

Park Genesee Apartments
5550 Genesee Ct. 92111



Park Genesee Apartments is a 170 unit apartment complex managed by Sandra Rivera, Goldrich and Kest Management Co. The complex is participating in the City of San Diego’s multi-family recycling pilot program that distributed re-usable, in-unit recycling bags to multi-family residents. The bags were purchased with grant money from the State Department of Conservation, and were designed to assist residents with collection of recyclables at their home and transporting them to a central disposal area in the complex. The bags are made of 100% recycled plastic. They are flexible, have a large capacity and can fit in small spaces or can even be hung up. They are also easy to carry, leaving residents’ hands free to carry other items such as trash bags, which is also disposed at the same location.

The implementation and education outreach for the recycling program includes placing recycling containers at common areas, such as the staff office, by mail boxes, and the laundry room. All recycling dumpsters are well marked indicating what can and can’t be recycled. Sandra delivered the recycling bags door to door and added an addendum to the lease stating that residents must actively participate in the recycling program. She sends out occasional letters to remind residents of the recycling program and monitors residents’ participation. She posts letters on the door of residents who are not recycling, reminding them about the program and of what can and cannot be recycled. Her efforts have paid off! Residents’ response has been very positive resulting in an approximate 50% decrease in their trash volume.



Park Genesee Apartments’ Property Manager Sandra Rivera and Maintenance Supervisor Luis - Castro Receiving the January’s Recycler of the Month Award