

# Recycle Lafayette

New citywide campaign pushes toward 75 percent diversion rate

By Sophie Braccini



Recycle Lafayette interns take a peek at Whole Foods' recycling practices. From left: Michael Shae, Nicole Nevin, Kendra Tietjen (Sustainable Lafayette), Nanette Heffernan (Sustainable Lafayette), Ryan Kastigar, and Chris Sallstrom. Photo Jane Shafer

Gov. Jerry Brown signed legislation in 2012 establishing a 75 percent recycling goal for California by 2020, and while Central Contra Costa Solid Waste Authority is working on new contracts with the franchisees that will take charge of Lamorinda's trash in the future and hopefully take the community to that level, with single family residents already recycling at close to the 75 percent diversion rate, it is going to require a change by businesses, shopping centers and multi-family complex owners to make up the difference.

Recycle Lafayette, a group of motivated Lafayette organizations, wants to facilitate the transition.

Its goal is for Lafayette to be the first Contra Costa County municipality to reach the 75 percent marker. The official launch of its citywide campaign is July 18 at the Lafayette Library Community Hall starting at 6 p.m. with the presentation of the movie "Trashed."

"When we met last January to discuss this issue at a board meeting of Sustainable Lafayette, we looked at the data and found that the biggest opportunity to improve our citywide recycling rate lies with restaurants' food scrap recycling," says Nanette Heffernan. "There is a program that's offered by Allied Waste, but although quite a few restaurants are participating, it is not the majority." She adds

that among those that are participating, most can easily control the food prepared in the back of the house, but some self-service restaurants have a harder time in the front.

Recycle Lafayette hired four student interns from UC Davis, Saint Mary's College, and the University of the Pacific to spend their summer reaching out to restaurants, presenting them with the benefits of the program and helping them organize.

"The program is supported by the Lafayette chamber," says Chamber of Commerce Green Committee chair Marie Montoya. "Many Lafayette businesses are now 'green Lafayette businesses,' and have improved their practices. The 75 percent diversion

rate goal is doable and the idea of having interns help is a good step."

Montoya, who works at Lafayette law firm Hunsucker Goodstein PC, says that her firm has made a lot of progress already replacing paper with taped documents as often as possible, printing everything double-sided, using compostable paper, and reducing the use of water bottles, among other things. "It takes the will to do it at the top and training of all the employees," she says.

Recycle Lafayette knows that change cannot happen overnight and that it will take a lot of effort to raise awareness.

"Recycling has obvious benefits for the earth, but well designed programs can also be a cost savings for businesses and multi-family dwellings," adds Heffernan.

Erika Pringsheim, of Metro Restaurant, says that since the restaurant recycles all of its food scraps, it saves an average of \$425 a month. Allied Waste provides the extra small containers and trains the employees for free.

Another business supporter with a recycling policy is Whole Foods, which last quarter directed its Nickels for Non Profit collection to Recycle Lafayette. "On July 18th, we will present them with a check of \$1,386.85," says marketing team leader Jane Shafer.

Whole Foods also supported the

program by inviting the four interns for a visit to its facility to show them the different steps it takes to reduce its waste; it claims that almost nothing goes to trash. Whole Foods composts all the food waste on site, and partners with recyclers for almost all of its by-products including plastic bags and batteries.

"There are many opportunities for improvement," says Heffernan. "For example, in shopping centers it is the community of businesses that pays for garbage and recycling, so if one individual business makes an effort, it might not see any difference on its garbage bill. One of Recycle Lafayette's tasks will be to go door-to-door and talk to all the businesses, and all of the owners and property managers. Then to owners of multi-family units." The recycling level in these categories is where single family homes were 20 years ago.

"Seventy-five percent or greater diversion rate is the goal we are giving to our new franchisees," adds Bart Carr of the CCCSWA. "What we've learned is that you can set the best recycling programs into place, but it is the people and their desire to use them that will make them a success. What Recycle Lafayette is doing will be of great help in changing the collective thinking."

Lamorinda Weekly business articles are intended to inform the community about local business activities, not to endorse a particular company, product or service.

## business briefs

### Theatre Square's New Addition: Piccolo Napoli

2 Theatre Square #144, Orinda  
(925) 253-1225, iccolo-napoli.com

A few days ago, Peter Eberle and his wife Maria Napoli opened a



Peter Eberle in his new restaurant Piccolo Napoli in Orinda's Theatre Square. Photo Sophie Braccini

new Italian restaurant in Theatre Square called Piccolo Napoli (across from Republic of Cake). A longtime Orinda resident — his parents moved there when he was 3 years old — Eberle lived all over the world before returning to Orinda with his wife to raise their family. Piccolo Napoli is their first restaurant, but Eberle was an entrepreneur in the financial world. They've hired Sarah Puge as their kitchen manager, and also used consulting chefs from San Francisco to partner and create their own menu. "What you will notice about our pizzas is that they are thin crust pizza, and yet they are really firm," says Eberle. "That's because we use a high protein more expensive wheat, to produce that crisp and firm feel." Piccolo Napoli also has a gluten-free option crust from Mariposa Baking that's made of rice and tapioca flour. "If people truly have a serious gluten allergy they should not come to a place that uses 50 pounds of flour a day to make the dough," cautions Eberle. "This option is more for people with a gluten intolerance." The sauce for the pizza is also made on the premises using fresh

high quality produce. "What makes the success of a restaurant in Orinda is repeat business," says Eberle, "and residents here know value and good quality. You want to keep your customers happy." The wine list is not very long yet, but features interesting Italian and California wines at reasonable prices, and hard cider is offered as a gluten-free alternative to beer. The dessert list, a choice of ice creams, is served Italian style — soft, and the salty caramel is hard to resist. "For our first week we've seen so many of our friends and neighbors here," says Eberle who continues to be very active in the community.

### GNC in Lafayette

3631 Mt Diablo Blvd, Lafayette  
(925) 284-1497

Two weeks ago the spot that used to be Handlebar Toys, between Diablo Foods and Trader Joe's, was taken over by the health food chain GNC. The store offers a wide variety of sports nutrition and vitamin supplements. It is open daily from 10 a.m. to 8 p.m. every day but Sunday when it closes at 5 p.m.

### New Coldwell Banker Associate, Tina Jones

5 Moraga Way, Orinda  
(925) 464-3755, Tina@TinaJonesHomes.com

Tina Jones has joined Coldwell Banker Residential Brokerage as a broker associate in its Orinda office. In her new position, Jones will specialize in residential sales in the East Bay. Prior to joining Coldwell Banker, Jones owned a highly successful boutique real estate brokerage for more than 20 years. She has earned the Certified Residential Specialist (CRS) designation through the National Association of Realtors® — a designation earned by only 3 percent of realtors nationwide. Jones said she made the decision to join Coldwell Banker Residential Brokerage for a number of reasons, including the extensive marketing support, advanced technology, national network of referrals and other broker resources that the company offers. Jones began her career with Coldwell Banker in 1985, leaving to work in new homes for sev-

eral years before opening her own brokerage in 1993. Throughout her career, Jones has been a top producer and for many years was number one in sales among all agents in her area.

### News from the three Chambers of Commerce Lafayette

Entrepreneur Club at 8:30 a.m. Thursday, July 18 at the chamber.

Mobile Websites Workshop at 8:30 a.m. Tuesday, July 23 in the chamber conference room. For reservations, email [dwxler@blastmybiz](mailto:dwxler@blastmybiz).

Coffee with the Mayor at 8 a.m. Friday, July 26 in the chamber conference room.

### Moraga

Second Annual Moraga Chamber Golf Tournament and Dinner Party on Monday July 22; check-in from 10:30 to 11:45 a.m., shotgun starts at noon. This is the chamber's largest fundraising event of the year. The party includes fun and prizes including foursomes at local golf courses, dinners at local restaurants, wine baskets and much more. Space is limited to the first 100 golfers, cost for golfers \$175. Non-golfers can come for dinner for \$60. Contact Kathe Nelson at (925) 323-6524 or [kathe@moragachamber.org](mailto:kathe@moragachamber.org) to register.

### Orinda

Shop Orinda Bag Promotion. As a way to showcase its members and show support for nearby chambers, the Orinda chamber of commerce will gather members' gift certificates and items to include in a Shop Orinda Bag raffle item. The first bag was raffled at the July 10 Mega Mixer and the second will be raffled at the July 22 Moraga Chamber Golf Tournament. Chamber members who wish to be included should contact Candy Kattenburg at (925) 254-3909 or [info@orindachamber.org](mailto:info@orindachamber.org).

If you have a business brief to share, please contact **Sophie Braccini** at [sophie@lamorindaweekly.com](mailto:sophie@lamorindaweekly.com)

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