City of San Diego

Curbside recycling outreach program

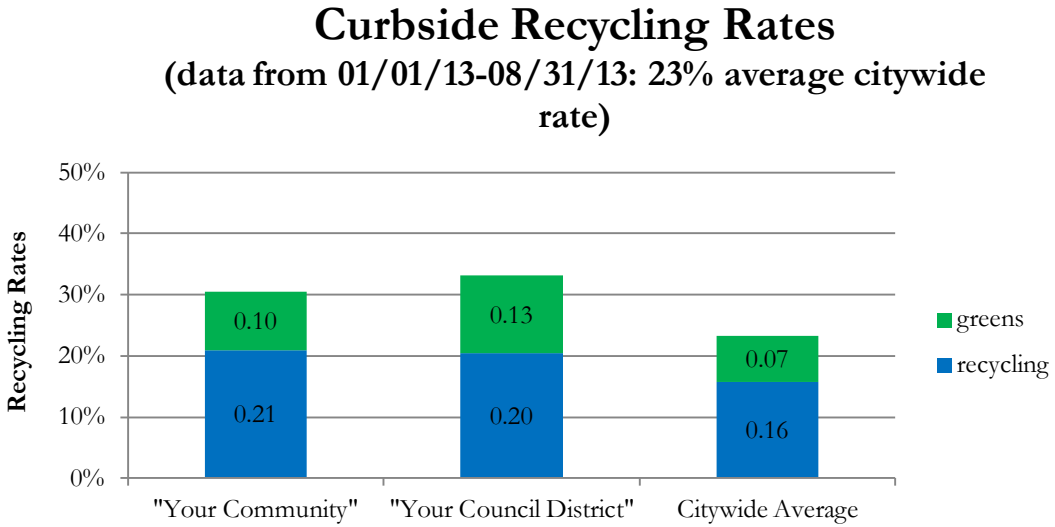
Stephen grealy
Deputy director Environmental Services department
November 6, 2013

Current Curbside Recycling rate

16% + 7% =23%

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:



Potential benefits

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

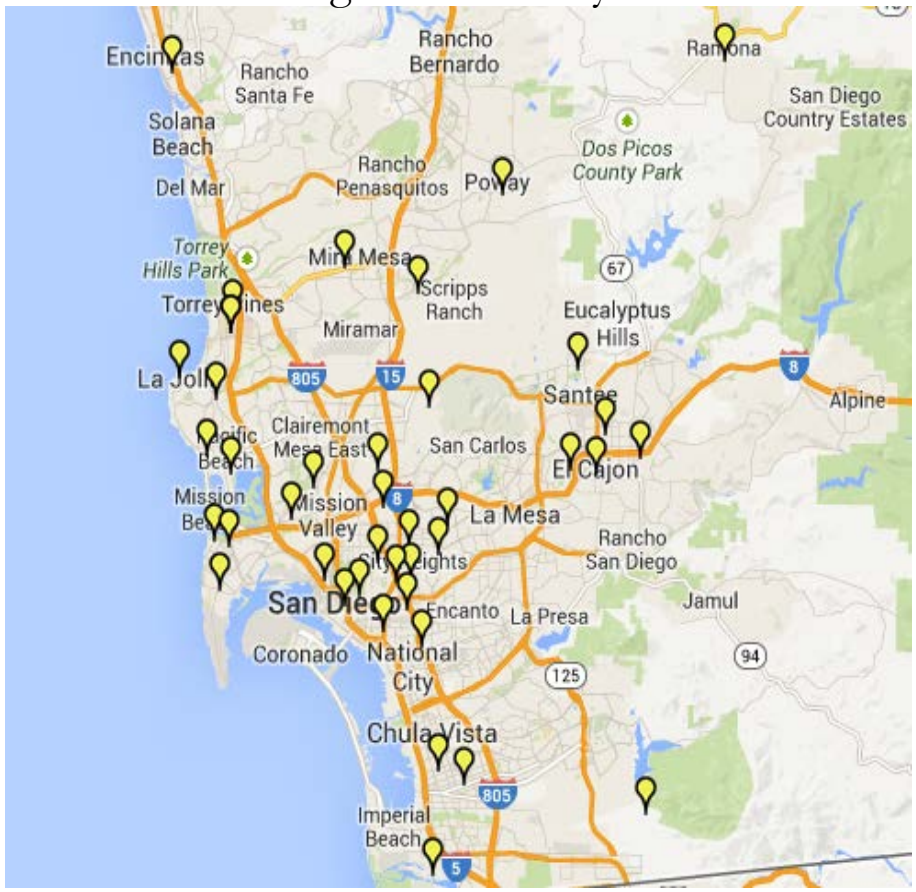
1% increase Greenery=approximately 300 tons compost

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

Andrea Altmann
Environmental Specialist
Environmental Services Department
aaltmann@sandiego.gov
(858) 492-5016