

Burbank Recycle Center Activities and Education

Burbank Recycle Center Education Programs

- The Burbank Storm Water Exhibit is used for Recycle Center tours and off-site tabling events. The display replicates Burbank landmarks, miniature residents, dogs, cars, etc. to demonstrate what residents need to do to keep watersheds clean. The Storm Water Exhibit shows why, where, when and how pollution of our waterways takes place and how it flows to the ocean without treatment.
- Photos that demonstrate how pollution migrates from homes, businesses and streets through storm drains and rivers to our ocean adorn the walls of the Education Center.
- Visitors and attendees are given information on ocean plastics, litter, and LA County SAFE Collection Centers for household hazardous wastes.
- City staff distributed approximately 175 used motor oil collection buckets along with a flyer for the LA County SAFE Collection Centers for HHW.
- A series of eight brochures entitled *Storm Water Best Management Practices for Pollution Prevention* is available for BRC visitors, classes, contractors, retailers and for local events. Throughout the year, brochures are available at the Burbank Public Works Department's public counters and at the BRC counter. The BMP for contractors is distributed at contractor pre-construction meetings.
- *Public Works Newsletters* are mailed twice a year to 52,000 Burbank residential and business addresses. The newsletters included articles on: Zero Waste, plastic bags, battery recycling locations, urban runoff, EPS, pollution prevention, landscaping and composting techniques to reduce pesticides, benefits of trees in slowing storm water, proper disposal of medications, and hazardous waste collection.
- Oil recycling information is included in print and website materials describing the BRC.

Tours

- Information about plastic bags and littering in the streets, beaches and elsewhere was provided to over 600 adults and children that visit the Burbank Recycle Center. Additional information about storm drains, hazardous waste and used oil recycling is presented verbally and through exhibits, postcards, posters and videos.
- During the City's annual Public Works Week, BRC staff toured 40 students through Public Works facilities including the Burbank Landfill where students viewed waste and discussed litter and waste reduction.

Burbank's cable TV6 Station broadcast the following PSAs, presentations, and documentaries:

- "Synthetic Seas" video addressing ocean plastics (approximately 10 plays).

- “Native Nights” a recorded native plant workshop that includes messages on reducing synthetic pesticides and fertilizers (approximately 75 plays).
- “Water Hogs” a seven-minute PSA addressing water conservation and runoff from landscapes (approximately 30 plays).
- “Can It” Produced for Clean LA by Project Pollution Prevention
- Calendar announcement: LA County Household Hazardous Waste Roundup
- A Compost Workshop PSA ran throughout the year to promote workshop dates – the classes always address runoff of landscape chemicals.
- “Green House Calls” announcement for home assessment of energy and water – the PSA includes messages on adjusting sprinklers to prevent runoff.

Off Site Events

Recycling Center staff attended over 30 events including:

- Connect with the Community, 3 events
- Earth Day, 3 events
- Leadership Burbank ,
- Neighborhood Leadership,
- Burbank Green Alliance workshops,
- Composting workshops (25)
- BWP Landscaping workshops
- Taste of Downtown Burbank
- City of Burbank Employee Recognition Breakfast
- Burbank Adult School
- Rotary Club
- Board of Realtors
- Classic Auto Shows

Advertising and Promotion

- Utility bill inserts announced the annual Household Hazardous Waste Collection hosted by LA County.
- Ads published in the Park & Recreation’s *Recreation Guide* and the High School Choir program promoting recycling and litter awareness.
- Calendar events on over 15 websites and listserves promoting the HHW roundup and 25 compost workshops.
- Calendar items and articles about household hazardous waste (HHW) collections and compost workshops were sent to the local *Burbank Leader* newspaper announcing the Los Angeles County HHW roundups and Burbank compost workshop classes.
- Flyers for compost workshop dates were distributed to 16 locations including libraries, City buildings, activity centers, hardware stores, local nursery’s, and grocery stores.

City of Burbank Website

- The City website hosts a going green link that includes the Urban Environmental Accords and Burbank's Sustainability Action Plan, the Zero Waste Action Plan, oil recycling, HHW drop off locations, local HHW round up events, compost workshops, landscape classes, and more.
- "Don't Be Trashy – Recycle" a video produced by Teens in Action for Burbank Youth Update had 109 views - www.BurbankTeens.com.

Workshops and Classes

- Landscape workshops promoting California native plants and lawn substitutes included techniques to reduce landscape chemicals and runoff.
- Composting workshops were increased to promote the twentieth anniversary of Burbank's backyard compost program. The workshops address water harvesting, mulching reducing chemicals and runoff.
- BRC worked closely with consultant, C2 Alternatives, to train ESL teachers in a used oil education program. The program reached ESL students attending the Burbank Adult School.
- Promoted classes hosted by Burbank Adult School and Woodbury University which stressed the importance of low impact landscape design and reducing landscape chemicals.
- A series of green business workshops were held in conjunction with the Burbank Green Alliance which emphasized reducing plastic food service litter plus BMPs for Fats, Oils and Grease and Hazardous Waste.

Sustainable Task Force

- In 2009 the City established the Sustainable Burbank Task Force (SBTF) as an advisory body to the City Council. The SBTF advises and makes recommendations to the City Council on matters related to sustainability, and helps in various public education, outreach, and promotional activities related to environmental sustainability.
- The SBTF is engaged in the re-design of Johnny Carson Park to improve storm water filtration and capturing water in the landscape. The Task Force is also engaged in advancing "complete street" designs, integrating landscape and street elements to filter and harvest storm water.

Burbank Water and Power, Conservation Section

- Burbank Water and Power (BWP) in partnership with the Metropolitan Water District offered eight "California Friendly Landscape" classes that include messages on water conservation, irrigation and eliminating irrigation runoff. The classes attracted approximately 35 attendees at each class.

- BWP designed a “Green Street” pilot project designed to filter and capture runoff on Lake Street.
- BWP adopted an irrigation ordinance with language prohibiting overspray and significant runoff. The ordinance has triggered citizen calls reporting runoff in streets.

Burbank Adult School

- The Burbank adult school launched a green gardening class promoting water conservation, reducing landscape chemicals, composting and dry land designs. The Green landscape classes developed a “California Friendly” demonstration garden. The adult school also initiated a green plumbing program emphasizing water and energy conservation.

Woodbury University

- Woodbury University, Architecture Department, Arid Lands Institute is partnering with the City of Burbank through the Arid Lands Institute to examine water policy, planning practices and public education programs. The 2 year project is funded by a grant from the Housing and Urban Development (HUD) grant. The Arid Lands Institute hosted three public workshops examining the role of water engineering in shaping public space and city form. Each class attracted approximately 75 attendees.