



# SFRECYCLING.com

Sunset Scavenger and Golden Gate Disposal & Recycling, your local recycling companies

- 1 RECYCLE
- 2 COMPOST
- 3 TRASH

## S.F. passes recycle/compost law

In June the San Francisco Board of Supervisors approved, and Mayor Newsom signed into law, legislation that requires everyone in the city to recycle and compost. The new law takes effect October 21.

Newsom explained the reasoning for the legislation to *The Chronicle*. "San Francisco has the best recycling and composting program in the nation. We can build on our success."

The move is a push by the City to cut greenhouse gas emissions and make additional progress toward two recycling goals: 1) direct 75 percent of waste into composting and recycling programs by 2010 and 2) achieve zero waste by 2020.

Today almost every property in San Francisco recycles paper, bottles, cans and almost all plastics (everything except plastic bags, plastic film wrap and Styrofoam) in the blue bin. More and more people are participating in the compost collection program. Since the law passed, thousands of additional locations including apartment buildings, commercial properties, and homes have signed up for a green cart.

"We see this legislation as giving us the ability to ensure that everyone that lives, visits



Compost made from food scraps collected in San Francisco is applied to local farms and vineyards.

or works in San Francisco has access to the recycling and composting programs the City offers," says Jared Blumenfeld, director of San Francisco's Environment Department. "Although fines are included in the legislation we regard them as a last resort for people who, after repeated attempts at communication and education, refuse to even try to comply with the law. Study after study shows recycling and composting are among the fastest, most economical, and effective ways to help protect the environment."

### The collection companies role in the new legislation:

"We plan to continue making recycling and composting easy and convenient for our customers," said Paul Giusti, Regional Public Affairs Manager for Sunset Scavenger and Golden Gate Disposal & Recycling.

"We see our role in this legislation as one we have traditionally served, providing education and service. We take care of our customers and plan to help them understand and comply with all rules for trash, recycling, and compost."

The recycling and composting collection drivers will play a big part in that education process. Collectors will leave a "friendly-reminder" hangtag if they see the wrong materials in carts and bins during the collection process, including if they see recycling or compostable material in the black trash container.

If you need a larger recycling cart, a composting cart, or a kitchen pail, please call Sunset, 330-1300, or Golden Gate, 626-4000 we will deliver one at no additional cost.

## Recology — waste zero

This spring Norcal Waste Systems, the San Francisco-based parent corporation to Sunset Scavenger Company and Golden Gate Disposal & Recycling companies, changed its name to Recology™.

"We are a company that takes what people no longer want and seeks new uses for it instead of throwing it in landfills," said Mike Sangiacomo, CEO of Recology. "We feel the new name more closely represents our company's commitment to make the best use of materials we collect while continually improving reuse and recycling practices."



While our handle may be new, our recycling heritage dates back more than 100 years to the days when San Francisco refuse collectors called "scavengers" went house to house in horse-drawn wagons. As San Francisco's original recyclers the materials we collected were separated into wooden barrels for reuse and recycling.

You will still see our traditional red knot logo around town while the new name Recology, its proud "R" logo, and the tag line "Waste Zero" are phased in.

Our name may have changed but rest

assured, our people won't! We will continue to take care of our customers and provide programs that make recycling easy and convenient for everyone in the city.

Our parent company's new moniker and logo reflect our commitment to take additional steps to help protect the environment.

"New technologies are providing opportunities to take what used to be considered waste and convert it into new products," said Sangiacomo. "Our pursuit is to eliminate waste by wasting nothing. That's the core philosophy of Recology."



People • Service • Environment  
SUNSET SCAVENGER COMPANY  
GOLDEN GATE DISPOSAL  
& RECYCLING COMPANY  
Proud to be Employee Owned

Learn more about recycling from your local recycling companies at

[www.SFRecycling.com](http://www.SFRecycling.com)



- 1 RECYCLE
- 2 COMPOST
- 3 TRASH

## Look for “A great recycling moment”



Check out the new recycling ads on bus shelters and other spaces in San Francisco neighborhoods. See anyone you know?

The new public education campaign — a joint effort by the Department of the Environment, Sunset Scavenger, and Golden Gate Disposal & Recycling — features actual city residents in “A great recycling moment.”

One promo, called “The Final Stroke,” shows Sirron, an artist who participated in our Artist in Residence Program, as he finished a mural in the Mission District and looks to recycle paint cans and related materials.

Another poster depicts Norma, who lives in the Haight, about to recycle items after a birthday party.

A third ad features Ramon and Shireen, a couple from the Marina District, eating Chinese food and promotes participation in the Compost Collection (green cart) Program.

Do you want to be a recycling superstar? Add your photo and

“great recycling moment” to the RecyclingMoments.org website. While you are there checkout all the other real San Franciscan’s that have added their story.

This public education campaign strives to show how easy recycling and composting is in San Francisco and help residents figure out what goes into each bin. The promotions are part of a larger, ongoing effort to encourage everyone in the city to participate every day in local recycling and composting programs.

Additional recycling education efforts include websites, newsletters, brochures, cart stickers, news reports, truck graphics, community presentations, and tours of recycling operations. And, of course, our customer service representatives are available to answer your questions.

Check out [SFRrecycling.com](http://SFRrecycling.com) or [SFEnvironment.org](http://SFEnvironment.org) for ways to make recycling and composting count every moment of every day in your household and business.

## Lifeline rates Discount available to qualified customers

Discounted garbage rates are available to low-income households and to disabled residents who cannot bring their blue, green, and black carts to the curb.

Depending on household size and total annual income, you may be eligible for the new discounted rates in effect from July 1, 2009 through June 30, 2010.

The discounts, known as Lifeline Rates, are \$19.11 a month for a 32-gallon cart and \$14.71 for a 20-gallon cart. Please see the accompanying chart for eligibility levels, which are based on the number of persons per household and total annual income per household.

NUMBER OF PERSONS LIVING IN YOUR HOME	TOTAL GROSS ANNUAL HOUSEHOLD INCOME (ALL SOURCES)
1 or 2	\$21,855 or less
3	\$27,465 or less
4	\$33,075 or less
More than 4	Add \$5,610 for each additional person

All Sunset Scavenger and Golden Gate Disposal & Recycling customers receive the same high-quality garbage collection and recycling service regardless of what they pay.

San Francisco's garbage collection rates enable the city to meet state-mandated recycling and waste reduction requirements.

To get a Lifeline Rate application call 330-1300 or go to [SFRrecycling.com](http://SFRrecycling.com), click on Residential, and then click on Rates.

The new rate will appear on your next bill after your completed and signed application is received and your eligibility is confirmed.

# SFRECYCLING.com

Sunset Scavenger and Golden Gate Disposal & Recycling, your local recycling companies

Useful  
Phone  
Numbers

Garbage and Recycling Collection:  
Sunset Scavenger, 330-1300  
Golden Gate Disposal & Recycling, 626-4000

Debris Box Service, 888-404-4008  
RecycleMyJunk.com, 330-1300  
Shredding & Destruction Services, 621-6200



People • Service • Environment  
SUNSET SCAVENGER COMPANY  
GOLDEN GATE DISPOSAL  
& RECYCLING COMPANY  
Proud to be Employee Owned

