

## CIWMB and DOR Archives

# Division of Recycling Press Releases

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This page provides links to press releases of the California Department of Conservation, Division of Recycling (DOR), from 2001-2009. On January 1, 2010, DOR became part of the California Department of Resources Recycling and Recovery (CalRecycle). (See [CalRecycle news releases](#).)

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**Division of Recycling Press Releases**

**Ventura School Wins Statewide Recycling Challenge**

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NR2009-10

May 14, 2009

SACRAMENTO – When the California Department of Conservation issued a statewide school recycling challenge, students at Ventura’s Lincoln Elementary took it pretty seriously. In fact, they took it so seriously they collected nearly twice as many bottles and cans as their nearest competitor.

Through March, the school collected 37,587 California Refund Value beverage containers. Fourth-graders in teacher Joanne Hutchins’ class got credit for the most bottles and cans, and thus will represent the school as winners of the statewide challenge. On Friday, Hutchins’ class of 33 will be honored during an 8:10 a.m. ceremony at the school featuring a visit and photo opportunity with Recycle Rex, the state’s recycling spokesdinosaur. Representatives from the Department of Conservation will present the group with colorful backpacks made from recycled plastic bottles.

Parent Gordon Myers, who has spearheaded the school’s recycling efforts for four years, teamed up this year with the owner of a local recycling center. A serendipitous meeting – he was loading his SUV with bags of beverage containers when Lucy Beto of Beto’s Recycling drove by and offered to help – led to a partnership that has raised \$4,700 for the school’s art program this year, according to Myers.

To encourage more kids to participate this year, Myers developed incentives: for every 10 CRV containers a student brought in, he or she received a colorful sticker. For every 10 stickers earned, a student would get a new toy. Participation grew from 20 percent of the school’s 226 students to near 50 percent, Myers said. The volume of beverage containers doubled to 2,000 pounds per month.

Before his chance meeting with Beto last fall, Myers was virtually a one-person show. The bottles and cans were stored in the campus basement, and from there Myers would load them into his vehicle each week and take them to a recycling center. As the program grew, it became overwhelming. When Lucy Beto saw Myers loading his SUV and offered to help, that all changed. Now, instead of Myers spending hours each week loading and transporting the bottles and cans, Beto’s Recycling sends a truck every couple of weeks to pick up the bags of empties brought in by students and their families, and pays out the cash refunds the school uses to fund its art program.

CRV is five cents on containers less than 24 ounces, 10 cents on containers 24 ounces or larger. Consumer information and a recycling center locator are available at [www.bottlesandcans.com](http://www.bottlesandcans.com) or by calling the Department of Conservation/Division of Recycling toll-free at 1-800-RECYCLE.

In all, 28 schools participated in the statewide recycling challenge. A first-grade class from Cesar E. Chavez Science Magnet Elementary School in Bakersfield took second place with 19,839 containers; third place went to fourth-graders at Trinity Lutheran School in Anaheim; fourth place to fifth-graders at Dixie Elementary in San Rafael; and fifth place to sixth-graders at Walnut Elementary in Turlock.

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## Ventura School Wins Statewide Recycling Challenge

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Special News Release  
April 8, 2009



SAN DIEGO (April 8, 2009) – Today marked the official launch of ‘Stand For Less,’ an environmental initiative to educate and motivate San Diego residents and businesses to take simple steps toward more Earth-friendly practices.

A unique collaborative known as San Diego Forward, made up of state and local government along with non-profit and private enterprise, developed Stand For Less to encourage San Diegans to adopt a “conservation lifestyle.” Each of San Diego’s approximately 1.2 million residents are being asked to literally Stand For Less– less water and energy use, less waste through recycling, and less air pollution through carpooling, biking or using mass transit.

While the City of San Diego continues to develop and encourage the adoption of sustainable practices, it also recognizes there is much more work to be done. For example, city government is working to reduce its energy use 10% by 2012. It also has plans to move city facilities to renewable energy sources with goals of 17 megawatts of renewable energy used in 2012 and 25 megawatts in 2020.

“We are thrilled that San Diego has opened its doors to this exciting environmental collaboration of the public and private sectors,” said Bridgett Luther, director of the California Department of Conservation, which organized the San Diego Forward collaborative. “Stand for Less was created to educate people about how to live comfortably using less. Living a conservation lifestyle will help Californians reach the long term objectives of the state’s Global Warming Solutions Act, which calls for a significant reduction in greenhouse gas emissions by the year 2020.”

San Diego was chosen for this 18-month pilot project because of strong local environmental leadership from city and county officials, who are already pushing businesses and residents to live a sustainable lifestyle. San Diego is home to many cutting-edge green industries that are opening the door for other businesses to move toward solar power, water conservation and the creation of green jobs.

“Stand For Less aligns perfectly with what the city of San Diego is doing to advance environmental initiatives, especially water conservation,” said Mayor Jerry Sanders. “We are honored that the folks in Sacramento chose San Diego as the pilot city to support this program. I am confident that our residents and businesses will engage in this initiative and support a conservation lifestyle.”

The project was announced today during a 10:30 a.m. launch event at Martin Luther King Jr. Promenade Park. Attendees learned about “Stand for Less” from DOC Director Luther, Mayor Sanders, actor/environmentalist Ed Begley, Jr., and representatives from various San Diego Forward partners.

Under the “Stand For Less” theme, San Diego Forward will launch an integrated marketing campaign with television and radio advertising, along with a Web site, [standforless.com](http://standforless.com). Also, the campaign will be featured at events in the county, such as EarthFair 2009. Director Luther and Begley, Jr., will attend EarthFair on April 19 in Balboa Park as opening speakers and grand marshalls of the Children’s Parade. In early summer, Begley, Jr. – who is working with DOC on its environmental efforts -- will also ask residents to Stand For Less while offering a chance to win a home sustainability audit conducted by Begley, Jr. himself, in association with DOC and local NBC affiliate KNSD-TV.

To learn more about the project, residents and businesses in San Diego County are encouraged to log on to [www.standforless.com](http://www.standforless.com) for information, resources and tips about how to Stand For Less.

### **About San Diego Forward**

*Stand For Less is a pilot project created by San Diego Forward, a collaboration of local and state partners working to make San Diego a more environmentally sustainable community. The California Department of Conservation founded San Diego Forward, and its partners consist of: SANDAG, San Diego County Water Authority, California Air Resources Board, California Energy Commission, California Public Utilities Commission, California Center for Sustainable Energy, San Diego Gas & Electric, San Diego Air Pollution Control District, and San Diego Environmental Services.*

**About the Global Warming Solutions Act (Assembly Bill 32)** *Assembly Bill 32, the California Global Warming Solutions Act of*

*2006, sets an economy-wide cap on California greenhouse gas emissions at 1990 levels by no later than 2020. This is an aggressive goal that represents approximately an 11 percent reduction from current emissions levels and nearly a 30 percent reduction from projected business-as-usual levels in 2020*

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## Division of Recycling Press Releases

# State Moves to Assist Recycling Industry in Economic Downturn

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NR2009-06

March 16, 2009

SACRAMENTO – With global economic troubles hurting markets for recycled plastic, the state Department of Conservation (DOC) has taken steps to help California's recycling industry endure the downturn. Beginning April 1, DOC will increase a key subsidy that helps beverage container recyclers offset the cost of processing empty plastic bottles that are remanufactured into new products.

"As with many businesses these days, the recycling industry is feeling the strain of weakened demand," said Bridgett Luther, director of the DOC, which oversees California's beverage container recycling program. "Global market prices for recycled plastic bottles have fallen, and the department has exercised its statutory authority to adjust the processing payments it makes to recyclers. These payments bridge the gap that may occur when the cost of recycling a certain material is greater than its market value, and allow California to ensure the ongoing viability of its recycling infrastructure."

The processing payment will increase by about \$770,000 per month, bringing overall monthly payments to more than \$3.7 million allocated among operators of approximately 2,000 recycling centers in the state. Allocations are based on the volume of plastic bottles recycled, with higher volumes resulting in higher allocations. Funding for the processing payment comes via a fee beverage manufacturers pay on beverages sold in California, at no cost to the state's general fund.

"The current adjustment being made to the processing payment by the Department of Conservation is welcomed by our industry and is a better reflection of the market during these very difficult economic times," said Jason Young, vice president of The Allan Company, a recycling firm serving a number of southern California cities.

Beverage container recyclers sell the plastic, glass and aluminum they collect to processors, who in turn sell the material to businesses that further facilitate their remanufacture into new products. Particularly with plastics, these resale markets are often overseas, and in recent months demand for plastics has dwindled as the global economy weakened. This has driven down the price paid to processors, and thus the price they are able to pay recyclers. Increasing the processing payment to recyclers provides near-term economic relief in an industry that employs an estimated 14,000 Californians.

Longer-term solutions are also in the pipeline. For the past several years, the DOC has promoted development of recycled-materials markets in California through annual Market Development and Expansion Grants. These grants seek to provide a stronger and more diverse demand within California for the state's recycled materials. By strengthening California's markets and infrastructure, the impact of international market volatility can be reduced. The grants are funded through unclaimed refunds on California Refund Value (CRV) beverage containers.

Regardless of the economy, Californians continue to recycle record numbers of CRV beverage containers – 7.6 billion in the first half of 2008, for a recycling rate of 76 percent. Recycling saves energy, thus reducing emissions that contribute to climate change. Recycling 7.6 billion beverage containers is equivalent to removing nearly 300,000 cars from the road for a year.

CRV is five cents on containers less than 24 ounces, 10 cents on containers 24 ounces or larger. Most beverages packaged in aluminum, glass and plastic are included in the program. Notable exceptions are milk, wine, and distilled spirits. Consumer information and a recycling center locator are available at [www.bottlesandcans.com](http://www.bottlesandcans.com) or by calling toll-free 1-800-RECYCLE.

Most recycled aluminum and glass is used to manufacture new cans and bottles, resulting in significant energy savings when compared to the mining, transportation and processing required of raw materials. Plastic bottles, made from petroleum, are recycled into fiber for clothing and carpet, pellets that can be made into items such as packaging or landscape materials, and many other products, often at significant energy savings.

**About the California Department of Conservation:** In addition to promoting beverage container recycling, DOC studies and maps geologic phenomena such as earthquakes; categorizes mineral resources; administers agricultural and open-space land conservation programs; ensures the reclamation of land used for mining; and regulates oil, gas and geothermal wells.

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## Division of Recycling Press Releases

# DOC Announces \$20 Million in Grants to Help Environment, Economy

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NR2008-27

December 10, 2008

SACRAMENTO – Grants announced today could create nearly 2,000 “green” jobs over the next several years and lead to innovations in recycling billions of beverage containers.

The California Department of Conservation allocated \$20 million among 20 projects statewide. Funding for the grants comes from unclaimed California Refund Value (CRV) on aluminum, glass and plastic beverage containers that end up in the trash instead of being recycled. Many grant recipients have dedicated additional funds for their projects.

“These projects help California’s environment and economy, and keep our state at the leading edge of efforts to build sustainable communities,” DOC Director Bridgett Luther said. “Through this grants program, we promote economic development and an array of advancements in recycling and resource conservation.”

California has the nation’s largest bottle and can recycling program -- in the first six months of 2008, Californians recycled a record 7.6 billion CRV beverage containers. As a result, the recycling rate rose to 76 percent, compared to 71 percent for the same January-June period in 2007.

While the recovery infrastructure in California is extensive, the DOC grants address opportunities for increased and more efficient recovery, cleaner supplies of recovered material, and an increase in the number of California-based manufacturers that use recycled materials in their products. The grants were announced by Director Luther at a manufacturing facility in Richmond owned by Vetrazzo, a grant recipient and maker of countertops and other surfaces that use recycled glass from bottles and other sources.

Some examples of other grant projects:

Peninsula Plastics Recycling, Inc. was awarded \$4.9 million toward a \$27 million project to establish a plastics manufacturing facility in Stanislaus County. The facility will provide a California-based supply of food and beverage packaging made from recycled plastic. The project is expected to recover more than 880 million plastic containers annually and create 50 jobs.

REPSCO, Inc. will receive close to \$1 million toward a \$7.8 million project to relocate its Denver-based plastics recycling center to Fresno. The company plans to increase the recycling rate of No. 2 plastic (such as that used in milk containers) by using up to 10 million pounds of the material each year to create “slip sheets,” a replacement for traditional wooden pallets in transportation and warehouse applications. The grant funds will be used to purchase equipment to process almost 60 million containers into slip sheets annually and create 25 jobs.

Riverside County’s CR&R Incorporated will receive \$730,000 to begin development of a \$26 million, three-year project to create one of the most environmentally advanced materials recovery facilities (MRF) in the United States. The grant funds will help purchase an optical scanner, overhead magnet and other equipment to capture a higher volume of CRV material. The 52-acre facility will be one of the first in the United States to develop bio-methane for energy use from sorted municipal waste. It is estimated the project will process 80 million beverage containers annually and create 20 jobs.

Although not a requirement, several grantees submitted matching contributions to further demonstrate their commitment to the success of the projects. This year’s matching funds totaled more than \$72 million. Selection of this year’s grant recipients was based on a number of factors, including:

- The project’s potential to create new temporary or permanent jobs
- Innovation and sustainability in material collection and/or processing improvements
- Demonstration of new technologies
- Creation of new products using recycled beverage containers
- Overcoming barriers to the purchase of recycled-content products

Legislation that created the Recycling Market Development and Expansion Grants program in 2004 allocated \$10 million in funding annually. In 2007, legislation increased funding to \$20 million annually through Jan. 1, 2012. All aspects of the state’s beverage container recycling program are paid for with unclaimed refunds of CRV beverage containers, at no cost to the state’s general fund.

For additional information on the Department of Conservation’s Recycling Market Development and Expansion Grants program, visit [www.calrecycle.ca.gov/BevContainer/Grants/](http://www.calrecycle.ca.gov/BevContainer/Grants/). For more information on beverage container recycling, visit [www.bottlesandcans.com](http://www.bottlesandcans.com)

**California Department of Conservation  
Recycling Market Development and Expansion Grants****2008 Grant Recipients Include:**

California State University, Chico, Office of Research; Butte County; Granted \$270,740 -- Will collaborate with Zanker Materials Processing Facility to determine the quantities of beverage containers disposed of in mixed construction and demolition debris. It will develop and document a new processing and sorting method, increase the recovery of beverage containers not currently recycled and create an estimated 325 jobs.

Local Contact: Carol Sager, (530) 898-5700

Owens Brockway Glass Container, Inc.; San Joaquin County; Granted \$1,103,501; Matched Funding: \$615,055 -- The project will develop a specialized mini-cullet plant in Tracy to produce higher quality glass cullet feedstock for glass bottle manufacturing and purchase equipment to include screening, ceramic and metal detection, and color sorting.

Local Contact: Paul J. Smith, (567) 336-2236

Davis Street Station; Alameda County; Granted \$744,419; Matched Funding: \$471,023 -- The project will purchase and install an optical sorting system to capture plastic and aluminum found in the mixed paper stream. The project increases recovery of plastic CRV containers by 15 percent, or 106 tons per year, and increases aluminum can recovery by 15 percent, or 78 tons per year.

Estimated job creation: 7.

Local Contact: Rebecca Jewell, (510) 563-4214

Waste Connections; San Luis Obispo County; Granted \$775,800; Matched Funding: \$775,800 -- The project will install two paper sorting machines and a new system specifically designed to recover a higher percent of CRV beverage containers by material type. This will result in increased recovery of CRV and a decrease in greenhouse gas emissions. Project is estimated to create eight new jobs annually.

Local Contact: John Ryan, (805) 543-0280

eCullet, Inc.; Alameda County; Granted \$980,000; Matched Funding: \$1,300,000 -- The project will develop, manufacture and commission a compact pre-processing and sorter system for glass. The "Distributed Recycling of Glass Cullet" system will process the output of residue collected from a Materials Recovery Facility (MRF) to produce furnace-ready cullet for sale to bottle companies in California. The system could be portable or a fixed installation co-located at a MRF. The project is estimated to create eight new jobs annually.

Local Contact: Farook Afsari, (650) 223-6670

EcoIntesys-Life Cycle Systems; Essex, Mass.; Granted \$72,000 -- The project will develop a tool for DOC and others to use in assessing potential waste-to-energy and other technologies to be used as a component of California's beverage container recycling strategy. The tool will be based on a comprehensive lifecycle assessment of alternative beverage container end-of-life options and energy production options.

Local Contact: Jon Dettling, (617) 500-7152

Business for the Environment dba Future 500; San Francisco County; Granted \$1,047,500; Matched Funding: \$953,300 -- This project will develop and test a practical business system for sorting materials from mixed recyclables and plastics. It seeks to address both the sustainability of packaging materials in terms of natural resources used, carbon mitigation achieved, and the systems for recycling and re-use of these materials. Estimated job creation = 1,250.

Local Contact: Bill Shireman, (415) 706-4482

OMNI Resource Recovery, Inc.; Riverside County; Granted \$990,000; Matched Funding: \$300,000 -- The project will add a sink/float system to the production line that will allow OMNI to make use of approximately 4.5 million pounds of CRV material that are currently too contaminated to be used. Estimated job creation = 12.

Local Contact: Joe Castro, (909) 327-2900

National Association for PET Containers NAPCOR; Sonoma County; Granted \$295,000; Matched Funding: \$67,165 -- The project will provide the research and outreach to establish an independent test laboratory at a college or university in California. The test laboratory will conduct assessments of recycling streams and will become an essential marketing tool for any beverage maker introducing a new CRV package into the California marketplace. The project is estimated to create six new jobs.

Local Contact: Kate Eagles, (707) 935-4207 x16

PRCC; Sonoma County; Granted \$537,000; Matched Funding: \$562,500 -- The project will purchase and install an additional high compression plastic reduction system at buy-back locations throughout California. The system crushes and compacts the plastic containers, thereby improving the economics, quantity and quality of CRV containers.

Local Contact: Patricia Moore, (707) 935-1997

TOMRA Pacific, Inc.; Riverside County; Granted \$1,400,000; Matched Funding: \$2,900,000 -- The project will purchase equipment and construct a new glass processing facility in Commerce. The facility will allow TOMRA, the leading operator of CRV



buyback centers in California, to process bottle glass for use in the production of new glass containers. The project will integrate TOMRA's glass collection and processing activities and create 20 new jobs.

Local Contact: Chuck Riegle, (203) 447-8709

Valley Vista Services; Los Angeles County; Granted \$545,000; Matched Funding: \$2,014,492 -- The project will increase the rate and quality of CRV recovery by establishing processing and sorting lines in Southern California plants that process and separate clean CRV from commercial waste in various cities. Job creation = 6.

Local Contact: David Perez, (800) 442-6454

Global PET, Inc.; Riverside County; Granted \$916,000; Matched Funding: \$229,000 -- The project will install equipment for producing food packaging containers. Global will be able to wash, sheet and process recycled plastic all at one facility, reducing production and transportation costs. This will mitigate greenhouse gas emissions and create an estimated 36 new jobs annually.

Local Contact: Nadim Bahou, (951) 657-5466

Global PET, Inc.; Riverside County; Granted \$1,192,000; Matched Funding: \$298,000 -- The project will install a second wash-line to be specifically used for green plastic flake for use in manufacturing new plastic products. The unit will free up Global's existing wash-line for the production of clear plastic flake. Estimated job creation = 30.

Local Contact: Nadim Bahou, (951) 657-5466

R3 Consulting Group, Inc.; Sacramento County; Granted \$300,000 -- The project will conduct a feasibility study for transition to a beverage system that includes more refillable bottles in the mix of beverage containers in California. The study will outline the changes that would be required in current law, collection and processing, infrastructure and manufacturing in order to support the use of more refillables in the state.

Local Contact: William Schoen, (916) 576-0306

EPIC Plastics; San Joaquin County; Granted \$774,800; Matched Funding \$224,500: The project will expand and update Epic Plastics' raw materials processing capabilities through advanced technological machinery. This will permit Epic to solidify a partnership with an outside plastic pipe manufacturer to supply the manufacturer with recycled post consumer plastic bottles and consolidate the sales and deliveries. Job creation = 15.

Local Contact: Francis Cvetovac, (209) 365-2114

Vetrazzo, LLC; Contra Costa County; Granted \$1,396,000; Matched Funding: \$7,421,000 -- This project will add cleaning equipment to reduce contamination and improve cleanliness of raw glass material. It will also produce countertop samples. Estimated jobs created = 29.

Local Contact: James Sheppard, (510) 772-7770

#### **Featured Grant Recipients:**

Peninsula Plastics Recycling, Inc.; Stanislaus County; Granted \$4,935,000; Matched Funding: \$22,251,550 -- Local Contact: Antoine (Tony) Moucachen, (604)522-6799

REPSCO, Inc.; Fresno County; Granted \$995,240; Matched Funding: \$6,801,441 --  
Local Contact: Paul Bennett, (303) 294-0364 x101

CR&R Incorporated; Riverside County; Granted \$730,000; Matched Funding: \$25,005,955 --  
Local Contact: CR&R Incorporated, (714) 826-9049

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## Division of Recycling Press Releases

# California Recycling Rate Reaches 76 Percent

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NR#2008-25

November 19, 2008

SACRAMENTO – Californians recycled a record 7.6 billion beverage containers between January and June 2008, raising the six-month California Refund Value (CRV) recycling rate to 76 percent. The jump is an increase of nearly 600 million beverage containers over the same period in 2007, when the recycling rate was 71 percent.

“This is an extraordinary accomplishment in a very short time,” Department of Conservation (DOC) Director Bridgett Luther said. “Californians have really stepped up their recycling efforts and data shows we are on pace to set an all-time high for beverage container recycling volume in 2008. This means an all-time high in energy savings, natural resource conservation, and greenhouse gas reductions. It also means significant cash refunds for consumers who take their bottles and cans to recycling centers.”

Recycling rates were up for all material types: aluminum rose to 85 percent, compared to 83 percent between January and June 2007; glass rose to 79 percent from 71; and the most common plastic, No. 1 PET, increased to 63 percent from 58.

The increased recycling rate represents a 16-percentage-point surge since Gov. Arnold Schwarzenegger enacted legislation (AB 3056, Hancock) in January 2007 in to increase the CRV payout from four to five cents for beverage containers under 24 oz. and from eight to 10 cents for containers 24 oz. and greater.

Most recycled aluminum and glass is used to manufacture new cans and bottles, resulting in significant energy savings when compared to the mining, transportation and processing required to make the products out of raw materials.

Plastic bottles, made from petroleum, are recycled into fiber for clothing and carpet, or pellets that can be made into items such as packaging or landscape materials, often at significant energy savings.

These savings translate into reduced greenhouse gas emissions – recycling 7.6 billion beverage containers is equivalent to removing nearly 300,000 cars from the road for a year. To determine the amount of emission reductions achieved through beverage container recycling, DOC uses the Waste Reduction Model developed by the U.S. Environmental Protection Agency. [View the full report on recycling rates and carbon emission reductions.](#)

“Since its inception in 1987, the CRV program has been a valuable tool in helping to meet the environmental challenges we face in California,” Luther said. “As we move toward the creation of a more sustainable future, it is important to remember that recycling is one simple step we can take every day to reach our goals.”

Despite the remarkable number of beverage containers Californians recycled in the first six months of 2008, there is the potential for even greater success.

“Whether we choose to take our empties to a recycling center for a refund, put them in a curbside recycling bin, or remember to recycle when we’re at work or out and about, the environment wins,” said Stephen Bantillo, assistant director in DOC’s Division of Recycling.

Most beverages packaged in glass, aluminum and plastic, such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks, are included in the CRV program. Notable exceptions are milk, wine and distilled spirits. DOC reports biannually on the redemption and recycling rates for each six-month period within a particular year, and for each full calendar year.

To find nearby beverage container buy-back centers, consumers can visit [www.bottlesandcans.com](http://www.bottlesandcans.com) and enter their zip code, or call the DOC toll-free hotline, 1-800-RECYCLE.

All aspects of California’s beverage container recycling program are paid for with unclaimed refunds from discarded CRV beverage containers, at no cost to the state's general fund.

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**Division of Recycling Press Releases**

**Online Green Gift Guide Offers Eco-Friendly Ideas**

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NR2008-24

November 18, 2008

Just in time for the holiday season, the California Department of Conservation (DOC) has launched an updated and enhanced version of its online guide to help consumers find eco-friendly gifts and decorating tips.

The DOC created the [Green Gift Guide](#) to promote one of the simplest ways to incorporate sustainability into consumer lifestyles - bottle and can recycling -- and also provide information and ideas on environmentally preferable products for the home, office, children, pets and the outdoors. Many of the products are made from recycled bottles, cans and other materials, or otherwise incorporate sustainable practices into manufacturing, thereby saving energy and natural resources.

“Beverage container recycling is on the rise, and the Green Gift Guide is an easy way for each of us to close the recycling loop by buying recycled,” said Bridget Luther, director of the DOC. “Shopping for recycled content products and other innovative items helps us move toward a more livable world. People may not realize how many wonderful options there are for not only buying sustainable holiday presents, but for year-round shopping as well.”

Shoppers can browse through a catalogue of Web sites that feature “green” gifts such as tableware made from recycled glass bottles, a cell phone charger that uses solar energy, low flow shower heads, organic clothing and more.

The site provides tips for the holidays, including eco-friendly ideas for entertaining and New Year’s resolutions to help Californians’ reduce their carbon footprint. An interactive blog is available for visitors who are looking for additional ideas on how to be environmentally conscious throughout the year. Visitors are encouraged to participate and add their own ideas.

The site allows visitors to suggest additional Web sites that offer eco-friendly products. Users can simply fill out the “Suggest a Product” form and submit it for approval.

Guests are also encouraged to send a Green Gift Guide postcard to their friends and families to encourage sustainable purchasing practices.

Californians recycled 7.6 billion beverage containers during the first six months of 2008, 76 percent of the 10 billion sold in the state. That was a 5 percentage point increase over 2007. By recycling billions of aluminum cans, glass and plastic bottles during that time, Californians decreased greenhouse gas emissions equivalent to eliminating the energy consumption of 11,000 households for one year.

Greengiftguide.com and all other aspects of the state’s beverage container recycling program are paid for with unclaimed refunds of CRV beverage containers, at no cost to the state’s general fund.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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## Division of Recycling Press Releases

# Beverage Container Recycling Rate Rises to 67 Percent on Record Volume

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NR2008-12

May 21, 2008

SACRAMENTO – Californians recycled a record 14.7 billion beverage containers in 2007, 1.5 billion more bottles and cans than in 2006, according to the state Department of Conservation. As a result, the annual recycling rate for California Refund Value aluminum, glass and plastic containers rose to 67 percent, up 7 percentage points from 2006.

“This is tremendous news for California and the environment,” DOC Director Bridgett Luther said. “By recycling a remarkable number of containers in 2007, it’s clear that Californians are doing more than ever to conserve natural resources, provide valuable raw materials for new products, and reduce energy use and greenhouse gas emissions.”

State Assemblymember Loni Hancock (D-Berkeley), author of legislation that increased California Refund Value to a nickel for containers less than 24 ounces and a dime for containers 24 ounces and larger, called the added incentive a catalyst in giving California its highest beverage container recycling volume ever.

“It’s great to see so many Californians responding positively to the new bottle bill. Recycling is a win-win for consumers and the environment,” Hancock said. “Recycling your bottles and cans saves money, reduces litter, and cuts pollution, including greenhouse gases. I’m proud to be part of such a successful policy.”

Recycling rates were up for all material types – aluminum rose to 79 percent in 2007 from 72 the previous year; glass to 67 percent from 59; and plastic to 54 percent from 47. Sales of CRV beverages remained flat at 21.9 billion units in 2007, meaning the significant increase in recycling volume was achieved despite no increase in the number of containers available to recycle.

Most recycled aluminum and glass is used to manufacture new cans and bottles, resulting in significant energy savings when compared to the mining, transportation and processing required to make the products out of raw materials. Plastic bottles, petroleum products, are turned into fiber for clothing and carpet, or pellets that can be manufactured into items such as packaging or landscape materials, often at significant energy savings.

The energy saved by recycling can be translated into equivalent reductions in greenhouse gas emissions thought to contribute to climate change. The 14.7 billion containers recycled in 2007 is equivalent to removing 563,000 cars from the road for one year. To determine the amount of emission reductions achieved through recycling beverage containers, the DOC uses the Waste Reduction Model developed by the U.S. Environmental Protection Agency.

“We face significant environmental challenges today in California and the world,” Director Luther said. “Recycling is one way we can create a more sustainable future and is easy for each of us to do every day. Whether people take their empties to a recycling center for a refund, put them in a curbside recycling bin, or remember to recycle when they’re at work or out and about, the environment wins.”

To find nearby recycling centers, consumers can visit [www.bottlesandcans.com](http://www.bottlesandcans.com) and enter their zip code, or call the Department of Conservation toll-free hotline, 1-800-RECYCLE.

Most beverages packaged in glass, aluminum and plastic, such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks, are included in the CRV program. Notable exceptions are milk, wine and distilled spirits.

All aspects of the state’s beverage container recycling program are paid for with unclaimed refunds from discarded CRV beverage containers, at no cost to the state’s general fund.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

View the [2007 Report on Recycling Rates](#).

For more information about DOC programs, visit [www.conservation.ca.gov](http://www.conservation.ca.gov).

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## Division of Recycling Press Releases

# \$20 Million Available in Recycling Market Development Grants

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NR2008-08

SACRAMENTO – The state Department of Conservation is accepting funding proposals for its Beverage Container Recycling Market Development and Expansion Grant Program.

A total of \$20 million is available for 2008 as part of an ongoing statewide effort to encourage innovative approaches to the recovery and re-use of recyclable bottles and cans.

The overall goal of the Market Development and Expansion Grant Program is to increase the recycling rate of California Refund Value (CRV) beverage containers and reduce greenhouse gas emissions by improving the sustainability of containers, packaging materials, or systems. The grants also aim to stimulate job creation in California.

Businesses, nonprofit organizations, cities, counties, joint powers authorities, universities, tribes, and state or federal government entities are invited to submit concept papers by May 12, 2008.

The Department of Conservation seeks innovative, but realistic projects that: (1) create market opportunities for new, sustainable products or packaging made from recycled beverage containers; (2) expand market-related activities for existing products made from recycled beverage containers; (3) improve the quality and supply of beverage container material feedstock for use in manufacturing sustainable products or packaging; or (4) create market opportunities for new, sustainable beverage packaging. The Department is also interested in new job creation associated with such projects, including new jobs for youths and/or graduates of the California Conservation Corps or Local Conservation Corps.

Recycling market development and expansion-related proposals may address, but are not limited to:

- Research and development of collecting, sorting, processing, cleaning, or otherwise upgrading the market value of recycled beverage containers.
- Identification, development, and expansion of markets for recycled beverage containers.
- Research and development for products manufactured using recycled beverage containers.
- Research and development of high-quality materials substantially free of contamination.
- Payments to California manufacturers that recycle beverage containers marked by resin type identification codes "3," "4," "5," "6," or "7."

### Recycling Market Development & Expansion Grants

The first grant allocation in February 2004 included funding for 15 projects, followed by 8 projects in March 2005, 10 projects in March 2006, and 19 projects in December 2007. The Department is initiating a fifth grant cycle by soliciting proposals from a wide array of organizations, including private businesses, manufacturers, trade associations, environmental groups, and community organizations. Both for-profit and nonprofit organizations are eligible to apply. Original funding for the grants was authorized by the passage of Assembly Bill 28 (Chapter 753, Statutes of 2003) and was reauthorized by Assembly Bill 3056 (Chapter 907, Statutes of 2006). The provisions of this law authorize the Department to issue up to \$20 million annually until January 1, 2012. The grants are funded by unredeemed deposits on California Refund Value bottles and cans, at no cost to the state's General Fund.

For additional information or to request an application: [Beverage Container Recycling Market Development and Expansion Grant Program](#).

In addition to promoting beverage container recycling in California, the Department of Conservation regulates oil, gas, and geothermal wells; studies and maps earthquakes and other geologic phenomena; maps and classifies areas containing mineral deposits; ensures reclamation of land used for mining; and administers agricultural and open-space land conservation programs.

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## **Division of Recycling Press Releases**

# **Actor Ed Begley, Jr. Helps State Promote Beverage Container Recycling**

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NR#2008-04

February 28, 2008

SACRAMENTO -- The California Department of Conservation today announced that celebrity environmentalist Ed Begley, Jr. will serve as spokesman for its bottle and can recycling efforts.

"Ed Begley, Jr. is an excellent role model for eco-friendly living and we couldn't be more pleased about our partnership," DOC Director Bridgett Luther said. "Our main goal is to get Californians to start taking action in the fight to conserve our resources. Ed is a spokesman that accurately reflects the ideals and beliefs of our organization."

As spokesman, the star of Home & Garden Television's "Living With Ed" will make guest appearances at various recycling-related events around the state. In particular, Begley will speak to local audiences and media about the importance of recycling beverage containers to save energy and reduce waste.

Begley will make his first appearance for the campaign during the "California Can Crush," a bottle and can drive scheduled to take place March 8 at John Muir Elementary School in San Francisco. Students will bring their bottles and cans to the school to raise California Redemption Value (CRV) for school programs. Students will also have the opportunity to participate in an activity with Begley to crush aluminum cans and place them in the recycling bin.

The DOC administers beverage container recycling in the state and encourages Californians to recycle, reduce and reuse. Ed Begley, Jr. is thrilled to help with that effort.

"I am excited about representing the Department of Conservation and beverage container recycling in California," Begley said. "I began my own personal recycling endeavors in 1970, when it was difficult and almost unheard of to recycle. Thanks in great part to the work of the DOC, beverage container recycling has become a widely accepted practice that is convenient for everyone. I am honored to be a spokesperson for this organization, and hope I can help encourage others to recycle their beverage containers."

"By having a figure as visible and well respected as Ed promoting bottle and can recycling, we hope to reach a broader audience and make a greater impact," Luther said. "Ed has made wonderful advancements as far as leading Hollywood into a more eco-friendly lifestyle. We believe he can do the same for all Californians."

Begley currently stars in "Living With Ed," a series that examines the day-to-day reality of "living green." His career in the entertainment industry spans the past three decades, and includes memorable roles on cult television shows such as "St. Elsewhere" and "Arrested Development."

Begley is perhaps best known, however, for his extensive work in the environmental arena. He has served as chairman of the Environmental Media Association and the Santa Monica Mountains Conservancy. Currently, he serves on the board at the Thoreau Institute, the Earth Communications Office, Tree People and Friends of the Earth. Known as one of the "greenest" members of the entertainment community, Begley has been known to show up to Hollywood events on his bicycle.

All aspects of the state's beverage container recycling program are paid for with unclaimed refunds of California Redemption Value beverage containers, at no cost to the state's general fund. CRV is five cents on containers less than 24 ounces, 10 cents on containers 24 ounces or larger. To find nearby recycling centers, consumers can visit [www.bottlesandcans.com](http://www.bottlesandcans.com) and enter their zip code, or call the DOC's toll-free hotline, 1-800-RECYCLE.

Most beverages packaged in glass, aluminum and plastic, such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks, are included in the CRV program. Notable exceptions are milk, wine and distilled spirits.

In addition to promoting beverage container recycling, DOC maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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**Division of Recycling Press Releases**

**DOC Program Wins Green California Leadership Award**

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A DOC program designed to help increase recycling of beverage containers in the workplace was recognized at the first Green California Leadership Awards on October 2, 2007. The Recycling Starter Kit won the "Green Culture" category at the event, held to acknowledge outstanding government accomplishments in the field of environmental sustainability.

Launched in 2005 as a pilot to increase beverage container recycling opportunities in the workplace, the Recycling Starter Kit program gained momentum quickly. More than 40,000 kits have been delivered, at no charge, to a variety of away-from-home locations where Californians quaff water, soda, juice and other drinks in aluminum, glass and plastic containers.

Follow-up surveys with recipients indicate those kits are responsible for keeping more than 113 million beverage containers out of landfills in the past two years, and will add to that number on an ongoing basis as the kits remain in use. Businesses and other organizations that wish to order a free Recycling Starter Kit can do so at [bottlesandcans.com](http://bottlesandcans.com).

**Photo caption:** From left, DOC Communications Director Ed Wilson, Director Bridgett Luther, Resources Secretary Mike Chrisman, and Assistant Director Stephen Bantillo at the Green California Leadership Awards.

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**Division of Recycling Press Releases**  
**California Refund Value Update**

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Special Report  
June 10, 2007

**CALIFORNIA REFUND VALUE UPDATE**

SACRAMENTO -- As of July 1, the California Refund Value consumers pay at the checkout stand for aluminum, glass and plastic beverage containers rises to equal the amount refunded at recycling centers. CRV is now a nickel for containers less than 24 ounces and a dime for containers 24 ounces and larger.

Since AB 2020 established the state's recycling program in 1986, more than 180 billion aluminum, glass, and plastic beverage containers have been recycled in the state. In 2006 alone, Californians recycled an all-time record 13.2 billion beverage containers, 60 percent of the 21.9 billion that were purchased in the state.

"If we add together all of the containers that have been recycled since the program began, there are enough to fill up all lanes of Interstate 5 with a wall of bottles and cans 14 feet high, the entire length of the state," Department of Conservation Director Bridgett Luther said.

Nevertheless, billions of bottles and cans also end up in landfills each year.

"When people fail to recycle, it's not just a waste of money," Luther said. "It also means lost energy savings, because recycling saves energy, and those valuable raw materials for manufacturing are tossed away forever."

Prior to passage of AB 2020 passed in September of 1986, there was no incentive to recycle bottles and cans other than the "scrap value" recycling centers were willing to pay. CRV was introduced in 1987, which allowed Californians to collect one cent for each beverage container recycled. In 1988, Californians recycled 6.1 billion CRV containers.

CRV later increased to 2.5 cents on containers less than 24 ounces and 4 cents on containers 24 ounces and larger. From 1991-2003, Californians averaged more than 10 billion recycled CRV containers per year. When CRV increased to 4 cents (8 cents on larger containers) in 2004, the number jumped to 12 billion recycled.

Most beverages packaged in glass, aluminum and plastic -- such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks -- are included in the CRV program. Notable exceptions are milk, wine and distilled spirits.

Californians have several convenient options for recycling and redeeming CRV bottles and cans, primarily the approximately 2,100 certified recycling centers statewide. Consumers who choose to forego reclaiming their CRV have a variety of recycling options, including neighborhood curbside recycling programs and various drop-off locations through which bottles and cans are redeemed by the entities that collect them. To find the nearest certified recycling center, curbside or drop-off program, visit [www.bottlesandcans.com](http://www.bottlesandcans.com) or call the Department of Conservation toll-free hotline, 1-800-RECYCLE.

A recent recycling innovation from DOC is the free "Recycling Starter Kit" available to businesses, schools, gyms, and office buildings. California businesses interested in starting a beverage container recycling program can receive the Recycling Starter Kit by ordering online at [www.bottlesandcans.com](http://www.bottlesandcans.com) or calling 1-800-RECYCLE.

All aspects of the state's beverage container recycling program are paid for with unclaimed refunds of CRV beverage containers, at no cost to the state's general fund.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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**Division of Recycling Press Releases**

**Recycling Refund Values Increase in California: 2007 Brings Californians a Larger Cash Return on Recycled Beverage Containers**

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NR 2007-02

January 8, 2007

SACRAMENTO – The New Year brings a greater cash incentive for Californians to recommit to recycling and preserving the environment. January 1, 2007, marked the first day of an increase in the cash refund consumers receive when they take their empty California Refund Value bottles and cans to recycling centers.

For the first six months of the year, the recycling refund will be larger than the amount of CRV consumers pay at the checkout stand for most beverages in aluminum, glass and plastic containers

Legislation signed into law by Governor Arnold Schwarzenegger raised the refund consumers receive from California recycling centers to a nickel for containers less than 24 ounces and a dime for containers 24 ounces and larger. For the next six months, the amount of CRV consumers pay at the store will remain four cents on smaller containers and eight cents on larger ones.

“This is a tremendous incentive for Californians to recommit to recycling their beverage containers,” said Bridgett Luther, director of the state Department of Conservation, which oversees the bottle and can recycling program. “By approving this legislation, the governor once again affirms his commitment to the environment, because recycling saves natural resources, saves energy, and reduces the amount of waste going to landfills.”

Since AB 2020 established the state’s recycling program in 1986, more than 160 billion aluminum, glass, and plastic beverage containers have been recycled in the state. In 2005 alone, Californians recycled an all-time record 12.4 billion beverage containers, 61 percent of the 20.5 billion that were purchased in the state.

“If we add together all of the containers that have been recycled since the program began, there are enough to fill up all lanes of Interstate 5 with a wall of bottles and cans 14 feet high, the entire length of the state,” Luther said.

Nevertheless, billions of bottles and cans also end up in landfills each year.

“When people fail to recycle, it’s not just a waste of money,” Luther said. “It also means lost energy savings, because recycling saves energy, and those valuable raw materials for manufacturing are tossed away forever.”

Prior to passage of AB 2020 passed in September of 1986, there was no incentive to recycle bottles and cans other than the “scrap value” recycling centers were willing to pay. CRV was introduced in 1987, which allowed Californians to collect one cent for each beverage container recycled. In 1988, Californians recycled 6.1 billion CRV containers.

CRV later increased to 2.5 cents on containers less than 24 ounces and 4 cents on containers 24 ounces and larger. From 1991-2003, Californians averaged more than 10 billion recycled CRV containers per year. When CRV increased to 4 cents (8 cents on larger containers) in 2004, the number jumped to 12 billion recycled.

Most beverages packaged in glass, aluminum and plastic -- such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks -- are included in the CRV program. Notable exceptions are milk, wine and distilled spirits.

Californians have several convenient options for recycling and redeeming CRV bottles and cans, primarily the approximately 2,100 certified recycling centers statewide. Consumers who choose to forego reclaiming their CRV have a variety of recycling options, including neighborhood curbside recycling programs and various drop-off locations through which bottles and cans are redeemed by the entities that collect them. To find the nearest certified recycling center, curbside or drop-off program, visit [www.bottlesandcans.com](http://www.bottlesandcans.com) or call the Department of Conservation toll-free hotline, 1-800-RECYCLE.

A recent recycling innovation from DOC is the free “Recycling Starter Kit” available to businesses, schools, gyms, and office buildings. California businesses interested in starting a beverage container recycling program can receive the Recycling Starter Kit by ordering online at [www.bottlesandcans.com](http://www.bottlesandcans.com) or calling 1-800-RECYCLE.

All aspects of the state’s beverage container recycling program are paid for with unclaimed refunds of CRV beverage containers, at no cost to the state's general fund.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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**Division of Recycling Press Releases**

**California Recycling Refund Value to Increase Jan. 1**

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NR 2006-24

October 4, 2006

California Refund Value Program Celebrates 20 Years of Recycling

***Increase in CRV Payout as of January 1 Among Changes in New Legislation***

SACRAMENTO, CA – As California marks 20 years of the biggest bottle and can recycling program in the country, consumers will soon have an even greater incentive to recycle. Beginning January 1, they'll get more cash back for their aluminum, glass and plastic beverage containers.

Assembly Bill 3056, signed by Governor Arnold Schwarzenegger on September 30, raises the amount of California Refund Value (CRV) consumers receive at recycling centers to a nickel for containers less than 24 ounces and a dime for containers 24 ounces and larger. For at least six months, the amount of CRV consumers pay at the store will remain four cents on smaller containers and eight cents on larger ones.

"Californians have demonstrated a tremendous commitment to the environment through their beverage container recycling efforts over the past two decades," said Bridgett Luther, director of the state Department of Conservation, which oversees the bottle and can recycling program. "By approving this legislation, the governor maintains his commitment to the environment and puts money back in the pockets of consumers."

Since AB 2020 established the state's recycling program in 1986, more than 160 billion aluminum, glass, and plastic beverage containers have been recycled in the state. In 2005 alone, Californians recycled an all-time record 12.4 billion beverage containers, 61 percent of the 20.5 billion that were purchased in the state.

"If we add in the containers that will be recycled in 2006 to all those that have been recycled since the program began, we'll have enough to fill up all lanes of Interstate 5 with a wall of bottles and cans 14 feet high the entire length of the state," Luther said.

Nevertheless, billions of bottles and cans also end up in landfills each year.

"When people fail to recycle, it's not just a waste of CRV," Luther said. "It also means lost energy savings, because recycling saves energy, and that valuable raw materials for manufacturing are tossed away forever."

When AB 2020 passed in September of 1986, there was no incentive to recycle bottles and cans other than the "scrap value" recycling centers were willing to pay. CRV was introduced in 1987, which allowed Californians to collect one cent for each beverage container recycled. In 1988, Californians recycled 6.1 billion CRV containers.

CRV later increased to 2.5 cents on containers less than 24 ounces and 4 cents on containers 24 ounces and larger. From 1991-2003, Californians averaged more than 10 billion recycled CRV containers per year. When CRV increased to 4 cents (8 cents on larger containers) in 2004, the number jumped to 12 billion recycled.

Most beverages packaged in glass, aluminum and plastic -- such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks -- are included in the CRV program. Notable exceptions are milk, wine and distilled spirits.

Californians have several convenient options for recycling and redeeming CRV bottles and cans, primarily through neighborhood curbside programs and the approximately 2,100 certified recycling centers and drop-off and collection locations throughout California. To find the nearest certified recycling center, visit [www.bottlesandcans.com](http://www.bottlesandcans.com) or call the Department of Conservation toll-free hotline, 1-800-RECYCLE.

A recent recycling innovation from DOC is the free "Recycling Starter Kit" available to businesses, schools, gyms, and office buildings. California businesses interested in starting a beverage container recycling program can receive the Recycling Starter Kit by ordering online at [bottlesandcans.com](http://bottlesandcans.com) or calling 1-800-RECYCLE.

All aspects of the state's beverage container recycling program are paid for with unclaimed refunds of CRV beverage containers, at no cost to the state's general fund.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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**Division of Recycling Press Releases**

**California Recycles Record number of Bottles and Cans**

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NR 2006-16  
May 15, 2006

**CALIFORNIANS REACH ALL-TIME RECYCLING RECORD INCREASE IN BOTTLE AND CAN VOLUME ENOUGH TO FILL STADIUM**

SACRAMENTO – The Department of Conservation reported today that Californians recycled an all-time record 12.4 billion beverage containers in 2005. The 400 million-container increase in recycling is enough to fill a major league baseball stadium.

“Many Californians understand that recycling reduces waste and saves natural resources and energy, so for them, giving bottles and cans a second chance is second nature,” said state Secretary for Resources Mike Chrisman. “Now the challenge is to inform those who don’t recycle enough, and to help everyone by making recycling as convenient as possible.”

For the second year in a row, clear plastic containers such as single-serve water bottles had a particularly impressive increase, with a 24 percent gain in total volume recycled, to 3.1 billion bottles. Glass recycling volume was up 3 percent to 2 billion containers, while aluminum dipped slightly to 7.1 billion cans. Other types of plastic, along with bi-metal cans, made up the remainder of the recycled CRV beverage containers.

While recycling volume in California reached an all-time high, so did total sales of CRV containers, at nearly 20.5 billion.

Looking ahead, Department of Conservation Director Bridgett Luther encouraged consumers and businesses alike to do all they can to recycle where they live, work and play.

“Summer will soon be here, and Californians will reach for plenty of refreshments,” she said. “Whether at home, at the office or on the go, we need to make sure our bottles and cans end up in a recycling bin and not a trash can.”

California businesses interested in starting a beverage container recycling program for employees and customers can receive a free Recycling Starter Kit from the Department of Conservation by ordering online at [bottlesandcans.com](http://bottlesandcans.com) or calling 1-800-RECYCLE. To date, the department has sent out more than 17,000 starter kits to offices, schools, gyms, restaurants and other places where people empty their bottles and cans. The kit contains a stylish black recycling bin suitable for aluminum or plastic container collection, plus information on how to begin the program, what bottles and cans have CRV, and where to redeem them for cash.

California Refund Value is 4 cents on containers less than 24 ounces, 8 cents on containers 24 ounces and larger. Consumers and businesses can find nearby recycling centers by calling 1-800-RECYCLE or visiting [bottlesandcans.com](http://bottlesandcans.com) and using the zip code-based [recycling center locator](#). There are approximately 2,000 certified recycling centers statewide.

Most beverages packaged in aluminum, glass and plastic, such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks, are included in the CRV program. Among the notable products not included in the program are milk, wine and distilled spirits. Need more information? See the comprehensive [list of CRV products](#).

All aspects of the state’s beverage container recycling program are paid for with unclaimed refunds of CRV beverage containers, at no cost to the state’s general fund.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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**Division of Recycling Press Releases**

**Pilot Program to Recycle Bottles from Pasadena Bars and Restaurants**

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NR 2006-12

April 22, 2006

**PASADENA PILOT PROGRAM WILL RECYCLE BOTTLES FROM BARS & RESTAURANTS**

SACRAMENTO – A pilot project designed to promote a clean supply of recycled glass for California bottle manufacturers gets an Earth Day kick-off Saturday in Pasadena.

Forged through a partnership of the state Department of Conservation, the Glass Packaging Institute, local waste hauler/recycler the Allan Company, and the City of Pasadena, the 18-month effort aims to collect and recycle empty bottles from Pasadena bars and restaurants while reducing contamination that lowers the volume and quality of recycled glass.

“We want to establish a model that can be used in other communities to increase the amount of good, clean, recycled glass available for use in new containers,” said DOC director Bridgett Luther. “By focusing our resources in a specific area, we’ll get a better understanding of what works well and how we can improve glass collection and recycling throughout the state.”

A portion of a grant from DOC to GPI funded collection bins and a specially designed collection truck for use in the project. The Allan Company will market the program to bars and restaurants and service the collection route. Businesses can participate free of charge, and may even see a reduction in their waste hauling bills by virtue of having lower volumes for disposal.

“The hope is that a successful bar and restaurant recycling program will be a win-win for recycling and the participating businesses,” said Joe Cattaneo, president of GPI, the trade association for the North American glass container manufacturing industry ([www.gpi.org](http://www.gpi.org)). “We believe there is a good quantity of clean glass going unrecycled from bars and restaurants. Getting whole bottles that are separated from other containers is a primary goal.”

More than 3 billion glass California Redemption Value beverage containers are sold in California each year, but more than a billion of them typically end up in landfills. Glass can be recycled over and over again, saving energy and natural resources while providing valuable raw materials to manufacturers.

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**Division of Recycling Press Releases**

**Earth Day Festival 2006 at State Capitol**

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NR 2006-16

April 21, 2006

**CAPITOL EARTH DAY FESTIVAL SHOWCASES STATE'S DEDICATION TO PRESERVING CALIFORNIA'S NATURAL RESOURCES**

SACRAMENTO – In celebration of Earth Day, the California Department of Conservation is hosting an educational “Earth Day Festival” Friday, April 21 at Capitol Park in Sacramento from 10a.m.-2p.m. In support of the Earth Day Festival, Governor Arnold Schwarzenegger proclaimed April 21, 2006 as “Earth Day” to remind citizens to never take for granted California’s precious natural resources.

“The Earth Day Festival at the Capitol serves as a positive, interactive way to engage citizens and remind them of simple steps that will help to create a healthy future for California’s environment,” said Bridgett Luther, DOC director. “From bottle and can recycling to tips on energy conservation, this educational event provides visitors with many easy-to-implement Earth-conscious activities.”

Californians of all ages are invited to bring their lunch and enjoy a variety of interactive environmental displays, the Recycle Rex stage show for kids and a lunchtime concert by Sacramento-area band Slight of Hand on the west steps of the Capitol.

Earth Day was founded in 1970 and was created to promote environmental citizenship and year-round progressive action worldwide. Earth Day is the only event celebrated around the globe by people of all backgrounds, faiths and nationalities. More than a half billion people participate in Earth Day events every year.

The Earth Day Festival participants include representatives from fifteen state and local agencies, such as: DOC Division of Recycling, DOC Division of Land Resource Protection, DOC California Geological Survey, DOC Office of Mine Reclamation, DOC Division of Oil, Gas, and Geothermal Resources, California Integrated Waste Management Board , California Conservation Corps, California Energy Commission, Delta Protection Commission, Department of Boating and Waterways, Department of Fish and Game, Department of Parks and Recreation, Sacramento Local Conservation Corps and the City and County of Sacramento.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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## Division of Recycling Press Releases

# Arrests in Los Angeles Recycling Fraud Ring

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NR 2006-02

March 1, 2006

### TWO MEN ARRESTED IN LOS ANGELES-AREA RECYCLING FRAUD CASE

SACRAMENTO – Two men have been arrested by the Department of Justice in Southern California for alleged recycling fraud involving \$6 million worth of ineligible bottles and cans. Two other suspects in the case remain at large.

“Recycling is important for California because it saves energy, provides valuable raw materials and conserves natural resources,” said Department of Conservation Director Bridgett Luther. “We take recycling fraud very seriously, and applaud the efforts of law enforcement officials to make sure those who cheat the system face the consequences of their actions.”

Santos Saenz, 38, and Jose F. “Freddie” De Luna, 23, are being held on charges of recycling fraud, grand theft, and filing false or forged documents involving the state’s beverage container recycling program, administered by the California Department of Conservation. The DOC assisted in building the case for the charges and arrests, which were carried out by the Environmental Crimes Unit of the DOJ California Bureau of Investigation.

The arrests culminate an investigation that began in 2002. The scheme involved Alameda Metal Recycling, a Los Angeles-based recycling center owned by D. Robert Schwartz and run by Saenz and associates Jose F. De Luna and his father, Jose De Luna. The alleged fraud was accomplished in two ways: First, ineligible containers transported from outside California were brought to Alameda Metal Recycling and then transferred to Bestway Recycling, a certified processor, for payment of California Redemption Value (CRV). Second, previously redeemed or “canceled” material was brought to Alameda Metal Recycling and was immediately transferred to Bestway for a second, illegal CRV reimbursement.

“These con artists stole millions of dollars from California’s recycling program, which is nationally renowned for its success in getting consumers to recycle more bottles and cans,” said Attorney General Bill Lockyer. “This kind of fraud endangers the program’s great success, and I will prosecute lawbreakers to the fullest extent.”

Saenz, 38, was arrested and is being held at the Los Angeles County Jail on a \$5 million bail. Jose F. (“Freddie”) De Luna, 23, was arrested in Desert Hot Springs and is being held at the Riverside County Jail in Indio on \$5 million bail. His father, Jose De Luna, and Schwartz both remain fugitives from justice. They were charged with four felony counts of grand theft, recycling fraud and conspiracy. Agents also seized more than \$50,000 in cash, two handguns, numerous semi-trucks, trailers and personal vehicles.

Saenz previously owned a recycling center that was decertified by the DOC in 2003 for noncompliance with regulations. The younger De Luna is currently on felony probation for recycling fraud convictions in 2002.

California consumers pay CRV for every beverage container purchased in the state. This money is refunded to the consumer when containers are redeemed at a recycling center certified by the Department of Conservation. Recycling centers then reclaim the CRV payments from the DOC. It is the responsibility of each Certified Recycling Center to ensure that they pay and reclaim CRV only for eligible bottles and cans that were sold in California.

The DOC provides funding for the CBI Environmental Crimes Unit enforcement efforts. DOC auditors and enforcement staff also supply important technical assistance to law enforcement organizations in recycling fraud cases. The recycling act provides both civil and criminal violations.

This is the fourth major recycling fraud enforcement action conducted by the DOJ Environmental Crimes Unit. Other participants in the investigation included additional DOJ units, the Los Angeles County Sheriff’s Department, the Hawthorne Police Department, and the Department of Homeland Security, Immigration and Customs Enforcement.

*For additional information on California’s beverage container recycling program, contact Mark Oldfield, Department of Conservation at (916) 445-0608. For additional information on the individuals charged in this case, contact Teresa Schilling, California Department of Justice at (916) 324-5500.*

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**Division of Recycling Press Releases**

**Real Rose Bowl Champions Recycle**

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NR 2005-30

December 29, 2005

SACRAMENTO – The Department of Conservation (DOC) is teaming up with the Los Angeles Conservation Corps (LACC) to score points for the environment during the January 4 Rose Bowl. When the University of Southern California and Texas face off for the national championship in Pasadena, spectators at the stadium and fans at home alike are urged to recycle the bottles and cans emptied during game festivities.

“During big football weekends, when Californians are enjoying their favorite beverages as they watch the games, it’s important to remember that bottles and cans deserve a chance to get back in the game,” DOC Director Bridgett Luther said. “With a new year upon us, let’s all renew our commitment to recycle every bottle or can we empty.”

During the game the LACC will gather aluminum, glass and plastic beverage containers emptied by fans at pre-game tailgate parties, while (weather permitting) the DOC will hand out recycling information and exhibit products made from recycled content. This is the fourth consecutive year that the LACC and DOC have partnered to encourage recycling at the Rose Bowl. Fans at home can participate in the day’s recycling efforts as well by making sure to deposit their empty containers into recycling bins.

“Californians save energy, natural resources and landfill space when they recycle,” Luther said. “If they take their California Refund Value bottles and cans to a recycling center, they can redeem them for cash.”

During the past three Rose Bowls combined, the LACC collected approximately 94,000 aluminum cans, 60,000 plastic bottles and 27,000 glass bottles. The DOC estimates that Californians will put roughly 33 million containers of beer, soda, water and other refreshments into recycling bins during Rose Bowl weekend, but more than 22 million bottles and cans, worth about \$1 million in CRV, are likely to be thrown away.

In addition to cash, these trashed beverage containers represent a substantial loss in resources. For example, the 60,000 plastic bottles recycled by the LACC during the past three Rose Bowls would provide enough fiber to make 3,750 USC and Texas T-shirts. Each aluminum can recycled saves enough energy to run a television for nearly three hours, roughly the time it takes to watch the Rose Bowl. And glass can be recycled again many times over into new glass, saving energy and raw materials each time.

The DOC also has recycling tips for fans watching at home: Set out a clearly marked box or bag for bottles and cans and put it near the trashcan or where it is accessible for game-day revelers. When this receptacle is full, empty it into your curbside recycling bin or take the contents to a recycling center for redemption. A fun way to get kids in the habit of recycling is to put them in charge of recycling duties and let them keep the redemption money when the containers are turned in.

Consumers can find their nearest recycling center by calling 1-800-RECYCLE or visiting [www.bottlesandcans.com](http://www.bottlesandcans.com) and using the recycling center locator by zip code. Most beverages in aluminum, glass and plastic containers are subject to CRV, including water, soda, beer, sports drinks, coffee and tea drinks, fruit juice in containers 46 ounces or smaller and vegetable juice in containers 16 ounces or smaller.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena, classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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## Division of Recycling Press Releases

# Department of Conservation awards \$1.5 million in recycling grants

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NR 2005-28

December 23, 2005

### DEPARTMENT OF CONSERVATION AWARDS \$1.5 MILLION IN GRANTS TO BOOST BOTTLE AND CAN RECYCLING

SACRAMENTO -- The Department of Conservation has awarded \$1.5 million in grants to 13 California organizations to increase the number of locations for bottle and can recycling. Grantees include universities, parks, conservation groups, waste haulers, and local government entities.

"Most Californians will recycle if they're simply given the opportunity to do so," said DOC Director Bridgett Luther. "These grants are designed to make recycling our empty water bottles, soda cans and other containers not only the right thing to do, but the easy thing to do."

Grantees will combine DOC grants with their own funding to step up collection and recycling of California Refund Value (CRV) bottles and cans. DOC recycling grants are paid for with unclaimed refunds of CRV beverage containers, and are awarded at no cost to the state's general fund.

The winning grant proposals were selected through a competitive scoring process. Grant amounts ranged from \$375,266, which went to San Bernardino County, to \$39,460, which went to the Associated Students Recycling Center at California State University, Long Beach.

More than 20 billion CRV bottles and cans will have been sold in California during 2005, but roughly 8 billion will end up in trashcans instead of recycling bins. These discarded aluminum, glass and plastic beverage containers represent a total CRV of about \$300 million, as well as energy savings and valuable raw materials. Recycling a single aluminum can, for example, saves enough energy to run a television for nearly three hours.

Most aluminum, glass and plastic beverage containers are included in the CRV program. CRV is \$0.04 on containers that hold fewer than 24 ounces, and \$0.08 on containers holding 24 ounces or greater. Among the notable products not included in the program are milk, wine and distilled spirits containers. A complete list of products subject to CRV and redemption center locations can be found at [www.bottlesandcans.com](http://www.bottlesandcans.com).

DOC grants fund other collection programs to help ensure recycling is available at a variety of places where Californians work and play. Businesses interested in beginning a workplace recycling program can receive a free Recycling Starter Kit by using the order form at [www.bottlesandcans.com](http://www.bottlesandcans.com).

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

### 2005 DOC Community Outreach Grant Recipients

- City of Napa, \$78,000, to establish a recycling and collection program targeting commercial businesses. Contact: Kevin Miller (707) 258-7800 ext. 7921.
- Sierra Conservation Project, \$166,599, to implement a curbside program targeting the residential sector and a collection program targeting commercial and community locations throughout Inyo County. Contact: Brian Robinette (760) 914-0115.
- Upper Valley Waste Management Agency (Napa), \$82,000 to establish recycling collection programs at the Napa County Fairgrounds, The Culinary Institute of America-Greystone, Copia museum and education center, and the Napa Expo. Contact: Amy Garden (707) 253-4471.
- Humboldt State University Sponsored Programs Foundation, \$47,175, to expand collection infrastructure inside academic and administrative buildings and replace old bins at 14 residence halls and other buildings on campus. Contact: Alec Cooley (707) 826-5920.
- Global Materials Recovery Services, Inc. (Santa Rosa), \$178,300, to install a sorting line in its new Materials Recovery Facility to separate commingled bottles and cans collected through residential and commercial sites in Sonoma, Napa and Marin counties. Contact: Lisa Hardin (707) 585-0511.
- City of Chula Vista, \$165,000, to implement recycling and education programs for 22,000 households living in multi-family residential settings. Contact: Lynn France (619) 397-6221.
- City of Torrance, \$97,800, to place recycling bins at public areas throughout the city, including the Cultural Arts Center, Torrance Beach, city hall and city parks. Contact: Alison Sherman (310) 781-6916.



- Santa Monica College, \$87,400, to expand the beverage container recycling program on the main campus as well as six satellite campuses located throughout the city. Contact: Madeline Brodie (310) 434-8726.
- Associated Students Recycling Center at CSU-Long Beach, \$39,460, to expand the existing recycling program by adding an additional 40 bins in high-traffic areas such as parking lots, bus stops and special events on campus. Contact: Kirsten Stava (562) 985-5461.
- Parents and Friends, Inc. (Fort Bragg), \$58,000, to expand collection within the state parks system in Mendocino County while providing employment opportunities for adults with developmental disabilities. Contact: Marissa Montalvo (707) 964-2786.
- California State Parks Foundation, \$75,000, to install new recycling bin clusters at California state parks and beaches on April 22, 2006 as part of the CSPF annual Earth Day Restoration and Cleanup. Contact: Erika Pringsheim-Moore (925) 284-5069.
- County of San Bernardino, \$375,266, to establish beverage container recycling programs at Hyundai Pavilion, California Speedway, United States Forest Service unincorporated San Bernardino mountain areas and Mojave River Fork, and to enhance the curbside program in the community of Wrightwood and expand recycling opportunities at Glen Helen Regional Park. Contact: Sylvia Van Gorden (909) 386-8762.
- Keep California Beautiful, \$50,000, to expand current collection project to include three San Diego area shopping malls. Contact: Marlene Mariani (858) 505-9936

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**Division of Recycling Press Releases**

**\$10 Million in Recycling Grant Funds Available**

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NR 2005-18

September 19, 2005

**DEPARTMENT OF CONSERVATION SEEKS PROPOSALS FOR \$10 MILLION IN RECYCLING MARKET DEVELOPMENT GRANTS**

SACRAMENTO – The state Department of Conservation is accepting funding proposals for its Beverage Container Recycling Market Development and Expansion Grant Program.

A total of \$10 million is available for fiscal year 2005/06 as part of an ongoing statewide effort to encourage innovative approaches to the recovery and re-use of recyclable bottles and cans.

The overall goal of the \$10 million Beverage Container Recycling Market Development and Expansion Grant Program is to increase the recycling rate of California Refund Value (CRV) beverage containers. The grants also aim to stimulate job creation in the state.

Businesses, non-profits, cities, counties, joint powers authorities, universities, tribes, and state or federal government entities have been invited by the Department of Conservation to submit concept papers by October 14, 2005.

The Department will be looking for grant projects that create new and expanded end-uses for aluminum, glass and plastic beverage containers, and improve supplies and quality of recycled feedstock for use in manufacturing. Recycling market development and expansion-related proposals may address, but are not limited to:

- Research and development of collecting, sorting, processing, cleaning, or otherwise upgrading the market value of recycled beverage containers;
- Identification, development, and expansion of markets for recycled beverage containers;
- Research and development for products manufactured using recycled beverage containers; and
- Payments to California manufacturers who recycle beverage containers that are marked by resin type identification codes "3," "4," "5," "6," or "7."

**Recycling Market Development & Expansion Grants**

The first grant allocation in February 2004 included funding for 15 projects, followed by eight projects in March 2005. The Department is initiating a third grant cycle by soliciting proposals from a wide array of organizations, including private businesses, manufacturers, trade associations, environmental groups, and community organizations. Both for profit and nonprofit organizations are eligible to apply.

Funding for the grants was authorized by the passage of Assembly Bill 28 (Chapter 753, Statutes of 2003). The provisions of this law authorize the Department to issue up to \$10 million annually until January 1, 2007. The grants are funded by unredeemed deposits on California Refund Value bottles and cans, at no cost to the state's General Fund.

For additional information on the Beverage Container Recycling Market Development and Expansion Grant Program, or to request an application, [click here](#).

In addition to promoting beverage container recycling in California, the Department of Conservation regulates oil, gas and geothermal wells; studies and maps earthquakes and other geologic phenomena; maps and classifies areas containing mineral deposits; ensures reclamation of land used for mining; and administers agricultural and open-space land conservation programs.

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## Division of Recycling Press Releases

# Recycling saves energy

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NR 2005-15  
July 21, 2005

### ENERGY IN A CAN?

Last Year Alone, Recycling Bottles and Cans Saved Enough Energy To Power up to 522,000 Homes in California

SACRAMENTO – The Department of Conservation (DOC) is encouraging Californians to put extra effort into recycling this summer as temperatures rise and energy use peaks.

Energy drinks are all the rage, and in recent years beverages that invigorate consumers have flooded the marketplace. What many people might not realize is that as the summer's heat intensifies and people reach for the air-conditioning switch, the same bottles and cans that provide them with energy beverages could actually save the kind of energy needed to power their homes, air conditioners and televisions.

How much energy? Last year, the 12 billion bottles and cans recycled by Californians saved the equivalent of enough energy to power up to 522,000 homes, according to DOC calculations.

"Most of us are well aware that recycling bottles and cans saves natural resources," said California Secretary for Resources Mike Chrisman. "But when you add in the fact that it often takes a lot less energy to make a new product from recycled materials than virgin materials, recycling makes even more sense than ever this summer and year-round."

It takes 95 percent less energy to make an aluminum can from recycled aluminum than from processing bauxite ore, and glass furnaces can run at lower temperatures when using recycled glass, thereby saving energy and extending equipment life. Although the number of bottles and cans recycled in California in 2004 set an all-time record, a staggering 8 billion plastic, glass and aluminum beverage containers still wound up in California landfills – enough to fill every major league baseball park in the state twice. That's a lot of wasted energy and natural resources.

To help Californians find the recycling bin instead of the trash can this summer, the DOC has some simple tips for bottle and can recycling:

- Look for the "CA Cash Refund" or similar symbol on bottle labels or tops of aluminum cans. California Refund Value (CRV) containers are redeemable for cash at any of California's 2,000 privately owned certified recycling centers. Almost all beverage containers are recyclable, and most in California are even worth money (4 cents for smaller containers and 8 cents for containers 24 ounces and larger). To find a recycling center near you, call 1-800-RECYCLE or visit [www.bottlesandcans.com](http://www.bottlesandcans.com) and click on "Where to Recycle."
- Own a business or work in an office building, gym, school, restaurant or other location where people dispose of CRV containers? Order a free "Recycling Starter Kit" at [www.bottlesandcans.com](http://www.bottlesandcans.com).
- On the go? Hold onto your empty beverage containers until you find a recycling bin. Keep an extra bag or box in your car so that you can collect your beverage containers without having them roll around in your car.
- Throwing a party or BBQ? Set up a separate bag or box for recyclable beverage containers only. Later, redeem them for cash or put them in your curbside recycling bin.
- Keep it simple. There is no need to rinse, clean or remove labels from your empty beverage containers.

Most beverages packaged in aluminum, glass and plastic, such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks, are included in the CRV program. Among the notable products not included in the program are milk, wine and distilled spirits. Or check out a [comprehensive list of products subject to CRV](#).

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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**Division of Recycling Press Releases**

**Recycling Starter Kit Unveiled for Earth Day 2005**

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NR 2005-06

April 22, 2005

Sacramento, CA – The California Department of Conservation will celebrate the 35th anniversary of Earth Day with the launch of a “Recycling Starter Kit” designed to increase recycling opportunities in businesses statewide. The easy-to-use kit will help businesses establish a sustainable recycling program for empty bottles and cans.

“Starting a beverage container recycling program is a great way for businesses to take an active role in conserving California’s precious natural resources,” said Mike Chrisman, Secretary for Resources. “And at four cents for containers less than 24 ounces and 8 cents for larger containers, California businesses have the opportunity to cash in on a portion of an estimated \$360 million in California Refund Value that is simply thrown in the trash each year.” The waste amount is equivalent to approximately 8 billion containers.

A signature lightweight recycling bin is the kit’s centerpiece, accompanied by a variety of eye-catching recycling posters, stickers and tips on how to set up an ongoing beverage container recycling program.

Before developing the Recycling Starter Kit program, the Department conducted several beverage container recycling pilot programs throughout the state to help learn best practices in a variety of business types including bars and restaurants, office environments and gyms. As a result, three high-profile California companies including, Gold’s Gym, Gap and the Hard Rock Cafe, now have effective, bottle and can recycling programs that have been embraced by their employees and customers since April 2004. All three companies will receive awards from the California Department of Conservation this Earth Day for their excellence and dedication to beverage container recycling.

Businesses interested in receiving a Recycling Starter Kit can order one now by simply visiting [www.bottlesandcans.com](http://www.bottlesandcans.com) (click on “Start a Recycling Program”).

California is one of 10 states with a beverage container-recycling program. The Department of Conservation administers the California Beverage Container Recycling and Litter Reduction Act. The primary goal of the act is to achieve and maintain high recycling rates for the billions of aluminum, glass and plastic beverage containers sold in California each year.

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**Division of Recycling Press Releases**

**Super Bowl Weekend a Good Time to Recycle**

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NR 2005-02

February 1, 2005

**SUPER BOWL WEEKEND A GOOD TIME TO TACKLE RECYCLING**

**It's Always a Good Play to Give Bottles and Cans a Second Chance**

Sacramento, CA – Here's a pre-game Super Bowl stat worth considering: the millions of bottles and cans recycled by California's football fans over the weekend will be worth enough cash to sign a first-round draft pick to a multi-million dollar contract.

Unfortunately, so will the beverage containers that end up in the trashcan.

The biggest football game of the year is Sunday, and while the New England Patriots and Philadelphia Eagles rush for yardage in Jacksonville, Fla., fans all over the country will be rushing for huge numbers of refreshments. California's Resources Agency Secretary, Mike Chrisman, says Californians should remember to pass their empty bottles and cans to the nearest open recycling bin.

"Super Bowl weekend is a great time to remember that recycling is a big win for the environment," said Chrisman. "At California's bars and restaurants, and in millions of homes, people will be enjoying their favorite beverages as they watch the action on the field. Those bottles and cans deserve a chance to get back in the game, so let's all make a commitment to recycle."

Nationally, the estimated 650 million beverage containers sold over the Super Bowl weekend would nearly fill Jacksonville's Alltel Stadium.

The California Department of Conservation estimates that in California alone more than 30 million containers of beer, soda, water and other refreshments will be thrown away instead of redeemed for cash and recycled during Super Bowl weekend.

"Californians save energy, natural resources and landfill space when they recycle," Chrisman said. "And if they take their California Refund Value bottles and cans to a recycling center, they can redeem them for cash."

In California, 30 million containers represent approximately \$1.2 million in California Refund Value. To put that in perspective, there will be enough CRV thrown in the trash to buy about 6,000 big-screen televisions.

In addition to cash, these trashed beverage containers represent a substantial loss in resources. For example, if recycled, there would be enough clear plastic bottles – about 11 million -- to make 780,000 Patriots and Eagles t-shirts, 173,000 team sweaters or enough carpeting to cover 52 playing fields. Each aluminum can recycled saves enough energy to run a television for nearly three hours, roughly the time it takes to watch the Super Bowl. And glass can be recycled over and over again into new glass, saving energy each time.

Secretary Chrisman added that recycling bottles and cans this weekend is easy, "if consumers just have a good game plan." For example, he said anyone expecting guests for the game could simply set out a clearly marked box or bag for bottles and cans and put it near the trashcan. Got kids? "Put them in charge of the recycling bins and let them keep the cash they get at the recycling center."

Consumers can find their nearest recycling center by calling 1-800-RECYCLE or visiting [www.bottlesandcans.com](http://www.bottlesandcans.com) and using the recycling center locator by zip code.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena, classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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**Division of Recycling Press Releases**

**Ventura School Wins Statewide Recycling Challenge**

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November 9, 2005

AMERICA RECYCLES DAY EVENT AT CAPITOL PARK TO CELEBRATE STATE'S RECYCLING EFFORTS AND A RISE IN RECYCLING RATE

**WHO:** Bridgett Luther Thompson, Director of the California Department of Conservation, and representatives from the California Integrated Waste Management Board, the City of Sacramento, and the Sacramento Local Conservation Corps.

**WHEN:** 11 a.m.-2 p.m. Tuesday, November 15, 2005.

**WHERE:** Capitol Park, west end adjacent to 10th Street.

**BACKGROUND:** On the 8th annual America Recycles Day, the Department of Conservation will announce the latest bottle and can recycling rates and host a celebration of California's recycling successes from 11 a.m.-2 p.m. at Capitol Park. The event will showcase state and local recycling programs and outreach efforts, a display of products made from recycled materials, an opportunity to sign up for a free "recycling starter kit," and a chance to have a picture taken with recycling "spokesdinosaur" Recycle Rex.

**VISUALS:** A 12-foot-high recycling bin filled with California Refund Value beverage containers; a display of products made from recycled materials; Recycle Rex; other displays featuring information on oil recycling, electronic waste recycling and organics recycling.

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**Division of Recycling Press Releases**

**Beverage Container Recycling Rate Rises in California**

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NR 2004-38

December 20, 2004

**RECYCLING RATE SURGES AS CALIFORNIANS REDEEM MORE BOTTLES AND CANS THAN EVER BEFORE**

SACRAMENTO – According to Department of Conservation statistics released today, Californians recycled 5.8 billion California Refund Value bottles and cans from January to July, the highest six-month figure ever.

“Recycling bottles and cans is one of the many ways Californians can express their commitment to the state’s environment and natural resources,” said California Secretary for Resources Mike Chrisman. “It’s heartening to see recycling on the rise, and this should serve as a reminder to everyone to recycle where you live, work and play.”

Numbers for the first half of 2004 show recycling is up for aluminum, glass and plastic beverage containers. If the trend continues, Californians will recycle more than one billion additional bottles and cans in 2004 than in 2003.

Overall, the recycling rate of CRV containers for the first six months of this year was 63 percent, up from 58 percent for the January-June period last year. By the end of 2003, the recycling rate had fallen to 55 percent, the lowest annual rate since the CRV program began in 1987.

The increase in the recycling rate can be tied to a number of things, including a higher refund value that took effect in January 2004. Ongoing efforts by the Department of Conservation have resulted in greater public awareness of the need to recycle and better customer service at thousands of privately owned recycling centers in the state. Also, DOC funding to cities and counties and grants to a variety of entities have resulted in more recycling opportunities, and outreach efforts have increased recycling at private businesses like office buildings and restaurants.

More than 19 billion CRV bottles and cans will be sold in California this year. Containers that aren’t recycled represent hundreds of millions of dollars in unclaimed CRV – cash that should go back into Californians’ pockets. In 2003, some eight billion bottles and cans were thrown away, worth an estimated \$300 million in CRV.

In addition to the cash reclaimed through redemption, energy is saved as well: a single aluminum can, if recycled, saves enough electricity to run a television for nearly three hours.

Consumers and businesses can find nearby recycling centers by calling 1-800-RECYCLE or visiting [www.bottlesandcans.com](http://www.bottlesandcans.com) and using the zip code-based recycling center locator. California Refund Value is 4 cents on containers less than 24 ounces, 8 cents on containers 24 ounces and larger.

Most beverages packaged in aluminum, glass and plastic, such as soft drinks, water, beer, sports drinks, juices and coffee and tea drinks, are included in the CRV program. Among the notable products not included in the program are milk, wine and distilled spirits. For a comprehensive list of products subject to CRV, visit <http://www.conservation.ca.gov/DOR/CRVinOutList.pdf>

All aspects of the state’s beverage container recycling program are paid for with unclaimed refunds of CRV beverage containers, at no cost to the state’s general fund.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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**Division of Recycling Press Releases**

**2004 Green Gift Guide Earth Friendly Holiday Gifts**

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NR 2004-35

October 8, 2004

**2004 GREEN GIFT GUIDE LETS CONSUMERS SAVE THE ENVIRONMENT WHILE THEY SHOP**

Online Catalog Offers A Variety of Gifts Made from Recycled Bottles and Cans, Encouraging Consumers to “Think Green” This Holiday Season

Sacramento – The California Department of Conservation is helping holiday shoppers and the environment this season with its 2004 Green Gift Guide™ ([www.greengiftguide.com](http://www.greengiftguide.com)). The Green Gift Guide™ is an online guide designed to help consumers “close the loop” on recycling by encouraging them to purchase products made from recycled materials, including bottles and cans.

“Recycling strengthens California’s environment and its economy. Buying recycled products helps promote recycling, which is a common sense practice that helps preserve and protect our environment and our economy for the future,” said California Secretary for Resources Mike Chrisman.

Last year an astounding 8.7 billion bottles and cans went into California’s landfills. If recycled, these containers could save natural resources, conserve energy and be made into unique, top quality products such as dishware, clothing, jewelry and pet toys -- just some of the items featured in the Green Gift Guide™.

The site features more than 60 individual and national recycled product retailers including industry leaders such as LL Bean, Birkenstock and PETsMart, as well as a variety of small businesses such as Point Beach Outdoors and Fire and Light. From fleece products made from recycled plastic bottles to decorative dishware made from recycled glass bottles, these companies offer items for everyone on your holiday list.

“We are very proud to be able to feature a unique variety of recycled-material products in this year’s Green Gift Guide – and even more pleased to help consumers find eco-friendly goods all in one spot,” said Mark Oldfield, spokesman for the DOC. “Consumers will be impressed by the beauty and quality of the products in the Guide, and simply amazed by the fact that they come from recycled materials.”

The Green Gift Guide also includes a variety of eco-friendly tips for holiday entertaining and decorating. Consumers will also find creative gift-wrapping ideas and tips on how to “be green” all year round.

California is one of 10 states with a beverage container-recycling program. The Department of Conservation administers the California Beverage Container Recycling and Litter Reduction Act. The primary goal of the act is to achieve and maintain high recycling rates for the billions of aluminum, glass and plastic beverage containers sold in California each year.

Consumers pay CRV (California Refund Value) when they purchase beverages from a retailer. The deposits are refunded when empty containers are redeemed through local recycling centers. Along with the Green Gift Guide™ ([www.greengiftguide.com](http://www.greengiftguide.com)) more information on the state’s beverage container recycling program is available at [www.bottlesandcans.com](http://www.bottlesandcans.com).

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## **California Seeks to Stop Decline in glass bottle recycling**

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NR 2004-17  
May 27, 2004

### **STATE LAUNCHES EFFORT TO CAPTURE BILLIONS OF TRASHED GLASS BOTTLES**

Worth An Estimated \$70 Million in Cash Each Year

Sacramento, CA – Billions of glass bottles once filled with beer and other cold drinks are leaving more than a trail of quenched thirst in California. Many are beating a regrettable path to trash bins when they could instead be recycled to save energy, natural resources and money.

In 2002 alone, Californians bought an estimated 2.7 billion bottles of beer and 700 million other beverages sold in glass containers. But according to research released today by the California Department of Conservation, almost half of these glass bottles are going into garbage cans instead of recycling bins each day. Over the course of a year, that amounts to more than 1.6 billion bottles.

Recycling glass beverage containers carries significant monetary incentives for consumers and businesses alike. The bottles trashed each year are worth more than \$70 million in unclaimed California Refund Value (CRV) deposits.

In response to this situation, the state Department of Conservation wants to raise awareness about the loss of glass and to encourage bars and restaurants to implement recycling programs. Businesses stand to collectively save millions of dollars on waste hauling bills by having their bottles taken to recycling centers instead of local dumps.

“Glass has always been on the cutting edge of recycling,” said Darryl Young, director of the DOC. “Recycling glass bottles is a great opportunity for California’s bars and restaurants. Not only is it a positive reflection on companies to take an active role in helping the environment, but it can also help with the bottom line, add to employee benefits or create more jobs.”

Since glass can be recycled over and over again, 1.6 billion bottles also represent a significant conservation of energy and raw materials. If recycled, they would save the equivalent of 10 million gallons of gas, or 112 million kilowatt hours of electricity, enough to power 8,500 Los Angeles homes for 12 months, according to DOC calculations based on the U.S. Environmental Protection Agency Waste Reduction Model.

“Beer drinkers have long been told to ‘drink responsibly,’” said Young. “Restaurants and bars think it’s a good idea to recycle responsibly, too.”

DOC has created a special CRV calculator on its Web site, [www.bottlesandcans.com](http://www.bottlesandcans.com), which allows businesses to determine how much of the \$70 million in CRV could be theirs if they recycle. Additionally, the calculator can show bars and restaurants how much money they might be able to save off their waste-hauling bill.

With its new glass recycling effort, DOC will reach out to bars and restaurants statewide. Through a relationship with the California Restaurant Association, DOC is working to educate the organization’s members on how to implement recycling programs successfully. Representatives from the DOC Division of Recycling will be available to help guide bars, restaurants and other businesses in setting up recycling for their employees and customers.

Beverage manufacturers such as Anheuser-Busch, Coors Brewing Company and Miller Brewing Company have also voiced their support for glass recycling. Joining them is glass manufacturer Owens-Illinois and the Glass Packaging Institute, noting that a reliable stream of clean, recycled glass is important in the production of new glass bottles in California.

Consumers and businesses can find nearby recycling centers by calling 1-800-RECYCLE or visiting [www.bottlesandcans.com](http://www.bottlesandcans.com) and using the recycling center locator by zip code.

California Refund Value is 4 cents on containers less than 24 ounces, 8 cents on containers 24 ounces and larger. Many beverages commonly packaged in glass, such as beer, sports drinks, juices and coffee and tea drinks, are included in the CRV program, as are many drinks that come in aluminum and plastic containers. Among the notable products not included in the program are milk, wine and distilled spirits. For a comprehensive list of products subject to CRV, visit <http://www.conservation.ca.gov/DOR/CRVinOutList.pdf>

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena; classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

**Division of Recycling Press Releases**

**DOC Awards Recycling Grants for Market Development**

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NR 2004-10

April 28, 2004

**STATE AWARDS \$10 MILLION IN GRANTS TO HELP "CLOSE THE LOOP" ON BEVERAGE CONTAINER RECYCLING IN CALIFORNIA**

SACRAMENTO – When the California Department of Conservation issued a statewide school recycling challenge, students at Ventura's Lincoln Elementary took it pretty seriously. In fact, they took it so seriously they collected nearly twice as many bottles and cans as their nearest competitor.

Through March, the school collected 37,587 California Refund Value beverage containers. Fourth-graders in teacher Joanne Hutchins' class got credit for the most bottles and cans, and thus will represent the school as winners of the statewide challenge. On Friday, Hutchins' class of 33 will be honored during an 8:10 a.m. ceremony at the school featuring a visit and photo opportunity with Recycle Rex, the state's recycling spokesperson. Representatives from the Department of Conservation will present the group with colorful backpacks made from recycled plastic bottles.

Parent Gordon Myers, who has spearheaded the school's recycling efforts for four years, teamed up this year with the owner of a local recycling center. A serendipitous meeting – he was loading his SUV with bags of beverage containers when Lucy Beto of Beto's Recycling drove by and offered to help – led to a partnership that has raised \$4,700 for the school's art program this year, according to Myers.

To encourage more kids to participate this year, Myers developed incentives: for every 10 CRV containers a student brought in, he or she received a colorful sticker. For every 10 stickers earned, a student would get a new toy. Participation grew from 20 percent of the school's 226 students to near 50 percent, Myers said. The volume of beverage containers doubled to 2,000 pounds per month.

Before his chance meeting with Beto last fall, Myers was virtually a one-person show. The bottles and cans were stored in the campus basement, and from there Myers would load them into his vehicle each week and take them to a recycling center. As the program grew, it became overwhelming. When Lucy Beto saw Myers loading his SUV and offered to help, that all changed. Now, instead of Myers spending hours each week loading and transporting the bottles and cans, Beto's Recycling sends a truck every couple of weeks to pick up the bags of empties brought in by students and their families, and pays out the cash refunds the school uses to fund its art program.

CRV is five cents on containers less than 24 ounces, 10 cents on containers 24 ounces or larger. Consumer information and a recycling center locator are available at [www.bottlesandcans.com](http://www.bottlesandcans.com) or by calling the Department of Conservation/Division of Recycling toll-free at 1-800-RECYCLE.

In all, 28 schools participated in the statewide recycling challenge. A first-grade class from Cesar E. Chavez Science Magnet Elementary School in Bakersfield took second place with 19,839 containers; third place went to fourth-graders at Trinity Lutheran School in Anaheim; fourth place to fifth-graders at Dixie Elementary in San Rafael; and fifth place to sixth-graders at Walnut Elementary in Turlock.

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## Division of Recycling Press Releases

# Ventura School Wins Statewide Recycling Challenge

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NR 2004-04

February 24, 2004

### DEPARTMENT OF CONSERVATION ASSISTANCE BOLSTERS BOTTLE AND CAN RECYCLING PROJECTS

SACRAMENTO -- As part of an ongoing effort to increase bottle and can recycling opportunities for Californians, the California Department of Conservation has partnered with various local organizations to begin or expand 19 recycling projects in the state.

Schools, colleges, parks, conservation groups, youth job programs, and local community and government entities will combine DOC grants with their own funding to step up collection and recycling of California Refund Value (CRV) bottles and cans. DOC recycling grants are paid for with unclaimed refunds of CRV beverage containers, and are awarded at no cost to the state's general fund.

More than 18.5 billion CRV bottles and cans are sold in California annually, but only about 60 percent of them are currently being recycled. That leaves nearly eight billion bottles and cans – representing about \$300 million in CRV as well as energy savings and valuable raw materials – ending up in the trash instead of the recycling bin each year.

"Most of us are good recyclers at home, but we don't always have the opportunity to be good recyclers at school, at the office or during our leisure activities," DOC Director Darryl Young said. "These local projects will reach busy Californians at a variety of places where they are likely to consume bottles of water, cans of soda and other drinks. These grants will help make recycling not only the right thing to do, but the easy thing to do."

The winning grant proposals were selected through a competitive scoring process from among 47 applicants. The largest grant, \$158,423, will go toward the purchase, installation and servicing of 147 bear-proof collection bins for CRV bottles

and cans in Lassen Volcanic National Park. The smallest grant, \$3,833, was awarded to the Palos Verdes High School Environment Club to implement a self-sustaining recycling program on campus.

The Department of Conservation awarded the following grants:

- 22nd District Agricultural Association (San Diego County): Purchase additional recycling equipment for the Del Mar Fairgrounds. DOC grant: \$10,520. Local contact: Nancy Strauss (858) 792-4298.
- Arcata Garbage, Inc. (Humboldt County): Purchase and place recycling bins at four Arcata schools and collect, transport and recycle CRV bottles and cans. \$27,306. Local contact: Ricardo Fusi (707) 882-0304.
- Associated Students Recycling Center, California State University-Long Beach (Los Angeles County): Establish "Think Before You Throw" project to encourage people to recycle CRV beverage containers in high-traffic campus locations, make recycling available at special events on campus and raise awareness through student competitions. \$11,738. Local contact: Brigitte Young (562) 985-2402.
- California State Parks Foundation (Marin County): Install new recycling bin clusters at high-traffic California state parks and beaches as part of the California State Parks Foundation's annual Earth Day Restoration and Clean-up program. \$50,000. Contact: Erika Pringsheim-Moore (925) 284-5069.
- Central Contra Costa Solid Waste Authority (Contra Costa County): Establish a recycling container "bank" that will lend out recycling bins for special events in the cities of Danville, Lafayette, Orinda, San Ramon and Walnut Creek. \$5,434. Local contact: Lois Cole (925) 906-1807.
- City College of San Francisco (San Francisco County): Expand CRV beverage container recycling program on seven campuses to include offices, classrooms and at special events on main Ocean Avenue campus. \$108,399. Local contact: Kelley Karandjeff (415) 239-3013.
- City of Arvin (Kern County): Establish a curbside recycling program where none now exists. \$98,724. Local contact: Enrique Ochoa (661) 854-3134.
- City of Burbank Recycle Center (Los Angeles County): Develop a recycling corps at five local middle and high schools that will place recycling bins, collect bottles and cans and track their results. \$14,498. Local contact: Hampel Kreigh (818) 238-3900.
- City of Citrus Heights (Sacramento County): Partner with the local park district and the Sacramento Local Conservation Corps to build recycling bins and collect beverage containers in 13 city parks. \$50,428. Local contact: David Wheaton (916) 727-4770.
- City of Oxnard (Ventura County): Develop a public area recycling program for special events and large business break

rooms. \$69,727. Local contact: Barbara Wulf (805) 385-8012.

- City of Selma (Fresno County): Expand the number of recycling bins in high-traffic public locations throughout Selma and create awareness through advertisements, community event booths and an art contest in schools. \$16,698. Local contact: Roseann Galvan (559) 896-1064.
- El Dorado County Environmental Management Department (El Dorado County): Implement beverage container recycling programs at El Dorado County ski resorts and South Lake Tahoe boat marinas. \$111,405. Local contact: Valarie Kauffman (530) 621-6587.
- Lassen Volcanic National Park (Shasta County): Purchase and install 147 bear-proof recycling bins. \$158,423. Local contact: Nancy Nordenstein (530) 595-3303.
- Los Angeles Conservation Corps (Los Angeles County): Provide beverage container recycling collection services at 13 college football games during the 2004 season. \$69,621. Local contact: Dan Knapp (213) 747-1872.
- Palos Verdes High School E-Club (Los Angeles County): Implement a self-sustaining recycling program at Palos Verdes High School. \$3,833. Local contact: Lynn Hiel (310) 265-0850.
- Peninsula Sanitary Service, Inc. (Santa Clara County): Increase recycling at Stanford Stadium by purchasing and installing recycling bins. \$78,337. Local contact: Julie Muir (650) 321-4236.
- Sierra Conservation Project (Mono County): Develop a large-scale public recycling system to serve transit systems, biking and hiking trails and condominium associations. \$65,347. Local contact: Brian Robinette (760) 914-0115.
- Town of Truckee (Nevada County): Procure recycling receptacles for use at special events within the Town of Truckee. \$5,000. Local contact: Alex Terrazas (530) 582-7700.
- UC Irvine Facilities Management (Orange County): Increase beverage container recycling on campus by increasing the number of recycling bin clusters and time spent collecting and processing bottles and cans, and promote recycling education on campus. \$32,928. Local contact: Robert Rice (949) 824-9341.

In addition to promoting the state's beverage container recycling program, the Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining.

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**Division of Recycling Press Releases**

**Recycle Bottles And Cans During Super Bowl Weekend**

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NR 2004-03

January 29, 2004

**STATE PREDICTS MASSIVE WASTE DURING SUPER BOWL WEEKEND**

**Urges Californians To Recycle As Millions of Bottles and Cans Could Be Headed To Landfills**

Sacramento, CA - The biggest football weekend of the year is almost here, and Californians will be rushing for beverages in record numbers. Unfortunately, many will take a pass on recycling their empty bottles and cans.

In advance of the Super Bowl, the California Department of Conservation is releasing its own pre-game stats: a massive number of glass, plastic and aluminum beverage containers will never get back on the playing field because they needlessly end up in trashcans after the game.

Over the course of the three-day weekend, the Department of Conservation estimates that more than 42 million containers of beer, soda, water and other refreshments will be thrown in the trash instead of redeemed for cash and then recycled. This means Californians will send almost 14 million aluminum cans, glass bottles and plastic bottles into early retirement each day. On a national scale, the estimated 2.8 billion beverage containers disposed of in the week leading up to the Super Bowl would be enough to fill the Houston Reliant Stadium's playing field to the top of the 265-foot-high roof three times.

"Super Bowl weekend is a crucial time to remind consumers that they should win one for the environment by recycling their beverage containers," said Darryl Young, director of the Department of Conservation. "Millions of beverage containers will have career-ending injuries this weekend unless we make a commitment to recycle them. Californians should be aware they can save landfill space and natural resources, and get cash by redeeming their California Refund Value beverage containers at recycling centers."

In California, 42 million containers represent almost \$1 million dollars in California Refund Value (CRV). To put that in perspective, there will be enough CRV thrown in the trash to buy 320 tickets to the game, or about one million bottles of beer for the world's biggest Super Bowl party.

In addition to cash, these trashed beverage containers represent a substantial loss in resources. For example, if recycled, there would be enough clear plastic bottles – about 11 million -- to make 780,000 New England Patriots and Carolina Panthers t-shirts, 173,000 team sweaters or enough carpeting to cover 52 playing fields. Each aluminum can recycled saves enough energy to run a television for nearly three hours, roughly the time it takes to watch the Super Bowl. And glass can be recycled over and over again into new glass, saving energy each time.

"Recycling bottles and cans is easy if consumers just have a good game plan," explained Young. "For example, if you are expecting guests for the game, simply set out a separate box or bag near your trashcan that is clearly marked for recycling empty bottles and cans. If you've got kids, put them in charge of the recycling bins and let them keep the cash they get at the recycling center."

Consumers can find their nearest recycling center by calling 1-800-RECYCLE or visiting [www.bottlesandcans.com](http://www.bottlesandcans.com) and using the recycling center locator by zip code.

In addition to promoting beverage container recycling, the Department of Conservation maps and studies earthquakes and other geologic phenomena, classifies areas containing mineral deposits; ensures reclamation of land used for mining; regulates oil, gas and geothermal wells; and administers agricultural and open-space land conservation programs.

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## Division of Recycling Press Releases

# Resolutions for a Green New Year

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NR 2003-36

December 29, 2003

### CALIFORNIA DEPARTMENT OF CONSERVATION OFFERS CONSUMERS TEN 'GREEN RESOLUTIONS' FOR 2004

#### Urges Californians to Care As Much About Waste as Their Waistline

Sacramento – As old New Year's resolutions are being recycled from last year, begin a new one you won't mind recycling every year. While working towards reducing your waistline in 2004, resolve to reduce your waste size by committing to recycle at least one out of every three water bottles you use. Such a simple step can go a long way in helping slim down the 3 million water bottles going to California's landfills every day.

This is just one of the many easy commitments Californians can make to help reduce unnecessary waste and "be green" in 2004. The new online "Green Gift Guide" ([www.greengiftguide.com](http://www.greengiftguide.com)) includes several useful tips on how to "be green" in 2004. By committing to even a few of these resolutions, Californians can help the environment have a happy new year.

- 1. Look for Recycling Opportunities:** Look for the nearest recycling bin, or hold onto your beverage containers until you find a recycling center or get home to your curbside bin. Simply remembering to recycle at least one out of every three water bottles will help reduce the amount of water bottles that end up in California's landfills by almost one million a day – every container you recycle makes a difference. Call your city or county recycling program or visit [www.bottlesandcans.com](http://www.bottlesandcans.com) to learn more.
- 2. Ask for Recycling:** Does it ever seem like there aren't enough recycling bins in California? You're right...and you can help change that. If your gas station or convenience store doesn't have a recycling bin, ask for one. If you ask for recycling opportunities, you'll get them (it's easier than you think). At the office? Start an office-wide recycling campaign, or put a bin next to your trashcan for beverage containers and paper. The CRV money collected from most beverage containers can help your company reduce costs. Call 1-800-RECYCLE or visit [www.bottlesandcans.com](http://www.bottlesandcans.com) to learn more.
- 3. Remember the Other Important "R's":** Reduce and Reuse: Help to lessen the amount of waste by buying items that use little or no packaging, or "buying in bulk" which reduces unnecessary and excessive packaging. Also, find ways to use items over and over again, such as refilling a water bottle.
- 4. Buy Products Made From Recycled Materials:** Resolve to "buy green" by purchasing at least one recycled-content product on a regular basis, such as paper towels or computer paper. Look for the recycling symbol (or "made from post-consumer material") on a wide range of products. There is a growing array of new products made from recycled beverage containers including backyard planter boxes and fleece clothing.
- 5. Make Your Home a Toxic-Free Environment:** Keep your home healthy by reducing unnecessary toxic chemicals. Paints, solvents and other chemicals should be disposed of safely, not flushed down the toilet or poured down the drain. Did you know baking soda and vinegar substitute as great all-purpose cleaners? Other non-toxic household cleaners can be found at many stores. Cut down on pesticides and fertilizers in your garden and you'll limit what gets washed into rivers, bays and the ocean.
- 6. Get Out of the Car One Day a Week:** Resolve to spare the air. Carpool, use public transportation or bicycle. Using alternative transportation a day or two a week is manageable, and getting out from behind the wheel can be relaxing. Plus, riding a bike fulfills the annual resolution to exercise more.
- 7. Start a Compost Pile to Feed Your Garden:** Convert those yard clippings and vegetable peelings and even coffee grounds into nature's fertilizer for your garden. Home composters can be found at most home and garden centers. Many counties now offer discounted rates for home composters and many more counties take yard clipping "donations" for municipal compost piles that provide soil for local parks. Call your city or county for more information or visit [www.ciwmb.ca.gov/Organics/HomeCompost/](http://www.ciwmb.ca.gov/Organics/HomeCompost/) to learn about composting at home.
- 8. Enjoy the Great Outdoors:** Visit a local, state or national park. Take some time to appreciate California's world-class natural areas. Get to know some of the parks in your area and beyond. Ask about volunteer opportunities or special nature programs geared toward kids.
- 9. Go Local:** Volunteer in Your Community: Resolve to improve your hometown environment. Sign up for the local clean-up day, tree-planting effort or community garden. Take your kids to a neighborhood creek restoration effort to show them what an ecosystem is all about. Volunteer at a local park. Adopt your own space and turn it green.
- 10. Conserve Energy:** Cut your monthly energy bills 30 percent by replacing old equipment in your home with state-of-the-art Energy Star products. Get going on those energy-efficient home improvements you've been putting off all year. Turn off lights when you leave a room and keep the thermostat at 70 degrees. For more tips on conserving energy, visit

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

For more information about the "Green Gift Guide", please visit [www.bottlesandcans.com](http://www.bottlesandcans.com) or call 1-800-RECYCLE.

In addition to promoting the state's beverage container recycling program, the California Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures the reclamation of land used for mining.

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**Division of Recycling Press Releases**

**Green Gift Guide California Department of Conservation**

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NR 2003-34

November 19, 2003

2003 GREEN GIFT GUIDE™ OFFICIALLY RELEASED

One-Of-Kind Catalog Gives Bottles and Cans a Second Chance

Sacramento – With bottles and cans piling up in America's landfills at an alarming rate of more than 250 million a day, the California Department of Conservation has released its annual Green Gift Guide™ to help consumers "close the loop" on recycling.

Available now at [www.bottlesandcans.com](http://www.bottlesandcans.com), this national catalog of "What's Hot in What's Recycled" is designed to promote recycled products and help divert billions of beverage containers from the trash.

In California alone, about 100 million plastic water bottles will end up in the trash between Thanksgiving and New Year's Day. If recycled, those water bottles could be used to make 48,000 sweaters, 220,000 t-shirts or 220,000 square feet of carpeting.

The Green Gift Guide™ showcases easy-to-find gifts such as an all-weather L.L. Bean® Adirondack chair made from recycled plastic jugs, Birkenstock® socks made from recycled plastic water bottles, beautiful dinnerware made from recycled glass bottles and decorative items made from recycled aluminum cans.

"Surprisingly, many consumers simply aren't aware of all the wonderful products that can be made from recycled bottles and cans," said Darryl Young, California Department of Conservation director. "In addition, there is a real misconception that 'green' products are harder to find or more expensive. We are hoping that the Green Gift Guide™ will help dissolve that myth."

In addition to a variety of gifts made from recycled material, the 2003 Green Gift Guide™ includes simple hints and suggestions on how to shop for creative, eco-friendly products, conserve natural resources, save energy and simple "green living" tips for year-round.

Environmentally friendly gifts and holiday materials can be found at a number of mainstream consumer stores, as well as a variety of online shops. From wrapping paper and greeting cards to affordable one-of-a-kind items, the guide provides a range of ideas on how to make this season more "green."

"Recycling bottles, cans and other items is just part of the solution," said Young. "Shopping for recycled-content products helps close the recycling loop by increasing demand for recycled materials."

California is one of 10 states with a beverage container-recycling program. The Department of Conservation administers the California Beverage Container Recycling and Litter Reduction Act, which became law in 1986. The primary goal of the act is to achieve and maintain high recycling rates for the billions of aluminum, glass and plastic beverage containers included in the program.

Consumers pay CRV (California Refund Value) when they purchase beverages from a retailer. The deposits are refunded when empty containers are redeemed through local recycling centers. Along with the Green Gift Guide™, more information on the state's beverage container recycling program is available at [www.bottlesandcans.com](http://www.bottlesandcans.com), or, within California, by calling 1-800-RECYCLE.

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**Division of Recycling Press Releases**

**California, Ohio to share recycling campaign**

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NR 2003-24

September 2, 2003

**BOTTLE AND CAN RECYCLING CAMPAIGN: IT'S GOOD FOR CALIFORNIA, IT'S GOOD FOR OHIO**

SACRAMENTO – A statewide media campaign to get Californians to recycle more of their empty bottles and cans made at least one impression that can't be measured in pounds of plastic or gobs of glass: Another state asked for and was granted permission to use the marketing materials.

California's "Recycle. It's Good for the Bottle. It's Good for the Can" campaign, developed by the state Department of Conservation, has been licensed for use by the State of Ohio. The agreement gives Ohio the right to use television, radio and print advertising that has been part of California's social marketing effort since 2001. By taking California's ready-to-use creative materials and localizing them, the Ohio Department of Natural Resources is able to stretch outreach dollars further than if it had to develop advertising on its own.

"Ohio recognized that by using our creative materials it could lower one of the major cost factors of advertising," said Darryl Young, director of the California Department of Conservation and a driving force behind the outreach effort. "Creative development is costly and time consuming, so Ohio saves in both of those areas. It gets a really good campaign, too."

One television spot follows a plastic water bottle on its journey from the recycle bin to the beach – where it is pleasantly surprised to reappear as a lifeguard buoy. In a second spot, viewers hear a tough-talking aluminum can as it joyously realizes it is reincarnated as an aluminum softball bat about to whack an incoming pitch.

The radio spots have a humorous touch as well. In one, a woman compares recycling her beverage container to recycling her boyfriend. Both, she surmises, deserve a chance to be loved by someone else when she's finished with them.

After an initial television and radio blitz in January, Ohio began running the advertising again in August and will continue the current run through January 2004. A subsequent media buy is planned for August 2004-January 2005.

The DOC allows local governments within California free use of the campaign materials. Likewise, Ohio's license agreement allows for propagation of the campaign via local recycling districts. California's contract with Ohio could set the stage for use of the campaign in other states, several of which have expressed an interest.

"Just like recycling gives new life to bottles and cans, this campaign could come to life again and again across the USA," Young said. "By spreading the 'Good for the bottle, good for the can' message elsewhere, California will help states leverage their outreach dollars and boost their recycling rates."

While Ohio makes use of the existing campaign, California is looking at additional ways to increase recycling. The DOC is targeting office buildings and other places where people gather in large numbers but don't necessarily have the opportunity to recycle. Working with advertising and public relations firm Riester-Robb, the creative agency behind "Recycle. It's Good for the Bottle. It's Good for the Can," the DOC is developing a program to help businesses make recycling available to employees and customers.

More information about beverage container recycling and the complete array of outreach materials associated with California's campaign can be found at [www.bottlesandcans.com](http://www.bottlesandcans.com).

In addition to promoting beverage container recycling in California, the Department of Conservation regulates oil, gas and geothermal wells; studies and maps earthquakes and other geologic phenomena; maps and classifies areas containing mineral deposits; ensures reclamation of land used for mining; and administers agricultural and open-space land conservation programs.

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**Division of Recycling Press Releases**

**Plastic Water Bottles Not Being Recycled**

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NR 2003-13  
May 29, 2003

**REPORT: SURGE IN BOTTLED WATER POPULARITY THREATENS ENVIRONMENT**

**New Report Cites Potential Crisis as Billions of Water Bottles Tossed In Trash**

SACRAMENTO, CA – An on-the-go society combined with masses of health conscious consumers has turned the single serve bottle of water into a national icon. Now, according to a report released today by the California Department of Conservation, billions of these empty “icons” are causing serious environmental problems.

According to the report, more than 1 billion water bottles are winding up in the trash in California each year. That translates into nearly 3 million empty water bottles going to the trash EVERY day and an estimated \$26 million in unclaimed California Refund Value (CRV) deposits annually. If recycled, the raw materials from those bottles could be used to make 74 million square feet of carpet, 74 million extra large T-shirts or 16 million sweaters, among other things.

Instead, they are swallowing landfill space, increasing air pollution and destroying the ozone layer.

“The sight of a water bottle in someone's hand has become as common as a cell phone,” said Darryl Young, Director of the California Department of Conservation. “In California, one is usually in the right, and the other is in the left. What people don't realize is that these water bottles are recyclable and have detrimental environmental impacts if thrown in the trash”

With their popularity increasing and summer right around the corner, single serve water bottles are poised to cause even greater environmental concerns if recycling rates go unchanged. According to the report, only 16 percent of polyethylene terephthalate (PET) water bottles sold in California are being recycled. At that rate, the amount of water bottles thrown in the trash ten years from now would be enough to create a two lane, six-inch deep highway that stretches the entire coast of California.

The bottles also present significant air pollution concerns as many are incinerated with regular trash. Anyone who has seen a plastic bottle melt knows of the toxic smoke and fumes it can create. These fumes not only pose health risks, they create “green house gases” that attack the ozone layer.

“What's most discouraging is that these empty water bottles can be recycled and used for so many things,” continues Young. “Recycled PET water bottles can be used as raw material to make products like sweaters, carpet, t-shirts, and even products for the home.

Young feels the growing problem could be solved with a small amount of help from consumers. “The real challenge is making people aware that their water bottles are recyclable and convincing them to hold onto them until they can be recycled – especially when it isn't always convenient. In the end, the small extra effort could help avert a big environmental problem.”

Young encourages consumers to ask for recycling. “If your local gas station or convenience mart doesn't offer a recycling bin, ask them to put one in. If there's not a recycling program at work, start one up. Most important, hold on to that container until you can recycle it.” Consumers can call 1-800-RECYCLE (California only) or visit [www.bottlesandcans.com](http://www.bottlesandcans.com) to learn about the nearest recycling center or how to start a recycling program at work.

California is one of 10 states with a beverage container-recycling program based on a minimum deposit or value placed on beverage containers. The Department of Conservation administers the California Beverage Container Recycling and Litter Reduction Act, which became law in 1986. The primary goal of the act is to achieve and maintain high recycling rates for each beverage container type included in the program.

Consumers pay CRV (California Refund Value) when they purchase beverages from a retailer. The deposits are refunded to consumers when empty containers are redeemed through local recycling centers. CRV is also refunded to those who operate curbside programs or pick up recyclables from bins located in public venues such as parks, beaches and sporting events.

In addition to promotion of the state's beverage container recycling program, the Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining.

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## Division of Recycling Press Releases

# DOC Issues \$1 Million Grants to Spur Recycling

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NR 2003-12  
May 19, 2003

### \$1 MILLION IN GRANTS ISSUED TO INCREASE BEVERAGE CONTAINER RECYCLING

SACRAMENTO -- As part of an ongoing statewide effort to maximize beverage container recycling by consumers, the state Department of Conservation has awarded \$1 million in recycling grants to various organizations.

In all, 18 projects received grants aimed at increasing the number of bottle and can recycling opportunities throughout the state at schools, sporting events and other public venues. Department of Conservation recycling grants are paid for with unclaimed refunds of California Refund Value beverage containers, and are awarded at no cost to the state's general fund.

More than 18 billion CRV containers were sold in California in 2002, and about 10.6 billion were recycled. That leaves 7.5 billion bottles and cans – worth about \$187 million in CRV– that ended up in the trash instead of the recycling bin last year.

"Convenient recycling is the key to increased recycling," said Darryl Young, Director of the Department of Conservation. "These local projects will reach busy Californians at a variety of places where they are likely to consume bottles of water, cans of soda and other on-the-go beverages. When we finish our drinks, we need to have a place to recycle our containers. These grants will help make recycling not only the right thing to do, but the easy thing to do."

The winning grant proposals were selected through a competitive scoring process from among 91 applicants. The largest grant, \$170,665, went to the IV Waste Management Task Force to establish recycling collection and increase awareness in Imperial County and the communities of Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial and Westmoreland. The smallest grant, \$7,301, went to the West Contra Costa Integrated Waste Management Board to establish recycling at special events in west Contra Costa County.

In addition to promoting the state's beverage container recycling program, the Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining.

The Department of Conservation awarded the following grants:

- Eureka High School (Humboldt County): Purchase and install recycling bins at 40 locations on campus, and fund a recycling coordinator position to oversee implementation and collection of data and containers. \$42,500. Local contact: Robert Childs (707) 441-0271.
- Folsom Lake/El Dorado Centers, Los Rios Community College District (El Dorado County): Establish a beverage container recycling program at the Folsom Lake/El Dorado Centers of the Los Rios Community College District. \$8,660. Local contact: Kathleen Kirklin (916) 608-6555.
- IV Waste Management Task Force (Imperial County): Establish an education/awareness and collection service in 8 jurisdictions (Brawley, Calexico, Calipatria, El Centro, Imperial, Westmoreland and Imperial County). \$170,665. Local contact: J.B. West (760) 337-4538.
- Los Angeles Unified School District: Establish beverage container recycling programs at additional high schools in and around the Los Angeles Unified School District, including sporting fields. \$44,728. Local contact: Yi Hwa Kim, (213) 743-5086.
- Mammoth Mountain Ski Area: Expand recycling collection at Mammoth Mountain's new year-round pedestrian resort village and establish a "bin bank" for events within the village. \$63,122. Local contact: Lisa Isaacs (760) 934-0773.
- San Diego City Schools: Establish a recycling program at 100 elementary schools in San Diego, and form/sustain education clubs and environmental education program to educate up to 2,000 students per year. \$75,139. Local contact: Eilyn Hae (858) 637-6268.
- Santa Monica College: Expand existing beverage container recycling program at Santa Monica College and its satellite campuses. \$25,147. Local contact: Madeline Brodie (310) 434-8726.
- West Contra Costa Integrated Waste Management Facility, San Pablo: Establish recycling at special events in west Contra Costa County. \$7,301. Local contact: Mersina Purlantov (510) 215-3104.
- Zoological Society of San Diego: Expand recycling program at the San Diego Zoo and develop instructional signage to post at the recycling areas. \$17,784. Local contact: Judy Kinsell (619) 685-3216.
- City of Berkeley, Department of Public Works: Provide collection bins to South Asian and other ethnic restaurants and

provide recycling outreach, education and hands-on training in their primary language. \$85,565. Local contact: Rebecca Dowdakin (510) 981-6357.

- City of Hope National Medical Center (Duarte, Los Angeles County): Establish recycling program by placing 56 collection kiosks at City of Hope Medical Center and Beckman Research Institute. Conduct public education and outreach. \$56,960. Local contact: Kris Hanson (626) 359-8111.
- City of Isleton, Sacramento County: Establish a recycling program and public awareness campaign at the annual Crawdad Festival in Isleton. \$36,808. Local contact: Barbara Dockery (916) 777-7770.
- City of Lancaster, Los Angeles County: Establish a recycling program at two large sports complexes that host major soccer, tennis and softball events. \$97,022. Local contact: Richard Long (661) 723-6093.
- City of Menlo Park, San Mateo County: Replace existing recycling bins in Menlo Park's downtown shopping areas, civic center and bus stops. \$9,925. Local contact: Dianne Dryer (650) 858-3411.
- City of Napa, Public Works, Napa County: Develop and implement a single-stream recycling collection system, partnering with the Napa Valley School District and Napa Garbage Services, Inc., with a focus on 50 schools and 300 businesses. \$86,143. Local contact: Kevin Miller (707) 257-9520.
- City of Vallejo, Solano County: Establish a beverage container recycling program at public venues, expand recycling at Marine World and provide an educational component. \$36,623. Local contact: Derek Crutchfield (707) 648-5346.
- CR & R, Orange County: Privately owned environmental services company to establish a special events recycling program for CRV bottles and cans and provide an education program in south Orange County. \$65,220. Local contact: Kimberly Acosta (949) 728-3240.
- El Dorado County Environmental Management Department: Establish a beverage container recycling program at Apple Hill, where more than 550,000 visitors tour annually. Purchase recycling bins, signage, advertising and promotional items. \$70,688. Local contact: Sophia Jella (530) 621-6665.

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**Division of Recycling Press Releases**

**Demand Recycling -- Op-Ed by Darryl Young**

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Special Release: Op-Ed  
February 25, 2003

The following op-ed piece was distributed to newspapers throughout California.

Californians Denied The Opportunity to Recycle  
Businesses Should Provide Bins For California's Bottles And Cans

**By Darryl Young, Director  
California Department of Conservation**

The next time you finish a can of soda or bottle of water, look around for a recycling bin. Do you see one? Chances are, you'll have a hard time finding it. How about the last time you were cleaning out your car at the gas station? Seeing a movie? Working out at the gym?

The fact is, most of the places that need recycling bins don't provide them. You might want to recycle your bottle or can, but there's simply no opportunity to do so.

Last year in California, an estimated 8 billion aluminum, glass and plastic beverage containers went to our landfills. Bottles and cans that could have saved energy and provided raw materials for things like building supplies, carpet and sweaters (which could be used to warm Californians who have turned down their heat to save energy) wound up instead taking up precious landfill space.

To put that number in perspective, take a look at those plastic water bottles that have exploded in popularity (from which you may be drinking right now.) Every day in California, 2.8 million of them wind up in our landfills. That's about 6000 in the time it takes to read this and a total of 194 thousand yards of cubic landfill space each year...enough to cover an area 50 yards wide by one inch deep stretching the coast from San Francisco to San Luis Obispo.

The problem isn't that Californians are choosing not to recycle. On the contrary, most people, if given the choice of sending their beverage container to a landfill or giving it new life, would choose to recycle and protect the environment. The problem is that California businesses haven't given consumers an opportunity to do so.

What's troubling about this is the fact that starting a recycling program is easy. With a few phone calls and some recycling bins, any business can have a program underway. In some cases, grants are even available through the State Department of Conservation to help offset the cost. In all cases, companies can get money back for the bottles and cans they collect.

The bottom line is that there is little excuse for any business to not provide consumers with a recycling bin. Indeed, a few proactive organizations in California have taken the initiative to address the problem. Organizations like the Los Angeles Dodgers, Warner Brothers and the California State Parks Association have seen how easy it is to offer recycling. Unfortunately, most businesses are still not doing their part.

So this year, we're asking Californians to take a more active role in making convenient recycling a reality. Simple consumer activism is one of the most powerful forces in business. When enough people got fed up with the Styrofoam packaging McDonald's used, the company stopped using it. When people started leaving the unnecessary packaging from their CD cases at the music store because it was causing an environmental headache, the recording industry changed its packaging techniques.

How can we make a similar change? For starters, ask for recycling. Next time you're at your local gas station or convenience mart, ask where the recycling bin is. If they don't have one, ask them to put one in. If enough customers ask for a bin, you'll be surprised how fast you start seeing bins pop up. Who knows, if businesses won't give you the opportunity to recycle, maybe you should leave your bottles and cans next to the trash can until they do.

At work, if your company does not have a recycling program, ask why not, and then ask how you can start one. If they tell you it's too difficult, have them visit [www.bottlesandcans.com](http://www.bottlesandcans.com) or call 1-800-RECYCLE to find out just how easy it really is.

Finally, follow our lead. This year, the Department of Conservation will be leading the charge by reaching out to California businesses directly and challenging them to provide their customers and employees with recycling bins. We're going to give them the resources they need to become part of the solution and are confident that with a little additional persuasion from you, good things will happen.

If any state can address the recycling problem effectively, it's California. We already have one of the most innovative approaches to recycling in the country and are looking at ways to make the system even better in 2003. Do your part and ask for recycling. Because it's good for the bottle, it's good for the can. And it's good for all of us.

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**Division of Recycling Press Releases**  
**Recycling Fraud Sentencing**

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NR 2003-03

February 14, 2003

**FOUR-YEAR SENTENCE FOR MAN GUILTY OF DEFRAUDING STATE RECYCLING PROGRAM**

**Ten-month Investigation Led to Breakup of Fraud Ring**

SACRAMENTO -- A Glendale man thought to be a ringleader in the largest fraud case of its kind in California history was sentenced today to four years in prison for defrauding the state's Beverage Container Recycling Program of more than \$2.5 million.

Migran Changulyan, 35, was arrested along with 17 others on Oct. 17 and charged with conspiracy, grand theft, perjury, recycling fraud, and welfare fraud. He pleaded guilty to grand theft and recycling fraud, and agreed to the four-year term that was handed down today in Los Angeles Superior Court.

"This should serve as a wakeup call to those engaged in recycling fraud that they will be held accountable for their actions," said Darryl Young, director of the California Department of Conservation, which oversees the Beverage Container Recycling Program. "Along with our law enforcement partners, we will continue to pursue and bring to justice individuals who take advantage of a system meant to help the environment and conserve natural resources."

Officers and investigators from the Department of Justice, along with the California Department of Conservation, Los Angeles Interagency Metropolitan Police Apprehension Crime Task Force (LA-IMPACT), the Los Angeles District Attorney's Office, the California Department of Motor Vehicles, the Los Angeles Sheriff's Department, the California Department of Insurance, the California Department of Corrections, the United States Secret Service, and the United States Immigration and Naturalization Service, assisted with the 10-month investigation that culminated in the arrest of Changulyan and the others.

California consumers pay a fee, the California Refund Value (CRV), for every beverage container purchased in the state. This money is refunded to the consumer when containers are redeemed at a recycling center certified by the Department of Conservation. Recycling centers then reclaim the CRV payments from the DOC. It is the responsibility of each Certified Recycling Center to ensure that it pays and reclaims CRV only for eligible bottles and cans that were sold in California. Recycling centers may purchase non-CRV bottles and cans for their scrap value, but may not claim CRV reimbursement from the Department of Conservation on those containers, since no CRV was paid on them in the first place.

The Department of Conservation provides funding to the California Department of Justice to pursue criminal cases of recycling fraud. DOC auditors and enforcement staff supply important technical assistance to law enforcement organizations in building criminal cases related to recycling fraud. The recycling act includes both civil and criminal violations, and the DOC discovered the underlying activities and brought in the criminal investigators and prosecutors to pursue criminal actions in this case.

Primarily dealing with aluminum and plastic materials, the organization targeted in these arrests brought into California ineligible containers from Arizona, Nevada, Oregon, Utah and Mexico, and also purchased already redeemed (scrap) material and resubmitted it for CRV. Some of the individuals arrested are recycling center operators who are charged with knowingly claiming reimbursement from the state for ineligible containers.

For additional information on California's recycling programs, contact Mark Oldfield, Department of Conservation at (916) 323-1886. For additional information on the other individuals charged in this case, contact Diana Callaghan, Los Angeles Deputy District Attorney, at (213) 580-3396.

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**Division of Recycling Press Releases**

**Alleged Recycling Fraud Ring Busted**

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NR 2002-Special  
October 24, 2002

**SOUTHLAND RAIDS CRUSH MULTI-MILLION DOLLAR RECYCLING FRAUD RING**

In the largest fraud case of its kind in California history, Attorney General Bill Lockyer announced today that Special Agents from the California Bureau of Investigation and other local, state and federal agencies arrested and charged 15 individuals for defrauding the state's beverage container recycling program of more than \$3 million.

This is the third major enforcement action related to recycling fraud in the last two years. Officers and investigators from the Department of Justice, along with the California Department of Conservation, Los Angeles Interagency Metropolitan Police Apprehension Crime Task Force (LA-IMPACT), the Los Angeles District Attorney's Office, the California Department of Motor Vehicle, the Los Angeles Sheriff's Department, the California Department of Insurance, the California Department of Corrections, the United States Secret Service, and the United States Immigration and Naturalization Service, assisted with this investigation.

Last week, agents served search warrants at 20 southern California locations, including a number of California Certified Recycling Centers where beverage containers are redeemed for cash. The ten-month investigation revealed that during the past two years, this organization redeemed thousands of pounds of ineligible aluminum, plastic, and glass beverage containers for more than \$3 million under the Department of Conservation-run California Beverage Recycling Program.

Migran Changulyan, 35, of Glendale, considered the leader of the organization, and 13 of the others arrested were charged Monday in Los Angeles Superior Court with forgery, conspiracy, grand theft, perjury, recycling fraud, and welfare fraud. One of the defendants was charged with possession of narcotics. All defendants are being held at the Burbank City Jail on \$2.5 million bail. Agents also seized three handguns, one assault weapon, and two vehicles.

"These were not families where the children were learning the value of recycling by redeeming their bottles and cans at the local center for a few dollars," said Lockyer, "The people in this criminal organization were charged with grand theft and major fraud against the state, redeeming tons of ineligible material for millions of dollars."

California consumers pay a fee, the California Redemption Value (CRV), for every beverage container purchased in the state. This money is refunded to the consumer when containers are redeemed at a recycling center certified by the Department of Conservation. Recycling centers then reclaim the CRV payments from the DOC. It is the responsibility of each Certified Recycling Center to ensure that they pay and reclaim CRV only for eligible bottles and cans that were sold in California. Recycling centers may purchase non-CRV bottles and cans for their scrap value, but may not claim CRV reimbursement from the Department of Conservation on those containers, since no CRV was ever paid on them in the first place.

"The Davis administration takes fraud very seriously and is committed to stamping it out," said Darryl Young, Director of the California Department of Conservation. "These arrests should serve as a wake-up call for those who cheat the system. They will face the consequences of their actions."

The Department of Conservation provides funding for this DOJ enforcement effort. DOC auditors and enforcement staff supply important technical assistance to law enforcement organizations in building criminal cases related to recycling fraud. The recycling act includes both civil and criminal violations, and the DOC discovered the underlying activities and brought in the criminal investigators and prosecutors to pursue criminal actions in this case.

Primarily dealing with aluminum and plastic materials, the organization targeted in these arrests brought ineligible containers from Arizona, Nevada, Oregon, Utah and Mexico, and also purchased already redeemed (scrap) material and resubmitted it for CRV. Some of the individuals arrested are recycling center operators who are charged with knowingly claiming reimbursement from the state for ineligible containers.

For additional information on California's recycling programs, contact Mark Oldfield, Department of Conservation at (916) 445-0608. For additional information on the other individuals charged in this case, contact Mike Van Winkle, California Department of Justice at (916) 227-3882.

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## Division of Recycling Press Releases

# Earth-Friendly New Year's Resolutions

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NR 2002-50

December 23, 2002

## CALIFORNIA DEPARTMENT OF CONSERVATION ANNOUNCES ITS TOP TEN "GREEN RESOLUTIONS" FOR THE NEW YEAR

### Commitments That Can Really Make a Difference for the Environment

Sacramento -- It's the season for New Year's resolutions, and the California Department of Conservation has a few suggestions about small changes that can make huge impacts on the health of the environment.

1. **Look for Recycling Opportunities:** Just finished drinking a bottle of water? Instead of throwing it in the trash, look for the nearest recycling bin, or hold onto your beverage containers until you find a recycling center or get home to your curbside bin. With 2.8 million water bottles alone going into the trash each day in California, every container you recycle makes a difference. Call your city or county recycling program or visit [www.bottlesandcans.com](http://www.bottlesandcans.com) to learn more.
2. **Ask for Recycling By Name:** Does it ever seem like there aren't enough recycling bins in California? You're right...and you can help change that. If your gas station or convenience store doesn't have a recycling bin, ask for one. If you ask for recycling opportunities, you'll get them (it's easier than you think). At the office? Start an office-wide recycling campaign, or put a bin next to your trash can for beverage containers and paper. The CRV money collected from most beverage containers can help your company reduce costs. Call 1-800-RECYCLE or visit [www.bottlesandcans.com](http://www.bottlesandcans.com) to learn more.
3. **Remember the Other Important "R's" Reduce and Reuse:** Help to lessen the amount of waste by buying items that use little or no packaging, or "buying in bulk" which reduces unnecessary and excessive packaging. Also, find ways to use items over and over again, such as refilling a water bottle.
4. **Buy Products Made From Recycled Materials:** Resolve to "buy green" by purchasing at least one recycled-content product on a regular basis, such as paper towels or computer paper. Look for the recycling symbol (or "made from post-consumer material") on a wide range of products. There is a growing array of new products made from recycled beverage containers including backyard planter boxes and fleece clothing.
5. **Make Your Home a Toxic-Free Environment:** Keep your home healthy by reducing unnecessary toxic chemicals. Paints, solvents and other chemicals should be disposed of safely, not flushed down the toilet or poured down the drain. Did you know baking soda and vinegar substitute as great all-purpose cleaners? Other non-toxic household cleaners can be found at many stores. Cut down on pesticides and fertilizers in your garden and you'll limit what gets washed into rivers, bays and the ocean.
6. **Get Out of the Car One Day a Week:** Resolve to spare the air. Carpool, use public transportation or bicycle. Using alternative transportation a day or two a week is manageable, and getting out from behind the wheel can be relaxing. Plus, riding a bike fulfills the annual resolution to exercise more.
7. **Start a Compost Pile to Feed Your Garden:** Convert those yard clippings and vegetable peelings and even coffee grounds into nature's fertilizer for your garden. Home composters can be found at most home and garden centers. Many counties now offer discounted rates for home composters and many more counties take yard clipping "donations" for municipal compost piles that provide soil for local parks. Call your city or county for more information or visit [www.calrecycle.ca.gov/Organics/CompostMulch/](http://www.calrecycle.ca.gov/Organics/CompostMulch/) to learn about composting at home.
8. **Enjoy the Great Outdoors:** Visit a local, state or national park. Take some time to appreciate California's world-class natural areas. Get to know some of the parks in your area and beyond. Ask about volunteer opportunities or special nature programs geared toward kids.
9. **Go Local: Volunteer in Your Community:** Resolve to improve your hometown environment. Sign up for the local clean-up day, tree-planting effort or community garden. Take your kids to a neighborhood creek restoration effort to show them what an ecosystem is all about. Volunteer at a local park. Adopt your own space and turn it green.
10. **Conserve Energy:** Cut your monthly energy bills 30 percent by replacing old equipment in your home with state-of-the-art Energy Star products. Get going on those energy-efficient home improvements you've been putting off all year. Turn off lights when you leave a room and keep the thermostat at 70 degrees. For more tips on conserving energy, visit [www.flexyourpower.org](http://www.flexyourpower.org).

In addition to promoting the state's beverage container recycling program, the California Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures the reclamation of land used for mining.

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**Division of Recycling Press Releases**  
**Bottle and Can Recycling month**

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NR 2002-31  
July 15, 2002

**BAY AREA MAYORS UNITE TO DECLARE JULY "BOTTLE AND CAN RECYCLING MONTH"**

OAKLAND – The mayors of five Bay Area cities joined forces in declaring July as “Bottle and Can Recycling Month” as hundreds of California’s recycling specialists gathered this week to discuss ways to improve environmental and social performance.

Issued at the California Resource Recovery Association’s 26th annual conference, the mayors’ proclamation is part of a statewide effort to increase beverage container recycling rates.

The Bay Area mayors who signed the proclamation declaring “Bottle and Can Recycling Month” in their communities are:

- Mayor Jerry Brown, Oakland
- Mayor Willie Brown, San Francisco
- Mayor Ron Gonzales, San Jose
- Mayor Frederik M. Fowler, Sunnyvale
- Mayor Anne B. Solem, Mill Valley

During his opening remarks, California Department of Conservation Director Darryl Young announced the proclamations and congratulated the Bay Area cities for their dedication to supporting bottle and can recycling.

“CRRRA’s annual conference helps provide California’s recycling and solid-waste experts with a stable of resources to help them do their jobs more effectively,” Young said. “The Bay Area cities’ recycling proclamations are one of the many examples of steps cities and counties can take to encourage their communities to recycle their beverage containers.”

More than 16 billion CRV containers are sold in California each year, and about 10 billion have been recycled each of the past two years. That leaves six billion bottles and cans – worth about \$160 million in CRV– that end up in the trash instead of the recycling bin.

California is one of 10 states with a beverage container-recycling program. The Department of Conservation administers the California Beverage Container Recycling and Litter Reduction Act, which became law in 1986. The primary goal of the act is to achieve and maintain high recycling rates for each beverage container type included in the program.

Consumers pay CRV (California Refund Value) when they purchase beverages from a retailer. The deposits are refunded when empty containers are redeemed through local recycling centers. More information on the state’s beverage container recycling program is available at [www.bottlesandcans.com](http://www.bottlesandcans.com), or by calling 1-800-RECYCLE.

In addition to promotion of the state’s beverage container recycling program, the Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining.

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## Division of Recycling Press Releases

# DOC Recycling Grants

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NR 2002-23

June 3, 2002

### \$500,000 IN GRANTS ISSUED TO INCREASE BEVERAGE CONTAINER RECYCLING

SACRAMENTO -- As part of an ongoing statewide effort to maximize beverage container recycling by consumers, the state Department of Conservation has awarded \$500,000 in recycling grants to various organizations.

In all, 17 projects received grants. Thirteen of the projects will increase recycling convenience through the placement of new receptacles for used aluminum, glass and plastic California Refund Value beverage containers. Four projects will help increase recycling through promotional campaigns using Department of Conservation outreach materials featuring the tag line "Recycle. It's Good for the Bottle. It's Good for the Can."

More than 16 billion CRV containers are sold in California each year, and about 10 billion have been recycled each of the past two years. That leaves six billion bottles and cans – worth about \$160 million in CRV– that end up in the trash instead of the recycling bin.

"In talking with Californians, we've learned that they'll recycle more if it's convenient to do so," said Darryl Young, Director of the Department of Conservation. "That's why we award grants to increase the number of recycling bins you'll find at parks, fairgrounds, sporting venues and other local public attractions. Something else we've learned is that people need to be reminded about recycling, so grants that help spread the recycling message are very important as well."

The winning grant proposals were selected through a competitive scoring process from among 69 applicants. The largest grant, \$68,647, went to Sugar Bowl Ski Resort in Norden to purchase equipment, bins and recycling signage and to transport materials to a recycling facility. The smallest grant, \$1,894, went to the 10th District Agricultural Association in Yreka to purchase recycling bins and establish a water bottle recycling program at the Siskiyou County Golden Fair.

The department's recycling grants are paid for with unclaimed refunds of California Refund Value beverage containers, and are awarded at no cost to the state's general fund.

In addition to promoting the state's beverage container recycling program, the department administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining.

The Department of Conservation awarded the following grants:

- 10th District Agricultural Association, Yreka: Provide recycling bins and establish a water bottle recycling program at the Siskiyou County Golden Fair. \$1,894. Contact: Rebecca Weathers (530) 842-2767.
- 22nd District Agricultural Association, Del Mar: Purchase recycling containers for the Del Mar fairgrounds, with the goal of increasing recycling 5-20 percent. \$23,000. Contact: Nancy Strauss (858) 792-4298.
- Associated Students, Inc. Recycling Center at CSU-Long Beach: Promotion of and education about CRV recycling via radio advertisements, print advertisements and community outreach to CSULB community and City of Long Beach residents. \$12,589. Contact: Kristen Stava (562) 985-5461.
- City of Antioch: Implement a recycling program at the Lone Tree Golf Course in Antioch. \$11,923. Contact: Julie Hass-Wajdowicz (925) 779-7097.
- City of La Mirada: Provide sets of receptacles for trash and CRV cans and bottles at bus stops, parks and facilities within La Mirada, with local media advertising. \$10,013. Contact: Steve Forester (562) 943-0131.
- City of Ojai: Purchase CRV collection containers for nine Ojai Unified School District sites. \$14,106. Contact: Heidi Whitman (805) 640-2560.
- City of San Bernardino: Increase recycling at an under-served public facility, implement a program to collect CRV containers at this facility and redeem them at certified recycling centers. \$14,935. Contact: Linda Ceballos (909) 384-5549.
- El Dorado Irrigation District: Purchase and set up recycling containers at trailheads, campgrounds and boat ramps at Sly Park, Silver Lake, Sandy Cove, Oyster Creek and Forebay Lake in El Dorado County. \$18,759. Contact: Don Pearson (530) 644-2545.
- Keep California Beautiful: Implement a middle-school recycling program in the San Diego Unified School District, in San Bernardino County and elsewhere. \$55,870. Contact: Marlene Mariani (858) 505-9936.
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KJ Services Environmental Consulting, Whittier: Adapt DOC print, video and radio spots into Chinese as part of a multi-city educational outreach to areas with large populations of Chinese-speaking residents. \$53,694. Contact: Kevin Sales (562) 693-0242.

- Regional Waste Management Authority (JPA), Marysville: Promote CRV beverage container recycling through local curbside programs and recycling centers in Marysville, with an emphasis on the local Indo-American and Hispanic communities, using DOC outreach campaign materials. \$16,771. Contact: Keith Martin (530) 634-6890.
- Sonoma County Junior College District, Santa Rosa: Purchase and install CRV recycling bins and signage at three district campuses. \$57,040. Contact: Nancy Moorhead (707) 524-1611.
- Sugar Bowl Ski Resort, Norden: Increase beverage container recycling among guests, employees and the surrounding community by installing new CRV recycling bins and signage and providing transportation of bottles and cans to a recycling facility. \$68,647. Contact: Chris Parker (530) 426-6705.
- UC Berkeley Campus Recycling and Refuse Services: Purchase and install 50 multi-material recycling containers for the UC Berkeley campus to augment existing containers. \$41,238. Contact: Lisa Bauer (510) 643-4612.
- United Indian Health Services, Arcata: Set up recycling programs in United Indian Health Services in Humboldt and Del Norte counties. Purchase bins, storage containers and collection cart. \$28,525. Contact: Heather Nicholas-Crowell (707) 826-2869.
- UC Davis R4 Recycling Program: Purchase a new recycling collection vehicle to keep up with increased recycling at the UC Davis campus. \$62,484. Contact: Lin King (530) 752-6970.
- West Contra Costa Integrated Waste Management Authority, San Pablo: Promote business office and public spaces recycling collection in the waste management authority's collection area. Production and distribution of brochures and flyers to office personnel, and purchase of newspaper and theater ads using the DOC campaign materials. \$8,512. Contact: Mersina Purlantov (510) 215-3104.

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**Division of Recycling Press Releases**  
**Make Every Day Earth Day**

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NR 2002-20  
April 18, 2002

THE DOC PROVIDES EARTH DAY TIPS FOR EVERYDAY LIFE

Focus is on Commitments that Make a Difference for the Environment

SACRAMENTO – As communities throughout California and around the nation celebrate Earth Day, the Department of Conservation has a few suggestions about small adjustments that can make a big difference for the environment.

If individuals make an effort to keep our environment clean now, we will protect natural resources and increase the availability of valuable raw materials for the future. By following a few simple suggestions, we begin to make conscious decisions that will have positive results for the environment.

**1. Recycle**

A wide variety of beverage containers can be redeemed for cash under California's beverage container recycling program. Even containers that are not included in the program are recyclable. If you don't recycle, take time to find out how. Call your city or county recycling program or visit [www.bottlesandcans.com](http://www.bottlesandcans.com).

**2. Buy Products Made From Recycled Materials**

Recycling is important and so is buying products made from recycled materials. Look for the recycling symbol (or "made from post-consumer material") on a wide range of products. In addition, there is a growing array of new products made from recycled beverage containers, ranging from backyard planter boxes to fleece vests.

**3. Get out of the car one day a week**

Carpool, use public transportation or bicycle. Using alternative transportation a day or two a week can prove manageable, and getting out from behind the wheel can be relaxing. Plus, riding a bike fulfills the annual resolution to exercise more.

**4. Enjoy the great outdoors: visit a local, state or national park**

Take some time to appreciate California's world-class natural areas. Get to know some of the parks in your area and beyond. Ask about volunteer opportunities or special nature programs geared toward kids.

**5. Go local: volunteer in your community**

Volunteer to help improve your hometown environment. Sign up for the local clean-up day, tree-planting effort or community garden. Take your kids to a neighborhood creek restoration effort to show them what an ecosystem is all about. Volunteer at a local park. Adopt your own space and turn it green.

**6. Conserve energy**

Cut your monthly energy bills 30 percent by replacing old equipment in your home with state-of-the-art Energy Star products. Get going on those energy-efficient home improvements you've been putting off all year. Turn off lights when you leave a room and keep the thermostat at 78 degrees or higher in the summer. For more tips on conserving energy, visit [www.flexyourpower.org](http://www.flexyourpower.org).

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## Division of Recycling Press Releases

# Recycling Campaign Wins Award

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NR 2002-17

April 15, 2002

### CALIFORNIA'S BEVERAGE CONTAINER RECYCLING CAMPAIGN WINS GRAND PRIZE

It's Good for the Bottle. It's Good for the Can. It's Great for California.

Sacramento – The Department of Conservation's beverage container recycling outreach campaign, featuring the tagline "Recycle. It's Good for the Bottle. It's Good for the Can.", won two top honors at the State Information Officers Council annual awards competition.

The State Information Officers Council awarded the DOC's recycling campaign the Gold Award (first place) for the best media campaign of any state agency and the grand prize for media relations in general. The awards were presented April 11.

SIOC is a non-profit organization that meets to discuss trends and developments in the field of government public information. The annual awards competition's goal is to identify excellent communication efforts among state agencies and to further encourage the production of quality work.

"The recycling campaign plays a very important role in encouraging and educating Californians about beverage container recycling," said Carol Dahmen, California Department of Conservation communications director. "Being recognized by your peers with the grand prize is a great honor."

The campaign, which utilizes television, print and radio advertisements, as well as billboards and a Web site ([www.bottlesandcans.com](http://www.bottlesandcans.com)), was launched in May 2001. The campaign was developed in response to a drastic decline in California's beverage container recycling rate. In 2000, the recycling rate dropped to 61 percent as more than six billion containers were thrown away instead of being recycled, according to figures reported by the California Department of Conservation.

Designed to motivate Californians to recycle beverage containers, the television commercials feature recently emptied plastic, glass and aluminum containers longing for a "new life." Television spots featuring a trash-talking can who is reborn as a softball bat and an unloved plastic bottle who is reincarnated as a flotation device for a beautiful lifeguard are perhaps the best known components of the campaign. The radio spots and print ads follow a similar premise.

The \$10 million campaign also includes a component that allows the DOC to assist local jurisdictions with their recycling outreach. A "campaign in a binder" includes the TV and radio spots, bumper stickers, and posters. The binder is available to local recycling coordinators free of charge, allowing them to extend the reach of the recycling message in their communities.

California is one of 10 states with a beverage container recycling program. The Department of Conservation administers the California Beverage Container Recycling and Litter Reduction Act, which became law in 1986. The primary goal of the act is to achieve and maintain high recycling rates for each beverage container type included in the program.

Consumers pay CRV (California Refund Value) when they purchase beverages from a retailer. The deposits are refunded when empty containers are redeemed through local recycling centers. All aspects of the state's program, including the outreach campaign, are funded through money left over from unredeemed beverage containers. More information on the state's beverage container recycling program is available at [www.bottlesandcans.com](http://www.bottlesandcans.com), or by calling 1-800-RECYCLE.

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**Division of Recycling Press Releases**

**Recycled Products Trade Show**

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NR 2002-09

February 14, 2002

**RECYCLED PRODUCTS TRADE SHOW BRINGS DIVERTED DISCARDS BACK TO LIFE**

SACRAMENTO: Businesses, government agencies and everyday consumers looking to "close the loop" by buying recycled-content products can't afford to miss the Third Annual Recycled Product Trade Show April 4 & 5 at the Disneyland Hotel in Anaheim.

The price is right, too: free admission to peruse more than 100 exhibits and informational booths. Visitors will experience a high-energy, interactive environment in which to see, touch and feel a wide variety of high-quality recycled-content products.

Sponsored by the California Integrated Waste Management Board and Department of General Services, the Recycled Product Trade Show highlights hundreds of environmentally friendly products, from office furniture and playground equipment to art and new home construction products. All of the products incorporate extensive recycling and reuse methods.

The California Department of Conservation, which oversees the state's beverage container recycling program, is an enthusiastic supporter of the show. DOC will be on hand with knowledgeable staff at one of the many display booths, as well as the department's new traveling exhibit trailer that holds a host of products made from recycled glass, plastic and aluminum.

DOC Director Darryl Young encourages Californians to see for themselves the innovative items and everyday products that result when we remember to use the recycling bin instead of the trash can.

"Recycling is only part of the waste diversion equation," Young said. "When we buy recycled content products, we reduce the demand for natural resources and create more demand for the raw materials created when we recycle in the first place."

The show is designed to bring potential buyers face-to-face with recycled content products and the people who make them. Open to everyone, the event is of particular interest to state and local government staff responsible for meeting state recycled content product procurement mandates. The show can also be valuable for businesses interested in making environmentally positive purchasing decisions, as well as anyone interested in learning about the benefits of purchasing recycled content products. Those benefits include:

- Conservation of energy and natural resources
- Conservation of landfill space
- Reduced manufacturing waste and pollution
- Job creation

The California Integrated Waste Management Board's Web address is [www.ciwmb.ca.gov](http://www.ciwmb.ca.gov).

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**Division of Recycling Press Releases**

**BEAR Recycling Report**

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NR 2002-01

January 16, 2002

REPORT SHOWS CALIFORNIA'S BEVERAGE CONTAINER RECYCLING PROGRAM IS NATION'S MOST COST-EFFECTIVE

SACRAMENTO " A new report says consumers in the 10 states with bottle bills recycle dramatically higher volumes of beverage containers than their counterparts in non-deposit states, and that California's unique system is the nation's most cost-effective.

The report, Understanding Beverage Container Recycling: A Value Chain Assessment, was released today at the annual National Recycling Coalition Congress in Seattle. Using data from 1999, the report says bottle bill states averaged 422 containers recycled per capita " 373 per capita in California " compared with 127 per capita in non-deposit states using curbside collection and 31 per capita for neighborhood drop-off programs.

While pointing out the environmental benefits of recycling " energy savings, avoided greenhouse gas emissions and avoided landfill use " the report also noted a general downward trend in beverage container recycling nationwide.

In comparing the cost effectiveness of various recovery systems, California's came in at 0.55 cents per container recovered. Traditional deposit programs averaged 2.21 cents per container. Curbside programs averaged 1.72 cents per container. Residential drop-off programs averaged 0.30 cents per container, but had by far the lowest recovery rates.

"While we're happy to see that California's recycling program, and deposit programs in general, are leading the way in beverage container recycling, we're not satisfied with what we've done," said Darryl Young, director of the California Department of Conservation, which administers the state's bottle bill. "We're working to raise recycling rates in California. In 2000, more than 6 billion bottles and cans ended up in the trash. Californians can do better than that."

California's system differs in several ways from traditional deposit programs. Most notably, containers are redeemed at privately owned recycling centers rather than at retail stores. Also, the deposit is 2.5 cents on containers less than 24 ounces and 5 cents on containers 24 ounces or greater, compared with the 5 or 10 cents typical in other programs, and containers do not have to be sorted by brand or distributor.

The report is the work of a task force put together by the group Business and Environmentalists Allied for Recycling (BEAR). The task force consists of representatives from BEAR's steering committee as well as representatives of a major beverage producer, a container producer, a waste management firm, a plastics processor, and local and state government. The complete report was located at [www.globalgreen.org](http://www.globalgreen.org).

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## Green Holidays Guide

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NR 2001-74

December 20, 2001

### "GREEN" HOLIDAYS GUIDE OFFERS NEW YEAR'S RESOLUTION TIPS

Focus is on commitments that make a difference for the environment

SACRAMENTO " It's the season for New Year's resolutions, and the California Department of Conservation has a few suggestions about small changes that can make huge impacts on the health of the environment.

The department has published "Green Holidays Guide: Simple Ways to Protect Our Planet." The guide includes a wealth of information about how to be "green" during 2002. By committing to even a few of these resolutions, Californians can have a positive impact on the environment in 2002.

#### 1. **Recycle**

Resolve to recycle wherever you are. A wide variety of beverage containers can be redeemed for cash under California's beverage container recycling program. Even containers that are not included in the program are recyclable. If you don't recycle, take time to find out how. Call your city or county recycling program or visit [www.bottlesandcans.com](http://www.bottlesandcans.com).

#### 2. **Buy Products Made From Recycled Materials**

Just as recycling is important, so is resolving to buy products made from recycled materials. Look for the recycling symbol (or why is this better? "Made from post-consumer material") on a wide range of products. In addition, there is a growing array of new products made from recycled beverage containers, ranging from backyard planter boxes to fleece vests.

#### 3. **Make Your Home a Toxic-Free Environment**

Keep your home healthy by reducing unnecessary toxic chemicals. Paints, solvents and other chemicals should be disposed of safely, not flushed down the toilet. Toilet-bowl solvents. Substitute baking soda and vinegar, which are great all-purpose cleaners. Non-toxic household cleaners can be found at many stores. Cut down on pesticides and fertilizers in your garden and you'll limit what gets washed into rivers, bays and the ocean.

#### 4. **Get out of the car one day a week**

Resolve to spare the air. Carpool, use public transportation or bicycle. Using alternative transportation a day or two a week can prove manageable, and getting out from behind the wheel can be relaxing. Plus, riding a bike fulfills the annual resolution to exercise more.

#### 5. **Enjoy the great outdoors: visit a local, state or national park**

Take some time to appreciate California's world-class natural areas. Get to know some of the parks in your area and beyond. Ask about volunteer opportunities or special nature programs geared toward kids.

#### 6. **Start a compost pile to feed your garden**

Convert those yard clippings and vegetable peelings into nature's fertilizer for your garden. Home composters can be found at most home and garden centers. Many counties now offer discounted rates for home composters and many more counties take yard clipping "donations" for municipal compost piles that provide soil for local parks. Call your city or county for more information or visit [www.ciwmb.ca.gov/Organics/HomeCompost/](http://www.ciwmb.ca.gov/Organics/HomeCompost/) to learn about composting at home.

#### 7. **Go local: volunteer in your community**

Resolve to improve your hometown environment. Sign up for the local clean-up day, tree-planting effort or community garden. Take your kids to a neighborhood creek restoration effort to show them what an ecosystem is all about. Volunteer at a local park. Adopt your own space and turn it green.

#### 8. **Conserve energy**

Cut your monthly energy bills 30 percent by replacing old equipment in your home with state-of-the-art Energy Star products. Get going on those energy-efficient home improvements you've been putting off all year. Turn off lights when you leave a room and keep the thermostat at 70 degrees. For more tips on conserving energy, visit [www.flexyourpower.org](http://www.flexyourpower.org).

For more information or to receive a copy of the "Green Holidays Guide", visit [www.bottlesandcans.com](http://www.bottlesandcans.com) or call 1-800-RECYCLE.

In addition to promoting the state's beverage container recycling program, the California Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures the reclamation of land used for mining.

## Division of Recycling Press Releases

# Green Holidays Guide

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NR 2001-71

November 30, 2001

### IT'S EASY TO BE 'GREEN FOR THE HOLIDAYS' WITH NEW SEASONAL RECYCLING GUIDE

SACRAMENTO – In a holiday season marked by world events, those looking for a unique approach to the season can turn to a new “Green for the Holidays” guide available from the California Department of Conservation.

The guide includes a variety of simple hints, tips and suggestions on how to buy recycled products, shop for creative eco-friendly products, conserve natural resources and save energy.

“Most people are surprised at how easy it is to be creative and environmentally friendly in their holiday buying,” said Darryl Young, California Department of Conservation director. “There is a real misconception by many people that ‘green’ products are harder to find or more expensive. That’s just not the case.”

Environmentally friendly gifts and holiday materials can be found at a number of mainstream consumer stores, as well as a variety of online shops. From wrapping paper and greeting cards to affordable one-of-a-kind items, the guide provides a range of ideas on how to make this season more “green.”

“Recycling beverage containers and other items is just part of the solution,” said Young. “Shopping for recycled-content products helps close the recycling loop by increasing demand for recycled materials.”

The “Green for the Holidays” guide is available by calling 1-800-Recycle or by visiting [www.bottlesandcans.com/what](http://www.bottlesandcans.com/what).

California is one of 10 states with a beverage container recycling program. The Department of Conservation administers the California Beverage Container Recycling and Litter Reduction Act, which became law in 1986. The primary goal of the act is to achieve and maintain high recycling rates for each beverage container type included in the program.

Consumers pay CRV (California Refund Value) when they purchase beverages from a retailer. The deposits are refunded when empty containers are redeemed through local recycling centers. More information on the state's beverage container recycling program is available at [www.bottlesandcans.com](http://www.bottlesandcans.com), or by calling 1-800-RECYCLE.

California's beverage container recycling rate suffered an alarming decline in 2000 to 61 percent as more than six billion containers were thrown away instead of recycled. The trashed aluminum, glass and plastic represents an estimated \$158 million in unredeemed CRV deposits. Laid end-to-end, the unrecycled beverage containers would circle the earth nearly seven times.

To stop the drop in recycling, the department in May launched a campaign to motivate Californians to recycle more.

In addition to promotion of the state's beverage container recycling program, the Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining.

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## Division of Recycling Press Releases

# Santa Maria Recycling

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NR 2001-65

October 30, 2001

### CENTRAL COAST RECYCLING EFFORTS EARN RECOGNITION

SANTA MARIA – California Department of Conservation Director Darryl Young today recognized a variety of public and private organizations in Santa Maria for their efforts to “stop the drop” and encourage greater recycling of beverage containers.

“Today we recognize the significant efforts of the Santa Maria community to support beverage container recycling,” Young told an assembly of students and local community leaders at Juan Pacifico Ontiveros Elementary School. “By helping recycle bottles and cans, you not only are conserving natural resources, but you are helping keep your beautiful community free of litter.”

Young presented several awards of recognition to individuals and organizations for their support of local recycling efforts.

The City of Santa Maria, in cooperation with Larrabee Brothers Recycling, used a grant from the department to install recycling bins in city parks to help remind people to recycle when they’re out and about as well as at home.

Since 1994, Ontiveros Elementary’s Therese Brady and her second- and third- grade students have participated in “Kids Can Teach Other Kids About the Environment, Too!,” a nationally recognized education project between the school and Health Sanitation Service, the local waste hauling company.

The program includes a student-designed brochure, an aggressive on-site recycling program and an annual “Green Ribbon Week” recycling education fair for students. The department’s Division of Recycling is adding the children-developed recycling brochure to its list of statewide education materials.

The awards ceremony at Ontiveros School included an appearance by Recycle Rex, California’s recycling “spokesdinosaur.”

Only 61 percent of the beverage containers sold in California were recycled in 2000. That means more than six billion containers were thrown away. The department’s statewide promotional campaign, launched in May, is designed to spread the message that people should “Recycle. It’s good for the bottle. It’s good for the can.”

The average recycling rate during the 1990s was 77 percent. The addition of new CRV containers – many of them plastic, which historically has been recycled at lower rates than aluminum – is cited by the department as a primary reason for the decline.

California is one of 10 states with a beverage container-recycling program. The department administers the California Beverage Container Recycling and Litter Reduction Act, which became law in 1986. The primary goal of the act is to achieve and maintain high recycling rates for each beverage container type included in the program.

Consumers pay CRV (California Refund Value) when they purchase beverages from a retailer. The deposits are refunded when empty containers are redeemed through local recycling centers. More information on the state’s beverage container recycling program is available at [www.bottlesandcans.com](http://www.bottlesandcans.com), or by calling 1-800-RECYCLE.

In addition to promotion of the state’s beverage container recycling program, the department administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining.

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**Division of Recycling Press Releases**  
**Humboldt County Recycling**

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NR 2001-59  
September 17, 2001

**DEPARTMENT OF CONSERVATION RECOGNIZES HUMBOLDT COUNTY LEADERSHIP IN BEVERAGE CONTAINER RECYCLING**

**Local Recycling Efforts Receive Additional \$5,000 to Support Marketing Efforts**

Eureka –The California Department of Conservation today pledged an additional \$5,000 to support local recycling promotion in recognition of Humboldt County’s leadership role and innovative beverage container recycling programs.

During a brief ceremony recognizing local recycling efforts, Director Darryl Young and department staff gathered at the Manila Dunes Community Center, 1611 Peninsula Drive, in Manila for a “family portrait” with North Coast recyclers who had received funding from the department previously.

“The cities and towns of Humboldt County continue to set an example for other regions looking to improve beverage container recycling rates,” said Young. “We want to recognize those efforts by supporting recycling promotion efforts.”

California’s beverage container recycling rate declined in 2000 to 61 percent as more than six billion containers were thrown away instead of recycled. In response, the department launched a statewide campaign to motivate Californians to recycle more.

The statewide campaign provides materials and support for local programs interested in helping increase bottle and can recycling rates.

The department also offers a city and county payment program, funded through the California Beverage Container Recycling and Litter Reduction Act, that provides money to eligible cities and counties for beverage container recycling and litter cleanup activities. In 2001, the department awarded Humboldt County almost \$25,000 for local recycling programs. The cities of Arcata, Blue Lake, Fortuna, Rio Dell and Trinidad each received \$5,000 grants.

This year, Humboldt County’s grant funding provides support to a wide range of programs and services. These programs include recycling collections, public education projects, beverage container litter clean-up and “buy recycled” activities.

Statewide, the trashed aluminum, glass and plastic in 2000 represents an estimated \$158 million in unredeemed California Refund Value (CRV) deposits. Laid end-to-end, the unrecycled beverage containers would circle the earth nearly seven times.

The average recycling rate during the 1990s was 77 percent. The addition of new CRV containers – many of them plastic, which historically has been recycled at lower rates than aluminum – is cited by the Department as one reason for the decline.

The pro-recycling marketing campaign – which utilizes television, print and radio advertisements, as well as billboards and an Internet site ([www.bottlesandcans.com](http://www.bottlesandcans.com)) – is designed to motivate Californians to recycle more.

The theme for the campaign is “Recycle. It’s good for the bottle. It’s good for the can.”

California is one of 10 states with a beverage container-recycling program. The Department of Conservation administers the California Beverage Container Recycling and Litter Reduction Act, which became law in 1986. The primary goal of the act is to achieve and maintain high recycling rates for each beverage container type included in the program.

Consumers pay CRV (California Refund Value) when they purchase beverages from a retailer. The deposits are refunded when empty containers are redeemed through local recycling centers. More information on the state’s beverage container recycling program is available at [www.bottlesandcans.com](http://www.bottlesandcans.com), or by calling 1-800-RECYCLE.

In addition to promotion of the state’s beverage container recycling program, the Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining.

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**Division of Recycling Press Releases**

**Recycling Commentary -- Darryl Young**

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NR 2001-51  
July 30, 2001

Recycling. It's Good for the Bottle. It's Good for the Can.

**By Darryl W. Young, Director  
California Department of Conservation**

Guest Commentary

With Californians facing a daily challenge to conserve energy, it may be easy to overlook other important resource conservation practices such as recycling. Easy, that is, until you realize that last year we threw away 6.3 billion aluminum, glass and plastic beverage containers – enough to circle the Earth nearly seven times.

If that doesn't catch your attention, consider this: those trashed containers were worth approximately \$160 million at the local recycling center.

Since the earliest Earth Day movements of three decades ago, California has been a national leader in recycling. Throughout the 1990s, we recycled an average of 77 percent of the bottles and cans purchased in California. Still, many of us fail to recognize the significance of tossing a plastic bottle or an aluminum can into a garbage can rather than a recycling bin. In 2000, nearly 40 percent of the 16.5 billion beverage containers purchased in California were trashed.

Tossing so many containers in the waste bin is more than a waste of money; it's a tremendous waste of energy and valuable raw materials as well. Once a bottle or can is land filled, it cannot be used again.

It takes more heat to create an aluminum can from aluminum ore than it does to melt down an existing can for reuse. In fact, the energy difference between processing raw aluminum ore and processing a recycled aluminum can – about 95 percent – provides enough saved energy to run a television for 2.5 hours.

As our recycling habits have fallen by the wayside, the market for raw materials made from recycled plastic, glass and aluminum has grown steadily. In some cases, this caused a shortage of recycled materials for manufacturers.

Most often an aluminum can will end up back on the grocery store shelf within 90 days as a new aluminum can. But it also can be used in softball bats, aluminum shingles for new homes or outdoor park benches and playground equipment.

Glass bottles in California already average about 28 percent recycled content, but recycled glass also is used to make fiberglass insulation, glass tiles and countertops in home construction, and a growing list of other products.

Plastic, which is recycled the least, can be used to make a variety of new products, from clothing to construction materials. Recycled plastic is found in decking materials, picnic benches, signposts, garden hoses and even kayaks.

Finally, local cities and counties with curbside recycling programs generate income from the California Redemption Value (CRV) of each bottle and can they collect, approximately \$64.4 million in 2000. In most cases, the income is used to offset the cost of recycling programs and waste collection services, thereby keeping customer bills lower. Tossing beverage containers into the trash deprives those local communities of revenue that can offset customer costs.

Many local charitable organizations, school activities and other social programs recycle bottles and cans for their CRV and scrap value. Imagine what \$160 million, the approximate amount of unredeemed CRV in 2000, would have done to support our local communities throughout California.

Recycling bottles and cans carries significant ramifications – economically, environmentally and socially. And recycling is relatively easy.

Beverage container redemption centers are located in many grocery store parking lots. A center is located within a mile of most stores selling CRV bottles and cans. More than 500 cities and counties throughout California have some kind of curbside collection program. Many parks, beaches and other public venues also have recycling bins.

So as you are out and about this summer, remember to recycle. It's good for the bottle. It's good for the can.

It's good for California.

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**Division of Recycling Press Releases**  
**Recycling Rates in California**

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NR 2001-46  
May 24, 2001

**DRAMATIC DROP IN BEVERAGE CONTAINER RECYCLING RATE SPARKS CONCERN BY STATE OFFICIALS**

**More Containers than Ever Part of Bottle Bill Program, But Billions Still End Up In Trash**

SACRAMENTO – California's beverage container recycling rate suffered an alarming decline in 2000 to 61 percent as more than six billion containers were thrown away instead of recycled, according to figures released today by the California Department of Conservation.

To stop the drop in recycling, the department is launching a campaign to motivate Californians to recycle more.

"Recycling is one of those things where more is always better," said Darryl Young, California Department of Conservation director. "Californians can do more."

The trashed aluminum, glass and plastic represents an estimated \$158 million in unredeemed California Refund Value (CRV) deposits. Laid end-to-end, the unrecycled beverage containers would circle the earth nearly seven times.

The total number of recycled containers, 10.2 billion in 2000, has remained fairly stable for the past 10 years. However, last year's new bottle bill added some 3.4 billion containers to the program. A decline in the recycling rate was not wholly unexpected, but the size of the drop – from 74 percent to 61 percent – came as a surprise.

"We expected a drop, but not like this," said Young. "We're Californians, we're supposed to know more about recycling."

The average recycling rate during the 1990s was 77 percent. The addition of new CRV containers – many of them plastic, which historically has been recycled at lower rates than aluminum – is cited by the department as a primary reason for the decline.

Young also pointed to the on-the-go lifestyle of many Californians as a factor. According to recent focus group research conducted by the department, Californians are

more mobile than ever and less likely to recycle while away from home. Additionally, consumer beverage consumption in recent years has grown to include bottled water and sports drinks, generally marketed in plastic containers.

"Many people don't realize a plastic beverage container is redeemed for the same value as an aluminum or glass container," Young said.

The campaign – which utilizes television, print and radio advertisements, as well as billboards and an Internet site ([www.bottlesandcans.com](http://www.bottlesandcans.com)) – is designed to motivate Californians to recycle more.

The theme for the campaign is "Recycle. It's good for the bottle. It's good for the can."

"We need to do more than raise awareness in the minds of Californians, we need to change behavior," Young said. "That's why the outreach campaign is so important."

California is one of 10 states with a beverage container recycling program. The Department of Conservation administers the California Beverage Container Recycling and Litter Reduction Act, which became law in 1986. The primary goal of the act is to achieve and maintain high recycling rates for each beverage container type included in the program.

Consumers pay CRV (California Refund Value) when they purchase beverages from a retailer. The deposits are refunded when empty containers are redeemed through local recycling centers. More information on the state's beverage container recycling program is available at [www.bottlesandcans.com](http://www.bottlesandcans.com) or by calling 1-800-RECYCLE.

In addition to promotion of the state's beverage container recycling program, the Department of Conservation administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining

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## Division of Recycling Press Releases

# DOC Awards \$500,000 in Recycling Grants

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NR 2001-33

March 31, 2001

### \$500,000 MILLION IN GRANTS ISSUED TO INCREASE BEVERAGE CONTAINER RECYCLING

SACRAMENTO -- As part of an ongoing statewide effort to maximize beverage container recycling by consumers, the state Department of Conservation has awarded \$500,000 in recycling grants to various organizations.

Each of the 11 grants will help improve the state's recycling rate by increasing recycling convenience for residents of multi-family housing complexes and communities. Most of the money will be used to purchase recycling bins to collect recyclable "California Refund Value" beverage containers. More than 16 billion CRV containers are sold in California each year.

"With more than four million multi-family housing units in the state, it's important to ensure that recycling is available to the people who live there," said Darryl Young, Director of the Department of Conservation. "These grants were awarded with that in mind, and will help plastic, aluminum and glass beverage containers end up in the recycling bin instead of the trash can."

The winning grant proposals were selected through a competitive scoring process from among 26 applicants. The largest grant, \$139,371, went to the City of Santa Monica to expand the city's curbside and drop-off residential recycling pilot program. The smallest grant, \$2,600, went to the Granada Gardens Homeowner's Association in Northridge to construct secure beverage container collection areas adjacent to the existing trash receptacles and also to purchase recycling bins.

The department's recycling grants are paid for with unclaimed refunds of California Refund Value beverage containers, and are awarded at no cost to the state's general fund.

In addition to promoting the state's beverage container recycling program, the department administers programs to safeguard agricultural and open-space land; regulates oil, gas and geothermal wells in the state; studies and maps earthquakes, landslides and mineral resources; and ensures reclamation of land used for mining.

The Department of Conservation awarded the following grants:

- California State University, Sacramento: Provide recycling cabinets to replace existing bins at five residence halls. \$4,825. Contact: Roger Guzowski (916) 278-5801.
- City of Burbank, Burbank Recycle Center: Large bins and individual "apartment recyclers" for 1,083 senior units for weekly collection. Will serve 1,500 residents. \$15,809.00. Contact: Hope McAloon (818) 238-3900.
- City of Napa, Public Works Department: establish recycling at multi-family complexes by purchasing 324 carts, eight side carts and purchasing 4,000 "apartment recyclers." \$47,384.00. Contact: Kevin Miller (707) 257-9520.
- City of Santa Monica: Expand the curbside and drop-off residential recycling commingled pilot program to provide 560 300-gallon bins to multi-family dwellings. \$139,371.00. Contact: Laura Cronin (310) 586-6496.
- City of Visalia: Provide collection bins and 500 "apartment recyclers" to 20 multi-family complexes in Visalia. \$65,400. Contact: Tom Baffa (559) 738-3569.
- Tulare County Consolidated Waste Management Authority: Place 23 recycling bins for collection of beverage containers and provide 3000 individual bins to residents at senior centers, assisted living facilities, and mobile-home parks in five cities throughout Tulare County. \$55,902. Contact: Lori Thomas (559) 782-7516.
- Granada Gardens Homeowner's Association (Northridge): Construct secure collection areas adjacent to existing trash receptacles and purchase recycling bins for collection of CRV containers at the Granada Gardens complex in Northridge. Will serve 70 residents. \$2,600. Contact: Aliso Loehi (818) 368-1858
- Mammoth Mountain Ski Area: Develop an employee housing recycling project to collect beverage containers at all 27 Mammoth Mountain Ski Area multi-family and dormitory style housing locations. Will serve 736 residents. \$36,860. Contact: Lisa Isaacs (760) 934-2571.
- Novato Sanitary District: Provide 55 recycling bins at eight multi-family locations in Novato, construct new recycling sites and promote the program with signage and fliers. \$8,025. Contact: Dee Johnson (415) 892-1694.
- UCLA, Facilities Management: Expand on-campus recycling program. Purchase 70 containers to place at densely populated locations throughout the campus. \$46,534. Contact: Tracy Beck (310) 825-1527.
- University of California San Diego Recycling: Expand the existing program by 20 new locations, and upgrade the current Neighborhood Collection program. Provide recycling to all 6,770 residents at UCSD. \$77,290.00. Contact: Krista Henkels (858) 534-0919



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