

REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO	CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY)
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TO: CITY COUNCIL	FROM (ORIGINATING DEPARTMENT): Environmental Services	DATE: 10/08/2013
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SUBJECT: Information Report-Curbside Recycling Outreach Program

PRIMARY CONTACT (NAME, PHONE): Meghan Cannis,858-492-5009 1103-B	SECONDARY CONTACT (NAME, PHONE): Ken Prue, 858-492-5085
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COMPLETE FOR ACCOUNTING PURPOSES

FUND					
DEPT / FUNCTIONAL AREA					
ORG / COST CENTER					
OBJECT / GENERAL LEDGER ACCT					
JOB / WBS OR INTERNAL ORDER					
C.I.P./CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00

FUND					
DEPT / FUNCTIONAL AREA					
ORG / COST CENTER					
OBJECT / GENERAL LEDGER ACCT					
JOB / WBS OR INTERNAL ORDER					
C.I.P./CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00

COST SUMMARY (IF APPLICABLE): N/A

ROUTING AND APPROVALS

CONTRIBUTORS/REVIEWERS:	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
Liaison Office	ORIG DEPT.	Gonaver, Chris	10/10/2013
	CFO		
	DEPUTY CHIEF		
	COO		
	CITY ATTORNEY		
	COUNCIL PRESIDENTS OFFICE		

PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

Information Item Only

STAFF RECOMMENDATIONS:

SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)

COUNCIL DISTRICT(S): All

COMMUNITY AREA(S):	All
ENVIRONMENTAL IMPACT:	N/A
CITY CLERK INSTRUCTIONS:	

**COUNCIL ACTION
EXECUTIVE SUMMARY SHEET
CITY OF SAN DIEGO**

DATE: 10/08/2013

ORIGINATING DEPARTMENT: Environmental Services

SUBJECT: Information Report-Curbside Recycling Outreach Program

COUNCIL DISTRICT(S): All

CONTACT/PHONE NUMBER: Meghan Cannis/858-492-5009 1103-B

DESCRIPTIVE SUMMARY OF ITEM:

In an effort to increase the City's Curbside recycling rates, ESD has developed a new approach to enhance participation Citywide by focusing on recycling rates by specific community.

STAFF RECOMMENDATION:

EXECUTIVE SUMMARY OF ITEM BACKGROUND:

In an effort to increase participation in the City's Curbside recycling program, ESD has developed a new approach to further enhance participation Citywide. The key elements of this new approach include determining recycling rates for each individual community (114 total; see attached). These rates will be updated quarterly and distributed by ESD to City Council offices and communities using press releases. Included in these quarterly updates will be recycling tips addressing specific recycling topics and issues.

It is anticipated that by tracking and publishing these neighborhood level recycling rates, including changes in rates for each new quarter, that its element of competition will help to increase recycling participation. ESD will focus on those communities that could benefit from additional recycling information. ESD is also working to develop a positive reinforcement and rewards element to this outreach.

This outreach program is anticipated to be launched in the first quarter of 2014.

FISCAL CONSIDERATIONS: N/A

EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE):N/A

PREVIOUS COUNCIL and/or COMMITTEE ACTION (describe any changes made to the item from what was presented at committee): N/A

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: N/A

KEY STAKEHOLDERS AND PROJECTED IMPACTS:N/A

Gonaver, Chris

Originating Department

Deputy Chief/Chief Operating Officer

Neighborhoods

Adams North	Fairmont Park	Nestor	Southcrest
Allied Gardens	Fairmont Village	Normal Heights	Stockton
Alta Vista	Fox Canyon	North City	Sunset Cliffs
Azalea/Hollywood	Gaslamp	North Clairemont	Swan Canyon
Barrio Logan	Golden Hill	North Park	Talmadge
Bay Ho	Grant Hill	Oak Park	Teralta East
Bay Park	Grantville	Ocean Beach	Teralta West
Bay Terraces	Harborview	Ocean Crest	Tierrasanta
Birdland	Hillcrest	Old Town	Tijuana River Valley
Black Mountain Ranch	Islenair	Otay Mesa	Torrey Highlands
Broadway Heights	Jamacha Lomita	Otay Mesa West	Torrey Pines
Burlingame	Kearny Mesa	Pacific Beach	University City
Carmel Mountain	Kensington	Palm City	University Heights
Carmel Valley	La Jolla	Paradise Hills	Valencia Park
Castle	La Jolla Village	Park West	Wooded Area
Cherokee Point	La Playa	Point Loma Heights	
Chollas Creek	Lake Murray	Rancho Bernardo	
Chollas View	Lincoln Park	Rancho Encantada	
Clairemont Mesa East	Linda Vista	Rancho Penasquitos	
Clairemont Mesa West	Little Italy	Redwood Village / Rolando Par	
Colina Del Sol	Logan Heights	Ridgeview/Webster	
College East	Loma Portal	Rolando	
College West	Marina	Roseville / Fleet Ridge	
Core-Columbia	Midtown	Sabre Springs	
Corridor	Midway District	San Carlos	
Cortez	Mira Mesa	San Ysidro	
Del Cerro	Miramar Ranch North	Scripps Ranch	
Del Mar Heights	Mission Beach	Serra Mesa	
East Village	Mission Hills	Shelltown	
Egger Highlands	Mission Valley East	Sherman Heights	
El Cerrito	Morena	Skyline	
Emerald Hills	Mountain View	Sorrento Valley	
Encanto	Mt Hope	South Park	



City of San Diego

CURBSIDE RECYCLING OUTREACH PROGRAM



STEPHEN GREALY

DEPUTY DIRECTOR ENVIRONMENTAL SERVICES DEPARTMENT

NOVEMBER 6, 2013

CURRENT CURBSIDE RECYCLING RATE



$$16\% + 7\% = 23\%$$



City of San Diego



PROPOSED OUTREACH

- Recycling rates updated quarterly
 - Sent to Council offices

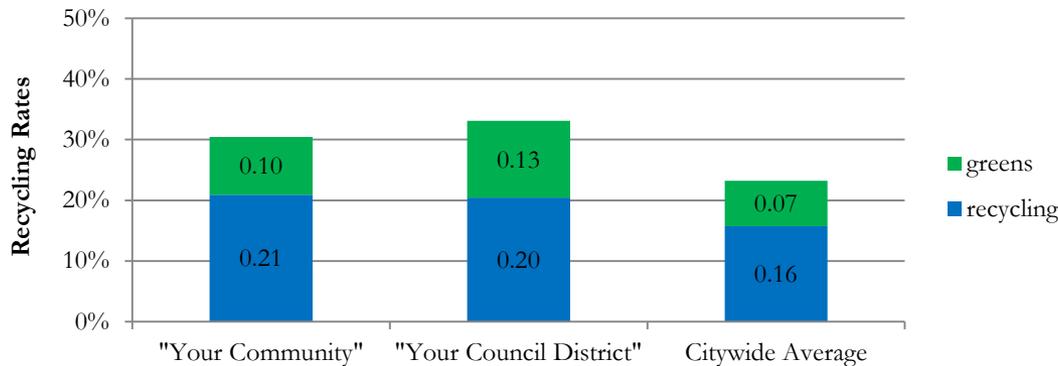


Press releases to community newspapers and neighborhood social media sites with recycling tips

- Sample graphic:

Curbside Recycling Rates

(data from 01/01/13-08/31/13: 23% average citywide rate)



How "Your Community" is Doing:

- Excellent 🤗🤗🤗🤗
- Great 🤗🤗🤗
- Good 🤗🤗



POTENTIAL BENEFITS



1% Citywide increase blue=approximately \$10,000 more revenue for City



1% increase Greenery=approximately 300 tons compost

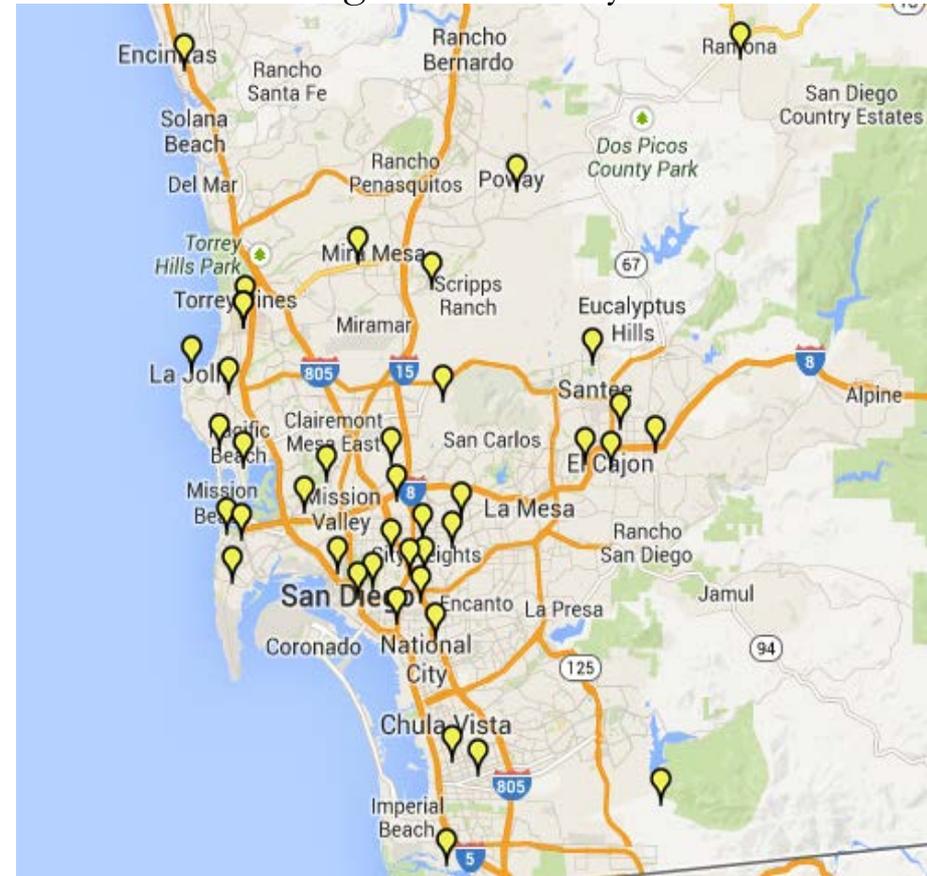


Positive reinforcement elements under development.

POTENTIAL POSITIVE REINFORCEMENT ELEMENTS

1. **Expand the compost bin voucher program** to include larger tumblers, rototillers, shovels etc. for community gardens, schools and non-profits.
2. **Collaborate with schools, libraries and senior centers** to get the message out about recycling. If their communities increase recycling then they would be eligible for a **compost demonstration garden with signage**.

San Diego Community Gardens





NEXT STEPS

- Finalize incentive elements
- Develop press releases
- Begin launch in first quarter of 2014.





CONTACT

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City of San Diego

