



FOR IMMEDIATE RELEASE
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ENVIRONMENTAL SERVICES DEPARTMENT FACT SHEET

Mayor Sanders Proclaims Nov. 15 as San Diego Recycling Works Day *Announces record waste diversion rate of 68%*

SAN DIEGO, CA - Mayor Jerry Sanders has proclaimed Tuesday, Nov. 15, 2011 as "San Diego Recycling Works Day" in recognition of the "America Recycles Day" program.

Along with this proclamation, Mayor Sanders is pleased to announce two recycling milestones: the waste diversion rate is now a record 68 percent and San Diegans can begin recycling additional materials. Added to the recycle stream are cartons, such as those for milk, juice or soups.

"San Diego residents are doing a great job of diverting waste from landfills by participating in recycling programs and reducing the amount of waste they generate," said San Diego Mayor Jerry Sanders.



The 68 percent diversion rate, calculated by the Environmental Services Department, is the city's highest achievement to date. This also illustrates a dramatic increase from just five years prior when the diversion rate was at 52% in 2005.

This increase is enhanced by City Recycling and Construction & Demolition (C&D) ordinances that took effect in 2008. The ordinances aim to reduce recyclables from entering area landfills, thus stretching their life spans, meeting California recycling mandates, and reducing greenhouse emissions.

Environmental Services Director Chris Gonaver said, "Recycling Works in San Diego thanks to residents who have made a conscious effort to support our programs." Gonaver added, "By including cartons into the mix of materials allowed in blue bins, these items will get a second life as useful products instead of burial in a landfill."

(MORE)

Gonaver emphasized that recycling markets are continually developing and the markets for additional materials like cartons have now matured to the point that we can add them to our curbside recycling program. (More info at www.RecycleCartons.com)



This service expansion is in addition to the plastic bottles, jugs and jars, and rigid plastics already accepted in the blue recycling cart.

Containers that held toxic materials such as motor oil, antifreeze, pesticides, solvents, chemicals, etc. are not recyclable. If the containers are empty, place in the trash. If the containers are not empty, call 858-694-7000 for safe disposal options for hazardous wastes.

Other materials **not** accepted for recycling:

- Compostable plastics (usually have the letters “PLA” stamped on them)
- Plastic utensils
- Plastic film or bags
- Hazardous materials containers
- Styrofoam products, such as egg containers or packaging material (foam peanuts)

The city provides help to residents, businesses, apartment and condo complexes and special event organizers to achieve successful recycling programs.

The City of San Diego’s Environmental Services Department’s waste reduction web page, www.recyclingworks.com, provides downloadable flyers, sample tenant letters and newsletter articles to be used in setting up a recycling program.

City recycling experts also provide free technical assistance and advice on how to set up successful programs. Call 858-694-7000, or email sdrecyclingworks@sandiego.gov.

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