



KEEP TRUCKEE MEADOWS
B E A U T I F U L

2018 Tire Fund: Litter Control, Education, Waste Management, and Recycling

WASHOE COUNTY
HEALTH DISTRICT

ENHANCING QUALITY OF LIFE

Lemmon Valley, November 2013



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Lemmon Valley, Military Road, November 2018



Hidden Valley, 2006



Hidden Valley, November 2018



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Damonte Ranch, 2011



Damonte Ranch, November 2018



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Great Community Clean Up

In 2018, KTMB engaged **850 volunteers** who removed **48.54 tons** of solid waste and **150 tires** from public land.



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Litter Survey 2018:

Litter Survey Routes	14 neighborhoods	6 open spaces	5 Highway spaces
Average Score	1.6	1.6	1.8

Score:
1.6

Litter Survey 2017:

Litter Survey Routes	16 neighborhoods	6 open spaces	5 Highway spaces
Average Score	1.5	2.2	1.4

Score: 2

1= no visible litter, 2=slightly littered, 3=littered, 4=extremely littered



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Managing and monitoring Adopt-A-Spot litter removal

KTMB AAS groups conducted **57** cleanups, including more over **930** volunteers who removed **1,998** bags of trash and green waste. **18** new Adopters in 2018.

Adopt-A-Spot outreach efforts have included radio outreach, presentations to service organizations, and Neighborhood Advisory Boards



Available Adopt-An-Open-Space Sites

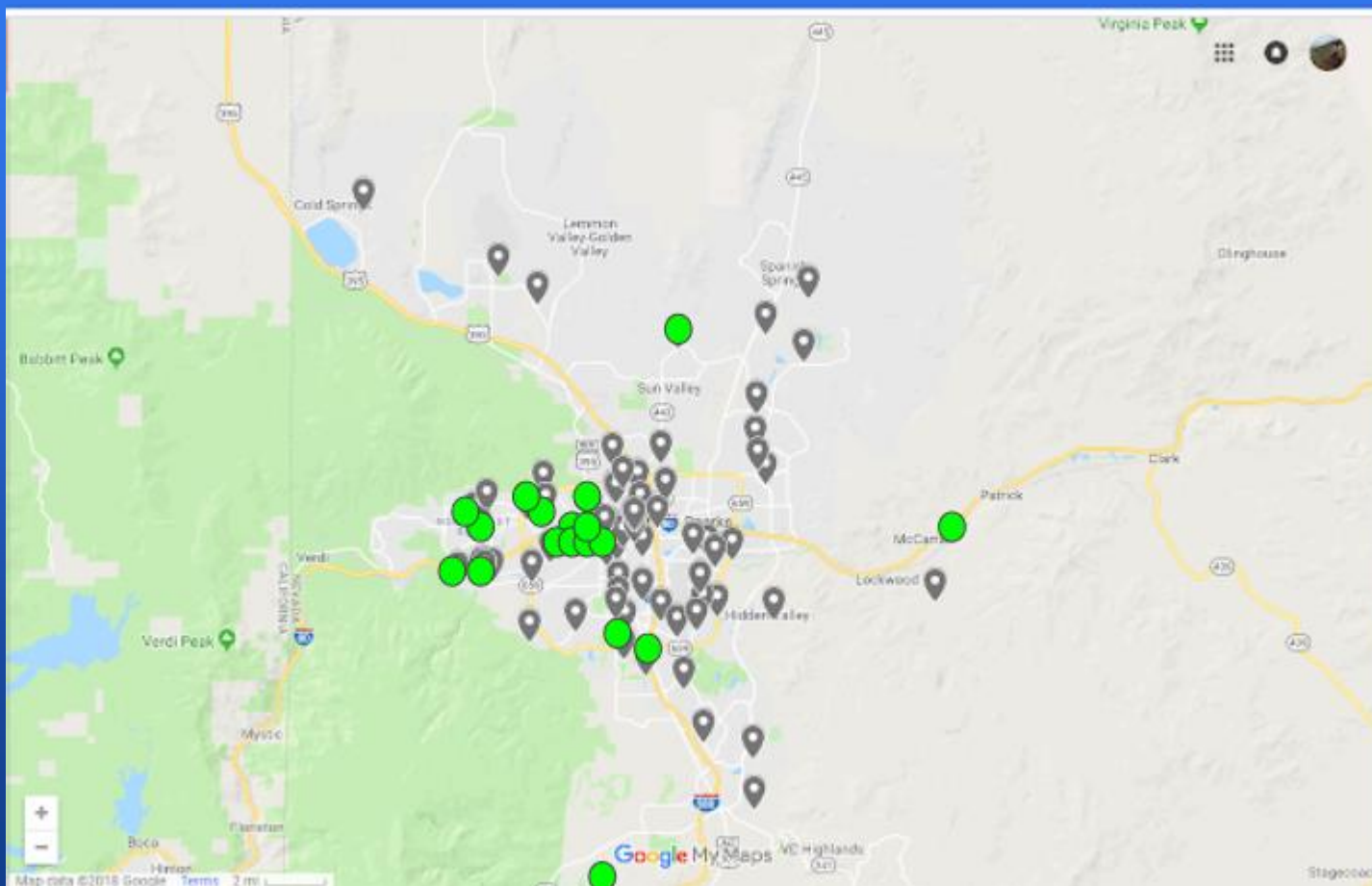
1. Jumbo Grade
2. Extension off of Partition Road in Lemmon Valley
3. Silver Knolls
4. Extension off of Chimney road in Sun Valley
5. Extension off of Estates Road in Golden Valley
6. Hungry Valley
7. Huffaker Mountain Trail
8. Lower Peavine Creek Reservoir
9. McQueen Neighborhood Trails
10. Red Rock Silver Knolls
11. Reggie Road Trail in Reno
12. Pah Rah Interpretive Trail
13. Callahan/Lower Galena Creek Trail



Adopt-A-Spot Map

18 New
Adopters

79 Total



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Christmas Tree Recycling

KTMB engaged **324** volunteers to divert **10,031** trees from the landfill.



KTMB Community Education: **Reduce- Reuse-Recycle**, Illegal Dumping Awareness and Reporting Abilities through presentations and outreach events

1. **16,129** total educated on Illegal Dumping awareness and reporting and/or Reduce, Reuse, Recycle
 - a. 21% increase from 2017
 - b. **1,000+** latinos educated on illegal dumping awareness, Illegal dumping reporting abilities, and/or Reduce, Reuse, Recycle



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KTMB Recycling Guide: Awareness on alternatives to dumping and reporting abilities to deter dumping activity

1. **5,621** KTMB English and Spanish Recycling Guides handed out. **38%** increase from 2017
2. **Over 300** disposal call questions answered
3. KTMB recycling guide on website is popular page. Received over **7,000 views** in 2018.
4. KTMB Recycling Guide is being published weekly in the Reno News and Review which prints **30,000 copies** to **1,200 locations** and have **96,000 readers** every week.



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GET INVOLVED!

THURSDAY, JULY 12 | GREEN UP YOUR LIFE

Join us and other environmentally progressive businesses to find out simple ways you can reduce your footprint in your daily life. Donuts will be provided as well as Regional Truckee Long Foot Ale.

FRIDAY, JULY 13TH | KTMB SENSORY GARDEN - ARTWORK EVENT

Explore Keep Truckee Meadows Beautiful's Sensory Garden and make fingerpaint Nature Art during the event!

FRIDAY, JULY 20TH | KTMB SENSORY GARDEN - ARTWORK EVENT

Design plastic containers and turn them into beautiful art! Meet with KTMB Friday.

WHY SINGLE USE IS HARMFUL TO THE ENVIRONMENT?

Plastic is made from petroleum, a non-renewable resource. One single container of plastic can be recycled and can only go through the recycling process 3-4 times before the quality of the material degrades and can no longer be made into something new.

REDUCE YOUR SINGLE USE PLASTIC

GO PLASTIC FREE FOR THE MONTH OF JULY!

There are several businesses in our area making plastic free incentives. Some examples:

- Tea Bar: receive a discount for bringing your own reusable cup.
- Miro's & Son's: give discounts to those who bring own reusable shopping bags.
- Miro's & Son's, Santa's Toy House and Ole Bridge Pub: donated to no other savings.

ALTERNATIVES TO SINGLE USE PLASTIC:

• Reusable mesh bags for fruit, vegetables, and other produce.

ADVERTISING

Recycling Guide

Find out where to recycle or properly dispose of common items in the Truckee Meadows.

Recycling Guide Listing

- Asbestos
- Cardboard
- Carpets
- Cellphones
- Construction Materials
- Drums (Oil)
- Gas Canisters
- Household Hazardous Waste
- Mercury
- Paint
- Pesticides
- Prescription Drugs
- Scrap Metal
- Tires
- Vehicles
- Weeds
- Yard Waste

Reno News & Review

New Food Resolutions

FREE-CYCLING

A LOCAL INITIATION

WINTER OFFERS

GET AHEAD

FOR EVERY NEW YEAR'S RESOLUTION



Find out where to **recycle** or **properly dispose** of common items in the Truckee Meadows

ktmb.org



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Recycling Guide

Fall-Winter 2018

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2018

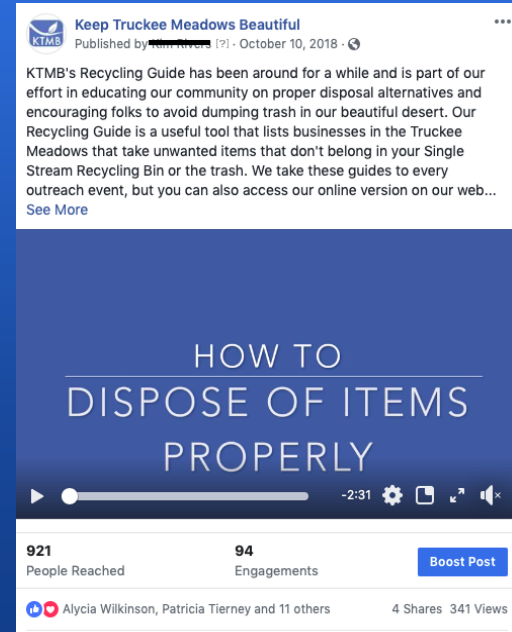


dónde reciclar o cómo
propriadamente de objetos
en el Truckee Meadows

ktmb.org

KTMB online education: Facebook, Twitter, Instagram

169,103 total impressions on KTMB social media platforms on Illegal Dumping awareness and reporting abilities, Recycling Guide, and 3Rs.



- **13,036** total youth and adults educated in 2018
 - 32% increase from 2017
- **176,192** total online impressions across all KTMB social media platforms in 2018
 - \$176 CPI (cost per thousand impressions)
- **Recycling Guide in the weekly Reno News & Review in 2018**
 - \$38,000 value
- **153** total cleanups in 2018
 - 135 cleanups in 2017
- **5,367** total volunteers in 2018
 - 3,845 volunteers in 2017
- **16,370** total volunteer hours in 2018 valued at **\$357,673.58**
 - Independent Sector Nevada volunteer value=\$21.85/hour
 - 12,478 volunteer hours in 2017
- **15,955** total bags of solid and green waste collected in 2018
 - 64.04 tons of trash and green waste removed during KTMB's Great Community Cleanup in 2018
 - 67.75 tons of trash and green waste removed during KTMB's Great Community Cleanup in 2017

Washoe County Health District

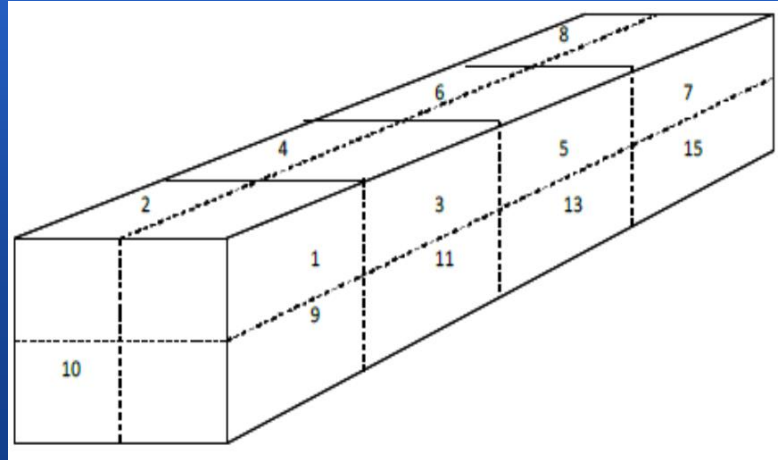
Two-Season Waste Composition
and Characterization Analysis

Methodology

- The intent of the solid waste composition and characteristics analysis is to identify, quantify and characterize MSW material types received for disposal at the Washoe County transfer stations.
- The waste generation categories specifically identified and sampled as part of this composition and characterization study include residential, commercial, self-hauled waste, and industrial and C&D materials.

Sample Cell Selection

- To randomly select samples, each load was divided into a 16-cell grid as depicted below. A randomizer tool was used to assign a primary and alternative cell for sampling. The sample was taken from the randomly assigned cell for each selected load.





SVM crew sorting and categorizing a garbage sample.

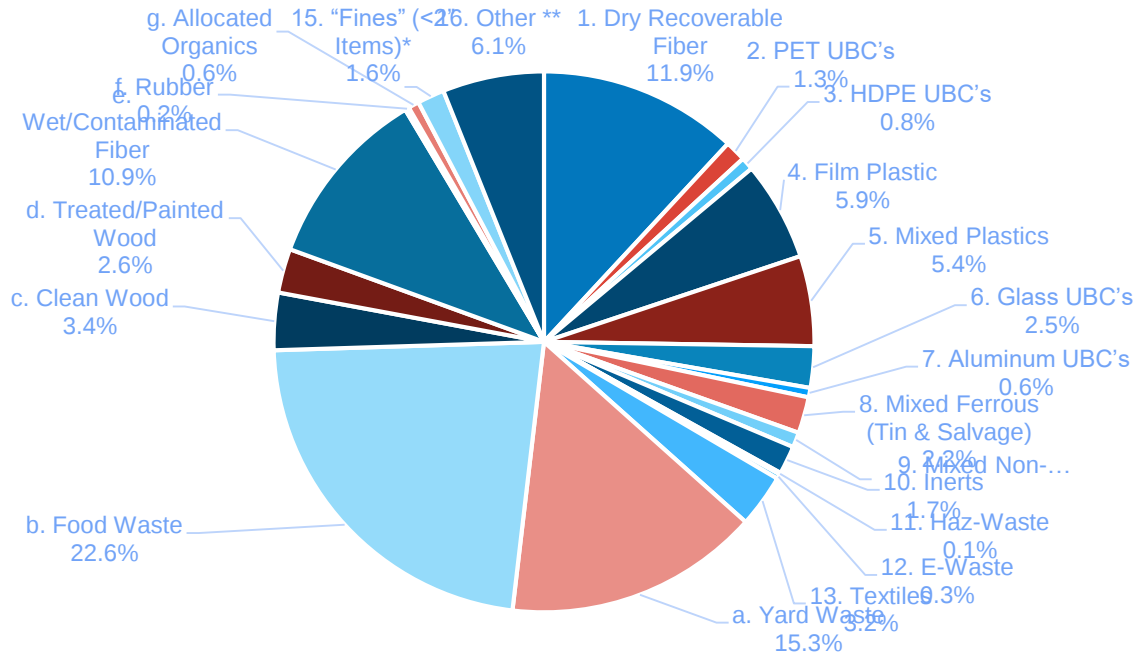


During the Fall study, leaves constituted a large volume of the samples from all sectors, including this residential garbage load.

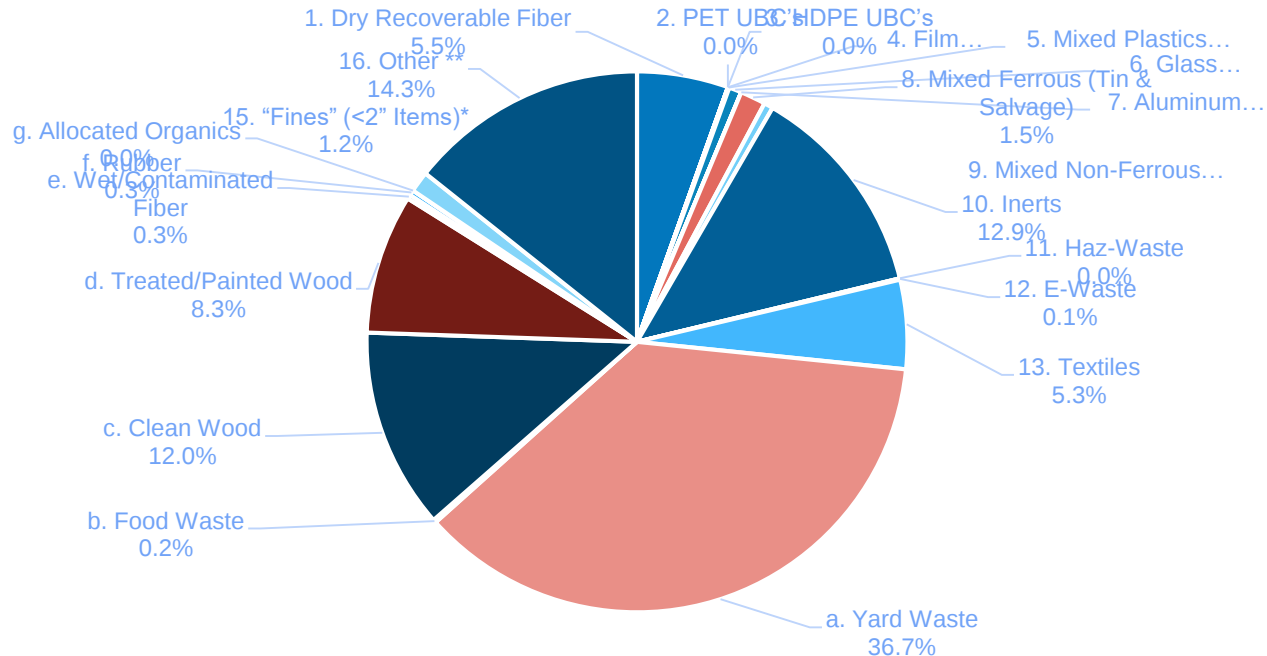
Incline, Stead & Sage Transfer Stations

Residential & Commercial MSW

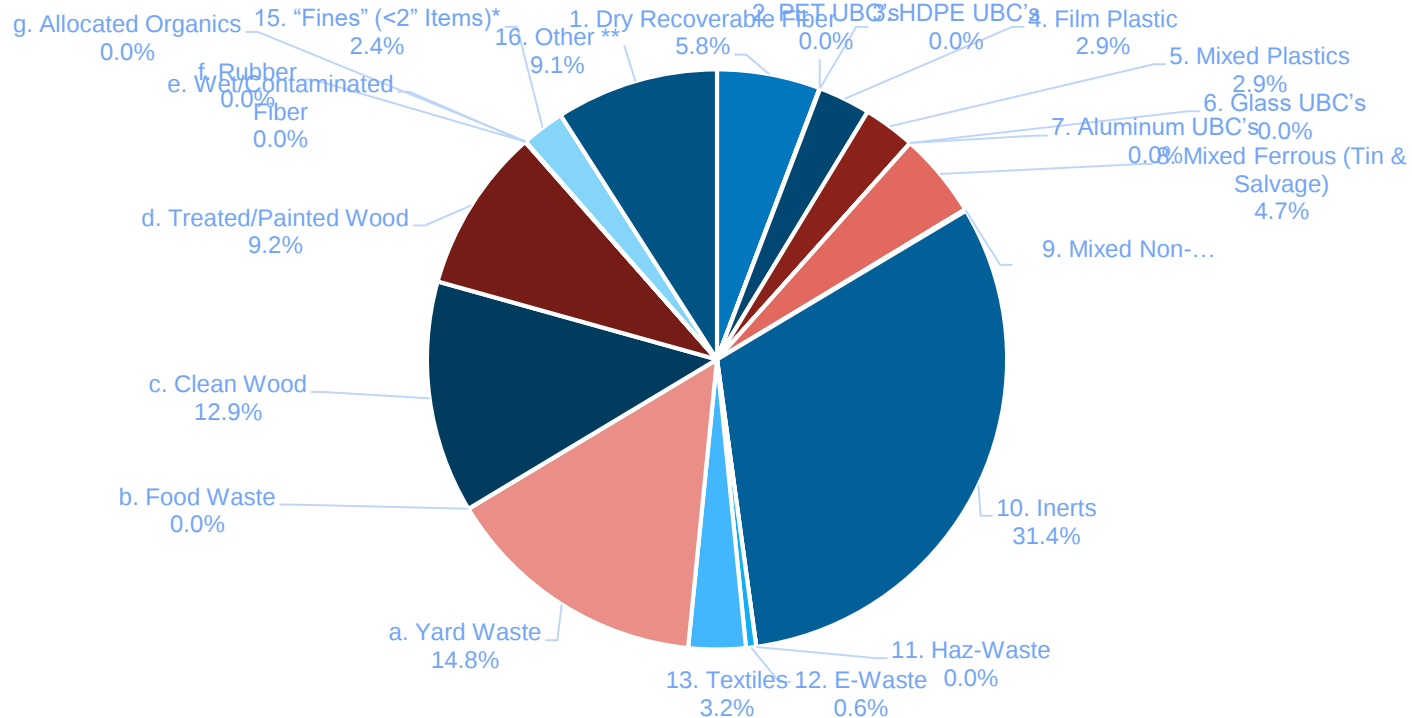
Spring & Fall Data Results



Incline, Stead & Sage Transfer Stations Self-Haul MSW Spring & Fall Data Results



Telegraph Transfer Station Construction & Demolition Debris Spring & Fall Data Results



Study Highlights

The combined MSW samples from the Incline, Stead, and Sage (Reno) transfer stations revealed the following highlights:

- An extraordinary amount of organic materials (55%) generated from the seven organics sub-categories.
- A considerable amount (12%) of clean, dry, recoverable fiber (paper) that may be targeted for recycling collection programs and marketed on post-consumer recycling markets.
- Notable amounts of PET plastic, glass, aluminum, and mixed-ferrous metal are available for source-separation, recovery, and sale.

Self-Haul Findings

The combined **Self-Haul** samples from the Incline, Stead, and Sage (Reno) transfer stations revealed the following highlights:

- For the purposes of recycling and reuse, the Self-Haul material is rich in both inert and organic materials, at 13% and 58%, respectively.
- Inert materials may be processed and reused as aggregate, road base, erosion control, and other uses.
- Organic materials can be separated and composted, or used as feedstock in renewable energy processes.

C&D Findings

- The Telegraph Construction and Demolition Debris facility yielded high percentages of inert and organic materials, as expected:
- 31% Inert materials (Dirt, brick, rock, tile, concrete, etc.)
- 37% Organic materials, mostly yard waste and clean wood.

Recommendations

- The relatively low percentages of traditionally targeted post-consumer materials (paper, bottles and cans) indicates many waste generators are diverting recyclable materials by participating in local recycling collection and salvage opportunities.
- Even so, the County may initiate educational and promotional programs to improve upon the recovery and recycling of:
 - PET Plastic
 - Aluminum Beverage Containers
 - Container Glass
 - Mixed Ferrous Metals

Recommendations

- Organic materials are typically of low-value and present costly challenges for source-separation, collection, and processing.
- Washoe County waste could be delivered to the Fulcrum Bio-Energy renewable energy plant in Mustang for the production of jet fuel, when the facility is complete.
- The County can help to support and sustain the renewable energy operation by developing policies that:
 - Assure the availability of high-organic, low-moisture MSW for renewable energy processes.
 - Develop programs to encourage the separation and collection of high-moisture content food-waste for the creation of animal-feed and/or organic compost.