



FOR IMMEDIATE RELEASE
September 30, 2009

CONTACT:
José Ysea, Public Information Officer
Desk: 858-573-1291, Cell: 858-518-8210

ENVIRONMENTAL SERVICES DEPARTMENT
MEDIA ADVISORY

**COLIMA LINDA APARTMENTS CHOSEN AS
CITY RECYCLING PROGRAM'S COMPLEX OF THE MONTH**

ALMOST DOUBLES RECYCLING EFFORTS IN THREE MONTHS

The Colima Linda Apartments in Linda Vista is being recognized as the August, 2009 Complex of the Month for their commitment to the City of San Diego's recycling program.

The apartment complex is a participant in the Environmental Services Department's multi-family recycling pilot program. Through this program participants are provided on-site assistance with setting up disposal areas for recycling materials. With grant funding provided by the California Department of Conservation, residents are given reusable recycling bags to carry recyclables to the designated disposal locations in their complex.

The Colima Linda Apartments are operated by Cambridge Management Company and belongs to the San Diego County Apartment Association (SDCCA). Through their efforts, under the guidance of property manager Tonja McGuire, the complex has increased their waste diversion rate from 26% to 50% within the last three months, making them another outstanding example for multi-family recycling in the City of San Diego.

BACKGROUND

On January 1, 2009, apartments and condominium complexes of 50 residential units or more, and businesses of 10,000 square feet or larger are required to comply with the City's recycling ordinance by recycling at least all plastic, glass bottles, jars, cans, paper, and cardboard.

The 2007 Recycling Ordinance aims to reduce recyclables entering the Miramar Landfill and to stretch its life, meet California recycling mandates to increase recycling and reduce greenhouse gas emissions. For more information on the Ordinance visit www.sandiego.gov/environmental-services/.



-- more --

ORDINANCE REQUIREMENTS

- Owners and property managers of apartment and condominiums must provide recycling services to their tenants and employees.
- Apartments and condominiums are required to provide recyclables collection at least twice a month.
- Commercial and non-residential buildings are required to provide collection of recyclables as frequently as necessary.
- Facilities must have designated areas for City-approved recycling containers, and containers must have appropriate signage.
- Owners and property managers must also provide education to occupants on the types of materials accepted in the recycling program and location of the recycling containers.
- It is the responsibility of all tenants and employees to participate in the program by separating recyclables from trash and placing recyclable in the designed containers.

RECYCLING ENFORCEMENT

Violators who do not comply with the statute's requirements are subject to inspections, Notices of Violation tags, and possible fines:

- Solid Waste Code Enforcement Officers are conducting inspections in targeted areas and on complaints and reports provided to the City.
- Code Enforcement Officers and Sanitation Drivers are placing violation tags on refuse containers that include recyclables.
- The first, second and third violations will be handled with notification and advisement of recycling requirements and the provision of technical assistance from City staff.
- After the third inspection, violations will be cited and fined.
- Fines are based on the magnitude of the violation.
- Cases will be referred to the City Attorney's Office after constant refusal to comply with recycling ordinance requirements.
- Fines up to \$1,000 will be assessed in cases where education and assistance have been offered and the violator continues to fail to meet the requirements of the Ordinance.
- To report possible violations to the recycling ordinance, such as recyclables tossed in a trash container, call 858-694-7000, or e-mail sdrecyclingworks@sandiego.gov.

HELP IS AVAILABLE

The City can help with educational resources and technical assistance to help ensure businesses, apartment and condo complexes and special events implement successful recycling programs:

- The City of San Diego Environmental Service Department's waste reduction web page, www.sdrecyclingworks.com, provides links to downloadable fliers, sample tenant letters and sample newsletter articles to be used in setting up a recycling program. The web page also has many other resources including lists of service providers and links to other helpful organizations.
- City Recycling Specialists can provide free technical assistance and advice on how to set up a successful program. Call 858-694-7000. Or e-mail: sdrecyclingworks@sandiego.gov.

###