

KCB MAY 2022 MONTHLY



Letter from the CEO

Greetings from Keep Cherokee Beautiful. We deeply appreciate all the groups that have committed to the Adopt-A-Mile program. Lots of groups have begun their spring cleanups, helping make Cherokee become the most litter-free county in the Metro area.

But just having a great cause and a ton of excitement won't get the job done! We all know that it's the volunteers who make this program happen. Getting a group of like-minded and committed folks together for a common cause is what makes for a GREAT program.

Please consider joining a group to help with a pickup. Even better, think about starting up your OWN Adopt-A-Mile group! It's easy to do, is a fun event to get folks together for three hours on a Saturday, and really **MAKES A DIFFERENCE** in how our County looks and makes us feel. Nothing is better than transforming a litter-strewn section of roadway that looks rundown and unattended into a shining example of what a group of committed, concerned LOCAL residents can do when asked!

If you have a number of civic-minded folks that are willing to get involved to make a better place for us all to live, then you have the makings of a Volunteer Group! Talk it up at work, around your neighborhood, or at church, wherever you get together with friends and neighbors. I'll bet you'll find there are more folks willing to get involved than you think!

KCB is here to help you all along the way. We can provide all the direction and assistance you need to get a group going. All you have to do is reach out to us! KCB's email is cleancherokee@gmail.com and my phone number is 770-714-5805. Let us help you get started!

Mark Preetorius
Chief Executive Officer
Keep Cherokee Beautiful

April Clean-up Recap

For the month of April, we have had



two groups report clean-up events.

Mountain Road is 41 bags of litter cleaner and still going. This group is cleaning smaller portions at a time and doing a fantastic job.

Old Nelson Road was able to gather 12 bags of trash and two tires for their first clean-up on 4/24.

The Cherokee County Chamber of Commerce hosted a Recycling event on Earth Day 4/22 and had a great turnout.

- 276 cars counted driving through
- Nearly 1,000 pounds of electronics recycled
- 6,540 pounds of paper shredded (*Over 3 tons! Which equates to saving nearly 56 trees!*)
- 65 pairs of tennis shoes
- 326 gardening pots (*Estimated \$175 value!*)
- Roughly 50 aluminum cans
- 20 expired children's car seats
- Hundreds of batteries of various sizes

We would love to recognize your cleanup efforts. Please submit after clean-up reports to tdbrazie@cherokeega.com.

Upcoming Events

We would love to advertise your upcoming event here.

Let folks know when you plan on working and you might be surprised who shows up to help.

History of the Adopt-A-Mile Program

In the decades since the Adopt-a-Highway program was launched in 1985, it has helped keep America's highways clean, saved taxpayers money, sparked a handful of free-speech battles, and even been featured on an episode of Seinfeld.

The Birth of Adopt-a-Highway

James Evans, an engineer for the Texas Department of Transportation, was driving one day in 1984 when he saw litter blowing out of the back of a pickup truck. Littering was a growing problem in Texas at the time, and while Evans knew that his department did not have the resources to combat it, he saw a prime opportunity to promote volunteerism. One year later, Billy Black, the

public information officer for the Tyler District of the Texas Department of Transportation, collaborated with Evans and organized the first Adopt-a-Highway program.

The First Adoption

The first Adopt-a-Highway sign was installed along Highway 69 in Tyler, Texas, on March 9, 1985. The Tyler Civitan Club was provided equipment and safety training and was responsible for a two-mile stretch of road as part of Tyler's pilot program.

"Don't Mess With Texas"

The popular slogan that adorns bumper stickers and T-shirts originated as part of a 1986 campaign to reduce litter along Texas roadways and is trademarked by the Texas Department of Transportation. The litter awareness campaign was launched in conjunction with the Adopt-a-Highway program and is credited with reducing litter on Texas highways by 72 percent within the first four years.

The Adoption Movement Spreads

The Adopt-a-Highway program was a huge success in Texas and other states soon took notice. The program, or a variation thereof, eventually spread to all 50 states, as well as Puerto Rico, and several countries, including Australia, Japan and Spain. The most common adopters are civic groups and local businesses, though individuals occasionally adopt. Celebrities, including Bette Midler and Robin Williams, helped raise the profile of the program by adopting their own stretches of highway. Today, a handful of for-profit companies manage the sponsoring of highways by large companies looking for positive publicity and what amounts to advertising space on a small billboard.

How Do I Dispose Of That?

One of the most frequent calls received at the Recycling Center is for the disposal of paint and other liquids defined as "Household Hazardous Waste."

Maybe you have recently bought a house or a loved one has passed away and you are cleaning out his or her house. In the garage, crawlspace, or outbuilding you find a dusty shelf loaded with rusty old cans of paint, solvents, spray insecticides, liquid fertilizers, gasoline, and more.

Dumping household hazardous waste down the drain will cause groundwater, lake or stream pollution and putting liquids in the trash is not allowed, so what exactly are you supposed to do with them? The often frustrating reality is that in Georgia at this time, reuse and recycling options for household hazardous waste (HHW) are extremely limited.

There are four options for disposal:

1. [The Cherokee County Recycling Center](#) accepts paint for a fee.

2. [The Pickens County Recycling Center](#) accepts motor oil and antifreeze.

3. [CHaRM, the Center for Hard to Recycle Materials](#) Located in Atlanta and Athens, this center accepts a wide variety of household hazardous wastes (some fees may apply).

4. [Managing HHW Yourself](#) The processes described below involves either solidifying wastes for disposal via regular garbage service or using evaporation to "dispose" of the material. **When using either method, be sure to work outside and wear rubber gloves and eye protection. Also, never mix more than one material when you are preparing the items for disposal.**

Solidification. The idea here is to make the liquids solid so they may be disposed of with your regular household garbage. Sawdust or shredded newspaper will work, but for larger quantities, you'll want to use cat litter or oil dry. Work outside, away from areas used by children or animals. Double-line a garbage can with plastic garbage bags, add some of the cat litter/oil, dry, and then some of the liquid waste. (Don't add cat litter/oil dry to the liquid, as it may splash). Be sure the bag will not be so heavy that you can't handle it or that it might rupture. When the material has solidified, tie up the bag and place it in with your regular trash.

Evaporation. This method works best for thin, flammable liquids, including gasoline and paint thinner. Work outside, away from areas used by children or animals. If there is only a trace amount of liquid in the container, simply open the top and let it evaporate. For any larger amounts, you'll want to accelerate the process. Use a disposable metal tray (an aluminum foil roasting pan is ideal) and pour a half-inch of liquid into the tray. The larger surface area will allow the liquid to evaporate much more quickly. Repeat this process until the liquid is gone and then recycle or reuse the containers, if possible. The foil tray can be recycled with scrap aluminum in some collection programs. If you're leery of having the fuel-coated foil around your house until you can recycle it, then crush the tray, wrap it in a few layers of newspaper and put it in a sturdy plastic garbage bag. Then it can be disposed of with your regular household garbage.

Recycling Facts

Aluminum

- Aluminum can be recycled using less than 5 percent of the energy used to make the original product.
- Recycling one aluminum beverage can save enough energy to run a 14-watt CFL bulb (60-watt incandescent equivalent) for 20 hours, a computer for 3 hours, or a TV for 2 hours.

Plastic

- Producing new plastic from recycled material uses only two-thirds of the energy required to manufacture it from raw materials.
- Plastics require 100 to 400 years to break down at the landfill.
- Five 2-liter recycled PET bottles produce enough fiberfill to make a ski jacket.

Glass

- Producing glass from virgin materials requires 30 percent more energy than producing it from crushed, used glass.
- The energy saved from recycling one glass bottle will operate a 100-watt light bulb for four hours.
- It takes approximately 1 million years for a glass bottle to break down at the landfill.

Steel

- Tin cans contain 99 percent steel.
- Recycling steel and tin cans saves between 60 and 74 percent of the energy used to produce them from raw materials.
- According to the Steel Recycling Institute, steel recycling in the United States saves the energy equivalent to electrical power for about one-fifth of American households for one year.
- One ton of recycled steel saves the energy equivalent of 3.6 barrels of oil and 1.49 tons of iron ore over the production of new steel.

Paper

- Producing recycled paper requires about 60 percent of the energy used to make paper from virgin wood pulp.
- Manufacturing one ton of office and computer paper with recycled paper stock can save between 3,000 and 4,000-kilowatt hours over the same ton of paper made with virgin wood products.
- Preventing 1 ton of paper waste saves between 15 and 17 mature trees.