



FOR IMMEDIATE RELEASE  
August 17, 2009

MEDIA CONTACT:  
Stephen Grealy,  
Waste Diversion Program Manager  
858-573-1275  
José Ysea, Public Information Officer  
858-573-1291

***ENVIRONMENTAL SERVICES DEPARTMENT***  
**FACT SHEET**

**CITY ACHIEVES RECORD RECYCLING RATE**

***NINE PERCENT INCREASE OVER THREE-YEAR PERIOD***

The City of San Diego has achieved a 64% waste diversion rate according to the latest calculations by the City's Environmental Services Department. This increase comes after the City Recycling and the Construction and Demolition (C&D) Ordinances were passed by the San Diego City Council in 2007 and took effect during 2008.

San Diego residents and business have responded with enthusiasm to this call for increased recycling, going from a 55% waste diversion rate in 2006 to 60% in 2007 and finally to the current 64% that was achieved in 2008. The City of San Diego is proud of these accomplishments and congratulates the entire community for their participation in the City's recycling programs.

City staff has been busy with outreach, education and enforcement programs that have increased awareness of the new requirements of the Ordinances and contributed to the increase in the waste diversion rate.

The methodology used by the State of California to calculate disposal rates has changed. Under the old measurement system established by the California Integrated Waste Management Board (CIWMB), several adjustments and factors were used to allow for growth in the amount of waste disposed and often took 18 months after the year ended to measure the recycling rate. Under the new system, it is a much simpler and quicker process and rates can be obtained approximately six months after the end of the year.

--more--

### **CITY RECYCLING ORDINANCE (CRO) AND C&D ORDINANCE**

The City's Recycling Ordinance requires recycling of plastic and glass bottles and jars, paper, newspaper, metal containers and cardboard at private residences, commercial buildings, and at special events that require a City permit. The ordinance is phased and the final phase begins on 1/1/2010 when the whole community will be covered by the ordinance.

The C&D Ordinance requires all covered projects to pay a refundable deposit which is reimbursed after documentation is submitted demonstrating that 50% of the waste from construction projects is recycled.

Both of these ordinances 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.

### **HELP IS AVAILABLE**

The City can help with educational resources and technical assistance to help ensure residents, 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](http://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 successful programs. Call 858-694-7000. Or e-mail: [sdrecyclingworks@sandiego.gov](mailto:sdrecyclingworks@sandiego.gov).

### **ADDITIONAL RECYCLING INFORMATION IS AVAILABLE**

For more information on waste reduction ideas, recycling, composting and other related topics, contact the City of San Diego Environmental Services Department at 858-694-7000, or visit the ESD recycling website at: [www.sdrecyclingworks.com](http://www.sdrecyclingworks.com).

###