



RivCoParks
Recycles

Program Manual

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Introduction

The Riverside County Regional Park and Open-Space District has long been a proponent of environmental stewardship and sustainability. It employs rangers to patrol and protect the land, it culls invasive species, and it partners with other County agencies such as the Flood Control and Water Conservation District and the Department of Environmental Health to reduce environmental health hazards and improve the quality of its land, water, and air. However, despite all this, as of the start of 2016, the District does not have a unified recycling policy for all of its sites. The District firmly believes in minimizing waste and maximizing the effective use of available resources, and to that end, this program is established to unify and monitor recycling practices throughout the District.

In 2008, California passed AB 341, a law which requires any business (including public entities) that does not combine its trash with other entities, and which produces more than four cubic yards of garbage per week, to arrange for recycling services (such as by self-sorting recyclables from trash on-site, or paying a hauler to do so). A few of our sites are already in compliance with this law, but we require monitoring and documentation to prove it. While this bill is a reason for this program's creation, it is certainly not the only one. The District is committed to environmental sustainability in its every action, and plans to meet and exceed environmental regulations such as this one wherever it can, not for the sake of compliance, but for the sake of making a difference in the environmental health of our county, our state, and our world.

In order to help fund this program, the District will begin collecting recyclable beverage containers at many of its sites, and redeeming those beverage containers for their California Redemption Values (CRV). We currently estimate that around 1.3 million beverage containers are discarded at District sites annually. Our goal is to capture at least 65% of these containers and redeem them for their CRV value. We have also enlisted the help of CalRecycle, which has provided a generous grant of \$200,000 to help start the program and bring the District into compliance with AB 341. The first two years of the program are funded by this grant, but it is the hope of the District that the program will eventually become self-funded, sustained by the revenue generated from recycling CRV material. When this is accomplished, the program will broaden its scope to cover other forms of waste, such as green waste, and attempt to move the District closer and closer to an ideal future where its sites do not send anything to landfills.

Mission, Vision, Values, and Objectives

Program Mission

To reduce the District's environmental footprint by reducing the volume of recyclable waste that District sites send to landfills, to educate the public on issues relating to recycling and sustainability, and to establish and maintain District compliance with all regulations regarding waste diversion.

Program Vision

To help The Riverside County Regional Park and Open-space District set the standard as a model sustainable organization by producing zero waste for landfills and disseminating information that enables other agencies and members of the public to do the same.

Program Values

The health of the land and the communities that share it are of the utmost importance to the District. In order to preserve and improve these assets, this program will seek to exemplify waste reduction, environmental consciousness, and community participation in sustainable practices.

Program Objectives

1. Bring District sites into compliance with AB 341 by practicing and documenting source separation of recyclable materials from the general waste stream.
2. Educate the public on issues of environmental sustainability and recycling.
3. Generate sufficient revenue from recycling CRV material and sponsorship that the program becomes self-sustaining, so that the scope of the program can be expanded to other areas.

How to Meet Objectives

- Staff and volunteers will collaborate to collect, sort, and redeem beverage containers for their cash return value.
- Coordinator will develop educational curricula to be delivered by volunteers at District sites and events.
- Coordinator will develop a community engagement plan.
- Coordinator will collect data on volume and value of recyclables, and report that data to the public as well as grantors, sponsors, and stakeholders.

Milestones

The following milestones were put forward in the grant application submitted to Cal Recycle

Milestones	Start Date	Completion Date
Establish baseline data/ conduct waste audit at all targeted locations for bin placement.	May 2015	June 2015
Hire Coordinator and graphic designer.	July 2015	August 2015
Develop formal agreements with at least two partners.	July 2015	October 15, 2015
Purchase educational and outreach materials.	July 2015	Ongoing
Develop and maintain a website.	July 2015	Ongoing
Purchase and install beverage container recycling bins throughout Riverside County	July 2015	September 2015
Complete volume reporting on a quarterly basis for each location where beverage containers are/will be collected.	July 2015	Ongoing
Hold at least four program management meetings annually with stakeholders.	July 2015	June 2017
Develop recycling program management manual and	August 2015	November 2015

measurement program.		
Develop training for volunteers and employees.	October 2015	December 2015
Develop and publish public service video.	January 2016	March 2016
Recruit six outreach volunteers.	January 2016	March 2016
Attend at least five fairs or events.	March 2016	June 2017
Conduct two training sessions for volunteers, employees, and community members.	April 2016	June 2016
Evaluate program effectiveness.	June 2016	Ongoing
Present six community presentations on recycling each year.	June 2016	June 2017
Develop program annual report to the community.	July 2016	July 2016
Gain at least one corporate sponsorship for program sustainability.	January 2017	May 2017
Host Environmental Stewardship Day event.	February 2017	June 2017

Deliverables

Startup

1. Formal agreements with two partners.
2. Development and acquisition of education and outreach materials.
3. Development of a website.
 - a. Outline, landing page.
 - b. Content.
4. Purchase and installation of beverage container recycling bins.
5. Development of a Recycling Program Management Manual and Evaluation and Measurement Program.
6. Development of training for volunteers and staff.
7. Development of monthly data collection forms.
8. Production of a recycling PSA

Ongoing

1. Revenue from CRV
2. Community outreach, measurable by website traffic and distribution of recycling resources (such as reusable totes).
3. Monthly reports on volume and value of CRV material collected by each site, plus quarterly reports on program status.

Expected Outcomes

1. Every site affected by AB 341 will be in compliance.
2. Staff, volunteers, and site visitors will understand the importance of recycling, and will participate in the recycling efforts of their site.
3. The program will be self-funded by a combination of revenue generated from redeeming CRV beverage containers and sponsorships.

Financing

The start-up money for this program has been provided by a \$200,000 grant from CalRecycle. The current budget breakdown *for the grant period* (2 years) is as follows.

Personnel	
• Program Coordinator	\$110,000 (\$55,000 per year)
Equipment	
• Recycling Bins (of various types)	\$60,000
• Functional Recycle Totes	\$2,600
Operating Expenses	
• Promotional Brochures	\$5,400
• Public Service Announcements	\$5,000
• Website	\$3,000
• Permanent Interpretive Panel Displays	\$14,000
Total:	\$200,000

Many of these costs will not be recurring, and so will be completely absorbed by the grant within year one. The primary recurring cost is that of the Program Coordinator. Other recurring costs will include website hosting and maintenance as well as the printing of promotional brochures. Following the grant period, the aim is to have the program entirely self-funded by CRV revenue. Assuming that the goal of recycling 65% of all beverage containers in the District is met exactly, and assuming that 1.3 million beverage containers are discarded annually throughout the district (the estimate given in the grant proposal), the program should bring in roughly \$42,250 annually. The actual revenue generated will be calculated by the Coordinator based on receipts received from sites.

The majority of the labor involved with this program will be performed by volunteers. Given that the District has a pool of over 400 volunteers to draw from, there should be no shortage of volunteers for the job. The District anticipates a total of 12,930 volunteer hours being donated in the two year grant period. Using independent sector rates for the value of a volunteer hour in California (\$26.87), this equates to a cost savings of \$347,429.10 over two years.

Volunteer Positions

Trash Talker

Trash Talkers are responsible for education and outreach. They visit Park District sites, attend community events, and appear at scheduled speaking events to educate the public about waste, and to advocate for waste reduction and recycling. They are trained in a general recycling and waste curriculum, as well as more targeted curricula based on the demographics they will be speaking to.

Responsibilities include:

- Reading and understanding curriculum materials provided by the coordinator.
- Delivering presentations to the public, District staff, and other volunteers as needed.

- Answering questions from the public about recycling and about the program.
- Providing feedback to the Program Coordinator regarding outreach effectiveness and barriers to success.
- Other duties as needed, including those of other volunteer roles.

Required skills:

- Strong written and oral communication skills.
- Ability to speak in public and address groups of varying ages and backgrounds.
- Ability to understand and explain simple scientific concepts to others (e.g., how natural resources are used to make products we consume.)

Required training:

- Program orientation.
- Trash Talkers must be introduced to the curricula and instructed on how to measure the extent of their outreach.

Recycling Leader

The Recycling Leader is responsible for performing and/or overseeing actual recycling activities at their site or sites. They may be asked to fill Trash Talker roles as required by the coordinator of the site. They may deliver simple training to other volunteers and site staff. They may also lead any large-scale program activities at their site (such as the collection and sorting of a large volume of material by a group of episodic volunteers). Recycling leaders with valid driver's licenses who successfully complete Driver's Training may be permitted to drive a county vehicle to recycling centers.

Responsibilities include:

- Reading and understanding the procedures for collecting, storing, sorting, transporting, and redeeming CRV beverage containers.
- Properly collecting, storing, sorting, transporting, and redeeming CRV beverage containers as required by the site at which they volunteer.
- Properly handling and delivering cash and receipts to the District.
- Providing feedback to the Program Coordinator regarding procedural difficulties or barriers to success.
- Delivering simple training to other volunteers and staff.
- Helping to lead episodic volunteers in cleanups, collections, and sorting events.
- Other duties as needed by Program Coordinator or site staff, including those of other volunteer roles.

Required skills:

- Able to work with little to no supervision.
- Ability to lift at least 30 pounds.
- Ability to walk over natural terrain.
- Ability to count currency and keep simple records.
- Ability to communicate effectively to others.

Required training:

- Program orientation.
- Instruction in recycling procedure.

The positions of Trash Talker and Recycling Leader can be filled by minors if the site permits. However, they may only perform duties appropriate for their age. All minors must be supervised while performing volunteer duties.

Operations

Material Support

Materials necessary for the success of the program will be provided by the Coordinator. These materials will include recycling bins, PPE, educational materials, forms and instructional documents, as well as training.

Site Accommodations

Each site in the District is different. As a result, the staff at each site will need to use their best judgement to meet certain logistical needs for the program. Specifically, the site staff must determine where best to place recycling receptacles to meet their own needs as well as those of their visitors.

The staff at each site must also choose and set aside a space for the storage of recyclables awaiting transportation to be redeemed. This space should be inaccessible to the public if theft is a concern, and inaccessible to animals if it is anticipated that animals will disturb the collection. A shed or a cage will suffice. Any storage space that holds plastics must be protected from sun exposure, such as with a tarp.

Recycling CRV material

In order to collect the CRV for beverage containers, those containers must not end up in the general waste stream (in trash cans). The success of this program must then begin with informing the public and encouraging all staff, volunteers, and visitors at District sites to place their empty beverage containers in the appropriate recycling bins. Experienced staff will know where best to place recycling containers so as to maximize convenience for visitors. Typically, good locations for recycling containers will be near existing trash cans, or anywhere that beverages are frequently consumed. Sites with rolling or otherwise portable containers should move containers to areas where large gatherings are expected to take place. Staff and volunteers should remind visitors as needed of the availability of recycling containers.

For information on the collection, storage, transportation, and redemption of CRV material, see the Procedures attachment starting on page 10.

Data Collection and Reporting

Data on CRV beverage container recycling volume will be collected from receipts received from CRV redemption, and will be used to determine whether program goals and milestones are being met (65% of beverage containers being redeemed for CRV). Revenue totals will be compiled to determine program self-sufficiency.

All data collected from the sites will be compiled by the coordinator and reported to the public, grantors, sponsors, and stakeholders. An annual report on CRV recycling will be produced for the District as a whole each year.

Education and Outreach

Public education and outreach is a condition of the CalRecycle grant. More importantly, it is an essential driver of the movement toward a zero waste future. To educate the public in matters of recycling and resource conservation, this program will enlist the help of volunteers at each District site. Curricula will be developed and updated by the coordinator.

For a generalized sample curriculum, see the attachment on page 13.

Riverside County Regional Park and Open-Space District

CRV Recycling Program Procedures

In order to meet the conditions of a grant offered by Cal Recycle, and to help improve the overall sustainability of District practices, the District is launching a recycling campaign at all of its sites. While the scope of this campaign will hopefully be expanded in the future, focus is currently limited to the collection and redemption of materials subject to California Redemption Value (CRV) under the California Beverage Container Recycling and Litter Reduction Act. To put it simply, the district will now be collecting beverage containers and redeeming them for cash, which will be used to support the RivCoParks Recycles Program.

In order to minimize the impact of this program change on staff while maximizing the effective use of available resources, the following responsibilities will be fulfilled by volunteers whenever possible:

- Sorting CRV recyclables
- Transporting recyclables to the chosen recycling facility
- Securing and properly handling payments and receipts received from recycling facilities
- Educating the public on how to recycle and issues related to environmental sustainability
- Any additional responsibilities, as required by the site or the Recycling Coordinator, to aid in the implementation of this program

While it is the goal of this program to be as volunteer-driven as possible, communication and cooperation with site staff will always be essential to program success. Therefore, it is important that all staff and volunteers involved in this program read and understand the following procedures for the collection, storage, sorting, and redemption of beverage containers at District sites. A more concise, bullet-pointed procedure is included as well, for easier reference in the field.

Collection

Dedicated bins for CRV recyclables must be maintained at all District sites. These bins should be placed where most convenient for visitors, volunteers, and staff, such as next to existing waste receptacles.

Recycling bins should be checked on a daily basis, depending on the level of activity at a given site. Busier sites or sites where CRV theft is anticipated should check their bins more frequently. When a bin is full, a Recycling Leader should empty it, and the recyclables should be moved to an on-site storage location.

Storage

District sites should set aside a space for the temporary storage of recyclables. Storage spaces for plastics should be protected from sun exposure, such as within a shed or underneath a tarp. This is because the plastics commonly used in water and soda bottles can chemically degrade with exposure to sunlight. Storage spaces should also be protected from theft.

Sorting and transportation

The collected recyclables must be sorted into separate bags or bins by material type. The types of materials that should be separated and grouped are glass, aluminum, PET plastic (#1), and other plastics (#2-7). The following containers are *not* subject to CRV, and should be placed in the site's recycling dumpster (if available) or in the site's regular trash if a recycling dumpster is not available: Milk or milk-based drinks, medical food, infant formula, wine, distilled spirits, 100% fruit juice in containers 46 ounces or more, 100% vegetable juice containers 16 oz. or more, or any material that is not a beverage container.

At least once per quarter, but preferably once per month, the sorted recyclables must be taken by a staff member or Recycling Leader to a nearby recycling center and redeemed for cash. All recyclables should be redeemed by weight (instead of count, whenever possible), and all weight slips and receipts must be kept.

Cash handling and documentation

As per policy 7.15, all revenue from recycling activities (not just CRV recycling) belongs to the District. The means by which recycling revenue will be accounted for and delivered to the District will vary depending on existing procedures at a given site. Pick the cash handling procedure that applies to your site. Cash handling should only be performed by site staff or by a Recycling Leader who has been trained in cash handling.

Until the introduction of the new POS system, all cash collected from recycling must be delivered to either the program coordinator or Rhonda Long in Finance at Parks Headquarters. A copy or photograph of each receipt must also be submitted to the program coordinator.

Program Coordinator Contact Information	
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Riverside County Regional Park and Open-Space District

CRV Recycling Program Procedures (Abridged)

COLLECTION

- Recycling bins must be placed where appropriate throughout the site, such as near existing trash cans.
- Recycling bins must be checked on a daily basis or more frequently if activity is high.
- When a recycling bin is full, it must be emptied, and its contents must be moved to a designated storage location.

STORAGE

- Recyclables collected from bins must be stored in a secure location where they cannot be stolen or disturbed by animals, such as inside a shed or cage.
- Any place where recyclable plastic is stored must be protected from sun exposure, such as with a tarp.

SORTING AND TRANSPORT

- Collected recyclables must be separated by material type:
 - **Aluminum—glass—plastic #1—plastic #2.**
(Check the number inside the triangular recycling symbol on the bottom of a plastic container to determine its type.)
- The following materials cannot be taken for cash redemption:
 - Containers for milk or milk-based drinks, medical food, infant formula, wine, distilled spirits, 100% fruit (46 ounces or more), or 100% vegetable juice (over 16 oz.).
 - Any material that is not a beverage container.
- At least once per month, sorted recyclables must be taken to a nearby recycling center and redeemed for cash on a segregated weight basis, unless there are too few containers to redeem by weight. In these cases, redeem by count. Keep all receipts and/or weight slips.

CASH HANDLING AND DOCUMENTATION

- Send all cash to the Program Coordinator or Rhonda Long in Parks Finance.
- Send a copy or photo of each receipt to the Program Coordinator.

If you have any questions or comments, please contact the Program Coordinator.

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Name:	Brian Pennington
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Recycling Curriculum

In all likelihood, your talk on recycling will not be the primary attraction bringing visitors to your site. You will need to work with the staff on site to determine when and where it is appropriate for you to deliver this information. Perhaps it will be during a lunch break at a nature center, or perhaps it will be at a camp site as you help a family get situated. Wherever and whenever you address your visitors, remember that you don't need to be the world's foremost authority on recycling practices, nor do you need to be a professor delivering a two-hour lecture. You need only be able to share three things with your audience: how to recycle, why recycling is good for the community and the environment, and why it matters that they recycle at your site.

You may not have much time to address visitors. Therefore, it's important to prioritize the information that you share. The immediate success of the program depends upon recycling beverage containers at district sites, so prioritize teaching what and how to recycle. Address the other points as time permits. You don't need to deliver the whole curriculum to every visitor. Instead, prioritize what you cover based on the demographic you're addressing and the context. Don't be afraid to look up additional information on anything you're curious about.

If you have any questions, comments, or concerns about this curriculum, please send them to bpennington@rivco.org. A bullet-pointed version of this curriculum is attached.

1. How to recycle - What can be recycled in the beverage container bins?

This is the most important message to convey to your visitors. If you only have ten seconds to speak, tell them where the recycling bins are and what goes in them.

- a. Nearly any beverage container that visitors are likely to bring to District sites can be placed in the bins. It's probably easier to remember what cannot go in the bins: wine bottles, distilled spirit bottles, milk containers, medical food containers, infant formula containers, 100% fruit juice containers over 46 ounces, and 100% vegetable juice containers over 16 ounces.

Almost everything else is fair game. This includes beer bottles, wine coolers, any aluminum beverage can, most plastic bottles, etc. Anything that doesn't belong in the recycling bins goes in the normal trash.

2. Why is recycling a good thing?

Time will most likely not permit you to discuss each of these with every group of visitors. Nor is each of the items below relevant to every group of visitors you will encounter. If time permits, try to stick to two or three reasons that are relevant to the demographic you're addressing (e.g. third grade school children probably do not understand or care about the economics involved with importing foreign materials, but they are probably learning about pollution in school.) That said, this section will be the easiest for you to expand or compress, depending on whether you desire to fill more time.

- a. Recycling saves landfill space
 - i. A ton of plastic takes up 30 cubic yards of landfill space. The US discards about 33.6 million tons of plastic annually, translating to over one billion cubic yards of landfill space filled with plastic every year. If you tried to press all that plastic into a cube, it would be over half a mile long on each side. You'd be able to see it from 67 miles away. All that plastic has to go somewhere, and landfills don't have unlimited space.
 - ii. A ton of aluminum takes up 10 cubic yards.
 - iii. A ton of glass only takes up 2 cubic yards.
- b. Recycling saves energy
 - i. Recycling material uses much less energy than making new material.
 - 1. This is especially true for aluminum. A recycled aluminum can takes 95% less energy to produce than a virgin aluminum can. One ton of recycled aluminum saves 14,000 kilowatt hours of electricity. To put that in perspective, recycling a single can saves enough energy to power a desktop computer for about 2 hours. A pound of recycled aluminum saves enough energy to power the average US home for over 5 hours.
 - 2. A ton of recycled plastic saves 5,774 kWh of electricity. Recycling one water bottle saves enough electricity to charge a smartphone for 16 hours.
 - 3. Recycling glass saves some energy, but not a whole lot: roughly 42kWh per ton. Recycling a single glass bottle saves as much energy as you get from eating half a teaspoon of sugar (8.7 watt hours or ~7.5 calories).
 - a. However, recycling glass saves more than an equivalent mass of other natural resources from being consumed (one pound of glass recycled saves over one pound of various other resources, including sand, soda ash, limestone, and feldspar.)
- c. Recycling reduces pollution
 - i. Mining aluminum is a nasty business. It comes out of the ground as an ore called bauxite. Turning bauxite into alumina (the precursor to usable aluminum) produces a waste product called red mud, which is highly alkaline (corrosive like bleach). It will kill almost anything in a contaminated body of water, and it renders land unlivable and unfarmable. A spill in Hungary in 2010 killed ten people and cost \$140 million to clean up. At least two tons of red mud are produced for every ton of alumina.
 - ii. Using recycled plastic in manufacturing produces around 75% less greenhouse gas emissions than using new material. To put it another way, as much air pollution is produced making four plastic bottles with recycled plastic as is produced making one plastic bottle from new plastic.

- iii. Every six tons of glass recycled keeps a ton of CO₂ out of the atmosphere.
 - d. Recycling reduces dependence on foreign imports
 - i. Taking aluminum as an example, in 2011, the United States relied on foreign aluminum for 3% of its total consumption. By 2014, that number climbed to 33% as the US imported more and more aluminum from Canada and China.
 - e. Recycling creates a closed system
 - i. In nature, no system is linear. Everything is constantly changing, no matter how slowly, and nothing goes to waste. Human culture used to work this way, too. People grew their own food and recycled or repurposed anything they couldn't use anymore. Today, however, people throw things away without giving a second thought. When we can't see trash, we act as though it doesn't exist anymore. It has to go somewhere, though, and it's been piling up in landfills for generations. Not only that, but new material is limited. There's only so much aluminum, silica (glass), and petroleum (plastics) in the world, and we're losing more and more of it each year to waste. Recycling eliminates waste and doesn't consume new material.

3. Closing – Why it matters that the individual recycles.

This might be the hardest part of the curriculum to deliver effectively. It's very easy to think that one's own actions are so insignificant that they couldn't possibly have *that* big of an impact on the world around them. Your job is to help visitors see that their actions do matter, especially when it comes to recycling. Different visitors will respond to different messages, so use whatever approach seems most fitting.

- a. Remind visitors that no man is an island, and that every small, individual action can make the world a little bit better or a little bit worse. (Recall energy saving examples from above.)
- b. Remind visitors that the site needs their help to remain clean and healthy. If they are at the site, chances are they care for it at least a little bit.
- c. Use analogies, if you'd like: "How many of you have ever stepped in gum? That was one extremely small decision that someone else made –to leave their gum on the ground- and you see how big of an effect it can have."

Above all:

- d. Remind visitors that they are doing a good thing, and that they are helping you and your site by recycling. Be sure to thank them for taking the time to listen.

Recycling Curriculum Bullet Points

1. How to recycle - What can be recycled in the beverage container bins?
 - a. Any beverage container except: wine bottles, distilled spirit bottles, milk containers, medical food containers, infant formula containers, 100% fruit juice containers over 46 ounces, and 100% vegetable juice containers over 16 ounces.
2. Why is recycling a good thing?
 - a. Recycling saves space in landfills.
 - i. 1 ton plastic = 30 cubic yards
 - ii. 1 ton aluminum = 10 cubic yards
 - iii. 1 ton glass = 2 cubic yards
 - b. Recycling saves energy
 - i. 1 aluminum can = enough electricity to run a computer for 3 hours.
 - ii. 1 plastic bottle = enough electricity to charge a smartphone for 16 hours.
 - iii. 1 glass bottle = the amount of energy you produce turning a hand crank for an hour.
 - c. Recycling reduces pollution
 - i. Mining new aluminum produces toxic waste ("red mud").
 - ii. Using recycled plastic produces 75% less greenhouse gas emissions.
 - iii. Recycling two six-packs of glass keeps about a pound of CO₂ out of the atmosphere.
 - d. Recycling reduces dependence on foreign imports
 - i. The US imported 11 times as much aluminum in 2014 as it did in 2011.
 - e. Recycling creates a closed system (material is reused, not wasted)
 - i. There is only so much of each material in the world. That's why we need to keep it *cycling*.
3. Why does it matter that an individual recycles?
 - a. Small individual actions serve to make the world a little better or a little worse.
 - i. Example: an action as small as leaving gum on the ground can ruin someone's day.
 - b. Parks need the help of visitors to stay clean and healthy.
 - i. Imagine if no one used the trash cans.
 - c. Thank visitors for listening, and for helping to keep your site clean and beautiful.