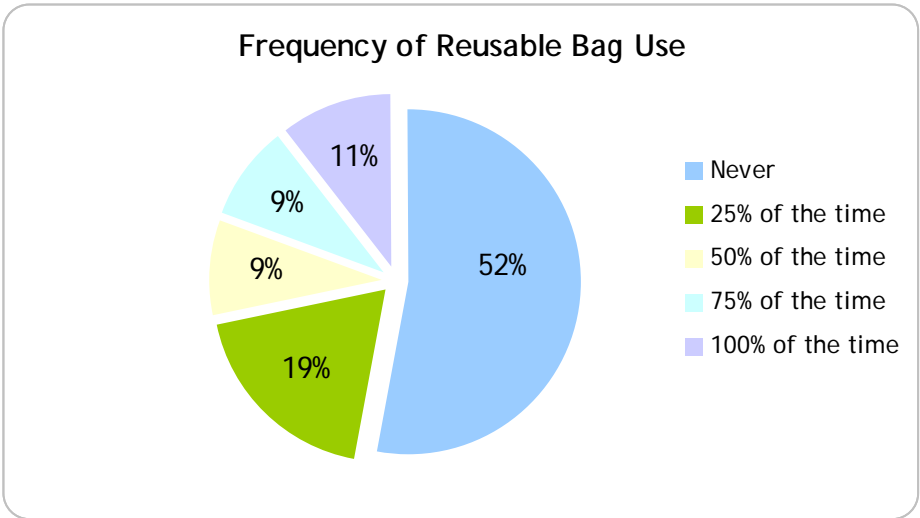
Interviewer Observation: Type of Bag Used

The following graph represents the results of the interviewers' visual assessment of the types of bags being used by the survey participants. In total, there were 471 bags taken out of the store that day by 137 survey respondents. 88.1% of the bags being used were plastic. 6.4% of the bags being used were paper, and 5.5% of the bags observed were reusable bags.



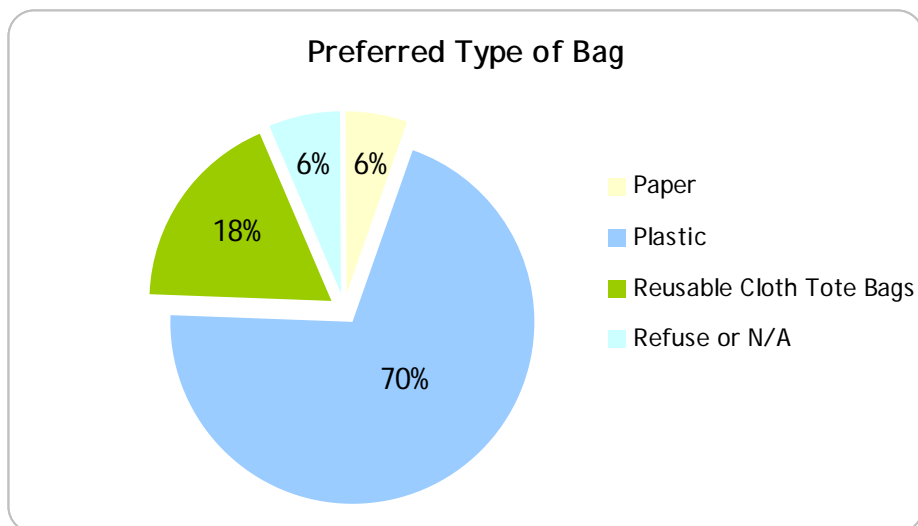
Frequency of Reusable Bag Use

The next graph represents how often survey participants reported using reusable bags when grocery shopping. The majority (52% of respondents) never use reusable bags, followed by those who use reusable bags 25% of the time (19%) and 100% of the time (11%). 9% of respondents use reusable bags 75% of the time and 50% of the time, respectively.



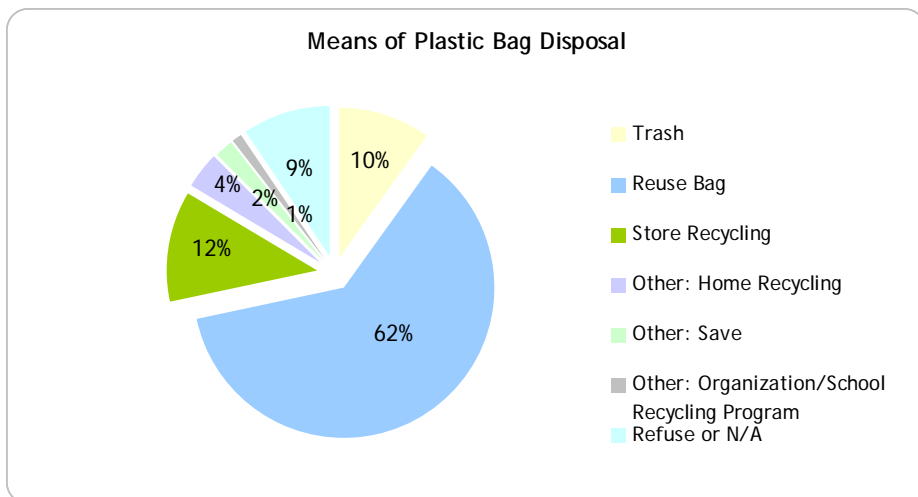
Preferred Type of Bag

We also measured what types of bags survey respondents choose to use when grocery shopping. The majority (70% of respondents) use plastic bags, followed by reusable cloth tote bags (18%) and paper bags (6%).



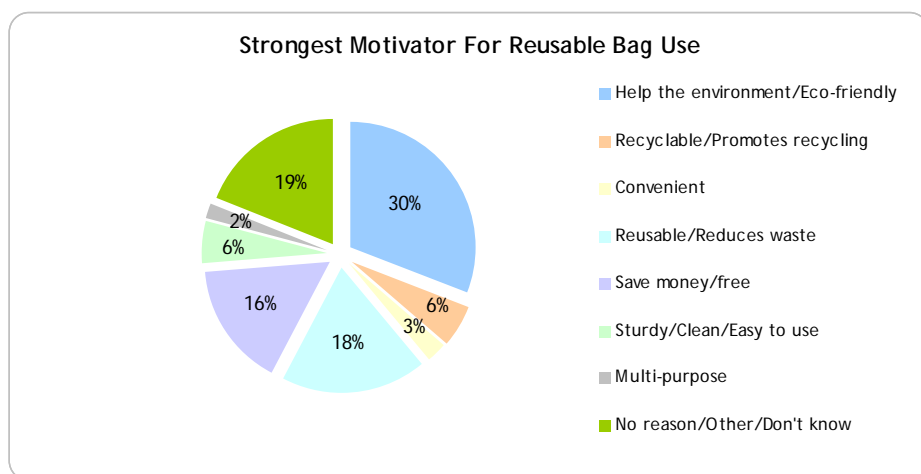
Means of Plastic Bag Disposal

Survey participants were also asked what they normally do with their plastic bags after receiving and using them at the grocery store. According to the results, the majority of respondents reuse their bags (62%), followed by those who return them to the store for recycling (12%). 10% of respondents throw the plastic bags into the trash, and 9% save the bags at home for future use.



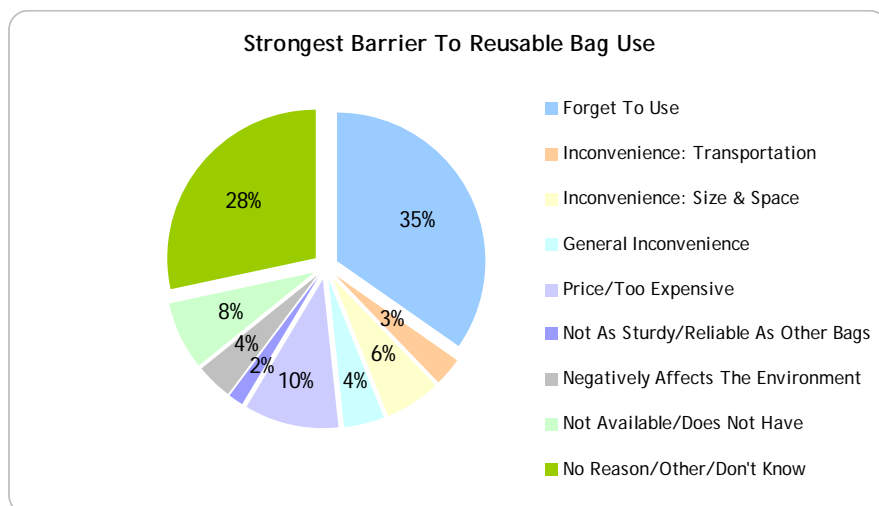
Strongest Motivator for Reusable Bag Use

The following graph represents what survey participants indicated was their most important reason for using reusable bags. The strongest motivator was helping the environment, as 30% of respondents cited this as a motivator. 19% did not cite a motivator, 18% were motivated by the idea of reducing waste, 16% would be motivated to use the bags if they helped them/the store save money or were free, and 6% were motivated by the idea these bags would promote recycling and were durable/easy to use, respectively.



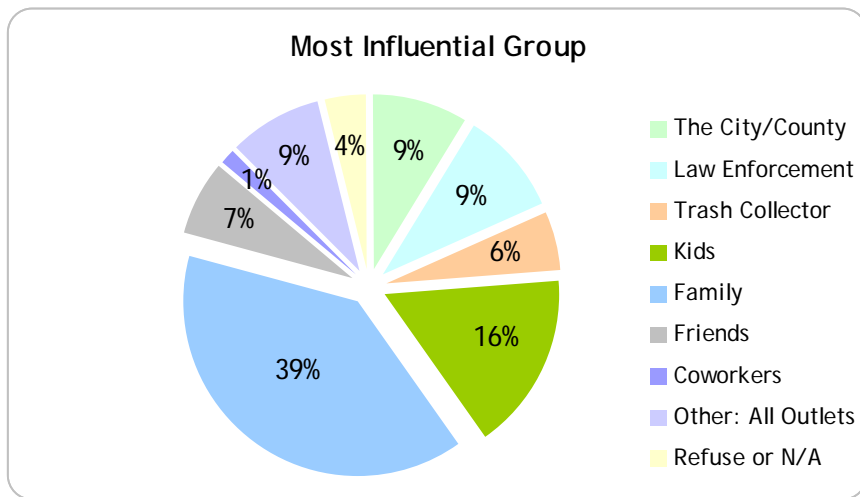
Strongest Barrier to Reusable Bag Use

We also wanted survey participants to indicate what would most likely prevent them from using reusable bags. Forgetting to use the reusable bags was the largest barrier to using the bags, with 35% citing it as a barrier. 28% did not list a barrier, followed by 13% who cited convenience as a barrier (i.e. transportation, size and space, general inconvenience), 10% who cited that the price of the bags would prevent them from using them, and 8% who indicated that they did not use them because they did not have one/the bags weren't available at their store.



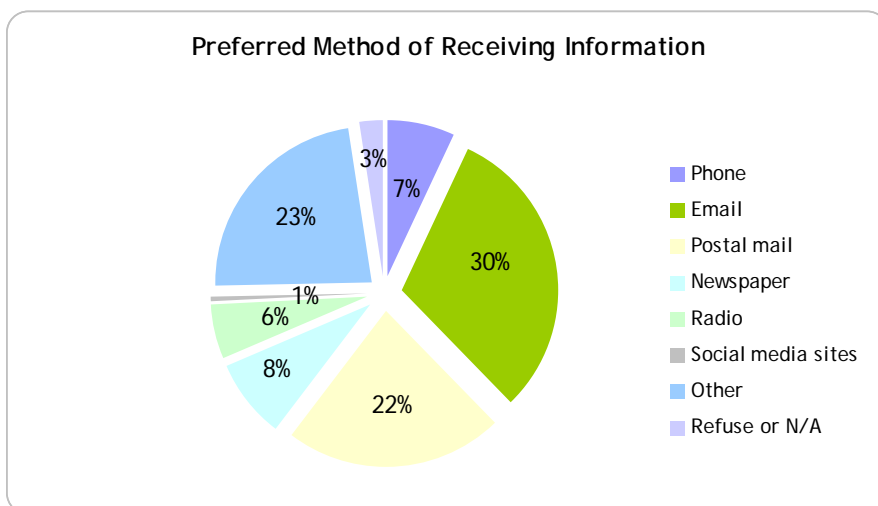
Most Influential Group

Additional information we wanted to retrieve from survey participants were which groups of people would influence them the most to utilize reusable bags. According to the results, family was the most influential group, with 39% of respondents indicating that they would use reusable bags if their family encouraged them to do so. Kids were the second most influential group (16% selected kids as their response), followed by 9% who cited the City/County, law enforcement, and all outlets equally as the group that would most influence them to use reusable bags, respectively.



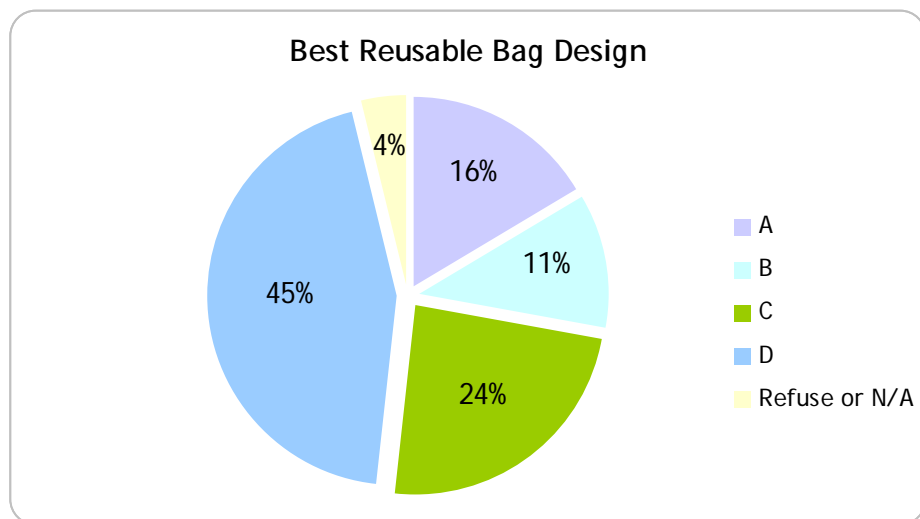
Preferred Method of Receiving Information

We also assessed how survey participants would like to receive information about utilizing reusable bags. The majority of respondents would prefer to receive information via email (30% of respondents), followed by other methods [i.e. face to face, word of mouth, media, online, etc.] (23% of respondents), postal mail (22% of respondents), newspaper (8% of respondents), or phone (7% of respondents).



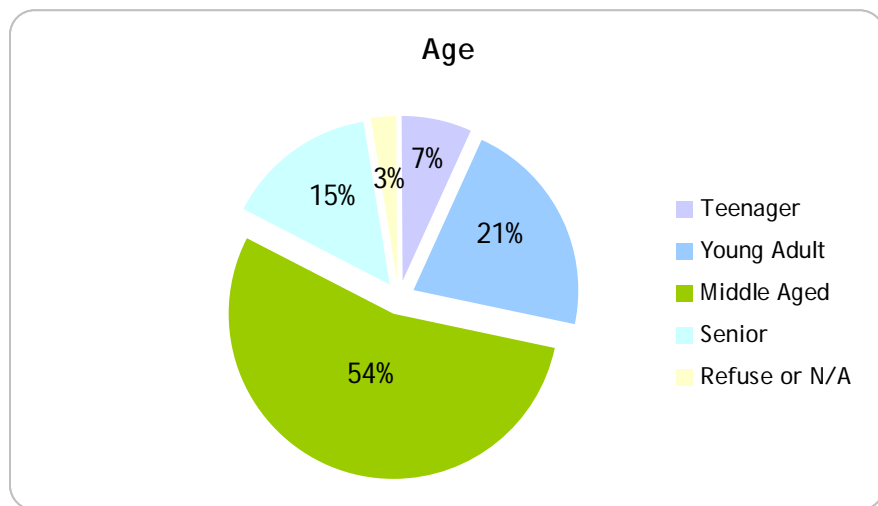
Best Reusable Bag Design

As we discussed in the website section, SGA created reusable bag designs that promoted the website and simultaneously encouraged the use of reusable bags (the target behavior). As shown in Appendix A, SGA developed four distinct designs. We then presented the four designs to the community for residents to select the design they liked best. The following graph represents that survey participants liked Design D the best from the four samples they were shown (*See Appendix D Selected Reusable Bag Design*).



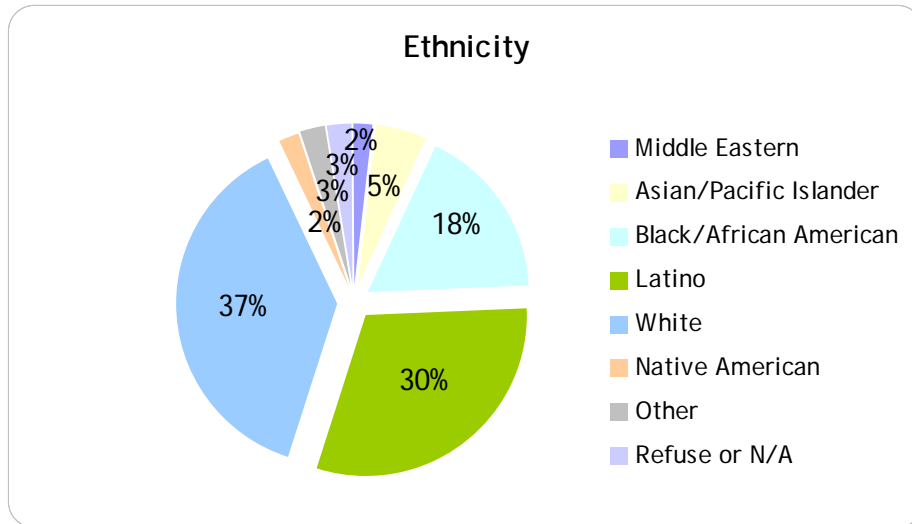
Age

The graph below represents the ages of the survey participants, which are grouped as follows: Teenagers (13-19 years), Young Adults (20-35 years), Middle Aged (36-60 years) and Seniors (61+ years). The majority of survey participants were Middle Aged (54%), followed by Young Adults (21%), Seniors (15%) and Teenagers (7%).



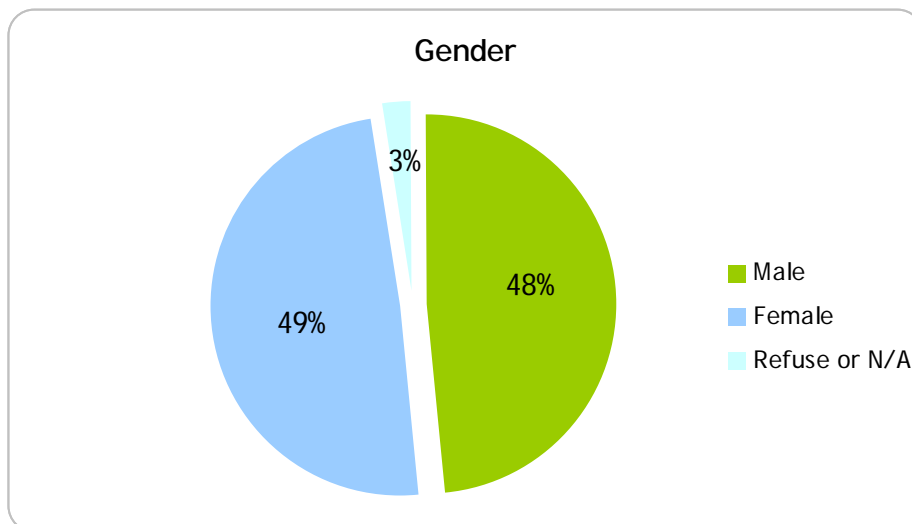
Ethnicity

The next graph represents the ethnicities of the survey participants. The majority of survey participants were White (37%), followed by Latino (30%), Black/African American (18%), and Asian/Pacific Islander (5%). A small percent were Native American (2%) and Middle Eastern (2%).



Gender

The last graph represents the gender of the survey participants, which was observed by the interviewer. According to the survey results, there were an almost equal number of female and male survey participants, with 49% of respondents being female and 48% being male.



Researching Stores and Reusable/Plastic Bags

Another research project SGA pursued was researching stores in San Bernardino County where residents could recycle their plastic bags. SGA reviewed stores that recycled plastic bags and offered incentives to utilize reusable bags. To track the research, SGA developed a database with relevant information. The database includes 72 stores where residents can take their plastic bags for recycling. Out of the 72 stores, SGA found that 14 stores offer rebates for residents who bring their own reusable bag. Stores that offered plastic bag recycling included: Wal-Mart, K-Mart, Target, Food 4 Less, Vons, Ralphs and Stater Bros. Target, Ralphs and Vons were the only stores to offer rebates of five cents per reusable bag.

Events

SGA participated in several events this fiscal year as a way of educating residents throughout the County about zero waste principals and ZWC initiatives. Many of the events also served as a way for the program to retrieve information from residents and increase the amount of resident emails collected for future electronic outreach. SGA also coordinated with Curiosity Quest this year to develop a Public Service Announcement regarding the program's reusable bag campaign.

Reaching out to Peers: California Resource Recovery Association (CRRA) Conference

The ZWC sponsored the 2009 California Resource Recovery Association (CRRA) Conference at the Gold Level, as many of the Committee members are a part of CRRA and the organization's goals clearly align with those of the ZWC. The sponsorship allowed the ZWC to host an exhibitor's booth and develop an advertisement in the conference program; both efforts that SGA spearheaded.

In preparation for CRRA, SGA developed a conference program ad that promoted the website (*See Appendix D CRRA Advertisement*). At the event, SGA staffed a ZWC booth where we were able to engage directly with event attendees talking about ZWC initiatives, demonstrating how to give new life to old paper (i.e. old magazines) by creating envelopes (*See Appendix D CRRA Photos*). We also distributed the "We Care, We Recycle" decals, along with County pencils and food saving tips. SGA also encouraged event attendees to provide their email for future electronic outreach opportunities, collecting a little over 20 email addresses.

Tablings to Conduct Plastic Bag Surveys

In May 2010, SGA conducted three grocery store tablings in Victorville, Loma Linda and Rialto (*See Appendix D Tabling Photos*). The tabling outreach was multipurpose as the program distributed local zero waste information and materials while collecting email addresses for future electronic outreach opportunities. Most importantly, SGA staff also approached residents as they were leaving the store to see if they would provide information for the Zero Waste Reusable Bag campaign by answering a 2-minute plastic bag usage survey. Results of

the survey were discussed in the previous section. The following details the tablings conducted:

- Albertson's, 13650 Bear Valley Rd., Victorville on May 8, 2010
- Clark's Nutrition & Natural Foods Market, 11235 Mountain View Ave., Loma Linda on May 16, 2010
- Stater Brothers, 571 East Foothill Blvd., Rialto on May 22, 2010

Outreach efforts at the tablings resulted in SGA collecting 159 plastic bag surveys and 66 resident email addresses. Managers at the stores were very welcoming and supportive of the program and so were many of the residents that were approached to take the survey.

Using Media as a Vehicle: Curiosity Quest PSA

As a way of highlighting the ZWC's Reusable Bag initiative, SGA worked with the broadcasting program, Curiosity Quest, to develop a PSA to promote reusable bag use. SGA coordinated with the Committee on the issue that the PSA should address. Then SGA coordinated with Curiosity Quest to develop a PSA draft. SGA, in collaboration with the County, reviewed the PSA and requested an overhaul of the first cut. Curiosity Quest responded by developing a new PSA for the ZWC that was shown for review at the June 2010 meeting. After receiving final approval from the Committee at the June 2010 meeting, Curiosity Quest is in the process of finalizing the PSA and will be providing the ZWC with 20 DVD copies.

Phone Book Advertisements

One of the projects the ZWC Communities has been carrying out through the years has been publishing the Reuse Guide in a number of local phone books. In the first year, per the Committee's direction, SGA published the Reuse Guide in its entirety (an approximately 12-page reference guide). However, this tactic was modified based on Committee feedback during the 2008 to 2009 year. Based on votes (coupled with a survey about phonebook use), the Committee decided to reduce the resources directed towards publishing the guide in the phone books. The Committee opted to place a smaller advertisement in phonebooks directing users to the website for more information.

As such, SGA coordinated the creation and placement of advertisements in regional phone books during the 2009 to 2010 year. SGA created two black and white advertisements based on different size requirements to promote the program's website as a resource for residents and businesses on waste reduction, reuse and recycling (*See Appendix E Phone Book Advertisements*). Then, SGA coordinated to place the advertisement in the yellow pages of five regional Idearc (Verizon) phone books and with AT&T for an online advertisement at Yellowpages.com for the Greater Big Bear area. If people were looking for recycling information in the yellow pages of phone books, we wanted to direct them to the website. The following details the placement of the advertisements (*See Appendix E Phone Book Advertisement Placements*):

- Verizon Barstow 2009-2010
(Includes Listings For: Adelanto, Apple Valley, Hesperia, Victorville)
Publishing Date: November 15, 2009
- Verizon High Desert 2009-2010
(Includes Listings For: Adelanto, Apple Valley, Barstow, Hesperia, Victorville)
Publishing Date: November 15, 2009
- Verizon Lake Arrowhead Crestline 2009-2010
(Includes Listings For: Bloomington, Colton, Fontana, Grand Terrace, Highland, Loma Linda, Rialto, San Bernardino)
Publishing Date: September 15, 2009
- Verizon Morongo Basin 2009-2010
(Includes Listings For: Twentynine Palms, Yucca Valley)
Publishing Date: November 10, 2009
- Verizon San Bernardino 2009-2010
(Includes Listings For: Bloomington, Colton, Fontana, Grand Terrace, Highland, Rialto)
Publishing Date: September 15, 2009
- AT&T Online-Greater Big Bear Area 2009-2010
<http://www.yellowpages.com/nationwide/mip/zero-waste-communities-of-san-bernardino-31213519/offers?lid=154851843>

Research

SGA conducted research intended for several initiatives for the ZWC including updating the reuse guide information and contacting businesses regarding take-back programs.

Providing a Recycling Guide: Reuse Guide Information

Building off of the ZWC Reuse Guide, SGA undertook the task of researching and updating relevant Reuse Guide listings. SGA identified and compiled county-wide resources for recycling and reuse across the San Bernardino ZWC to be integrated into the ZWC website at a later time. Research was conducted to collect accurate and useful information for residents that could be incorporated into the website for future efforts to aid in the ZWC goal of reducing waste and promoting recycling and reuse.

To start the research off, SGA compiled into a single excel sheet all of the existing 600-plus listings information from the Reuse Guide. Each listing was called to verify or update contact information, categorize which reuse listing their company would fall under and note the status of the business (i.e. whether or not the business was still in operation). There were 662 listings compiled, and SGA found that 417 are still in business. Over 40 different reuse categories were researched. These categories included appliance recycling, automotive parts and supplies, cell phone recycling, electronic repair, furniture repair and refurbishment, hazardous waste disposal and recycling, oil recycling, radiator repair, thrift stores, and upholsterers. SGA successfully completed an updated Reuse Guide database for future ZWC projects.

Expanding Recycling Opportunities: Take-Back Programs

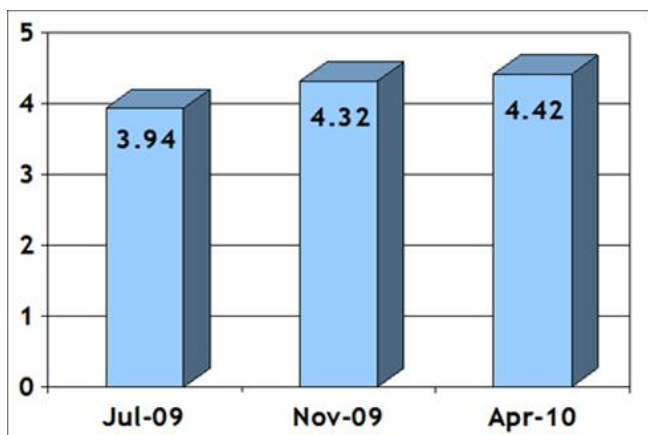
Following the Reuse Guide listing research, another task SGA carried out was identifying additional businesses that take back used or unwanted items in San Bernardino County. SGA

researched additional businesses that accepted materials that could be recycled, reused, or repurposed. Initial research was conducted on businesses that addressed recycling, and businesses were then contacted to confirm their acceptance of various products. A database was developed to house the information. SGA identified 84 businesses that took back used or unwanted items.

Contract Administration

Assessing Performance: Consultant Evaluation Forms

Monitoring SGA's performance is important so that we can make adjustments and improvements as needed. We administered quarterly consultant performance evaluations for the Committee to evaluate SGA's performance in two key areas: ZWC programs and administrative duties. The evaluations have allowed the Committee to evaluate SGA on a scale of 1 to 5 (with 5 being a rating of Very Good) and provide qualitative assessment. In our latest evaluation, SGA scored an average of 4.5 out of 5. From July 2009 to June 2010, SGA has asked the Committee to complete 3 evaluations: in July, November, and April. The graph below shows the *average* score of each evaluation administered over the past year.



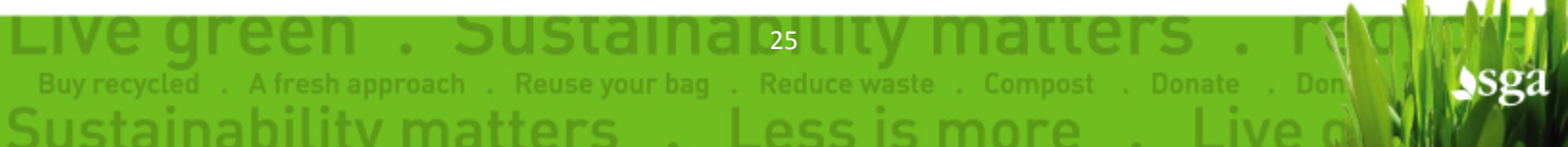
Charting Program Progress: Monthly Updates

As a regular part of SGA's administrative duties, we have prepared for and presented information to the ZWC Committee on a monthly basis to provide quality account management and administrative support. For each meeting, we shared and reviewed the progress achieved or obstacles encountered on various projects. In the past year, we have provided regular updates on long-term projects such as commercial recycling, curbside recycling and the ZWC website. We have also presented new project opportunities that arise during meeting discussions. These fresh ventures have included phonebook advertisements, the Curiosity Quest PSA, tabling events and related partnerships. Keeping the Committee apprised of the most recent budget standings is equally important to us. As such, each monthly meeting SGA has provided an updated budget summary on the agenda for all Committee members to review.

Monthly meeting dates for the 2009 to 2010 fiscal year are listed below. For each of these meetings, SGA developed agendas, presentations and created meeting summaries:

- August 12, 2009
- September 2, 2009
- October 8, 2009
- November 5, 2009
- December 2, 2009
- January 7, 2010
- February 3, 2010
- March 4, 2010
- April 1, 2010
- May 6, 2010
- June 3, 2010

Appendix



Appendix A Website

Residential Recycling CMS User Interface

**ZERO WASTE** Communities of San Bernardino County

[cms home](#) • [zwc home](#) • [logout](#)

[Centers](#)
[Towns](#)
[Comm'l Notes](#)
[Recycle Types](#)
[Materials](#)
[Pages](#)
[Users](#)

Town 87
Edit
Del Rosa [Cancel](#) [Submit](#)
Town Name:
Zipcode:
Geocode: [update](#)
Active: ☒
Recycle Types:
☒ Glass (blue) ([edit materials](#))
☒ Green Waste (green) ([edit materials](#))
☐ Household Hazardous Waste (light green)
☒ Metal (blue) ([edit materials](#))
☒ Paper (blue) ([edit materials](#))
☐ Aerosol cans - must be empty
☐ Aluminum Cans
☐ Aluminum foil (clean)
☐ Animal Waste
☐ Bathroom Waste
☐ Bottles (Wine, beer, etc)
☐ Branches
☒ Brochures
☐ Brown Paper Bags
☐ Brush
☐ Cactus
☐ Carbon Paper
☒ Cardboard
☒ Cardboard
☐ Cat Litter

Residential Recycling Section and City-Specific Page




ZERO WASTE Communities of San Bernardino

Adelanto | Apple Valley | Barstow | Big Bear Lake | Colton | Fontana | Grand Terrace | Hesperia | Highland | Inland Empire | Loma Linda | Redlands | San Bernardino County | Twentynine Palms | Victorville | Yucaipa | Yucca Valley

[HOME](#)
[ABOUT US](#)
[MAP](#)
[CONTACT US](#)
[NAVIGATE BY USER](#)

[REDUCE](#)
[REUSE](#)
[RECYCLE](#)

WHAT TO RECYCLE AT HOME



For a list of what goes in your recycling and green waste bins, select your city:

- Adelanto
- Adelanto (County Area)
- Angelus Oaks
- Apple Valley
- Apple Valley (County Area)
- Barstow
- Barstow (County Area)
- Barton Flats
- Big Bear Lake
- Big Bear Valley
- Bloomington
- Chino (County Area)
- Chino Hills (County Area)
- Colton
- County Area of Victorville
- Crestline
- Del Rosa
- Fawnskin
- Fontana
- Fontana (County Area)
- Grand Terrace
- Hesperia
- Highland
- Inland Empire
- Loma Linda
- Loma Linda (County Area)
- Lucerne Valley
- Redlands
- San Bernardino County
- Twentynine Palms
- Victorville
- Yucaipa
- Yucca Valley

WHAT TO RECYCLE AT HOME

[Big Bear Valley](#) [Go Back](#)



The following items are ACCEPTABLE materials for your BLUE BIN (Recycling):

Paper	Glass	Metal	Plastic
Cardboard	Bottles (Wine, beer, etc)	Aluminum Cans	Laundry Bottles
Brochures	Jars (Pickles, sauce, etc)	Coat Hangers	Plastic Milk/Water Jugs
Cardboard	Glass cosmetic bottles	Tin Cans	Plastics #1 & #2 (all rigid containers)
Computer Paper		Aerosol cans - must be empty	
Junk Mail			
Ledger Paper			
Magazines			
Paper Tubes			
Envelopes (windows and labels)			
Wrapping Paper			
Cereal Boxes			
Phone Books			
Pizza Boxes (unsoiled)			
Tissue Boxes			

Nearest Household Hazardous Waste (HHW) center to here:

Barstow
City Of Barstow Corporation Yard
900 South Avenue 'H'
Barstow, CA 92310

Saturday
9am - 2pm

For a list of accepted items at SB County HHW centers, [click here](#).

Commercial Recycling City-Specific Page



HOME

ABOUT US

MAP

CONTACT US

NAVIGATE BY USER

REDUCE

REUSE

RECYCLE

BUSINESS RECYCLING



Select your city to find out how your business can sign up for recycling:

Apple Valley
Big Bear Lake
Fontana
Highland
Yucaipa



HOME

ABOUT US

MAP

CONTACT US

NAVIGATE BY USER

REDUCE

REUSE

RECYCLE

BUSINESS RECYCLING

Highland [«Go Back](#)

- Contact the Burrtec Customer Service Department at (909) 889- 1969 to set up an initial information meeting.
- Burrtec will conduct a FREE waste assessment to determine the perfect recycling system for your establishment.
- Burrtec will facilitate any maintenance-based training that your staff may need.
- Burrtec will install equipment (barrels, roll-offs, compactors) for you to begin recycling.

Curbside Recycling Webpage



ZERO WASTE Communities of San Bernardino County

Adelanto | Apple Valley | Barstow | Big Bear Lake | Colton | Fontana | Grand Terrace | Hesperia | Highland | Loma Linda | Rialto
San Bernardino City | San Bernardino County | Twentynine Palms | Victorville | Yucaipa | Yucca Valley

[HOME](#)
[ABOUT US](#)
[FIND A RECYCLING LOCATION](#)
[CONTACT US](#)
[NAVIGATE BY USER](#)

[GO »](#)

[REDUCE](#)
[REUSE](#)
[RECYCLE](#)
[RETHINK](#)

RECYCLE

When we recycle, used materials are converted into new products, reducing the need to consume natural resources. If used materials are not recycled, new products are made by extracting fresh, raw material from the Earth, through mining and forestry. Recycling helps conserve important raw materials and protects natural habitats for the future.



CURBSIDE RECYCLING PILOT PROGRAM

Keep up with the Joneses. Learn about how our block is recycling right.

Recycling together to preserve and protect resources for ourselves, future generations and the environment.

Why Recycle


Today, U.S. Environmental Protection Agency (EPA) estimates that 75 percent of our waste is recyclable, which goes well beyond what you toss in your recycling bin at home, at the office or at school.

IN THIS PAGE, YOU WILL FIND:

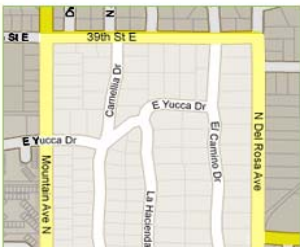
- [Curbside Recycling Pilot Program](#)
- [Why Recycle](#)
- [The Big Five](#)
- [Close the Loop](#)
- [Recyclables v. Recycled Products](#)
- [What Can I Recycle](#)

CURBSIDE RECYCLING PILOT PROGRAM

About the Project | PILOT AREA



The Del Rosa Estates has been selected as the pilot area for the curbside recycling program and starts at Eureka Street on the South to 39th Street going North; Mountain Avenue on the West to Del Rosa Avenue on the East.



CURBSIDE RECYCLING PILOT PROGRAM

About the Project

- [Purpose](#)
- [Collaborators](#)
- [Pilot Area](#)

Project Progress Blog

- [What's Been Done](#)
- [What We're Doing Now](#)
- [Monthly Highlights](#)

What's Recyclable?

- [What's Recyclable](#)
- [FAQ](#)
- [Resources](#)

Zero Waste Blog

<http://zerowastecommunities.org/blog/>



ZERO WASTE Communities of San Bernardino County

Adelanto | Apple Valley | Banning | Big Bear Lake | Colton | Fontana | Grand Terrace | Hesperia | Highland | Loma Linda | Rialto | San Bernardino City | San Bernardino County | Twentynine Palms | Victorville | Yucaipa | Yucca Valley

[HOME](#) [ABOUT US](#) [MAP](#) [CONTACT US](#) [NAVIGATE BY USER](#) [GO >>](#)

[REDUCE](#) [REUSE](#) [RECYCLE](#) [RETHINK](#)

« May's Monthly Recyclable: The Lifeblood of Trees

Making a Difference! Dumpster Diving Findings

Posted by admin | June 17, 2012

For our follow-up waste characterization assessment, we got back into our hazmat suits for round two at the Materials Recycling Facility where we sampled and sorted through 525 lbs. of recyclables and 1,126 lbs. of trash. The contents were analyzed from the same Del Rosa Estates homes we sampled for our baseline measurement back at the start of February.



In order to compare "before" and "after" results, we wanted to measure our follow-up numbers against our baseline numbers to see if there were any substantial changes in both recycling and reducing the overall contamination rate (trash, household hazardous waste and other non-acceptable blue bin items).



Return to

**CURBSIDE
RECYCLING
PILOT PROGRAM**

What's Been Done


Select Month 

Zero Waste Photos



[More Photos](#)

Committee Access to Program Material



ZERO WASTE Communities of San Bern

Adelanto | Apple Valley | Barstow | Big Bear Lake | Colton | Fontana | Grand Terrace | Hesperia | High
Bernardino City | San Bernardino County | Twentynine Palms | Victorville | Yucaipa | Yucca Valley

[HOME](#) [ABOUT US](#) [MAP](#) [CONTACT US](#) [NAVIGATE BY USER](#)

[REDUCE](#)

[REUSE](#)


[COMMITTEE INFORMATION](#)

[For Residents](#)


[For Businesses](#)

[For Committee Members](#)


Click below to access a number of committee-related items for the Zero Waste Communities:



[View upcoming and past meeting agendas](#)



[Download Powerpoint presentations](#)



[View summaries](#)

May 06, 2010
Apr 01, 2010
Mar 04, 2010
Feb 03, 2010
Jan 07, 2010
Dec 02, 2009

Website Link Exchange



Reusable Tote Bag Designs



Appendix B Commercial Outreach Materials

Billing Insert

City of Fontana



IMPROVE FONTANA'S FUTURE

By signing up for recycling TODAY!

WHY SIGN YOUR BUSINESS UP FOR RECYCLING?

- 1 Replacing trash bins with recycling bins can save you money.
- 2 Recycling protects the environment for future generations and saves natural resources.
- 3 Businesses receive a FREE WASTE ASSESSMENT to determine your recycling needs.
- 4 Burrtec makes recycling EASY in 4 simple steps.

FOR INFORMATION ON HOW TO SIGN YOUR BUSINESS UP, VISIT www.burrtec.com

Brought to you by the City of Fontana, Burrtec and the Zero Waste Communities of San Bernardino County



4 SIMPLE STEPS TO START RECYCLING AT YOUR BUSINESS:

All Recycling Enrollment Steps are FREE of Charge. SIGN UP NOW!

For any additional disposal information please visit www.burrtec.com

- 1 Contact Burrtec's Customer Service Department at (909) 822-9739 to set up an initial informational meeting.
- 2 Burrtec will conduct a FREE waste assessment to determine the perfect recycling system for your establishment.
- 3 Burrtec will facilitate any training that your staff may need.
- 4 Burrtec will install equipment (barrels, bins, roll-offs) for you to begin recycling.

Brought to you by the City of Fontana, Burrtec and the Zero Waste Communities of San Bernardino County

BURRTEC
WASTE RECYCLING, INC.
PHOTO: BARRY FORD

ZERO WASTE COMMUNITIES OF SAN BERNARDINO COUNTY

Please Recycle Me!
Printed on Recycled Paper using non-toxic ink

City of Highland-Burrtec



IMPROVE HIGHLAND'S FUTURE

By signing up for recycling TODAY!

WHY SIGN YOUR BUSINESS UP FOR RECYCLING?

- 1 Replacing a trash bin with a recycling bin = COST SAVINGS.
- 2 Recycling protects the environment for future generations.
- 3 Businesses receive a FREE WASTE ASSESSMENT.
- 4 Recycling's made easy in 4 simple steps.

FOR INFORMATION ON HOW TO SIGN YOUR BUSINESS UP, VISIT www.burrtec.com

Brought to you by the City of Highland, Burrtec and the Zero Waste Communities of San Bernardino County



4 SIMPLE STEPS TO START RECYCLING AT YOUR BUSINESS:

All Recycling Enrollment Steps are FREE of Charge. SIGN UP NOW!

For any additional disposal information please visit www.burrtec.com

- 1 Contact Burrtec's Customer Service Department at (909) 889-1969 to set up an initial informational meeting.
- 2 Burrtec will conduct a FREE waste assessment to determine the perfect recycling system for your establishment.
- 3 City staff will facilitate any maintenance-based training that your staff may need. Call (909) 864-8732 X 271 to schedule the training.
- 4 Burrtec will deliver necessary equipment (barrels, roll-offs, compactors) for you to begin recycling.

Brought to you by the City of Highland, Burrtec and the Zero Waste Communities of San Bernardino County

BURRTEC
WASTE RECYCLING, INC.
PHOTO: BARRY FORD

ZERO WASTE COMMUNITIES OF SAN BERNARDINO COUNTY

Please Recycle Me!
Printed on Recycled Paper using non-toxic ink

City of Highland-Cal Disposal



IMPROVE HIGHLAND'S FUTURE

By signing up for recycling TODAY!

WHY SIGN YOUR BUSINESS UP FOR RECYCLING?

- ① Replacing a trash bin with a recycling bin = COST SAVINGS.
- ② Businesses receive a FREE WASTE ASSESSMENT.
- ③ Recycling protects the environment for future generations.
- ④ Recycling's made easy in 4 simple steps.

4 SIMPLE STEPS TO START RECYCLING AT YOUR BUSINESS:

All Recycling Enrollment Steps are FREE of Charge. SIGN UP NOW!

- ① Contact Cal Disposal's Customer Service Department at (909) 885-1023 to set up an initial informational meeting.
- ② Cal Disposal will conduct a FREE waste assessment to determine the perfect recycling system for your establishment.
- ③ City staff will facilitate any maintenance-based training that your staff may need. Call (909) 864-8732 X 271 to schedule the training.
- ④ Cal Disposal will deliver necessary equipment (barrels, roll-offs, compactors) for you to begin recycling.

Brought to you by the City of Highland, Cal Disposal and the Zero Waste Communities of San Bernardino County




Please Recycle Me!

Printed on Recycled Paper using non-toxic ink

Town of Apple Valley



IMPROVE APPLE VALLEY'S FUTURE

By signing up for recycling TODAY!

WHY SIGN YOUR BUSINESS UP FOR RECYCLING?

- ① Save \$550 or more annually by replacing trash bins with recycling bins.*
- ② Businesses receive a FREE WASTE ASSESSMENT.
- ③ Recycling protects the environment for future generations.
- ④ AVCO Disposal makes recycling EASY in 4 simple steps.

4 SIMPLE STEPS TO START RECYCLING AT YOUR BUSINESS:

All Recycling Enrollment Steps are FREE of Charge. SIGN UP NOW!

- ① Contact AVCO Disposal's Customer Service Department at (760) 245-8607 to set up an initial informational meeting.
- ② AVCO Disposal will conduct a FREE waste assessment to determine the perfect recycling system for your establishment.
- ③ AVCO Disposal will facilitate any maintenance-based training that your staff may need.
- ④ AVCO Disposal will install equipment (barrels, roll-offs, bins) for you to begin recycling.

Brought to you by the Town of Apple Valley, AVCO Disposal and the Zero Waste Communities of San Bernardino County





Please Recycle Me!

Printed on Recycled Paper using non-toxic ink

Fact Sheet

City of Fontana



Save money. Preserve the environment and improve **Fontana's** future

Sign Up for Business Recycling!

The why

Save up to \$4,238 annually by recycling.*

- > SAVE MONEY**
Replacing trash bins with recycling bins equals UP TO \$4,238 IN SAVINGS ANNUALLY.*
- > PRESERVE THE ENVIRONMENT**
Recycling protects our natural resources for future generations.
- > IT'S EASY**
Just follow the four simple steps listed below.

The how

- 1. CONTACT US**
Burtec's Customer Service Department can be reached at (909) 822-9739.
- 2. RECEIVE A FREE WASTE ASSESSMENT**
Burtec will visit your business and conduct a waste assessment to determine the perfect recycling system for your property.
- 3. RECEIVE FREE STAFF TRAINING**
Burtec will facilitate any maintenance-based training that your staff might need.
- 4. START RECYCLING!**
Burtec will install equipment (barrels, bins, roll-offs) for you to begin recycling.

These services are valued at over \$300 but will be provided at NO COST to you for this program.

> For any additional information or questions please call (909) 350-6531.






www.zerowastecommunities.org

*Savings will vary based on service levels.

Town of Apple Valley



Save money, preserve the environment and improve **Apple Valley's** future.

Sign Up for Business Recycling!

The why

Save \$550 or more annually by recycling.*




- > SAVE MONEY**
Save \$550 or more annually by replacing trash bins with recycling bins.*
- > PRESERVE THE ENVIRONMENT**
Recycling protects our natural resources for future generations.
- > IT'S EASY**
Just follow the four simple steps listed below.

The how

- 1. CONTACT US**
AVCO Disposal's Customer Service Department can be reached at (760) 245-8607.
- 2. RECEIVE A FREE WASTE ASSESSMENT**
AVCO Disposal will visit your business and conduct a waste assessment to determine the perfect recycling system for your property.
- 3. RECEIVE FREE STAFF TRAINING**
AVCO Disposal will facilitate any maintenance-based training that your staff might need.
- 4. START RECYCLING!**
AVCO Disposal will install equipment (barrels, roll-offs, bins) for you to begin recycling.

These services are valued at \$125 but will be provided at NO COST to you for this program.

> For any additional information or questions please call (760) 240-7000 x 7521.







www.zerowastecommunities.org

*Savings will vary based on service levels.

Commitment Letter

City of Fontana

**Commitment to improve Fontana's future**
3 R'S COMMITMENT LETTER



I make a personal pledge to produce less waste in the City of Fontana and the County of San Bernardino by utilizing the 3 R's – **Recycle, Reduce, and Reuse** – in order to protect our natural resources for future generations.

• **I WILL:**

☐ Call Burretec Waste Industries to set up a FREE waste assessment appointment to find out how my business can **Recycle** our waste and save money at the same time.

• **BY RECYCLING I WILL:**


☐ **Reduce** the amount of waste going to the landfill.

☐ **Reuse** resources to give used products new life.

Signature: _____

Date: _____




Business Name: _____

STAY IN THE LOOP! 

The Zero Waste Communities of San Bernardino County would like to send you tips on waste reduction, reuse and recycling information.

Please provide your email address _____

Brought to you by the City of Fontana, Burretec and the Zero Waste Communities of San Bernardino County.



www.zerowastecommunities.org

Thank You Letter

City of Fontana



City of Fontana
CALIFORNIA

June 9, 2010

Subject: Thank You for Recycling!

Dear Walgreens #10760:

On behalf of the City of Fontana and the San Bernardino County Zero Waste Communities, we would like to recognize your business for your dedicated efforts in bettering our Fontana community by recycling. Caring for the environment improves Fontana's future and depends on businesses—such as yours—taking action. We're proud to say that you are one of more than 130 businesses in our Fontana community participating in the commercial recycling program. The contribution of Walgreens #10760 to this effort is acknowledged and greatly appreciated. We hope that more businesses in the city follow your lead, help shape the future, and recycle.

As a way to thank you, recognize you, and to alert others in our community of your care for the environment, we are providing you with a "We Care, We Recycle" window decal and a certificate of appreciation. We strongly encourage you to prominently place the decal and certificate of appreciation in visible areas at your establishment. The window decal and certificate of appreciation highlight your commitment to recycling, to our Fontana community, and to our environment.

Should you require any additional information on ways to reduce waste, or need information on recycling, be sure to visit www.zerowaste.comunities.org.

Again, we appreciate the role you play in bettering our Fontana community. Thank you for joining with the City of Fontana, the San Bernardino County Zero Waste Communities, and other future-oriented businesses in showing that "We Care, We Recycle."

Best Regards,

Chuck Hays
Public Works Director
City of Fontana

City of Fontana - Public Works Department
16489 Orange Way, Fontana, CA 92335
(909) 350-6760

City of Highland

S & R Mini Mart
25330 E. 3rd St.
San Bernardino, CA 92410

RE: COMMERCIAL RECYCLING PROGRAM

Dear S & R Mini Mart,

On behalf of the City of Highland and the San Bernardino County Zero Waste Communities, we would like to recognize your business for your dedicated efforts in the betterment of the community by recycling. Caring for the environment improves Highland's future and depends on businesses—such as yours—taking action. We're proud to say that you are one of more than 80 businesses in Highland participating in the Commercial Recycling Program. The contribution of S & R Mini Mart to this effort is acknowledged and greatly appreciated. We hope that more businesses in the City follow your lead, help shape the future, and recycle.

As a way to thank you and highlight your commitment to recycling, our community and the environment, we are providing you with a "We Care, We Recycle" window decal and a certificate of appreciation. We strongly encourage you to prominently place the decal and certificate of appreciation in visible areas at your establishment, so that others can acknowledge your hard work and dedication.

Should you require any additional information on ways to reduce waste or to have your current recycling program evaluated, please contact the Public Services Division at 909-866-6732 ext 271.

If you would like more information on the San Bernardino County Zero Waste Communities, please visit www.zerowaste.comunities.org.

Again, we appreciate the role you play in bettering Highland. Thank you for joining the City of Highland, San Bernardino County Zero Waste Communities, and other future-oriented businesses in showing that "We Care, We Recycle."

Sincerely,

Melissa Morgan
Public Services Manager

City of Rialto



May 7, 2010

Subject: Thank You for Recycling!

Dear Target #2807,

On behalf of the City of Rialto and the San Bernardino County Zero Waste Communities, we would like to recognize your business for your dedicated efforts in bettering our Rialto community by recycling. Caring for the environment improves Rialto's future and depends on businesses—such as yours—taking action. We're proud to say that you are one of more than 90 businesses in our Rialto community participating in the commercial recycling program. The contribution of Target #2807 to this effort is acknowledged and greatly appreciated. We hope that more businesses in the city follow your lead, help shape the future, and recycle.

As a way to thank you, recognize you, and to alert others in our community of your care for the environment, we are providing you with a "We Care, We Recycle" window decal and a certificate of appreciation. We strongly encourage you to prominently place the decal and certificate of appreciation in visible areas at your establishment. The window decal and certificate of appreciation highlight your commitment to recycling, to our Rialto community, and to our environment.

Should you require any additional information on ways to reduce waste, or need information on recycling, be sure to visit www.zerowastecommunities.org.

Again, we appreciate the role you play in bettering our Rialto community. Thank you for joining with the City of Rialto, the San Bernardino County Zero Waste Communities, and other future-oriented businesses in showing that "We Care, We Recycle."

Best Regards,

Barbara Dellinger

Barbara Dellinger
Superintendent
City of Rialto Airport/Solid Waste Management



www.zerowastecommunities.org

Town of Apple Valley



Town of Apple Valley

14955 Dale Evans Parkway • Apple Valley, California 92307

April 9, 2010

Subject: Thank You for Recycling!

Dear Guadalupe Cooper Home,

On behalf of the Town Council of the Town of Apple Valley and the San Bernardino County Zero Waste Communities, we would like to recognize your business for your recycling efforts. Recycling reduces energy use, conserves resources and contributes to a better future, and it's important to be able to count on businesses such as yours. We're proud to say that you are one of more than 200 prominent businesses in Apple Valley participating in the commercial recycling program. The contribution of Guadalupe Cooper Home to this effort is acknowledged and greatly appreciated. We hope that other businesses in Apple Valley will follow your lead and help improve the future by recycling.

As a way to let your customers and other businesses know about your partnership in environmental protection, we are providing you with a "We Care, We Recycle" window decal and a certificate of appreciation. We encourage you to display the decal and certificate of appreciation in visible areas at your establishment. The window decal and certificate highlight your commitment to recycling, to the Apple Valley community and to the environment.

Should you require any additional information on ways to reduce waste or if you need information on recycling, be sure to visit www.zerowastecommunities.org.

Again, we appreciate the role you play in supporting Apple Valley's Better Way of Life. Thank you for joining with the Town of Apple Valley, the San Bernardino County Zero Waste Communities, and other forward-thinking businesses in showing that "We Care, We Recycle."

Best Regards,

Diana Holken

Diana Holken
Environmental & Regulatory Compliance Manager
Town of Apple Valley

Diana Holken

Certificate of Appreciation

City of Fontana



City of Highland



City of Rialto



Town of Apple Valley



County of San Bernardino



CERTIFICATE OF APPRECIATION

This certificate is awarded to

ADD BUSINESS NAME HERE

.....

for participating in the

SAN BERNARDINO COUNTY'S COMMERCIAL RECYCLING PROGRAM

By participating in the commercial recycling program
you make a difference.

Thank you for protecting our natural resources and
improving San Bernardino County's future!

.....

Olivia Sanchez
County of San Bernardino Recycling Specialist

**ZERO WASTE COMMUNITIES**
OF SAN BERNARDINO COUNTY





www.zerowastecommunities.org

“We Care, We Recycle” Window Decal



Appendix C Curbside Recycling Program

Neighborhood Associations Evaluation

*SBC Zero Waste Communities
Curbside Recycling
November 11, 2009*

Neighborhood Associations Evaluation

Questions

The following questions provide a general framework for reaching out to and touching base with San Bernardino City neighborhood associations and watch groups. These questions serve to help us narrow down appropriate groups to collaborate and partner with so that we can make the most beneficial selection.

- Is your organization a neighborhood watch group or neighborhood association? How long has this group been active and how was the group originally set-up?
- Where are you located and which neighborhoods (main cross streets) do you serve? Confirm the area they encompass in order to develop a map of each association with their respective boundaries.
- In what ways are you active and responsive within your community? What is the main purpose of your meetings?
- How many neighborhood members are in your network? Are there a few key passionate neighborhood leaders? What is the average number of people who attend the meeting?
- What types of resources does your organization have and how do you reach out to your community members (i.e. if they have a website, newsletters, email blasts, etc.)? How effective is it at reaching your members? (Do you get any response from the information?) How often do you have face-to-face meetings and is it possible to request a spot on the agenda and how often?
- Can you give me a sense of the neighborhood your organization serves? Any interesting demographics or lifestyle commonalities we should be aware of? Is it largely single family housing, multi-family housing or a mix of both?
- Are you open to partnering on this project?

(Example Page)

45

City Privacy Notice



300 North "D" Street • San Bernardino • CA 92418-0001
www.sbcity.org

January 28, 2010

Dear Del Rosa Estates Resident,

The City of San Bernardino, Public Services, Integrated Waste Management Division in collaboration with the San Bernardino County Zero Waste Communities and the Del Rosa Network Action Group, is launching a curbside recycling pilot program in the Del Rosa Estates area.

This letter serves as notification that the contents of your recycling bin and trash bin may be randomly and anonymously assessed for the purposes of program evaluation from February through June 2010.

Should you have any questions, please feel free to contact me at Allen_De@sbcity.org or (909) 384-5549.

Sincerely,

Deborah Allen
Environmental Projects Manager
Integrated Waste Management Division

Waste Assessment Photos



Waste Assessment Survey

(Example Sheets)

SBC ZW Curbside Recycling: Trash Bin Assesment
Date: 5/27/2010

These categories should amount to total weight									
Paper	Glass	Cardboard	Plastics	Steel/Tin/ Aluminum	Electronic Waste	Household Hazardous Waste	Organics (food waste and green waste)	Trash	TOTAL LBS.
36.8	44.2	22	27.4	26.2	18.2	22.2	54.2	41.4	
40.4	19	23.4	21.8	13			44.6	52	
21.8		14.4	13.8				27.2	64.6	
								58.4	
								70.8	
								44.2	
								82.8	
								57.2	
								67	
								56.4	
								62.8	
								59.8	

SBC ZW Curbside Recycling: Recycling Bin Assesment
Date: 5/27/10

These categories should amount to total weight									
Paper	Glass	Cardboard	Plastics	Steel/Tin/ Aluminum	Electronic Waste	Household Hazardous Waste	Organics (food waste and green waste)	Trash	TOTAL LBS.
60.2	30	20.8	25.2	23.8	16	13.2	15.4	32.6	
28.4		22.8	27.4					28.2	
74.6		24	27.2					39.6	
54		21.2	22					46.2	
43.8		22.4	21.4					16.8	
45.2		21.2							
		24.2							
		19.8							
		21.8							
		19.6							
Total	231.8	17.6	93.8	61.2	11.4	3.6	0.8	3	101.4
	44.2%	3.4%	17.9%	11.7%	2.2%	0.7%	0.2%	0.6%	19.3%
									100.0%

CURBSIDE RECYCLING PILOT PROGRAM

Focus Group
Members
Wanted!



Attend our focus group discussion on recycling,
and we'll award you with a **FREE \$25**
Stater Bros. gift certificate!

Date: **Monday, February 8, 2010**

Time: **6:30 pm to 8:00 pm**

Location: **Intersection of N. Del Rosa Ave. & E. Date St.**

RSVP for details

Please RSVP ASAP by emailing Jacqueline Wei at
jwei@sga-inc.net or call **(562) 597-0205**.

Note: Participation is on a first come, first serve basis. By reservation only.



ZERO WASTE COMMUNITIES
OF SAN BERNARDINO COUNTY



www.zerowastecommunities.org

Focus Group Road Map

(Example Pages)

SBC ZW
Focus Groups Road Map
February 3, 2010

**Curbside Recycling
Focus Group Road Map**

Major Objective:

Assess behavior and attitudes about recycling and disposal among target single-family housing residents within in a designated pilot area by compiling qualitative information through a focus group. The barriers and motivators will help guide our design process and to us.

Audience and Geographic Area:

The focus group meeting will be held in a neighborhood association we designated. Participants will be compensated for their time through a certificate or giveaway items).

Setting and Refreshments:

The focus group may be held in a meeting room, depending on what work to announce focus group before we participate in a meeting participants. Another recruitment is to go to a local market or the grocery store paid for (if participating in the focus group).

Ground Rules:

It's critical that all members of the session to move along with the session. Remind participants that the session is for your honest opinion. Because the session is short, with focus. The ground rules questions c) allow the opportunity for questions.

Agenda:

The focus group will start with an explanation of the format and agenda. Each participant will receive a copy of the agenda.

SBC ZW
Focus Groups Road Map
February 3, 2010

The moderator will focus on gathering feedback from participants regarding their recycling and disposal habits by posing three main topics/questions and then will expand off of those depending on group response. The questions and their order are as follows:

Defining the Concept to Assess How People Understand "Recycling"

1) **What is recycling? Then have some frequently trashed recyclable items to probe with specifics.**

- a. Is this T-Shirt recyclable, trash or you aren't sure?
- b. Is this clean Glass recyclable, trash or you aren't sure?
- c. Is this full Glass recyclable, trash or you aren't sure?
- d. This Styrofoam?
- e. This plastic bag?
- f. This clean Cardboard box?
- g. This stained cardboard box?
- h. This CD?
- i. This bleach?

Participants will be provided with Post-it notes and asked to apply them to a large sheet of gridded paper labeled with the different items (Trash, Recyclable, and Not Sure).

Assessing the Behavior to Reveal Recycling Barriers and Motivators

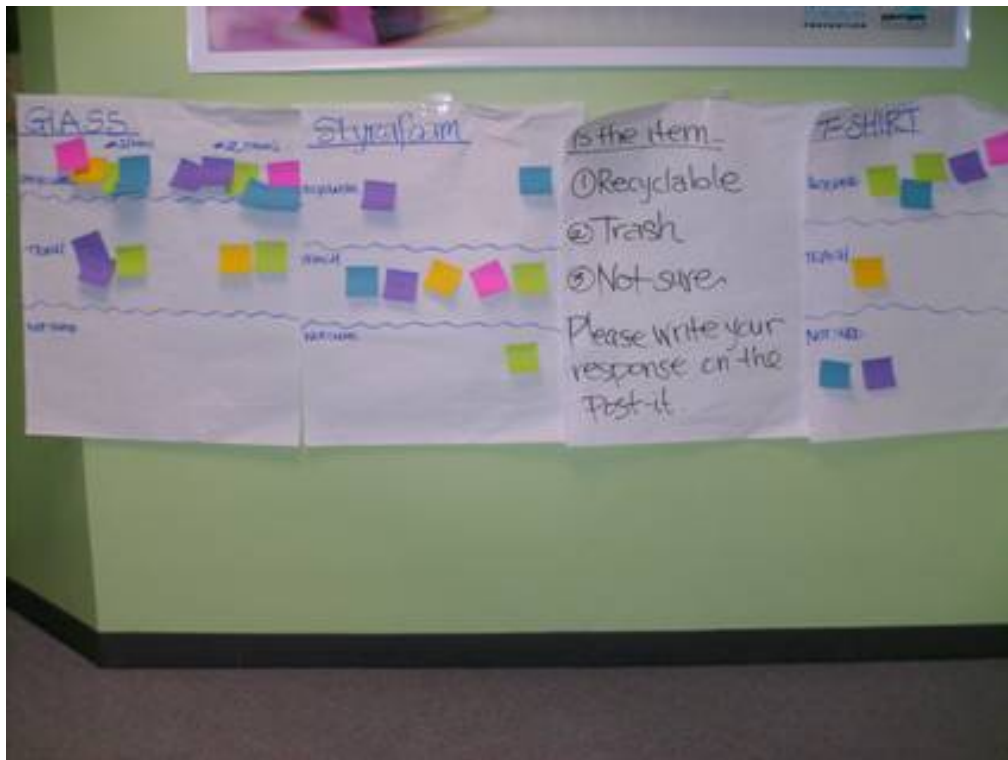
2) **Why do people recycle? Then probe with specifics.**

- a. Do you or don't you recycle and why?
 - i. What key items do you recycle?
 - ii. How do you recycle them?
 - iii. For every full trash bin, how much would you say you recycle?
- b. For those of you who do recycle, what are some of the reasons why you recycle?
- c. For those of you who don't recycle, why don't you recycle?
- d. What tools or resources do you need to recycle? Are there things that make it easy to recycle? What are those things?
 - i. What is a good way to get information to you?
- e. Is recycling behavior common in your daily surroundings? Where?
- f. Do you see your neighbors recycling or not?
- g. If you do recycle, how is the current city program working for you? What do you like and dislike about the different carts? What would you change?
- h. What would keep people from recycling?
- i. What would encourage and incentivize people to recycle more?

2

Jsga

Focus Group Photos



Recycling Magnet Reminder

CURBSIDE RECYCLING PILOT PROGRAM

WHAT GOES IN THE BLUE BIN?

CORRUGATED CARDBOARD

MAGAZINES & CATALOGS

NEWSPAPER

JUNK MAIL

OFFICE PAPER

PHONE BOOKS

THIN CARDBOARD
cereal boxes, paper towel rolls, etc

BROWN PAPER BAGS

GLASS BOTTLES & JARS

ALUMINIUM CANS, ALUMINIUM FOIL & PIE TINS

STEEL CANS & EMPTY AEROSOL CANS

PLASTIC BOTTLES, JARS, TUBS, & TRAYS(# 1-7)

! All bottles and cans must be empty.
No soiled or wet paper.

WHAT STAYS OUT OF THE BLUE BIN?

FOOD WASTE

E- WASTE

CLOTHES

PLASTIC BAGS

RECYCLING BEGINS WITH YOU!

For more recycling tips visit
www.zerowastecommunities.org

ZERO WASTE COMMUNITIES OF SAN BERNARDINO COUNTY

Household hazardous waste collection centers:

VALLEY REGION

• **RIALTO**
City Maintenance Yard
246 Willow Avenue
Rialto, CA

• **SAN BERNARDINO**
S.B. International Airport 2824
East "W" Street, Bldg. 302
San Bernardino, CA

MOUNTAIN REGION

• **CITY OF BIG BEAR LAKE**
Public Service Yard
42040 Garstin Drive
Big Bear Lake, CA

• **LAKE ARROWHEAD**
Heaps Peak Transfer Station
29898 Highway 18
Lake Arrowhead, CA

DESERT REGION

• **APPLE VALLEY**
22411 Highway 18
Apple Valley, CA

• **HESPERIA**
Hesperia Fire Station
17443 Lemon Street
Hesperia, CA

• **TRONA**
County Fire Station 127
83732 Trona Road
Trona, CA 93562

• **BARSTOW**
City of Barstow Corporation Yard
900 South Avenue 'H'
Barstow, CA

• **JOSHUA TREE**
West of Solid Management Bldg.
62499 29 Palms Highway
Joshua Tree, CA

• **VICTORVILLE**
Victorville Fire Department
East of Desert Knoll Drive on
Loves Lane
Victorville, CA

Call 1-800-OILY-CAT (645-9228)
for Collection Center Operating Hours.

For more information on household hazardous waste and additional collection facilities, please visit
<http://www.sbcfire.org/hazmat/hhw.asp>

RECYCLING & SOLID WASTE INFORMATION:
Go to www.zerowastecommunities.org for more information.

Front & Back, respectively

Recycling Magnet Reminder City Letter



300 North "D" Street • San Bernardino • CA 92418-0001
www.sbcity.org

April 13, 2010

Dear Del Rosa Estates Resident,

As part of the Curbside Recycling Pilot Program with the City of San Bernardino Integrated Waste Management Division, the San Bernardino County Zero Waste Communities and the Del Rosa Neighborhood Action Group, enclosed is a recyclables magnet reminder that you may reference as you separate your recyclables. The program strives to increase the amount of curbside recycling materials collected and decrease the trash that ends up in recycling bins.

Additionally, a monthly recyclable and non-recyclable postcard will be mailed to you to focus on several key items that should and should not go in the recycling bin for April and May.

Be sure to visit www.zerowaste communities.org for more information about our Curbside Recycling Pilot Program, what should be kept in and out of the recycling bin, and updates on our "what we're doing now" blog.

Should you have any questions, please feel free to contact me at Allen_De@sbcity.org or (909) 384-5549.

Best regards,

Deborah Allen
Environmental Projects Manager
Integrated Waste Management Division

The NAG



THE NAG

NEW
HOTLINE
NUMBER
909-499-3548

The Del Rosa Neighborhood Action Group Newsletter

Volume XVI, Number 4

April 2010

teers will be "manning" the 7th Annual Plant Sale that same day. DR NAG will not be hosting one of the sites this time. The nearest one to Del Rosa will be hosted by the Wildwood Neighborhood Association and will be located in Wildwood Park on 40th Street at the corner of Waterman Avenue. Keep in mind, if you aren't able to participate in the April 24th free dump day, DR NAG will be hosting one in May sponsored by the County.

Police Department

The San Bernardino Police Department announced that the City experienced an 8% reduction in violent crimes in 2009. These violent crimes include murder, rape, robbery and aggravated assault. Overall crime in the City was decreased by over 3% which is a continuing decline from recent years.

The police department also reported that it has expanded its gang enforcement teams to seven days a week in an effort to impact that aspect of crime in the City. In addition, the department has increased its effort in developing police-community relations by conducting citizen police academies and developing community advisory groups to provide feedback on police operations.

**NEW HOTLINE
NUMBER
909-499-3548**

Pilot Project

As part of the Curbside Recycling Pilot Program with the Zero Waste Communities, City of San Bernardino and DR NAG, the Program recently conducted a

waste assessment of homes and for their recycling results will be highlighted about items in the bin versus the

For recyclable items, Curbside wants to extend accepts all (often design symbol, w plastic bottle

But plastics in plastic bag non-recyclable in the trash

the recycling trash. I bags in and ent be recy stores, better grocer totes that g the s progr cycle www for n recy

for saf

**DR NAG'S
7TH Annual Plant
Sale
Saturday
April 24th
8:30 - 11:30
Church Parking Lot
Del Rosa Avenue
And
Eureka**

PRESIDENT'S MESSAGE

Last Membership Meeting

On the advice of legal council, the executive director of LAFCO (Local Agency Formation Commission) canceled as our speaker last month. A lawsuit has been filed against LAFCO regarding annexations in our area. While understandable that the director wouldn't be able to comment because of pending litigation, it presented a problem for your board since we had announced in two of our newsletters that the agency would present our program.

What to do? Things happen! Pick yourself up and move on! We were delighted that the city code supervisor for our area, Curtis Stone, was willing to step in at the last minute. He presented a very informative PowerPoint program on City Code issues and responded to questions from our members.

The Board greatly appreciated his willingness to come to our aid,

and we hope our members found his presentation interesting.

Weed Whackers

The Weed Whackers won't be pulling weeds and picking up trash this month. Instead, you guessed it, the volunteers will be working at the plant sale.

**Evelyn Alexander
President**



2010 CENSUS

When you get your 2010 Census form in the mail, which many of you may have already received, make sure you fill it out and return it promptly.

Results from the 2010 Census will be used to help each community get its fair share of government funds for highways, schools, health facilities, and many other programs that are needed. Census information also affects the numbers of seats our state occupies in the U.S. House of Representatives. Without a complete, accurate census, we may not receive our fair share of funds or representation. Your response is important.



PILOT PROGRAM

For April, the monthly recyclable is glass! The Curbside Recycling Program wants to extend a reminder that it accepts all glass. Glass is actually one of the most popular materials recycled.

Glass containers are 100% recyclable and can be recycled endlessly without any loss of quality, and recovered glass is used as the main ingredient in new glass containers.

The monthly non-acceptable blue bin item is food waste. Food scraps should stay out of the blue bin and in the trash! Food waste that ends up in the recycling bin contaminates recyclables and makes the recyclables unrecoverable.

Visit the recycling website at www.zerowastecommunities.org for more information about what's recyclable and what's not, and follow the pilot's progress with the blog under the "what we're doing now" section.



PLANT SALE

Once again, you are invited to stop by DR NAG'S annual plant sale. The sale is scheduled for Saturday, April 24. The proceeds from the plant sale help cover the cost of our association.

Over the years, we have had a variety of plants donated by our members. We usually have about of 300-400 plants available for sale. The going price for one of our six-inch potted plants is only

THE NAG

NEW
HOTLINE
NUMBER
909-499-3548

Neighborhood Action Group Newsletter

May 2010

Planning Retreat

That is nice about being that I have opportunities and various functions and that are held during the month of March, I attended the City Council's retreat, and a half day planning retreat. Mayor and Council staff for their vision for our City.

not known for a harvest, but observing the council members at the retreat was an agreement as our city in the future. The newsletter, we a summary of the week upon.

We receive on-line comments from city residents. If you having us forward to you, please address to us at info@drnag.com. DR NAG's annual plant sale is a great means for our contact us. If you visit DR NAG, we our Hotline at

news under for you to this issue of the on the label membership dues have expired a minute and

send in your check. It will be one of the best \$12 you'll send this year. Thanks.

**Evelyn Alexander
President**

PILOT PROGRAM

For May, the monthly recyclable is PAPER! The Curbside Recycling Program wants to extend a reminder that it accepts all paper. Paper is one of the most important materials used universally virtually every day. Paper has a very high recovery rate. If measured by weight, more paper is recovered for recycling than all glass, plastic and aluminum combined. Keep recycling right!

The monthly non-acceptable blue bin item is electronic waste. Electronics such as telephones, radios, TVs, computers, and cell phones are considered e-waste. E-waste accounts for 70 percent of overall toxic waste found in landfills and, if trashed, can leach toxic substances into the soil and groundwater. Be sure to dispose of e-waste properly at an appropriate collection center or put working items to good use by donating them. Visit www.zerowastecommunities.org for more information about what's recyclable and what's not, and follow the pilot's progress with our blog under the "what we're doing now" section.

For more information about what's recyclable and what's not, and follow the pilot's progress with our blog under the "what we're doing now" section.

Monthly Postcards



Recyclable
of the Month:

**CURBSIDE
RECYCLING
PILOT PROGRAM**

Non-Acceptable
of the Month:



GLASS



Glass is one of the most popular materials recycled. Glass containers are 100% recyclable, can be recycled endlessly without any loss of quality and recovered glass is used as the majority ingredient in new glass containers.
Keep recycling right!

FOOD WASTE




Food scraps should stay out of the blue bin and in the trash! Food waste that ends up in the recycling bin contaminates recyclables and makes the recyclables unrecoverable.

www.zerowastecommunities.org




ZERO WASTE COMMUNITIES
OF SAN BERNARDINO COUNTY






ZERO WASTE COMMUNITIES
OF SAN BERNARDINO COUNTY



Dear Del Rosa Resident,

As part of the Curbside Recycling Pilot Program with Zero Waste Communities, City of San Bernardino and DR NAG, the Program recently conducted a waste assessment of Del Rosa Estates homes and applauds residents for their recycling efforts! Keep it up! Every month a recyclable and non-acceptable blue bin item will be highlighted to remind residents about items that go in the recycling bin.



Printed on recycled paper

**CURBSIDE
RECYCLING
PILOT PROGRAM**

For more information on curbside recycling visit
zerowastecommunities.org

Monthly Postcards

CURBSIDE RECYCLING PILOT PROGRAM

Recyclable
of the Month:



PAPER



Paper is one of the most important materials used universally virtually every day. Paper has a very high recovery rate. If measured by weight, more paper is recovered for recycling than all glass, plastic and aluminum combined.
Keep recycling right!

Non-Acceptable
of the Month:



E - WASTE



Electronics such as telephones, radios, TVs, computers and cell phones are considered **e-waste**. E-waste accounts for 70 percent of overall toxic waste found in landfills and if trashed, can leach toxic substances into the soil and groundwater. Be sure to dispose of e-waste properly at an appropriate collection center or put working items to good use by donating.

www.zerowastecommunities.org



ZERO WASTE COMMUNITIES
OF SAN BERNARDINO COUNTY



CURBSIDE RECYCLING PILOT PROGRAM

Recyclable
of the Month:



PAPER



Paper is one of the most important materials used universally virtually every day. Paper has a very high recovery rate. If measured by weight, more paper is recovered for recycling than all glass, plastic and aluminum combined.
Keep recycling right!

Non-Acceptable
of the Month:



E - WASTE



Electronics such as telephones, radios, TVs, computers and cell phones are considered **e-waste**. E-waste accounts for 70 percent of overall toxic waste found in landfills and if trashed, can leach toxic substances into the soil and groundwater. Be sure to dispose of e-waste properly at an appropriate collection center or put working items to good use by donating.

www.zerowastecommunities.org



ZERO WASTE COMMUNITIES
OF SAN BERNARDINO COUNTY



Dear Del Rosa Resident,

Now that you've got the right tools (and hopefully the recycling reminder magnet has a spot on your fridge), you're well on your way to becoming a recycling guru!

This month, please continue to recycle paper items in the blue bin. Note that any e-waste you have is too toxic to trash so dispose of it responsibly.

Keep it up!



Printed on recycled paper

CURBSIDE
RECYCLING
PILOT PROGRAM

For more information on curbside recycling visit
zerowastecommunities.org

Surface Waste Assessment Photos



Surface Waste Assessment Survey

Recycling Bin Surface Assessment Date:

Neighborhood: De Rosa Estates

These categories should total 100%										
Full Level* (1-6)	Recyclables						Contamination			
	Paper (0-100%)	Glass (0-100%)	Cardboard (0-100%)	Plastics (0-100%)	Steel/Tin Cans & Aluminum (0-100%)	Other Recyclable (0- 100%) specify items below	e-Waste (0-100%)	HHW (0-100%)	Organics (0-100%)	Other Contaminant (0- 100%) specify items below
*How full would you rate the bin: 1: 1/4 2: 1/3 3: 1/2 4: 3/4 5: Full 6: Overflowing										
5	60	0	30	10	0	0	0	0	0	0
5	40	0	30	10	10	0	0	0	0	10 - plastic bags
5	40	0	20	0	0	0	0	0	0	40 - trash
5	30	0	70	0	0	0	0	0	0	0
5	30	0	40	10	0	0	0	0	0	20 - Soiled Cardboard
5	20	0	70	10	0	0	0	0	0	0
5	0	0	70	10	10	0	0	0	0	10 - plastic bags
5	0	0	60	40	0	0	0	0	0	0
5	0	0	70	20	0	0	0	0	0	10 - wrap
5	0	0	90	0	0	0	0	0	0	10 - bags
4	50	0	40	0	0	0	0	0	0	10 - plastic bags
4	40	0	50	0	0	0	0	0	0	10 - socks
4	40	0	10	40	0	0	0	0	0	10 - plastic bags
4	30	0	30	30	0	0	0	0	0	10 - plastic bags
4	20	0	80	0	0	0	0	0		0
4	20	0	80	0	0	0	0	0	0	0
4	10	0	90	0	0	0	0	0	0	0

Appendix D Events

Plastic Bag Survey

Evaluation Tool

SBCSW Plastic Bag Survey											Date: _____ Location: _____	
If response is YES, skip question 1a. If response is NO, skip questions 1a and 1b.	(1a) When you go grocery shopping, what type of bags do you usually choose? (ask open ended)	(1b) When you receive and use plastic bags from the grocery store, what do you do with them afterwards? (ask open ended)	(2) What is the most important reason for you to use reusable bags? (ask open ended-write down)	(3) What reason would most likely prevent you from using reusable bags? (ask open ended-write down)	(4) If you were encouraged to utilize reusable bags by the following groups, which group would influence you the most to do so? (read choices and select response)	(5) What is your preferred method of receiving information? (ask open ended)	(6) Which reusable bag design do you like the best? (show options & select one)	(7) What city do you live in? (select for a response)	(8) What is your age? (select for a response)	(9) What is your ethnicity? (select for a response)	Demographic Code	
											Gender	Usually select type of bags being used and quantity (select is where it applies)
Never	Paper	Trash			The City/County Law Enforcement Train Collector	Phone Email Postal mail	A B C			1. MIDDLE EASTERN 2. ASIAN/PACIFIC ISLANDER 3. BLACK/AFRICAN AMERICAN 4. LATINO 5. WHITE 6. NATIVE AMERICAN 7. OTHER _____ 8. Refuse or N/A	Male	Paper
25% of the time	Plastic	Reuse Bag			Kids Family Friends Coworkers Other _____	Newspaper Radio Social media sites such as Twitter, Facebook, etc.	D				Female	Plastic Reusable Cloth Tote Bag
50% of the time		Store Recycling										
75% of the time	Reusable Cloth Tote Bags											
100% of the time	Refuse or N/A	Other _____			Refuse or N/A	Refuse or N/A	Refuse or N/A					
Refuse or N/A	Refuse or N/A	Refuse or N/A										
Never	Paper	Trash			The City/County Law Enforcement Train Collector	Phone Email Postal mail	A B C			1. MIDDLE EASTERN 2. ASIAN/PACIFIC ISLANDER 3. BLACK/AFRICAN AMERICAN 4. LATINO 5. WHITE 6. NATIVE AMERICAN 7. OTHER _____ 8. Refuse or N/A	Male	Paper
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50% of the time		Store Recycling										
75% of the time	Reusable Cloth Tote Bags											
100% of the time	Refuse or N/A	Other _____			Refuse or N/A	Refuse or N/A	Refuse or N/A					
Refuse or N/A	Refuse or N/A	Refuse or N/A										
Never	Paper	Trash			The City/County Law Enforcement Train Collector	Phone Email Postal mail	A B C			1. MIDDLE EASTERN 2. ASIAN/PACIFIC ISLANDER 3. BLACK/AFRICAN AMERICAN 4. LATINO 5. WHITE 6. NATIVE AMERICAN 7. OTHER _____ 8. Refuse or N/A	Male	Paper
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50% of the time		Store Recycling										
75% of the time	Reusable Cloth Tote Bags											
100% of the time	Refuse or N/A	Other _____			Refuse or N/A	Refuse or N/A	Refuse or N/A					
Refuse or N/A	Refuse or N/A	Refuse or N/A										

Selected Reusable Bag Design





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Rialto | San Bernardino City | San Bernardino County | Twentynine Palms | Victorville | Yucaipa | Yucca Valley



REDUCE

REUSE

RECYCLE

RETHINK

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Visit **www.zerowastecommunities.org**

CRRRA Photos



Tabling Photos



Appendix E Phone Book Advertisements

Phone Book Advertisement 288x354



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FIND INFORMATION ON:

-  **RECYCLING LOCATIONS**
-  **NEW USES FOR OLD THINGS**
-  **REPAIRING ITEMS TO REDUCE WASTE**
-  **COMPOSTING**



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