



*"Keep Westmoreland County Beautiful -
An Affiliate of Keep America Beautiful"*

By the Way

www.westmorelandcleanways.org

Helping people make a difference in Westmoreland County

Winter 2015

2015—What a Difference A Year Makes

Some of the old went by the wayside in 2014 as our staff adapted to the reality of operating a recycling center in addition to carrying on the work we've always done: educating our children, planning and organizing litter and dump cleanups, and offering support and technical assistance to municipalities and individuals interested in improving their recycling programs. We don't worry as much about publishing a quarterly newsletter, not because we haven't done anything, but because the newsletter is no longer the primary vehicle to put our schedule of events into the hands of people who need it.

Now that the recycling center is open permanently, the urgency to announce upcoming events isn't there as much. The information doesn't change, so one flyer does the job. Updated information can always be found on our website, a marvelous tool to make information about the recycling center available at Noon or three o'clock in the morning!

Other popular events quietly slipped into history. With a note of sadness, in October, we signed off for the last time on Talkin Trash, our long-running radio show on 1480 WCNS with former station owner John Longo. John sold the station to Laurel Highland Total Communications, Inc. (LHTC) and moved with his lovely bride Donna to warmer climes. Last I heard, his biggest complaint was that he couldn't find any snow tires!

Of course, the biggest change is that we don't get out and about the county any more putting on the one-day collection events in the spring and fall. Those collection events were vital to meeting the disposal needs of our residents. We made many good friends and partners over the years, from municipal officials and property managers who let us use their parking lots, to the vendors who collected the material, to our many wonderful volunteers who showed up rain or shine. And believe us, there's no worse feeling than standing in a parking lot in a driving rainstorm while our volunteers get soaking wet serving our customers. People needed us and our volunteers came through. It's been a truly humbling experience working with them.

Now we have new experiences and challenges. We moved into our new offices and recycling center in time to open on February 1, on what turned out to be one of the coldest days of the year (a high temperature of 0 degrees). As promised, we opened the center on Mondays, Wednesdays and Fridays, and that second Saturday in February. The

weather was cold as all get out. Matt McMillen, our new recycling center manager, spent those long days in the cold with not a lot to do. If we had six customers in a day, we got excited. The winter seemed endless.... time dragged. I kept telling Matt, "don't worry, things will pick up when the weather breaks", feeling more bravado than I felt. April finally arrived, cold as it was, and still nothing. Patience, we told ourselves. Then it happened. Around mid-May, three truckloads of televisions arrived that a municipality had been storing for 2 years waiting for a place to recycle them. The recycling center quickly filled, covering every square inch of floor space, with TVs stacked 3-deep in most places. Stuff



kept coming. By the end of May, we hired Bobby, Sam and Robbie. Business grew from 116 cars in February to 664 in December!

As we concluded 2014, we closed in on over 700,000 lb. of electronics collected (with more sitting in our parking lot waiting to be picked up). We collected 452 Freon appliances and countless more tons of scrap metal; over 37,000 lb. of cardboard and paper, 1800 tires, 1600 lb. of shoes, not to mention fluorescent light bulbs and hundreds of pounds of batteries. More than 6,000 cars passed through our doors, with many vehicles representing multiple households. The amazing part (besides the tremendous work our staff has done), is recognizing that for all of this, we know we're still only getting a fraction of the material out there to be recycled. We truly have only just begun!

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**WESTMORELAND
CLEANWAYS
2014-2015
BOARD OF DIRECTORS**

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Natalie Reese, *Program Director*
Matthew McMillen, *Recycling Ctr.*
Manager

128 Innovative Lane, Suite 2000
Latrobe, PA 15650-5462
Phone: 724-879-4020
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web site:

www.westmorelandcleanways.org

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**Westmoreland Cleanways
aka**

**Keep Westmoreland County Beautiful
an affiliate of Keep America Beautiful
since 2011**

***By the Way* is published throughout the year
by Westmoreland Cleanways. Copies may
also be found on our web site:
www.westmorelandcleanways.org**

About this Publication

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!! REMINDER !! ACHTUNG !! ACT NOW !!

The U. S. Post Office forwarding order from our former address on Donohoe Road in Greensburg expires as of **February 1, 2015**. Update your records (billing programs, QuickBooks, address labels, etc.) now to be sure we get what you send to us in a timely fashion.

The Verizon forwarding service on our old phone number has also been discontinued. Please update your records with our new phone numbers.

Correcting information on the web is proving to be a challenge; it's difficult to track down all the incorrect sources of information. If you direct people to Westmoreland Cleanways from your website, please update that information, too.

Correct information is listed on the left

Westmoreland Cleanways Programs

Recycling Activities

- Recycling Center for:
 - * Electronics/TVs
 - * Tires*
 - * Batteries (all types)
 - * Freon Appliances* & Scrap Metal
 - * CFLs/Fluorescent tubes*
 - * Paper: cardboard/white office paper/newsprint/mixed paper
 - * Used Motor Oil
- Christmas Trees
- Special Events Recycling Bin Loaner Program
- Household Hazardous Waste

County Recycling Coordinator

- * Municipal Support
- * Technical Assistance
- * Staff Certified Recycling Professionals

Education

- * Comprehensive Website
- * Information and Referral
- * Children's Programming (schools, libraries, youth groups)
- * Speakers Bureau (grown-ups' programming)
- * County Recycling Guide
- * Community Displays
- * Backyard Composting

Cleanups/Beautification

- Illegal Dumping and Littering Issues
 - * Fugitive Tire Roundup
 - * Community Cleanups
 - * Road Adoptions

Volunteers

- * ...staff Community Events
- * ...organize Neighborhood Cleanups
- * ...serve on the Board of Directors
- * ...assist with Educational Programs

Our programs are offered at no cost*, thanks to county and state funding, grants, member dues and donations. Additional donations are ALWAYS welcome!

***fees apply for some recyclables as listed above**

What's Ahead for 2015

2015 will be the year to get back to basics and to concentrate on some of our other programs besides the Recycling Center. It's far from complete, and will be a continuous work in progress, but there are other topics of equal importance when it comes to recycling and environmental stewardship.

If you look to Page 2 of this newsletter, you'll see the complete list of programs Westmoreland Cleanways offers. Education is a close second on our list of priorities. In fact, to remind us of why we do what we do, we share with you the following:

"Each person living or working in this Commonwealth shall be taught the economic, environmental, and energy value of recycling and waste reduction and shall be encouraged through a variety of means to participate in such activities."

Declaration of goals of Act 101 as set forth by the PA General Assembly Act 101 of 1988

Natalie Reese, our Program Director, has done an outstanding job of growing our educational program. Themes for her school programs highlight recycling, litter prevention, and the ever-popular worm composting. For example, Natalie has prepared a series of programs for members of the Westmoreland Library Network to complement this year's theme of "Heroes". Being a certified teacher, Natalie brings all her skills to bear to impart her natural enthusiasm to her young audience.

Cleanup efforts will continue with support for Westmoreland County participants in the Great American Cleanup of PA, and our annual Fugitive Tire Roundup. We want to be prepared, as well, for other opportunities or new projects as they present themselves.

In keeping with our commitment to "encourage, through a variety of means ..." ways to participate in recycling and waste reduction, we've identified three themes to focus on in 2015. As certified recycling professionals, Natalie and I stay up-to-date on trends and issues of concern in the world of recycling through trade publications, continuing education, and close association with industry and government colleagues across the state. Three particular issues deserve more time and attention in Westmoreland County:

- * **Commercial Recycling:** Recycling in Commercial, Institutional and Industrial Establishments is a core focus of Act 101 of 1988, but has received little attention in Westmoreland County, for various reasons. It was difficult to talk to businesses about recycling when there were few realistic recycling options available to them. With single stream recycling and services available at our recycling center, that has now changed.
- * **Wish-cycling:** Single stream recycling, which debuted in Western Pennsylvania in 2007, is a double-edged sword. When, for years, we were only able to recycle 2 kinds of plastic bottles, some glass jars and cans, which had to be separated to boot, it was easy to say "sorry, we can't recycle that here." Single stream recycling opened up a whole new world. Single stream programs typically advertise that they take all kinds of household recyclables (plastic, paper, glass and metal) mixed together. Unfortunately, that's a bit of wishful thinking. Not all types of plastic or glass are recyclable and will quickly ruin a load of recyclables if mixed in with the "good stuff". We'll be launching a new educational program to address the common myths and misconceptions about the stuff that people want to recycle but really can't (like plastic toys, drinking glasses, garden hoses, etc.).
- * **Quality Matters:** Along with wish-cycling, not preparing your recyclables properly before putting them out at the curb potentially creates as many problems as putting non-recyclable stuff in your bin. If you keep in mind that "one man's recyclable is another man's treasure", you'll understand that manufacturers can only use clean, properly sorted recyclables in their factories to ensure that the end product is of the same or better quality than a product made with virgin material. A pile of recyclables with too many contaminants is useless and must be thrown away. We'll take a hard look at the need for quality at all stages of the recycling process, from curbside to finished product.

We start in this issue of *By The Way* with Commercial Recycling, to assist the thousands of small and medium-sized businesses across the county that do not have access to a convenient way to recycle. Read about proven steps to start an office or small business recycling program, and assistance available through Westmoreland Cleanways.

We look ahead to 2015 as a year to strengthen our programs and bring to Westmoreland County even more opportunities to Keep Westmoreland County Beautiful.



Waste Reduction and Recycling A Guide for Commercial, Institutional and Industrial Establishments*

Act 101 - Pennsylvania's Recycling Law

Act 101, passed in 1988, defines who in Pennsylvania must recycle, and what must be recycled. The Commonwealth charges all municipalities with more than 5,000 residents and population density of over 300 per square mile (termed "mandated municipalities"), to pass ordinances that make curbside recycling available to all residents, and ordinances that require businesses to recycle. While municipalities may select recyclables to be collected curbside from a list of eight easily recyclable materials, businesses must, at a minimum, collect high grade office paper, corrugated cardboard, aluminum cans, and leaf waste, in addition to any other materials the municipality designates.**

Many business owners don't know about the law, and many municipalities don't enforce it. That still doesn't mean it's legal. In keeping with our mission, Westmoreland Cleanways has launched a **new program** aimed specifically at **small businesses** to encourage, establish, or improve their recycling programs. First, review the following strategy (courtesy of the PA Department of Environmental Protection), to design and implement a successful recycling program. As you read through the comments, note that **Westmoreland Cleanways** can manage directly, or assist you with items highlighted in **red**.

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### DESIGNING A SUCCESSFUL RECYCLING PROGRAM

A well designed recycling program complies with the law, reduces waste, and saves natural resources. Source reduction combined with recycling can further reduce waste. Elements of a successful recycling program are as follows:

#### 1. TOP-LEVEL MANAGEMENT SUPPORT

The success of your recycling program hinges upon the endorsement of senior management. Their positive support promotes a similar attitude among your employees and customers. Also, recycling programs often require initial outlays of capital. Management approval of a recycling budget ensures that resources are available when needed.

#### 2. RECYCLING COORDINATOR

A coordinator should be appointed to manage the entire recycling program. The person selected should be genuinely interested in recycling and able to interface with personnel at all organization levels. It is advisable to incorporate recycling responsibilities into the employee's overall job description.



#### 3. RECYCLING TASK FORCE

A task force should be formed to help the coordinator initiate the program. It may become a permanent advisory body to ensure continued program development. For best results, choose task force representatives from the departments that will be most affected by your recycling program, such as human resources and facilities management. It is also a good idea to include a spokesperson for employees.

#### 4. KNOWLEDGE OF WASTE STREAM

The coordinator should assess the amount of recyclables in your organization's waste stream, and where they originate. This assessment is known as a **waste audit**. The waste audit should focus on offices, cafeterias, lounges, restrooms, vending machine areas, boiler rooms, maintenance areas, storage areas, and other locations where trash originates. If the audit reveals that yard debris composes a large percentage of the waste stream, the task force should consider the feasibility of including on-site composting as part of the recycling program.

#### 5. WASTE REDUCTION

During the waste audit, identify waste reduction opportunities. Create two-sided memos and letters and keep used paper handy for notes and rough drafts. Use email for internal correspondence. Explore the feasibility of using durable products in place of disposable ones.

## 6. MARKETS FOR RECYCLABLES

Your recycling program will generate materials that can be used by producers of recycled products, known as end-users. It is the job of the recycling coordinator to decide **how to get recyclables to the market place**. Recyclables may be marketed directly to an end-user if agreement can be reached on the amount, quality and regularity of the shipments. Otherwise, it will be necessary to negotiate with intermediaries -- such as waste haulers or recyclers -- to collect and market recyclables. **The coordinator should discuss recycling strategies with waste haulers, recyclers and end-users long before adopting a final plan for the recycling program.**

## 7. INTERNAL COLLECTION

Whether your organization is housed in a number of buildings or in one building, it will be necessary to design a method for collecting recyclables. The main thrust in developing an internal collection system should be **CONVENIENCE**. Key considerations are as follows:

- \* **CONTAINERS**. Recycling container options range from reused corrugated boxes to a wide variety of commercially available bins. Consider where containers are to be placed, the quantity needed, size, shape, color, and identification (e.g., labels, decals or posters) that informs employees and customers what to put in and what to leave out. Check with your local fire marshal regarding fire code compliance.
- \* **STORAGE**. The central storage area should be clean, dry and free of fire hazards. If located outside, consider using covered storage bins to preserve material quality and prevent litter.
- \* **COLLECTION PERSONNEL**. Collecting recyclables and taking them to the central storage area is usually the responsibility of custodial staff. If recyclables must be delivered to a market, delivery personnel must be designated. A printed operations schedule is helpful to collection and delivery personnel.
- \* **MATERIALS PREPARATION**. Many end-users require special preparation of materials for efficient transportation and/or incorporation into their manufacturing processes. Preparation techniques may include rinsing, sorting, bundling or baling.



## 8. EDUCATION AND PROMOTION

An on-going education program is imperative to (1) tell employees and customers about your recycling policies, procedures and goals; (2) encourage participation; (3) stress that recyclables must be kept free of contaminants that can diminish their market value; and (4) publicize program successes to maintain ongoing participation. Usual channels for conveying this information include staff meetings, orientation meetings for new employees, **intranet, fliers and posters**.

## 9. EVALUATION

The coordinator should monitor the program to ensure its effectiveness and efficiency. Sources of information include: (1) maintenance staff, for input regarding improper handling and contamination of materials; (2) accounting staff, regarding waste management costs; (3) employees and customers, for suggestions concerning convenience; (4) safety staff regarding possible storage violations; and (5) waste hauler or recycler, for information on the amount of waste generated and materials recycled, and the percentage of waste reduced through recycling.

## 10. PROCUREMENT POLICIES

Finally, purchasing products that are made from or packaged in recycled materials create a demand for the materials generated by your recycling program. One way to achieve this is through revising bid specifications, which give a price preference for items containing post-consumer materials.

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*The 10-step program listed above was designed by the Pennsylvania Department of Environmental Protection (DEP) and is included in a comprehensive manual prepared by the Professional Recyclers of Pennsylvania (PROP). The manual covers detailed analysis of how market conditions affect recycling programs, how to control contamination and improve the value of your recyclables, and waste audit forms to determine cost, the volume and type of material that can be diverted from the waste stream.

****Reference Act 101 of 1988. Pennsylvania's "Municipal Waste Planning, Recycling and Waste Reduction Act." §1501(c)**

SMALL BUSINESS RECYCLING MADE EASY

After reading the preceding article, we hope you're now inspired to start your own recycling program. Once recycling becomes second-nature to your staff, you'll wonder what all the fuss was about!

Westmoreland Cleanways offers a Solution....

- ◇ a convenient, **no-cost** option for Westmoreland County businesses to recycle, to reduce waste, to comply with the law, **and** to protect our environment.
- ◇ Businesses can now recycle office waste (*white office paper, corrugated cardboard, newsprint, magazines, other grades of paper*) at the:

Westmoreland Cleanways Recycling Center
113 Innovative Lane (near Beatty Crossroads in Unity Township)
Latrobe, PA 15650

We'll even sweeten the pot....

As Certified Recycling Professionals and Westmoreland County's recycling coordinators, we can provide, **at no cost:**

- ◇ technical assistance to help plan and implement your program
- ◇ a waste audit to analyze your current waste stream
- ◇ loaner 22-gallon recycling bins to get you started
- ◇ Educational support: brochures, fliers, kick-off program for employees, etc.

Once you divert everything that can be recycled from the waste stream, you'll be amazed at how little trash you really have. You may even reduce your garbage bill!

Email Ellen Keefe at ekeefe@westmorelandcleanways.org, or call 724-879-4020, to find out how you can start a successful recycling program at your business.



2015 Day of Giving—Tuesday, May 5

Mark your calendar now for the Community Foundation of Westmoreland County's (CFWC) 2015 Day of Giving. The Day of Giving will be held on Tuesday, May 5, from 6 a.m. to Midnight. Westmoreland's event will coincide with the national "Give Local America" Day.

2015 Day of Giving



Westmoreland Cleanways has benefited greatly from this Community Foundation Program. You, our supporters, came through big time to take advantage of the matching pool of funds the Community Foundation puts up to encourage gifts. In fact, the Day of Giving has been so successful that the CFWC had to institute some rule changes to ensure its continuation, at least for another couple of years.

- * Eligible organizations must provide in excess of 75% of their programs/services to Westmoreland County residents (*we certainly do that*)
- * All donations made during the Day of Giving will receive a pro-rated share of the match pool (*parlay your gift into something greater*)
- * The minimum gift is \$25; must be made on the Westmoreland Gives website with a credit card
- * Only the first \$1,000 per donor per organization will be eligible for match (*we can always hope ...*)

As we did last year, we will direct funds received toward our Fugitive Tire Roundup, the very successful and popular program where young people scour the highways and byways searching for illegally dumped tires, capture them, and turn them in for proper disposal. Poses in past Fugitive Tire Roundups, now in its 20th year, have successfully removed over 65,000 illegally dumped tires from the environment. In 2014, Westmoreland Cleanways spent over \$11,461 (yes, that figure is correct), on disposal fees. The program that for years cost \$1.00 per tire, cost \$3.53 per tire collected last year.

The Fugitive Tire Roundup is important. It cleans up thousands of illegally dumped tires; it prevents ground and water contamination; it enlists hundreds of young people in a cleanup project. Most importantly, it teaches them the value of leadership, service, and environmental stewardship.

Watch for updates on this year's Fugitive Tire Roundup as we get closer to the Day of Giving

**Westmoreland Cleanways
CALENDAR OF EVENTS
2015**

**Westmoreland Cleanways
Recycling Center Now Open!!
113 Innovative Lane Building F
Latrobe, PA 15650**

Monday Noon—7 p.m.

Wednesday 8 a.m.—1 p.m.

Friday 8 a.m.—1 p.m.

Second Saturday of Each Month
(see schedule)

TVs, electronics, tires, cardboard, paper,
batteries, Freon appliances, shoes, and
more.

Visit www.westmorelandcleanways.org or
call 724-879-4020 for more info.

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HHW Collection still separate; no paints  
or chemicals can be accepted at the  
Recycling Center.

**JANUARY**

1—31 Christmas Tree  
Recycling

10 Recycling Center Open  
8:30 a.m.—Noon



**FEBRUARY**

Be a sweetheart—  
Join us to celebrate our  
Recycling Center's One  
Year Anniversary!

13 2014 Municipal Recycling  
Reports Due to our office  
14 Recycling Center Open  
8:30 a.m.—Noon



To da dump, to da  
dump, to da dump,  
dump, dump.....

**New office address and phone numbers:  
128 Innovative Lane Suite 2000 (Building E) Latrobe, PA 15650-5462  
Phone: 724-879-4020 Fax: 724-879-8576  
[www.westmorelandcleanways.org](http://www.westmorelandcleanways.org) [info@westmorelandcleanways.org](mailto:info@westmorelandcleanways.org)**

**MARCH**

- 1 Great American Cleanup of PA runs through May 31
- 10 Backyard Composting Workshop—WPNR 6 p.m.—8 p.m.
- 12 Board Meeting 6:30 p.m. Innovative Lane Office
- 14 Recycling Center Open 8:30 a.m.—Noon



**APRIL**

- 1 Earth Month Begins
- 4 Fugitive Tire Roundup
- 11 Recycling Center Open 8:30 a.m.—Noon
- 11 Fugitive Tire Roundup
- 18 Fugitive Tire Roundup
- 19 Westmoreland Earth Day Fred Rogers Center at SVC 11 a.m.—4 p.m.
- 22 Earth Day
- 25 Fugitive Tire Roundup
- 26 Arbor Day

**MAY**

- 2 Backyard Composting Workshop Winnie Palmer Nature Reserve 9 a.m.—11:30 a.m.
- 4-10 International Composting Week
- 5 Day of Giving 6 a.m.—Midnight
- 9 Recycling Center Open 8:30 a.m.—Noon

Reserve your  
ClearStream recyclers  
for your picnic or  
festival!



**JUNE**

- 11 Board Meeting 6:30 p.m. Innovative Lane Office
- 13 Recycling Center Open 8:30 a.m.—Noon

**JULY**

- 11 Recycling Center Open 8:30 a.m.—Noon
- 28-31 PROP Conference Harrisburg, PA

**AUGUST**

- 8 Recycling Center Open 8:30 a.m.—Noon
- 21-29 Westmoreland Fair Visit our Display at the Sportsmen's Tent

**SEPTEMBER**

- 10 Annual Meeting 6:00 p.m. Board Meeting 6:30 p.m.
- 12 Recycling Center Open 8:30 a.m.—Noon
- 30 DEP 904 Grant Applications Due

**OCTOBER**

- 3 HHW Collection WCCC—Youngwood 9 a.m.—2 p.m.
- 10 Recycling Center Open 8:30 a.m.—Noon



**NOVEMBER**

- 14 Recycling Center Open 8:30 a.m.—Noon
- 15 America Recycles Day

**DECEMBER**

- 11 Board Meeting 6:30 p.m.
- 12 Recycling Center Open 8:30 a.m.—Noon
- 25 Merry Christmas!!!

*Christmas*  
TO-DO LIST

1. Make Donation to Westmoreland Cleanways
2. Buy bigger recycling bin.
3. Recycle Christmas Tree



# By the Way - Winter 2015



WESTMORELAND CLEANWAYS  
128 INNOVATIVE LANE SUITE 2000  
LATROBE, PA 15650-5462

If you do not want to receive this newsletter, please call 724-879-4020 and ask to have your name removed from our mailing list.

## What We're All About

Westmoreland Cleanways is a non-profit 501(c)(3) organization whose mission is to protect, restore and maintain the environmental qualities of our county for the benefit of all who live, work, and visit herein. Westmoreland Cleanways accomplishes its mission by sponsoring and promoting programs that address the proper disposal of solid waste through recycling, special collections, and the cleanup of illegal dumpsites and littered areas. We educate the public through presentations, print media and the web.

Westmoreland Cleanways operates a recycling center for hard-to-dispose material, initiates and facilitates programs by bringing together a network of volunteers, industry leaders, and state and local government representatives to provide services in the most efficient and economical manner. We are funded by the county commissioners, member fees, private donations, sponsorships and grants. Volunteers donate time, energy and expertise to carry out our mission.

Volunteers and new members are always welcome. Won't you call our office, visit us on the web, or attend a meeting to learn more about how you can be a part of Westmoreland Cleanways?

### ~ MEETING NOTICE ~

Regular meetings are held at 6:30 PM at Westmoreland Cleanways' office, 128 Innovative Lane Suite 2000, Latrobe, PA 15650, on the second Thursday of March, June, September and December. Call 724-879-4020 for information. Everyone is welcome.



We hope you enjoyed our newsletter. To support our activities, please become a member. Return this coupon and your payment to Westmoreland Cleanways, 128 Innovative Lane Suite 2000, Latrobe, PA 15650-5462

Date \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ Zip+4 \_\_\_\_\_

County: \_\_\_\_\_

Phone: (h) \_\_\_\_\_ (w) \_\_\_\_\_

Email: \_\_\_\_\_

Individual \$5       Lifetime Individual \$100

Family \$15       Lifetime Family \$300

Organization/Business \$25

Municipal \$25

Corporation \$100       Lifetime Corporate \$500

Additional contributions are greatly appreciated.

**Memberships and contributions are tax deductible, as defined by law**

**WE DO NOT SHARE OR SELL OUR MAILING LIST**