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From the Editor:

Hello, we're back! Delayed due to internal format changes, we're back with news to keep you informed of sustainable issues of interest to Plano businesses. Don't forget to share your Earth Day events with us by emailing your photos and info to your recycling coordinator.

~Andrea



GREEN HOTEL SEMINAR AND TOUR AT NYLO

November 1, 2010 marked the date for the **Green Your Hotel** luncheon seminar and tour at the NYLO Hotel at Legacy. The interactive seminar sponsored by your commercial recycling team, targeted the City's over 35 hotels and motels. The featured speaker was NYLO's Rooms Division Manager, Darrigue Barton. Following a brief overview by the commercial recycling team, Barton explained the environmental



2010 Environmental Community Awards Celebration

PLANO • *Living Green, Leading Green* was the theme for the 2010 Environmental Community Awards Celebration luncheon held in September at Collin College. The event was an uplifting and inspiring gathering of community organizations, schools, individuals and businesses highlighting both the diversity and depth of sustainable commitment which makes Plano a wonderful and green place to live

philosophy behind the Hotel's green attributes. The boutique hotel has a distinctive urban design featuring loft-style accommodations and suites with exposed brick walls, polished concrete flooring, soaring ceilings and oversized windows. Barton indicated, "The NYLO Brand was designed and developed from the ground up with the environment in mind... reduce, reuse, and recycle is programmed into NYLO at every state and level."

The Hotel's green characteristics include using bio-degradable to-go containers in their LOFT Restaurant, purchasing 50% of its green energy from Renewable Energy Credits (RECs)—wind power, extensive use of natural lighting and in-house recycling. The tour highlighted some of the obvious and not so obvious green offerings, i.e., its cutting-edge, PURE Allergy Friendly Rooms™ for guests prone to allergies. Barton also told participants that new developments would take the next steps toward greater energy efficiencies and lessening its carbon footprint.



BAG IT - IS YOUR LIFE TOO PLASTIC?

Bag It! is a documentary shot by director Susan Beraza and starring her husband Jeb Berrier, an average American guy. Although this award-winning movie addresses some serious issues—our society's disposable mentality, our culture of convenience and our overconsumption of plastic, disposable products and packaging, it manages to be lighthearted as well as educational. Disturbing, thought-provoking, funny and sad are the range of descriptors you'll use as you

and or work. During this annual event, Commercial Recycling honors businesses with an Environmental Star of Excellence Award (ESOE) for their environmental leadership and achievement in specific categories. Last year's winners and a brief description of their accomplishments follow.



Outstanding Environmental Commitment - JCPenney

In June 2010, JCPenney's home office was awarded the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) Gold certification for an existing building. Innovative energy efficiency and waste reduction measures, which led to this distinguished certification, included the use of thermal energy, use of cafeteria food waste oil as biodiesel for vehicle fuel, as well as ensuring comprehensive associate communication and engagement.

Green Building - Frito-Lay North America

The two-year journey to achieve the United States Green Building Council's Leadership in Energy and Environmental Design (LEED) Gold certification for an existing building in 2009 touched all aspects of their operations. Energy consumption was reduced by 18 percent, water

realize the overwhelming global impact our use of plastics has on our daily lives and our future. After viewing this movie, on your next grocery shopping trip, you'll never think it's not worth it to trek back to the parking lot to retrieve your reusable shopping bags from your car!

MERITAGE HOMES C&D PILOT PROGRAM



Meritage Homes and the City of Plano began a pilot program at its Deerfield North subdivision to judge the feasibility of collecting construction and demolition (C&D) debris. Challenges in the collection of these materials within a residential neighborhood were both space and access constraints. After a meeting including Meritage Homes area manager, builders and Commercial Recycling representatives, it was determined that only wood be targeted for this collection. By diverting this commodity from the landfill, significant savings in disposal costs were anticipated. Signs notifying residents and prospective buyers of the program were displayed at the new home sites, the model home and key locations within the subdivision. All wood scraps from the new home construction were recycled at the City's Custer Road grind site—turning wood scraps into mulch. Key lessons were learned for improvement. While disposal savings in this particular arena were less than expected, this pilot and resulting partnership proved to be a worthwhile endeavor and provided valuable insight into C&D recycling within a residential subdivision.

consumption was reduced by over 30 percent, recycling diversion was measured at over 73 percent - all accomplishments leading to Frito-Lay becoming the first headquarters operation in Texas to achieve this recognition and only the twelfth in the United States.

Multi-Family Community - Sheridan Park

Sheridan Park seeks unique ways to engage resident participation and promote green living at this 300-unit multi-family community. Green initiatives include a smoke-free building, free environmental seminars, complimentary recycling bins and the "Spotted Being Green" resident incentive program. During a family event in 2009, children painted eco-art on their community recyclers. Sheridan Park's current diversion rate is 35 percent and growing! This rate represents an estimated monthly savings of \$730 - over \$8,700 annually.



Organic Recycling - Dell

To underscore its commitment to our environment, Dell sought to eliminate all Styrofoam from its campus - using 100 percent bio-degradable equivalents to replace their consumption of one million



EARTH DAY 2011

Marking its 41st anniversary on Friday, April 22, 2011 Earth Day is currently observed in more than 140 countries around the world and will be celebrated by millions. The idea behind the day, founded by US Senator Gaylord Nelson - honoring the planet and all living things that inhabit it - began during the early 1960's. As Earth Day bloomed into a grass roots cause, it eventually culminated in the [first official U.S. observance celebrated on April 22, 1970.](#)

While Earth Day is officially April 22, every day is Earth day! Please send photos and brief stories of what your company or employee groups are doing for this Earth Day. Simply send your photos (1mb jpg format) to your commercial recycling coordinator. We're always glad to hear about and share your environmental events, best practices, ideas, etc.



... ON APRIL 22, 1970, EARTH DAY WAS HELD, ONE OF THE MOST REMARKABLE HAPPENINGS IN THE HISTORY OF DEMOCRACY ...

- American Heritage Magazine, October 1993

**City of Plano Commercial
Recycling Team**

Styrofoam cups, 150,000 Styrofoam containers, and 1000,000 pieces of plastic cutlery and straws. Commitment and employee communications resulted in increased contribution to the City of Plano's organic recycling program to about four tons monthly, as well as realizing an annual savings in trash disposal costs of over \$1,400.

Single-Stream Recycling - Maid Brigade

As part of the first national franchise to promote green cleaning, this Plano franchisee undertook its own green initiatives locally. From upholding stringent testing requirements for its "Green Clean Certified" program to offering its clientele the United States Environmental Protection Agency-recognized "VapurClean Advantage System." owner Angela McCall demonstrated an outstanding level of commitment to our environment. Their participation in single-stream recycling diverts about 10.5 tons of materials from the landfill annually.

Small Business - JES Services

As owner association manager for five Plano properties comprising 25 buildings and 52 tenants, JES Services was key in the coordination required between tenants, the recycler (Allied Waste/Republic Services) and the City of Plano's recycling coordinator in implementing single-stream recycling. With each recycler placed alongside a trash container at the properties, all businesses participated fully in the new

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recycling program. Collectively, about 55 tons of materials are diverted from the landfill annually.



Construction & Demolition Debris Recycling Deposit Program

Commercial Recycling's Construction and Demolition Debris (C&D) Recycling Deposit Program began in January 2009. The Program is incentive-based--encouraging Plano builders to recycle on-site debris and divert it from local landfills. All residential and commercial projects requiring a building permit, for example new construction, additions, alterations and remodels, demolitions and major pavement or parking facilities, complete a C&D Deposit form. Deposits are calculated by project type and square footage. Deposits are fully refundable with a 60% or greater diversion—refunds for diversion rates from 20% and up are prorated. Contractors successful in

securing their refunds typically develop a waste diversion plan during the initial state of construction by determining a schedule of job stages for each commodity.

Materials are source-separated into properly labeled on-site containers and monitored to keep free of contaminants. The material is then transported and processed at an authorized C&D recycling facility. By keeping good records and working closely with their Commercial Recycling coordinator, many contractors are pleasantly surprised by the volume of recyclable materials as well as the ease of reducing their overall disposal costs.

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Approximately 18% of the City's total waste stream is comprised of C&D debris, of which as much as 90% can be recycled, reused or donated. C&D materials which can be recycled include untreated wood debris and wooden pallets, brick or stone, clean concrete, asphalt paving material, metals, aluminum, copper, tin and steel. For the 2009-2010 fiscal year close to 25,000 tons of C&D material were diverted from the landfill! For further information on this recycling program visit us online at www.planocommercialrecycling.com.



**St. Timothy's
Christian Academy
Celebrates Texas**

Recycles Day

Last fall, Michelle Long, Commercial Recycling Coordinator gave a recycling presentation at St. Timothy's Christian Academy. The all-male students at this small private school were very inquisitive and eager to embrace recycling. Michelle arranged a tour at Allied Waste/Republic Services so the children could see firsthand what happened to their trash and recycling once it was picked up from their homes. The administrators chose to have the tour and a series of green activities and games on the same day to celebrate Texas Recycles Day, officially November 15th.

Texas Recycles Day is the statewide campaign aimed towards education and awareness about the benefits of waste reduction and recycling. Thanks to St. Timothy's computer teacher, Tracie Baumgartner for sharing these photos with us!



www.planocommercialrecycling.com