

Climate Smart Communities

PE 5: Waste Reduction Education Campaign, 2 points

Village of Bronxville

From May 2021 to February 2022, the Bronxville Green Committee, under Village government, ran a Waste Reduction Education Campaign targeted to Village residents to help support village efforts to reduce waste and provide education to residents on how to properly reduce, reuse and recycle items in daily life.

The Village website contains an information-packed page on sanitation/recycling schedules for curbside pick-up and organic yard waste pick-up, with information and links about what can be recycled. The Village had also teamed with Sustainable Westchester to offer residents their Recycle Right app, in which residents can plug in their address and get pick-up schedules. The app also offers a Recyclopedia in which residents can write in an item they'd like to recycle and receive information about and how they can recycle it.

Waste Education Campaign:

Scope: Reducing waste and recycling properly while promoting Westchester County's recycling rules and materials and Sustainable Westchester's Recycle Right App and website; Providing education and tools to residents to help them effectively reduce, reuse and recycle.

Timeframe: May 2021-February 2022

Targeted Audience: Residents of Bronxville

Partners: Sustainable Westchester's Recycle Right app; Westchester County Recycle Right campaign

Outreach:

- **Website:** May 2021 launched new Bronxville Green Committee website with a tab called "Waste Not" that includes seven pages providing residents with information and tips on how to properly reduce, reuse and recycle. <https://www.bronxvillegreencommittee.org/waste-not>
 - Pages: Recycling Tips, Food Scrap Recycling, Food: Too Good to Waste, Food Vendor Donation Program, Take Back Day, Household Items, Film Plastic Wrap & Bags
- **Publications:** Published eight articles in My Hometown Bronxville, local digital newspaper, and worked with publication to create "sustainable living" tab for archived articles
 - 6/2/21 Promoting First Take Back Day of the year
 - 10/13/21 Recycle Right Tips & App Promotion
 - 10/27/21 Hard to Dispose of Items: Tips & Local Recycling Resources
 - 11/3/21 Promoting Second Take Back Day of the year

- 12/8/21 Food Scrap Recycling Announcement & Promotion
- 1/19/22 Plastic Film Recycling Education & Resources
- 2/2/22: NYS Food Donation/Recycle Law, Food Scrap Recycling
- 2/23/22: Food: Too Good To Waste: Education and “Smart” Tips prevent food waste
- **Social Media:** Published numerous Instagram posts supporting communication efforts
 - May 2021: Recycle Right App & Website
 - June 2021: Spring Take Back Day Promotion
 - August 2021: Cut the Crap-Back to School Packaging Solutions
 - November 2021: Fall Take Back Day Promotion
 - November 2021: America Recycle Day with tools & tip
 - December 2021: Food Scrap Recycling Program Launch & Promotion
- **Village Newsletter:** Highlighted Village Trustee and Administration support of recycling efforts
 - Featured in December 2022, January 2022 and February 2022 issues about Food Scrap Recycling and Compost Education with high-ranking Village officials including Mayor Mary Marvin, Trustee Helen Knapp, Village Administrator James Palmer and Green Committee Chair Ellen Edwards
- **Events:**
 - Bronxville Green Committee Monthly Meetings: These meetings were held the first Thursday of every month and were open to the public. It was an opportunity for the Green Committee to update residents on initiatives and promote waste reduction efforts during the campaign. Meeting notes and promotional materials were distributed to the 100+ members and supporters on the mailing list.
 - TAKE BACK DAY took place on June 5, 2021 and November 6, 2021. These events were an opportunity for residents to drop off gently used household items for donation/reuse and confidential papers for shredding/recycling. The Village works with county government and local organizations to distribute the items collected and ensure they are either reused or recycled. By participating, we greatly reduce our household waste streams. Items collected included e-waste, cell phones, textiles, plastic tube coat hangers, used bedding for local animal shelters, and used sport equipment. About 300 people drove through both events and donated and/or shredded paper. The Bronxville Green Committee volunteers attended to support the event and discuss and distribute recycling information.
 - Food Scrap Recycling Program Launch: In December 2021, the Village launched its residential food scrap recycling program with a two-day event at Village Hall to educate

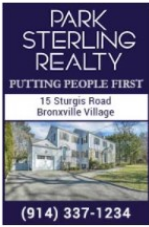
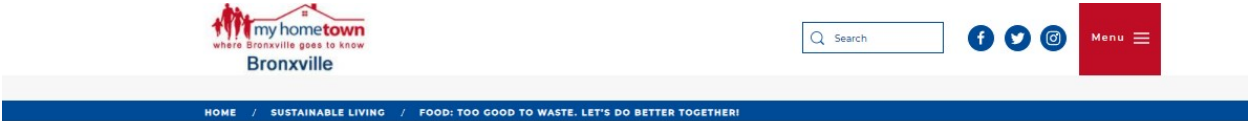
residents and distribute kits. The event included numerous Green Committee and Village volunteers and a ribbon cutting ceremony with the mayor.

- **Signage:** During the campaign the following signage was posted for promotion
 - Village Hall Entry
 - Village Public Notice Board
 - Film Plastic bin at Acme, local grocery store

See following example of Waste Reduction Educational Campaign communications

Publications: Examples of My Hometown Bronxville Articles

<https://myhometownbronxville.com>



Food: Too Good To Waste. Let's Do Better Together!

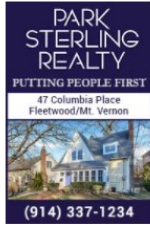


By the Bronxville Green Committee

Feb. 23, 2022: We've all heard the wasted food stats in this country. In summary, 40% of the food grown in the U.S. is wasted. If you pause, it's shocking. And while we all love our food and don't intend to waste, sometimes we do. By shopping smart, storing food properly, understanding food labels and recycling our food waste, we can make changes in our daily lives that significantly lower our environmental impact. We don't have to be perfect, just do a little bit better!

Wasted food



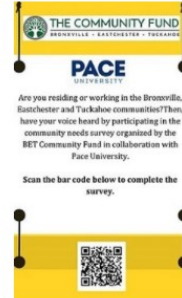


New York State is Tackling Food Waste. Join the Effort!



By the Bronxville Green Committee

Feb. 9, 2022: On January 1, 2022, the New York State Food Donation and Food Scraps Recycling Law went into effect, an effort to reclaim still edible food and significantly reduce the amount of organic matter going into landfills. This law requires that businesses and institutions that produce an average of two tons of food waste a week must donate their excess edible

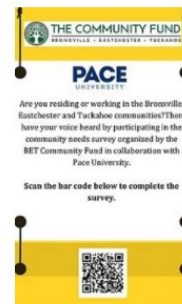


Plastic Film Wrap & Bags Collection Bin Available at ACME!



By the Bronxville Green Committee

Jan. 20, 2022: Plastic film is the soft, flexible polyethylene packaging used for most types of everyday bags, such as grocery, bread, zip-top and dry-cleaning bags, as well as shipping envelopes and air pillows. It's also used as the wrap around many products such as water bottles, paper towels, and more.



PARK STERLING REALTY
PUTTING PEOPLE FIRST
47 Columbia Place
Fleetwood/Mt. Vernon
(914) 337-1234

Join "Take Back Day" on November 6th!



By the Bronxville Green Committee

Nov. 3, 2021: On Saturday, November 6th, 10AM-1PM, in-person TAKE BACK DAY returns to Bronxville.

Here's your chance to empty your donation bin and make a positive environmental impact!

Bronxville's trash is shipped thirty miles north to a facility in Peekskill, where it is burned. The toxic ash that results is sent to landfills. By reducing, reusing, and

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PACE
UNIVERSITY

Are you residing or working in the Bronxville, Eastchester and Tuckahoe communities? Then, have your voice heard by participating in the community needs survey organized by the BET Community Fund in collaboration with Pace University.

Scan the bar code below to complete the survey.

PARK STERLING REALTY
PUTTING PEOPLE FIRST
615 Palmer Road #201
Yonkers
(914) 337-1234

Tips & Resources For Hard to Dispose of Household and Personal Items!



By the Bronxville Green Committee

Oct. 27, 2021: One of the most significant environmental contributions we can all make on a daily basis is to *reduce, reuse and recycle* our waste. These practices are good not only for the environment but also for our economy and our communities.

Following up on our [Recycling Refresher](#) article from last week, we'd like to take a quick moment to highlight some tips and resources for disposing of and recycling items that are not collected in our curbside trash or recycling.

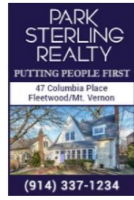
Village Hall offers convenient drop off for cell phones and unused medications

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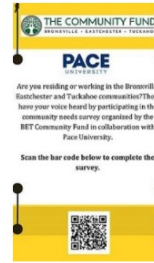
PACE
UNIVERSITY

Are you residing or working in the Bronxville, Eastchester and Tuckahoe communities? Then, have your voice heard by participating in the community needs survey organized by the BET Community Fund in collaboration with Pace University.

Scan the bar code below to complete the survey.



A Recycling Refresher



By the Bronxville Green Committee

Oct. 15, 2021: Our trash is trucked 30 miles north to Peekskill where it is incinerated. This process has pros and cons. Pros: Instead of sending garbage to landfills, it is burned in a giant Wheelabrator facility that generates energy from waste. Cons: The process is expensive, requires significant energy, and creates pollution; the toxic ash that remains is sent to landfills.

Decreasing waste in our trash stream is a significant contribution we can all make on a daily basis. And, as you know, recycling is an important part of the solution - it's good for the environment, economy, and our communities.

Fortunately, **recycling in Westchester works!** County officials confirm that 100% of what is collected is recycled. According to the 2018 Annual Report.

Website: Examples of [Bronxvillegreencommittee.org](https://www.bronxvillegreencommittee.org) "Waste Not"
<https://www.bronxvillegreencommittee.org/waste-not>

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Waste Not

There's no such thing as "away". When we throw anything away it must go somewhere. - Annie Leonard, Author of the Story of Stuff

- Recycling Tips
- Household Items
- Food Scrap Recycling
- Take Back Day
- Plastic Film Wrap & Bags

Westchester County Green Committee

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Waste Not

Recycling Tips

- Food Scrap Recycling
- Food: Too Good To Waste
- Food Vendor Donation Pr...
- Take Back Day
- Household Items
- Plastic Film Wrap & Bags

There's no such thing as 'away'. When we throw anything away...

Recycling Tips

Household Items

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Take Back Day

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Food: Too Good To Waste

Food Vendor Donation Program

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Recycling Tips

REUSE, REDUCE, RECYCLE

Recycling in Westchester Works!

County officials confirm that 100% of what is collected is recycled. According to the 2018 Annual Report, Westchester recovered 70,635 tons of waste through its curbside collection program; the sale of that material generated \$4.2 million in revenue. It also saved \$5.4 million that would have been spent in tipping fees if this material were treated as garbage. View the report [here](#).

Recycle Right!

Recycling rules can be confusing and recycling incorrectly can cause problems. These include contaminating the material being collected, thereby decreasing its value, and damaging recycling equipment. In 2018, NYS launched the Recycle Right campaign to improve our recycling system and educate residents on how to properly recycle and reduce waste through reuse.

- ① **Step 1: Know your local recycling guidelines**
- See Westchester County Quick Recycling Guide





Food: Too Good To Waste



We've all heard the wasted food stats in this country. In summary, **40% of the food grown in the U.S. is wasted.** If you pause, it's shocking. And while we all love our food and don't intend to waste, sometimes we do. By shopping smart, storing food properly, understanding food labels and recycling our food waste, we can make changes in our daily lives that significantly lower our environmental impact. We don't have to be perfect, just do better!

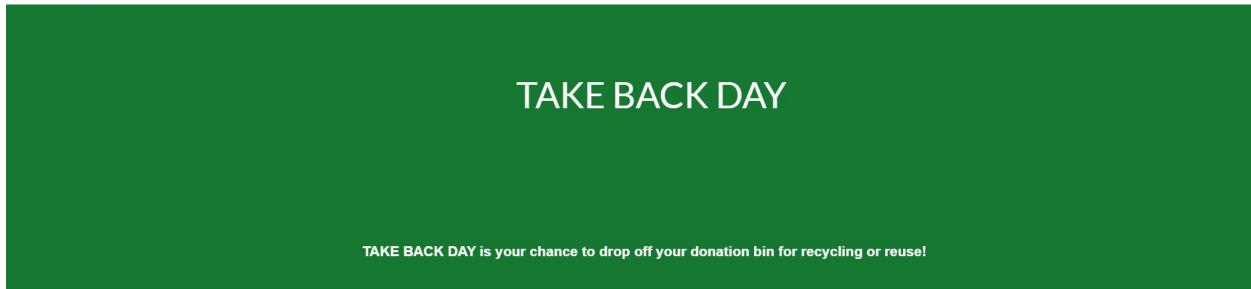
The good news? By changing a few simple habits, we can reduce wasted food!

1) Smart Shopping

- Meal plan for the week before shopping
- Choose fresh produce that will last longer – see tips [HERE](#)
- Add frozen fruits and vegetables to your cart – they're less expensive, already chopped, and ready to use in between shopping trips
- Buy "ugly" vegetables. Retailers say they throw out misshapen fruits and vegetables because they think their customers won't buy them. Prove them wrong! The "misfits" are nutritious and safe to eat.

2) Smart Storage

- Declutter your fridge on a weekly basis and store items properly to ensure they'll last longer – learn more on the [USDA app](#)
- Create an "Eat First" bin in the frig for food that's getting old
- Freeze some food now if you might not eat it soon enough, be sure to label the container with the contents and date



TAKE BACK DAY is sponsored by the Bronxville Green Committee in conjunction with Bronxville's Department of Public Works. The Village works with county government and local organizations to distribute the items collected and ensure they are either reused or recycled. By participating, we can greatly reduce our household waste streams and take important steps to ensure the health of our local environment.

Our 2021 collections in June and November were a success! We accommodated almost 300 cars for the mobile shredder and 100 cars for donations. The two drop off sites proved very efficient for waiting time and collections.

Below were the collections from November's event. Please check back in the Spring for updates on our June 2022 collection!

- **Mobile Shredder for sensitive documents**
- **Electronics & Cell phones**
- **Gently used clothes, shoes, Halloween costumes, bed linens, towels and blankets**



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Film Plastic Wrap & Bags

Plastic film is the soft, flexible polyethylene packaging used for most types of everyday bags and product wraps. It's everywhere and good news, it's **RECYCLABLE!** Although recyclable, these plastics should **NOT** be placed in curbside pickup.

Instead, these plastics must be taken to a drop-off location, like a grocery or other large retail store, to be collected for proper recycling. The Bronxville Green Committee recently worked with the Acme store in town to set up a collection bin outside its exit. It's now easy and convenient for residents to collect their film plastic and drop it off when in town.

See the many items that are accepted below. A general rule is that if you can't tear it, you can include it and when in doubt, throw it out. **You can get started today by setting up a separate collection bin next to your other kitchen recycling bins – you'll be shocked to see how much is collected in one week!**

RECYCLE empty, clean & dry plastic bags & wraps at store drop-offs

NOT in Curbside Recycling

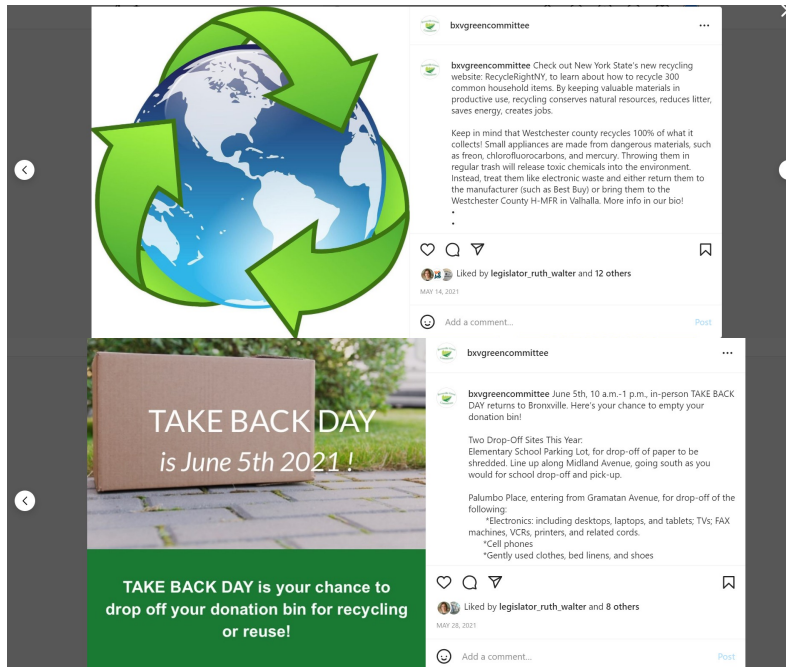


Benefits of properly recycling plastic film wrap and bags:

- Diverts plastic from the waste stream and removes it from landfills and waterways – effectively addressing one of the

Social Media: Examples of waste reduction social media posts

Instagram bxvgreencommittee



bxvgreencommittee

Check out New York State's new recycling website: [RecycleRightNY](#), to learn about how to recycle 300 common household items. By keeping valuable materials in productive use, recycling conserves natural resources, reduces litter, saves energy, creates jobs.

Keep in mind that Westchester county recycles 100% of what it collects! Small appliances are made from dangerous materials, such as freon, chlorofluorocarbons, and mercury. Throwing them in regular trash will release toxic chemicals into the environment. Instead, treat them like electronic waste and either return them to the manufacturer (such as Best Buy) or bring them to the Westchester County H-MFR in Valhalla. More info in our bio!

Liked by legislator_ruth_walter and 12 others

MAY 14, 2021

bxvgreencommittee

June 5th, 10 a.m.-1 p.m., in-person TAKE BACK DAY returns to Bronxville. Here's your chance to empty your donation bin!

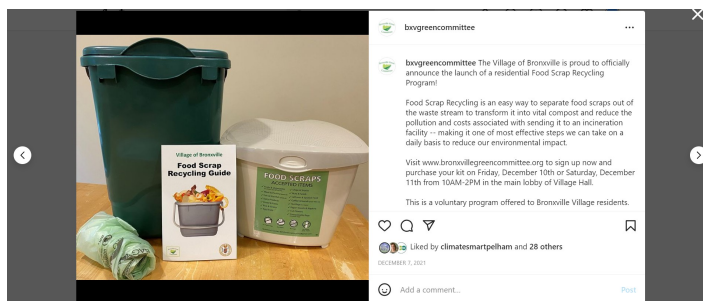
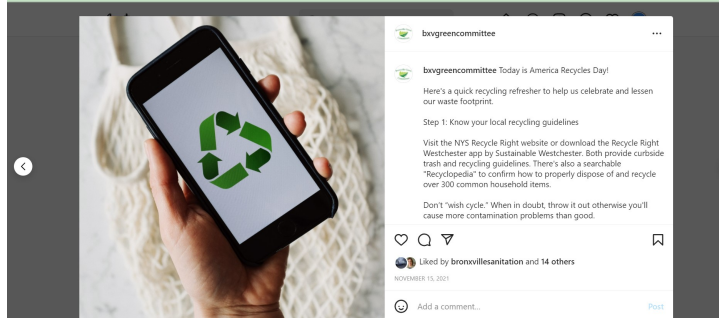
Two Drop-Off Sites This Year:
 Elementary School Parking Lot, for drop-off of paper to be shredded. Line up along Midland Avenue, going south as you would for school drop-off and pick-up.
 Palumbo Place, entering from Gramatan Avenue, for drop-off of the following:
 *Electronics: including desktops, laptops, and tablets; TVs; FAX machines, VCRs, printers, and related cords.
 *Cell phones
 *Gently used clothes, bed linens, and shoes

Liked by legislator_ruth_walter and 8 others

MAY 28, 2021

TAKE BACK DAY is June 5th 2021!

TAKE BACK DAY is your chance to drop off your donation bin for recycling or reuse!



Village Newsletter: Examples of Village Newsletter highlighting endorsement of Village Administration

<https://www.villageofbronville.com/village-clerk/pages/one-square-mile-newsletter>

<p>Cooler Temperatures are a reminder of family gatherings for the holidays. However, the winter months also call for extra precautions.</p> <p>Fire and Carbon Monoxide Safety Tips</p> <ul style="list-style-type: none"> Make sure your smoke alarm and carbon monoxide alarms are functioning by testing them once per month. Both alarms should be battery-operated or have a battery back-up, and batteries should be changed once per year. You should have a separate alarm for each to prevent these separate emergencies. Have a smoke alarm and carbon monoxide alarm on every floor, outside sleeping areas and inside bedrooms. You can check for interconnecting alarms so that one sounds, they all sound. Your smoke alarm doesn't just sound when there is a fire. Learn the difference between the sounds: three loud beeps (continuous) means there is smoke or a fire, and one "chirp" every 30-60 seconds means it is time to change the battery. Your smoke alarm must be changed every 10 years. Make sure you find out how old the smoke alarm is when you move into a new residence. If your smoke alarm continues to "chirp" even after you have replaced the battery, it's time to replace your smoke alarm. Most home fires start in the kitchen. Make sure you always keep watch over your cooking and that there is a fire extinguisher nearby. Have a fire escape plan and review it with your family. Make sure plans meet the needs of those with disabilities, children, and those with mobility issues in the household. Know the symptoms of carbon monoxide poisoning: headache, dizziness, weakness, nausea, vomiting, sleepiness, and confusion. If you suspect CO poisoning, get outside to fresh air immediately, and then call 911. Have your home heating systems (including chimneys and vents) inspected and serviced annually by a trained service technician. Never use portable generators inside homes or garages, even if doors and windows are open. Use generators outside only, at least 20 feet away from your home. <p>Additional Tips from Suez Water</p> <p>Outside the home</p> <ul style="list-style-type: none"> Disconnect and drain the garden hose connection and irrigation system. Close all outside vents, crawl spaces and doors so cold air doesn't seep inside. Keep garage doors closed. <p>Inside the home</p> <ul style="list-style-type: none"> Wrap the meter and water lines subject to freezing in insulation or heat tape (available at hardware stores). Make sure the shut-off valves on either side of the water meter are working. 	<p>Free Parking in the Kraft, Garden and Parkway Road Lots and Kensington Garage on Saturday, December 11th, 18th and on Friday, December 24th after 12 Noon.</p> <p>DEPT. OF PUBLIC WORKS NEWS</p> <p>The 2022 Refuse and Recycling Calendar is in! Click here or pick up a hard copy in our lobby.</p> <p>Food Scrap Recycling Is Here! Sign Up for the program and purchase your kit on Friday, December 10th or Saturday, December 11th from 10AM-2PM in the main lobby of Village Hall. Click here for details</p>  <p>After many months of hard work the Village Trustees and Green Committee are ready to kick-off the food scrap recycling program.</p> <p>Pictured here at the drop-off site is Village Trustee Helen Knapp, Committee President Ellen Edwards, Committee Member Maria Terjanian and Assistant to the Village Administrator Stephen Shallo.</p> <p>PUBLIC LIBRARY</p> <p>Movies at the Library</p> <p>Wed., December 8th at 1:30pm: The Holly and the Ivy Wed., December 15th at 1:30pm: Meet Me in St. Louis</p> <p>Special Concert Performance</p> <p>Sat., December 4th at 3:00pm: Tony "C" Natra Join us for a special in-person performance of Anthony Ceruzzi, Jr., AKA Tony "C" Natra as he sings your favorite hits</p>
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INSIDE VILLAGE HALL

WINTER SAFETY TIPS AND REMINDERS

- Have your home heating systems (including chimneys and vents) inspected and serviced annually by a trained service technician.
- Never use portable generators inside homes or garages, even if doors and windows are open. Use generators outside only, at least 20 feet away from your home.

Tips from Suez Water

Outside the home

- Disconnect and drain the garden hose connection and irrigation system.
- Close all outside vents, crawl spaces and doors so cold air doesn't seep inside.
- Keep garage floors closed.

Inside the home

- Wrap the meter and water lines subject to freezing in insulation or heat tape (available at hardware stores).
- Make sure the shutoff valves on either side of the water meter are working properly. Place a tag on the main shutoff valve and make sure everyone knows where it is and how to use it during an emergency.
- Check the water meter periodically. Contact SUEZ if you notice any damage.
- If you have had problems in the past, you may want to keep a trickle of water running from the highest faucet during frigid weather. You will be billed for the water used, but this may help prevent costly plumbing repairs that result from broken pipes.

If you won't be home

- If you're going away for an extended period, keep a minimum amount of heat on in the house. This will help protect the pipes in case the temperature drops.
- If you plan to turn the heat off, drain all the water from the pipes, toilets and water heater, and turn off the power source to the water heater.

If the pipes freeze

- If your pipes freeze, it's important to clear blockages as soon as possible to minimize damage. It may be best to call a licensed plumber.

DEPT. OF PUBLIC WORKS NEWS

Food Scrap Program Officially Launched!



Ribbon Cutting event to officially open the Food Scrap Program, pictured here are Stephen Shallo, Ellen Edwards (holding the scissors) Mayor Marvin and members of the Green Committee in front of the drop off site off Palumbo Place.

Sign up for the program and purchase the kits online by [clicking here](#) or stop in at Village Hall (2nd floor) to purchase them.

Other Important DPW Reminders

- 2022 Refuse and Recycling Calendars now available online or in Village Hall
- Place Christmas trees curbside for collection
- Remember to keep your sidewalks clear of snow and ice and safe for pedestrians

2022 Village Elections will be held on Tuesday, March 16. The seats to be filled are two Trustees (each for a two year term) and one Justice (four year term). Additional information about the Village election can be found by visiting our [website](#).

[Click here for an Absentee Ballot](#)

PARKING NEWS

The online parking permit portal is now available for use by residents with 24 hour reserved parking spaces. Residents can now register, complete and submit their March 1, 2022 renewal applications through the portal which can be accessed [here](#).

The rollout of the online system for merchants and commuters will quickly follow.

For additional information on the new portal please contact Margaret Parr, Parking Office Manager at mparr@vobny.com

County's CompostED site in Valhalla to learn how yard and tree waste, when combined with food waste creates the perfect conditions for bacteria to naturally create top grade soil. Aleksander Jagiello, Program Specialist for the County's compost operations within the Department of Environmental Facilities provided a tour of the facilities and composting process and provided the Village with complimentary bags of top soil from the site! Additional information on how your collected yard waste (and now food waste) make its way to sites around our region where it's composted further will be detailed in subsequent newsletters and articles by the Green Committee.



Our Food Scrap Recycling bins are filling up and we are proud that Bronxville is one of many Westchester towns joining this important program. It's easy to participate in a natural cycle that creates soil and reduces waste and pollution! Join the 130 Bronxville families that have already signed up. Learn more [HERE](#) and pick up your Starter Kit in Village Hall



Events:

Take Back Day





Food Scrap Recycling Launch



Signage:

