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**FOR IMMEDIATE RELEASE**



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## **New Recycling Regulations for Local Businesses**

*San Diego County Offering Assistance to Help Businesses Reach Recycling Mandates*

San Diego County, CA – As part of a broader push to conserve natural resources, California legislators recently set a goal to increase the state's recycling rate to 75 percent by 2020. To support this, Assembly Bill 341 was signed into law by Governor Jerry Brown this past October, requiring all businesses that generate four cubic yards of solid waste per week, multi-family properties of five units or more (four units in the unincorporated San Diego County areas), as well as public entities to recycle. According to the state, approximately 75 percent of our waste stream comes from businesses, and while the residential recycling rate in the county's unincorporated areas is 47 percent, commercial businesses are recycling less than 20 percent of their solid waste.

In an effort to help local businesses meet this new regulation, which goes into effect July 1, 2012, San Diego County's Department of Public Works is offering various assistance programs, including waste audits, to help determine how much diversion is possible and where to start. They are also offering technical assistance, signage, and recycling containers.

Those affected may request the County's assistance by calling the County of San Diego's bilingual hotline, managed by I Love A Clean San Diego, at 1-877-R-1-EARTH (1-877-713-2784) or visit the one-stop recycling resource, [WasteFreeSD.org](http://WasteFreeSD.org), for more information on recycling services.

Recycling rates have been on the rise since 1989, when the state mandated that each jurisdiction reach a recycling rate of 50 percent. In the unincorporated area of San Diego County, the recycling rate has increased from 43 percent in 1995 to 57 percent in 2010. This increase is the result of several actions, including a mandate that construction and demolition waste be recycled, additional materials being accepted for recycling, and the expansion of commingled recycling, the process in which residents can put all recyclable materials into a single container, which makes it even easier to recycle. In the past year, commingled recycling programs added rigid plastics which include yogurt containers and plastic toys to an already long list of materials.

Local businesses are encouraged to contact the County's hotline, 1-877-R-1-EARTH (1-877-713-2784), for more information regarding these free recycling assistance programs.

***I Love A Clean San Diego** is the go-to organization for programs that enhance and conserve the local environment. Through recycling, education and cleanups of our most beloved areas, I Love A Clean San Diego is the only community-based organization dedicated to the future of the entire county – from inland to the coast, in every community, for generations to come. For more information, visit [www.cleansd.org](http://www.cleansd.org).*

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