



FOR IMMEDIATE RELEASE

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VIDEO LINK: <https://youtu.be/8FbkzjWc1hM>

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City of San Diego Launches Sustainability Campaign #ItStartsWithOne

VIDEO AND SOCIAL MEDIA TIPS OFFER HELPFUL WAYS FOR SAN DIEGANS TO SAVE MONEY AND USE LESS ENERGY

SAN DIEGO – In order to encourage San Diego residents and visitors to conserve and protect resources, the City of San Diego is launching an eight-week social media campaign called #ItStartsWithOne. Using simple suggestions and advice, the City hopes to educate San Diegans about small ways they can contribute to a more sustainable community.

“Creating a more sustainable city can sound like a daunting task but we want San Diegans to know that it’s actually very simple,” said Chief Sustainability Officer Cody Hooven. **“We are encouraging our friends and neighbors to make one small change, whether it’s using silverware instead of plastic utensils or bringing your own cup to the coffee shop, we want them to know they can make a difference with just one decision every day.”**

The City of San Diego’s ambitious [Climate Action Plan](#) aims to create a cleaner San Diego for future generations. Energy and water efficiency is a key strategy included in the Climate Action Plan, with a goal of reducing the citywide carbon footprint by 50 percent by 2035. Other goals include diverting all solid waste from going into the landfill, part of the City’s [Zero Waste Plan](#), and choosing convenient and cost-effective modes of transportation like biking or public transit.

Public outreach and behavior change are crucial to the City’s climate action efforts. #ItStartsWithOne launches on Tuesday, Aug. 28 with the release of a [video](#) showing simple ways to conserve water and energy at home and in the workplace.

To join the campaign, follow the City of San Diego on Twitter and Facebook @CityofSanDiego and use the hashtag #ItStartsWithOne. Learn more about the City’s Climate Action Plan and sustainability efforts by visiting SanDiego.gov/Sustainability.



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