



THE CITY OF SAN DIEGO

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Or Else What?

San Diego is a beautiful place, and people flock here to live, work, and play, attracted by our wonderful weather and abundant natural resources. But everyone living, working, and playing here creates mounds of trash... over seven pounds per person per day. With a population of more than

1.2 million, that adds up fast... to over 10 million pounds a day, or about 1.9 million tons annually. Unless we all work together to reduce and recycle our garbage we could trash the unique beauty of San Diego and risk squandering our tax dollars to pay fines for failure to meet California's 50 percent waste diversion mandate.

San Diegans throw out enough recyclables to:

- fill up Petco Park, from infield to outfield... from dugout to skyboxes, five times over each year.

So how will these wasteful ways impact our great city?

- shorten the life of the landfill by seven months every year we continue disposing of waste at these rates .
- risk our City being fined \$10,000 per day by the State.
- waste resources needed to sustain future generations.



Year 2012

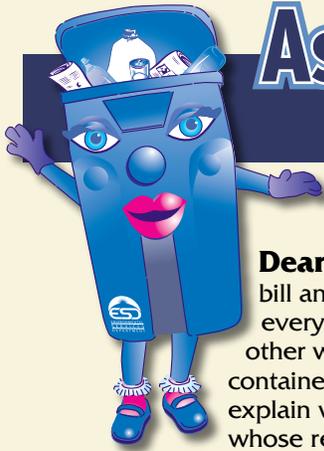
Your questions are answered... look inside...



At San Diego's current rate of landfill disposal, the Miramar Landfill will likely be filled to capacity and close in 2012, and the City would have to find alternatives for waste disposal (e.g., local privately owned landfills or long-hauling waste to remote landfills). These alternatives will likely raise the cost of landfill disposal for San Diego taxpayers.

By not recycling all our cardboard, paper, bottles and cans, San Diego taxpayers pay for landfilling commodities that should be bringing the City revenue. In addition, we bring even closer the day when disposal alternatives will come at an even higher price.





Ask Bonita Blue Bin

If you have a burning question about the mysteries of recycling,
E-mail Bonita Blue Bin at recycleelse@sandiego.gov, or write to:

**Bonita Blue Bin • City of San Diego Environmental Services Department
9601 Ridgehaven Court, Suite 320, San Diego, CA 92123**

Dear Bonita Blue Bin, I just moved into San Diego, and although I am thrilled to not be paying a trash bill anymore, I am bewildered by your curbside recycling program. I am used to our recycling being collected every week, just like our trash and our greens. But in San Diego, my recycling and greens are collected every other week. Most of the time this is not a problem, but sometimes two weeks of recycling overflows my container. And then if I happen to miss a collection week, I'm up to my arm pits in paper, plastic and cans. Please explain why San Diego collects recycling and greens every other week, and what can you recommend for people whose recycling overflows their blue bin? **Biweekly Blues**

Dear Biweekly,

So sorry to hear that you are singing the blues over every other week recycling and I commend you on your dedication to recycling. I'm glad to hear you are happy about not having a trash bill, but unfortunately, it is a double-edged sword. Current City law (the 1919 People's Ordinance) prohibits charging San Diego residents for trash and recycling collection, therefore the City has limited funds to provide trash, recycling and greenery collection. In order to provide the service to as many residents as possible, we have adopted the every-other-week collection schedules for recycling and greens.

We recognize that some households generate more recyclables. That is one reason we made the 96 gallon container the standard size for recycling bins. If you regularly overflow your recycling, consider getting an additional container. If you don't have room for two 96 gallon recycling containers, perhaps two 64 gallons would be a better solution, or any combination of the three containers available: 96-, 64-, and 32-gallon. Additional containers are free when picked up at the Environmental Services office at Miramar Place. There is a \$25 charge for delivery to your home. For more information, call (858) 694-7000.

If you only overflow your recycling on occasion, consider storing the overflow recyclables until your next collection. Or perhaps you could consider donating the overflow to the Park and Recreation Recycling Program that earns revenue for the local Park and Recreation Council to enhance their services to the community. Visit: www.sandiego.gov/environmental-services/recycling/centers.shtml for a list of Park and Recreation recycling locations, or call (858) 694-7000.

Keep up the great recycling effort!

Sincerely,

Bonita Blue Bin

Customer Service 858-694-7000

Our helpful representatives are happy to assist you with these City services:

- Curbside recycling
- Yard waste recycling
- Trash collection
- Compost and mulch sales
- Household hazardous waste disposal
- Appliance recycling
- Electronics recycling
- Battery recycling
- Used motor oil & oil filter recycling
- And more...

www.sandiego.gov/environmental-services
www.recycleelse.com

There are two primary pieces of State legislation that have driven recycling for over a decade.

Assembly Bill 939 was passed in 1989 and required 50 percent Waste Diversion. This bill mandated local jurisdictions to reduce their waste by 50 percent. It also authorized local governments to charge fees to help pay some of the costs associated with achieving this diversion. One such fee is a \$7 per ton surcharge for all waste generated in the City of San Diego. This fee is used to help pay for the City's recycling programs, including curbside recycling.



Assembly Bill 2020 (the California Bottle Bill) took effect in 1987 as litter prevention legislation. On January 1, 2004, the deposit was raised to 4¢ for beverage containers under 24 oz. and 8¢ for containers 24 oz. and greater. In 2002 the California Department of Conservation reported 31,000 tons of beverage containers collected for recycling in San Diego, in direct response to the Bottle Bill. For more information about California's beverage container recycling efforts, visit the California Department of Conservation web site at www.consrv.ca.gov/index/.



Curbside Recycler Testimonial

My name is Paul Ridley. I am 18 years old, and have lived in North Park all my life. My parents and I are committed recyclers. When we first got our blue recycling cans, it became my job to take out the recycling, in addition to the trash. Though it was a little bit of extra work, I was happy to be able to help the environment. It has always made me unhappy to see that so many people are willing to destroy the environment, simply because saving it would take slightly more work. I feel that man has a responsibility to the world that he inhabits. I am happy that the city feels the same way, and has simplified their recycling message. Now we can simply remember to recycle cardboard, paper, bottles and cans, instead of trying to interpret confusing numbers and codes. Thank you San Diego for doing your part to help the world.



Recycling Made Easy

Think that recycling is too much work? You may be surprised to know that you don't have to wash cans, jars and bottles or remove labels before you recycle them... just empty out the excess product. You don't have to remove plastic windows from envelopes or staples and paper clips from papers. Just put them right in the blue bin instead of the black bin. Recycling is as easy as trashing, but so much more responsible.

Recycling Made Convenient

If you can't be bothered to take a newspaper or a bottle or a can out to the blue bin when there's a trash can right under the sink, consider placing an in-house recycling container next to your in-house trash can. Then you can take them both to the outside trash and recycling containers at the same time. Where else might an inside recycling container be convenient? In a home office? In the work shop?



For more information:

• If you want to know more about Recycle Or Else, play games, watch videos, or get Recycle Or Else T-shirts and baseball caps, visit: www.recycleelse.com. For assistance in ordering a new container or answers to other recycling or trash questions, call (858) 694-7000.

Keep it Short and Simple (KISS)

Some people say they don't recycle because the rules are too confusing. That is why the City adopted the Keep It Short and Simple (KISS) rules for curbside recycling.

- Give us all of your paper
- Your cardboard
- Your bottles and your cans.



That's it!



And now that means shredded paper too!



How we sort it all out >>>

The process includes conveyor belts...



Manual picking lines...



Disk screen, air classification, magnetic separation, and eddy current separation.

Sorted recyclables are baled and sent to markets.

Ever wonder what magic separates the paper from the glass from the cans from the plastic? Well, there's nothing up our sleeves but technology. The City contracts with two recycling companies for processing and marketing of the curbside recyclables. **IMS Recycling** operates a material recovery facility (MRF) located at 2740 Boston Avenue, and **Allan Company** operates a MRF at 6733 Consolidated Way. IMS takes the curbside material collected in the southern part of the City. Allan Company gets the recyclables collected in northern San Diego communities.



Products made from recycled glass



Products made from recycled plastic



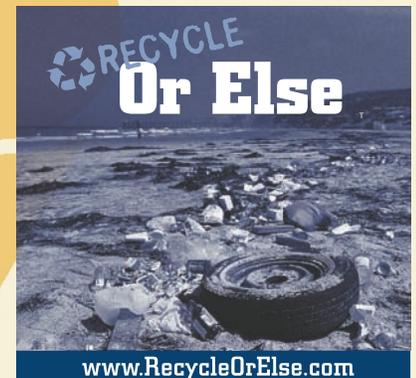
Products made from recycled beverage and food cans



Products made from recycled paper

**Close the loop...
buy products
made with
recycled material**

For information visit
www.ciwmb.ca.gov/rcp/



www.RecycleOrElse.com