

(Natural sound of worker + customer with cell phone app and scanner: “How are you sir? Good. Fantastic!”)

San Francisco debuted a new cell phone app, bag drop service and mobile redemption recycling trucks to serve the entire city.

A welcome sight – as the city unveiled its second phase of an innovative new pilot project to redeem bottles and cans.

It was a very interesting journey with a lot of learning curves.

A huge undertaking for a city where space is at a premium -- and where traditional recycling centers aren't always welcome in the neighborhood.

While this project was being put together, there was only one certified recycling center in city.

WITH new flexibility from the state, San Francisco worked with its last remaining recycling center.

And sought out new partners to boost access to bottle and can redemption.

There are other collaborators as well including the supermarket industry.

And out-of-state partnerships, with new smartphone technology... modeled after successful redemption programs in Maine and Oregon.

And we wanted to push the envelope, but we didn't want to invent the whole thing.

San Francisco added a mobile recycling center to its new pilot program to meet the community's needs.

It's brand new.

Taking trucks to people – without taking up valuable real estate.

It's kind of like a food truck or the book mobile where the book van would bring books to places far from the library. The city coined its project “Bottle-Bank.”

With this awesome smartphone technology, we were able to bring something innovative.

Users download the app... put their **uncrushed** bottles and cans in special barcoded bags they can pick up from a number of grocery stores – and **drop them off** at a mobile collection site staffed by the San Francisco conservation corps.

This new way is kind of like a premium service, a better, cleaner way to recycle.

Once the bags arrive at the recycling center – the uncrushed bottles and cans are run through a machine like this – where a scanner counts the containers.

Within 72 hours, consumers receive a refund in their bank, Venmo, or PayPal accounts.

Or visit our planet recycling's new express lane to redeem their containers for cash.

In Oregon they've been doing this... almost 12 years and they are very well managed and very popular. I believe they have some 800-thousand accounts and people are really using it.

It's a faster, and more efficient system than the current one— where containers are sorted by hand and weighed.

I'm a big advocate for recycling and for protecting the planet from pollution so I thought I'd check out the location and...

it was very easy to use the app.

The mobile program is now underway at two sites in the city: Stonestown Galleria and Van Ness and Division.

I live in the city just a couple blocks away and we're excited to have recycling back

I think this is much easier than any previous format.

But plans are underway to expand Bottle Bank to five mobile locations by march -

We already have other locations sign leases.

With the ultimate goal of extending the project to nearly three-dozen sites throughout the city.

If the pilot is successful – the recycler would like to take Bottle Bank beyond city limits.

Eventually, I'm hoping we can extend this service over the peninsula 7:44

A project providing people with a convenient, accessible service to get their deposits back on bottles and cans, while creating a clean stream of plastic, glass and aluminum that can be recycled into new containers.

Cutting pollution from California's neighborhoods, coastline and ocean.