

WASTELINE

A Publication for GreenWaste Recovery Customers in the City of Capitola

Fall 2014



CITY CONTINUES WATER REDUCTION EFFORTS

The City of Capitola has been proactively working to reduce its water consumption and serve as an example to its residents for many years. In the first seven months of 2014, we have reduced our overall consumption by 31.7 percent or almost 1.5 million gallons.

Earlier water conservation efforts began with the removal of all turf from street medians and converting to water-saving flush valves in City facilities. The 2008 remodel and expansion of the Esplanade bathrooms included new water-conserving fixtures and waterless urinals.

This year we've converted the turf area of Soquel Creek Park to a "water wise" landscape, installed low-flow valves and shower heads on the Esplanade showers, reduced the turf area at Jade Street Park, and continued the conversion of City Hall's landscaping. More sites are planned for upgrading as time and funding allows.

Capitola is a favorite year-round destination of many visitors, and the Public Works Department takes pride in providing a clean and safe environment, not only for these visitors, but for our local residents and businesses as well.

Every day, our crew gets out early and cleans all the public restrooms, the streets and sidewalks in the Village, the beach, and our parks. In the summer, we use recycled water to pressure wash the sidewalks throughout the Village three times. This is done for sanitary reasons; spilled food stains the sidewalk and can cause odors.

Another of our responsibilities is to provide clean and safe recreational sites for City programs, youth and adult leagues, the school district, and families that don't have lawns anymore. The Public Works Department has done its best to balance the need for safe playing fields while still conserving water. We do this by constantly checking our systems for leaks and making adjustments to our watering programs.

By reducing the water to surrounding turf and landscape areas near playing fields, we've reduced water use by a third to half.

The Capitola Public Works Department will continue to do its best to balance the needs of our visitors with water conservation efforts, and maintain the clean and safe City that we love.



Remittance Address:
GreenWaste Recovery, P.O. Box 11089, San Jose, CA 95103-1089

We at GreenWaste "Think Differently" and appreciate your suggestions and comments. Please call us today and let us know how we are doing at (800) 665-2209 or (831) 426-2711, or visit us on the web at www.greenwaste.com

Please Don't Litter. The Difference You Make Is Real.

A crab made of Styrofoam, with strange plastic claws? A graceful egret whose beak ends in ... a cigarette butt?

If you've done a double-take at these giant images on the sides of local buses, you're not alone. But why are they there?

Local residents do a wonderful job of recycling and helping to keep our public spaces clean, but millions of visitors come to Santa Cruz County every summer, and it's always been a challenge to find effective ways of educating them about the importance of taking care of our natural environment. Beach cleanups are great, but how much better would it be if visitors made the effort to clean up after themselves while they're here?

These ads are an attempt to remind our guests that just a little effort from everyone can help protect the beaches, wildlife and natural environment from the combined effects of millions of admirers. It's a reminder we can all use from time to time.



Holiday Pickup Schedule

GreenWaste is closed for three holidays out of the year:

Thanksgiving (November 27th), Christmas (December 25th), and New Year's Day (January 1st). If your regular collection day falls on or after one of these holidays, your collection day will be moved to the following day for the rest of the week. Regular collection schedules will resume the following week.

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
23	24	25	26	27 →	28 →	29

DECEMBER/JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
21	22	23	24	25 →	26 →	27
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1 →	2 →	3



Recycle Holiday Trees

Recycle your evergreen curbside! Place the whole tree on the curb next to your recycling bin on your regularly scheduled pickup day January 2-15, 2015. Please remove all tinsel, decorations and non-wood stands. No flocked trees, please!