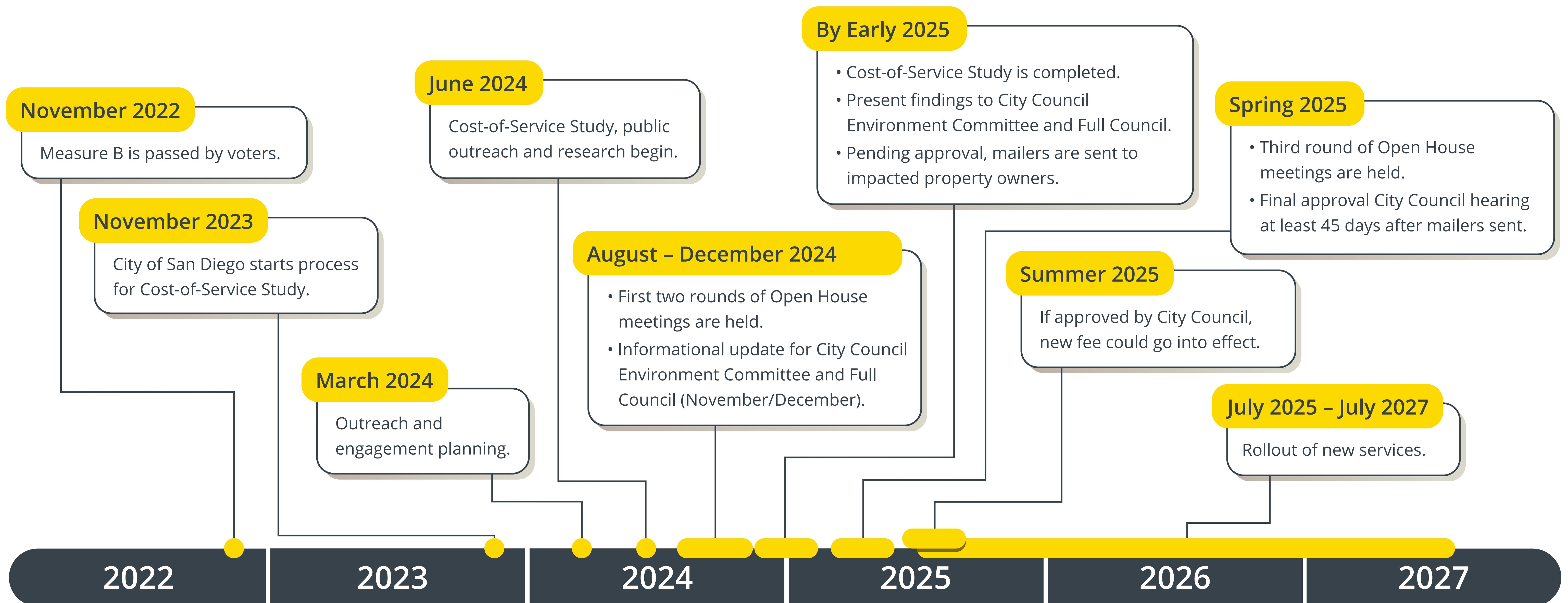




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SAN DIEGO

Public Involvement Process





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Find an Open House Location Near You

The City is considering enhanced trash collection services and potential new fees. Visit one of the public open house events below to share your thoughts and learn more about what it costs to provide these services.



Want to know more?

Stay up to date about potential service enhancements and fees in the future! Visit **CleanGreenSD.org**.
For additional questions or comments, please contact us at **Trash@SanDiego.gov**.

Date and Time	Council District	Location	Address
Tuesday, Nov. 12 5:30–7 p.m.	6	University Community Library	4155 Governor Dr., San Diego, CA 92122
Monday, Nov. 18 5:30–7 p.m.	2	Cathy Hopper Friendship Center at North Clairemont Recreation Center	4425 Bannock Ave., San Diego, CA 92117
Tuesday, Nov. 19 5:30–7 p.m.	7	Tierrasanta Recreation Center	11220 Clairemont Mesa Blvd., San Diego, CA 92124
Wednesday, Nov. 20 4–5:30 p.m.	3	San Diego Central Library @ Joan A Irwin Jacobs Common	330 Park Blvd., San Diego, CA 92101
Monday, Nov. 25 5:30–7 p.m.	5	San Diego Oasis at Rancho Bernardo	17170 Bernardo Center Dr., San Diego, CA 92128
Tuesday, Nov. 26 5:30–7 p.m.	8	San Ysidro Library	4235 Beyer Blvd., San Diego, CA 92173
Monday, Dec. 2 5:30–7 p.m.	9	College–Rolando Library	6600 Montezuma Rd., San Diego, CA 92115
Tuesday, Dec. 3 5:30–7 p.m.	4	Educational Cultural Complex Upstairs Lobby	4343 Ocean View Blvd., San Diego, CA 92113
Friday, Dec. 6 10–11 a.m.	All	Virtual Meeting	Zoom Meeting — for more information visit CleanGreenSD.org
Tuesday, Dec. 10 5:30–7 p.m.	1	Pacific Beach/Taylor Library	4275 Cass St., San Diego, CA 92109



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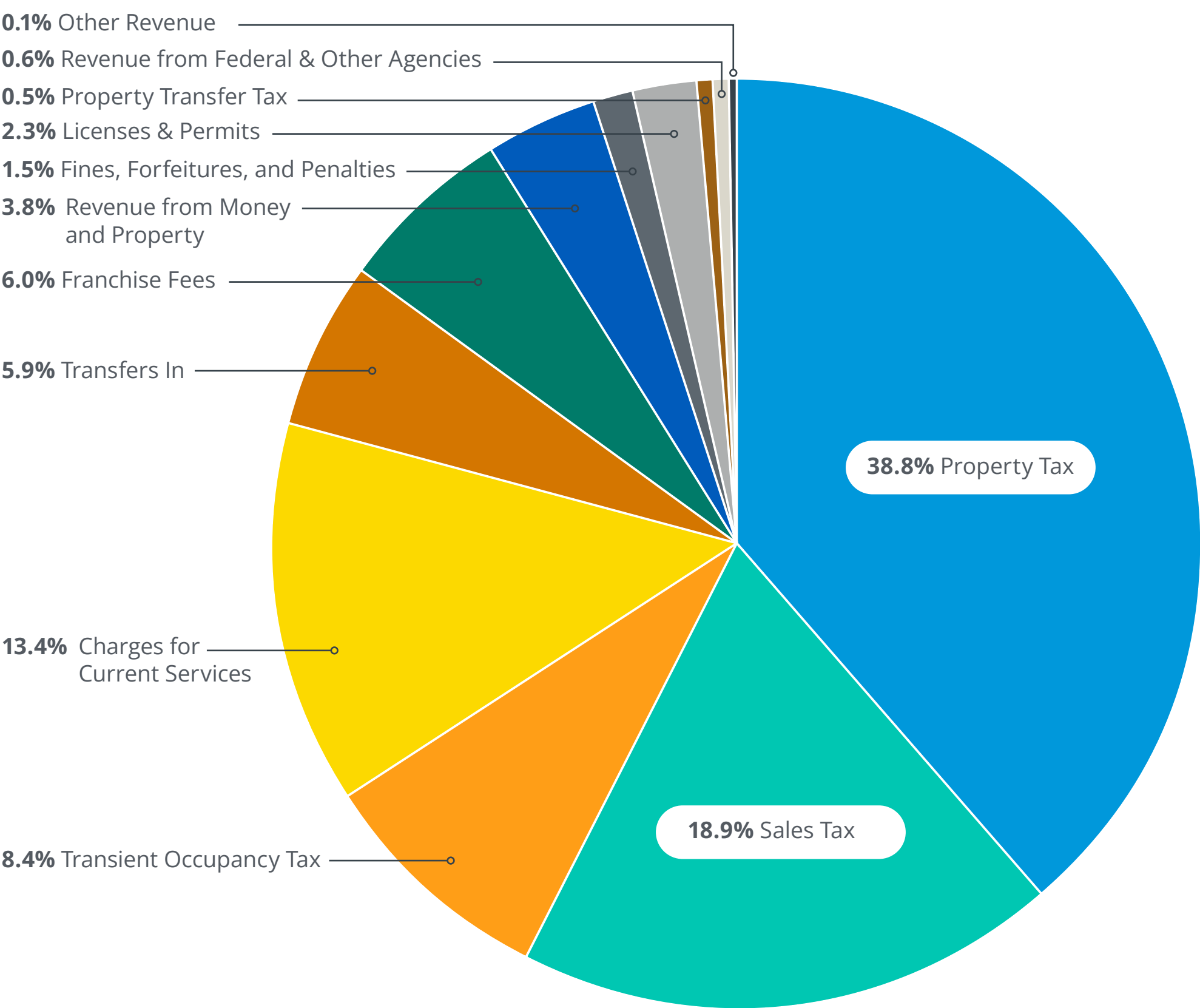
Proposed 2025 General Fund Revenue



City of San Diego
Adopted Budget 2025
<https://www.sandiego.gov/finance/annual>

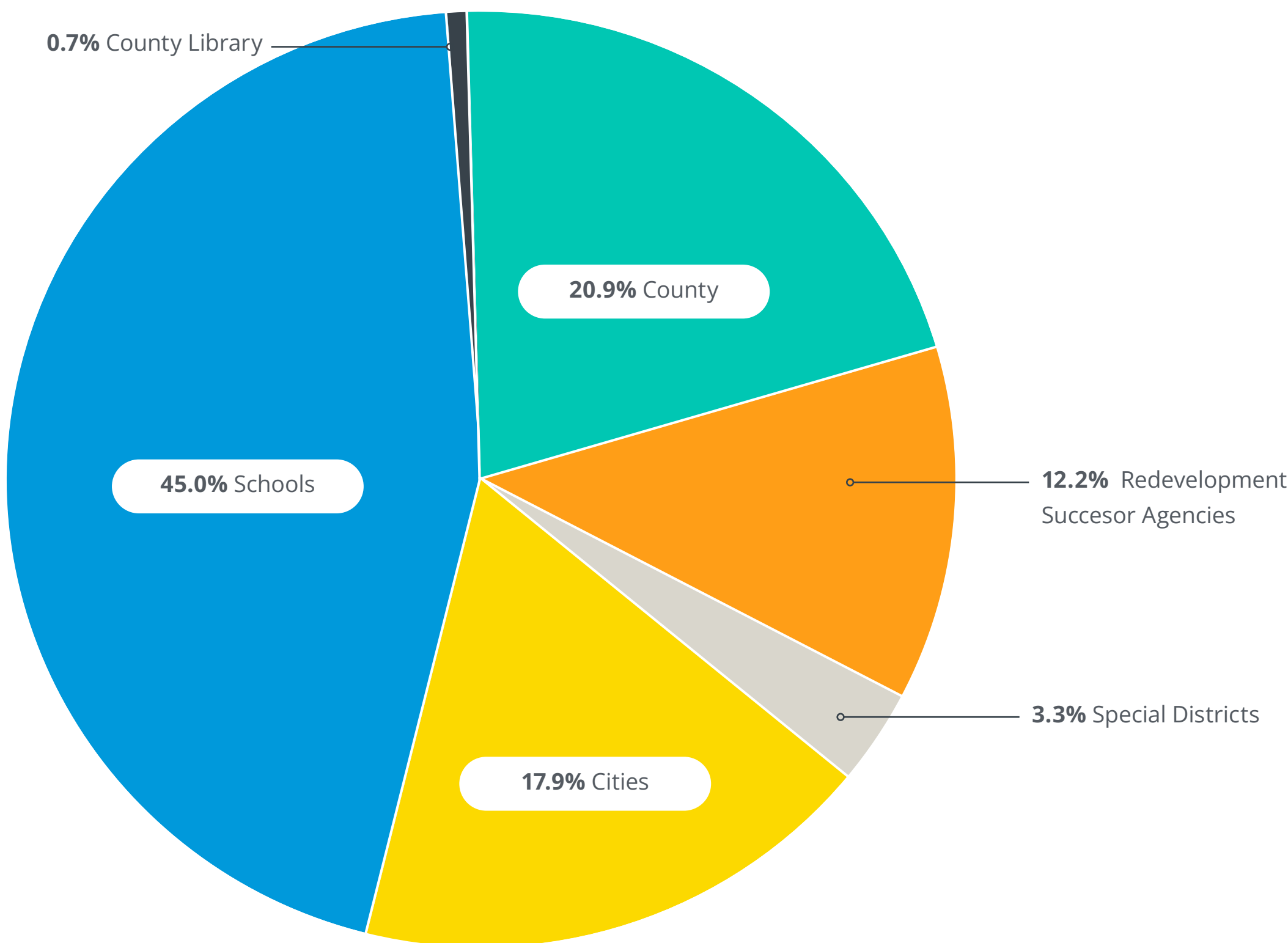
Where does the money from the City’s General Fund come from?

Fiscal Year 2025 General Fund Revenues — \$2.08 Billion



How are property taxes distributed?

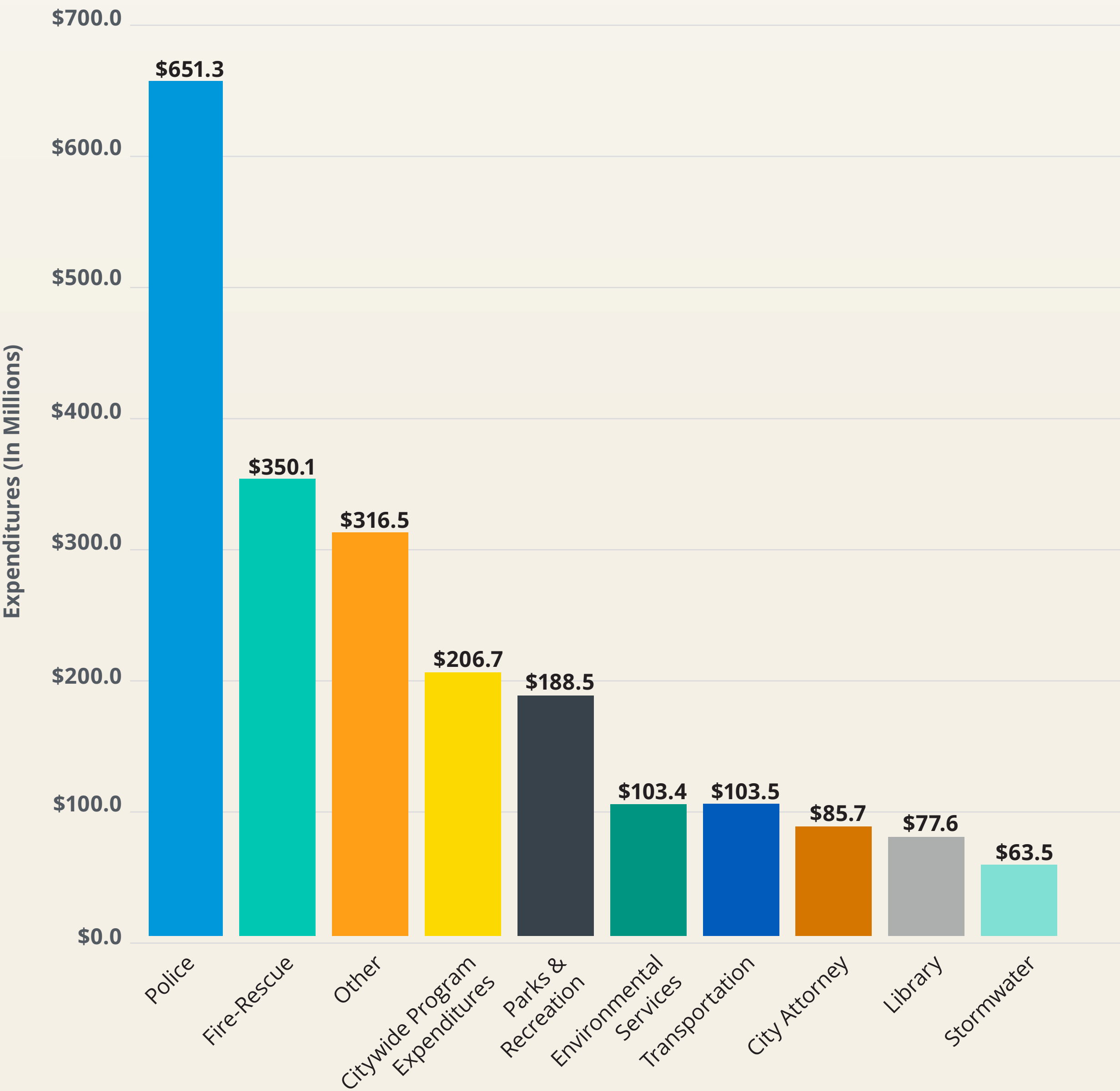
San Diego Property Tax Services



What are the budgeted expenditures by department in the General Fund for Fiscal Year 2025?

**Fiscal Year 2025 Proposed
General Fund Expenditures
by Department (in millions)**

Note: The Other category includes: City Auditor, City Clerk, City Council, City Planning, City Treasurer, Communications, Compliance, Council Administration, Department of Finance, Department of Information Technology, Development Services, Economic Development, Ethics Commission, General Services, Government Affairs, Homelessness Strategies & Solutions, Human Resources, Office of Boards & Commissions, Office of Emergency Services, Office of the Chief Operating Officer, Office of the Commission on Police Practices, Office of the IBA, Office of the Mayor, Performance & Analytics, Personnel, Public Utilities, Purchasing & Contracting, Race & Equity, Real Estate & Airport Management, and Sustainability & Mobility.

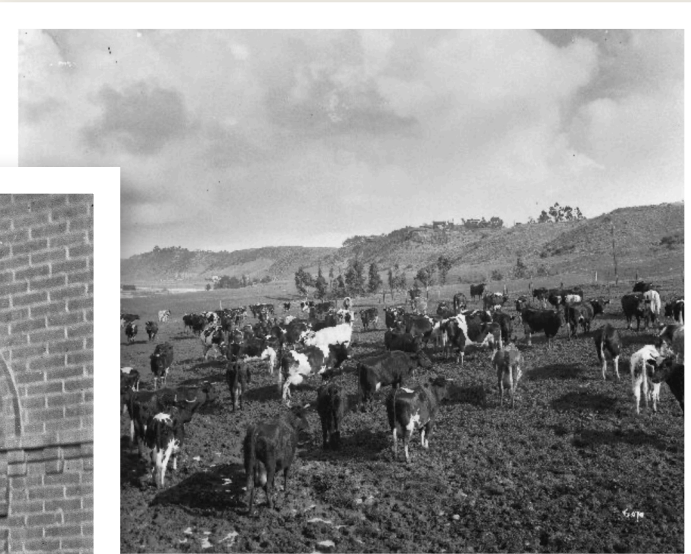
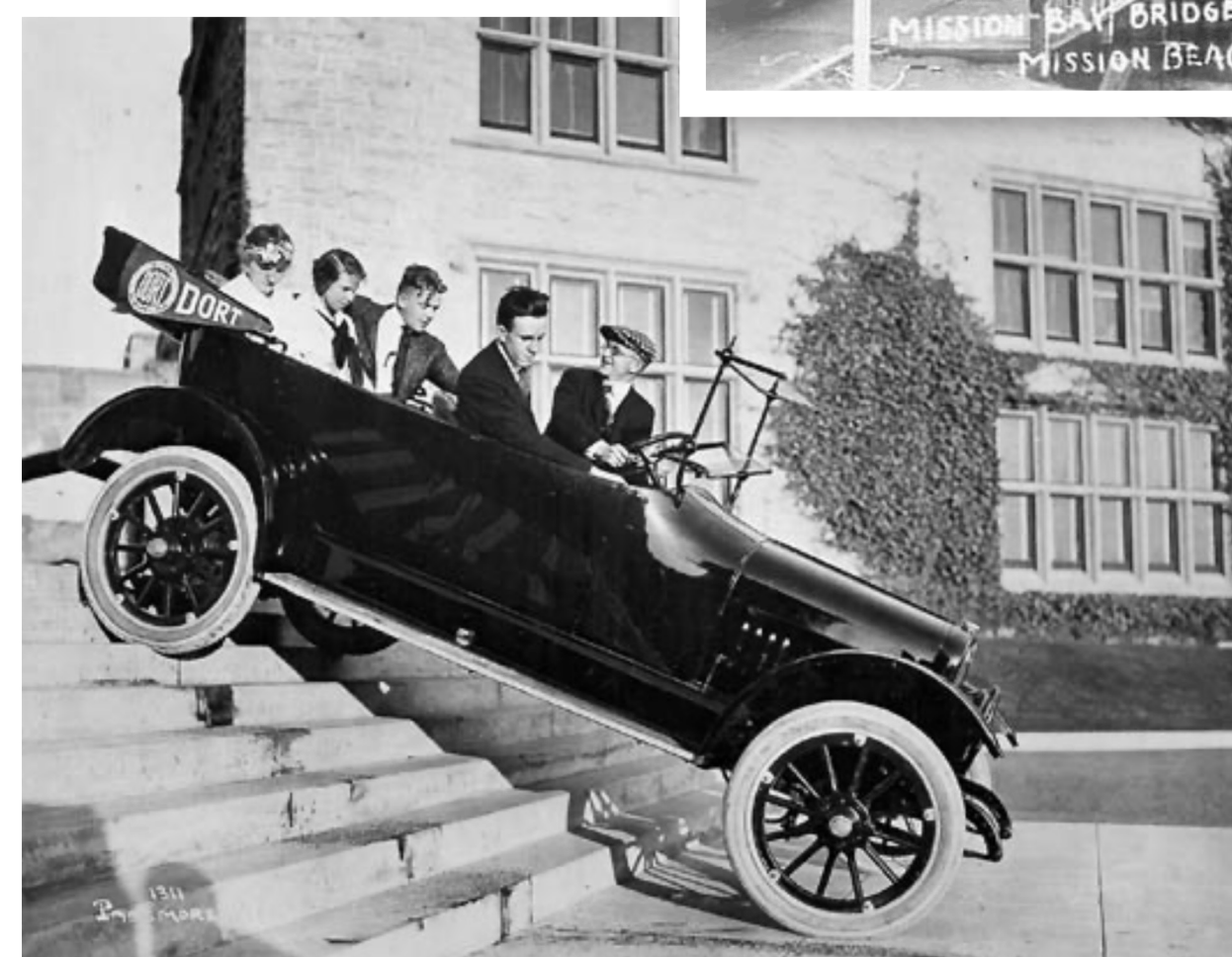




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The People's Ordinance

Scenes from San Diego, 1920s



Photos courtesy of the San Diego Historical Society



Trash Service

Then and Now

1920s

- Citizens voted for City to take over trash hauling from private companies
- City purchased trash hauling horse teams and wagons, as well as “hogs and necessary equipment”
- City covered a portion of the cost by selling food waste for pig food
- Served an estimated population of 100,000
- Provided daily pickups for businesses
- Provided twice per week pickups for homes:
 - 1 for food waste and “non-combustibles”
 - 1 for items that could be burned
- City owned an incinerator that it used for combustibles (considered the “most scientific” disposal method at the time) and dumped the ashes in the bay; backyard incinerators were allowed
- Trash was hand sorted by a private company to recover items that could be resold for a profit
- Items with no value were towed 20 miles out to sea or disposed at the City’s Tideland Dump near the incinerator
- While illegal dumping and private burn dumps were commonplace, there were no sanitary landfills until the 1950s

2020s*

- Operates 240 automated collection trucks
- Employs 550 people
- Requests general fund allocation each year through annual budget process
- Has almost 1.4 million residents
 - Provides trash services to more than 250,000 homes
- Provides home pickups weekly and biweekly:
 - Once per week for trash
 - Once per week for organics — yard waste, food scraps, and food-soiled paper
 - Once every other week for recycling
- Operates the Miramar Landfill and maintains 8 inactive landfills
- Provides organic recycling and free compost and mulch to residents
- Collects recyclable materials it delivers to waste recovery companies
- Provides Household Hazardous Waste education and outreach
- Provides zero waste planning and education
- Operates community cleanup events
- Manages compliance with many regulations, including:
 - Underground fuel tanks
 - Illegal dumping

* Numbers from Waste Advantage Magazine, October 31, 2022



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Round 1: Outreach and Engagement

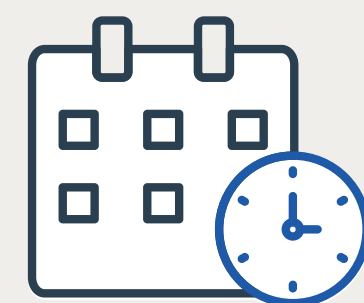
OVER **3,400** Residents engaged with us at:



36
COMMUNITY
PRESENTATIONS



10
OPEN
HOUSES

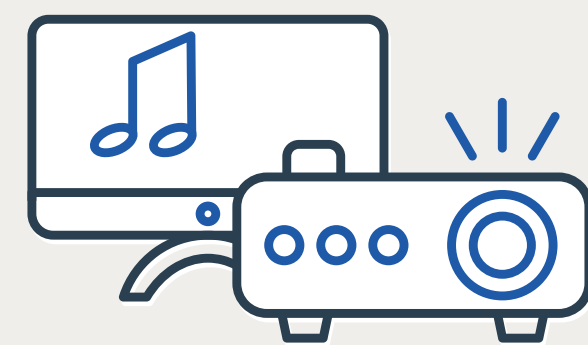


33
COMMUNITY
EVENTS

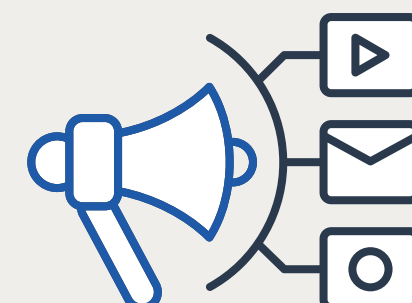
OVER **250,000** Residents reached through:



1
PROJECT
WEBSITE



38
MEDIA
STORIES



90,143
SOCIAL MEDIA
IMPRESSIONS

INFORMATION CHANNELS

Over **10,000** residents reached through our website.

Over **900** residents subscribe to our monthly newsletter.

3 fact sheets developed in English and Spanish.

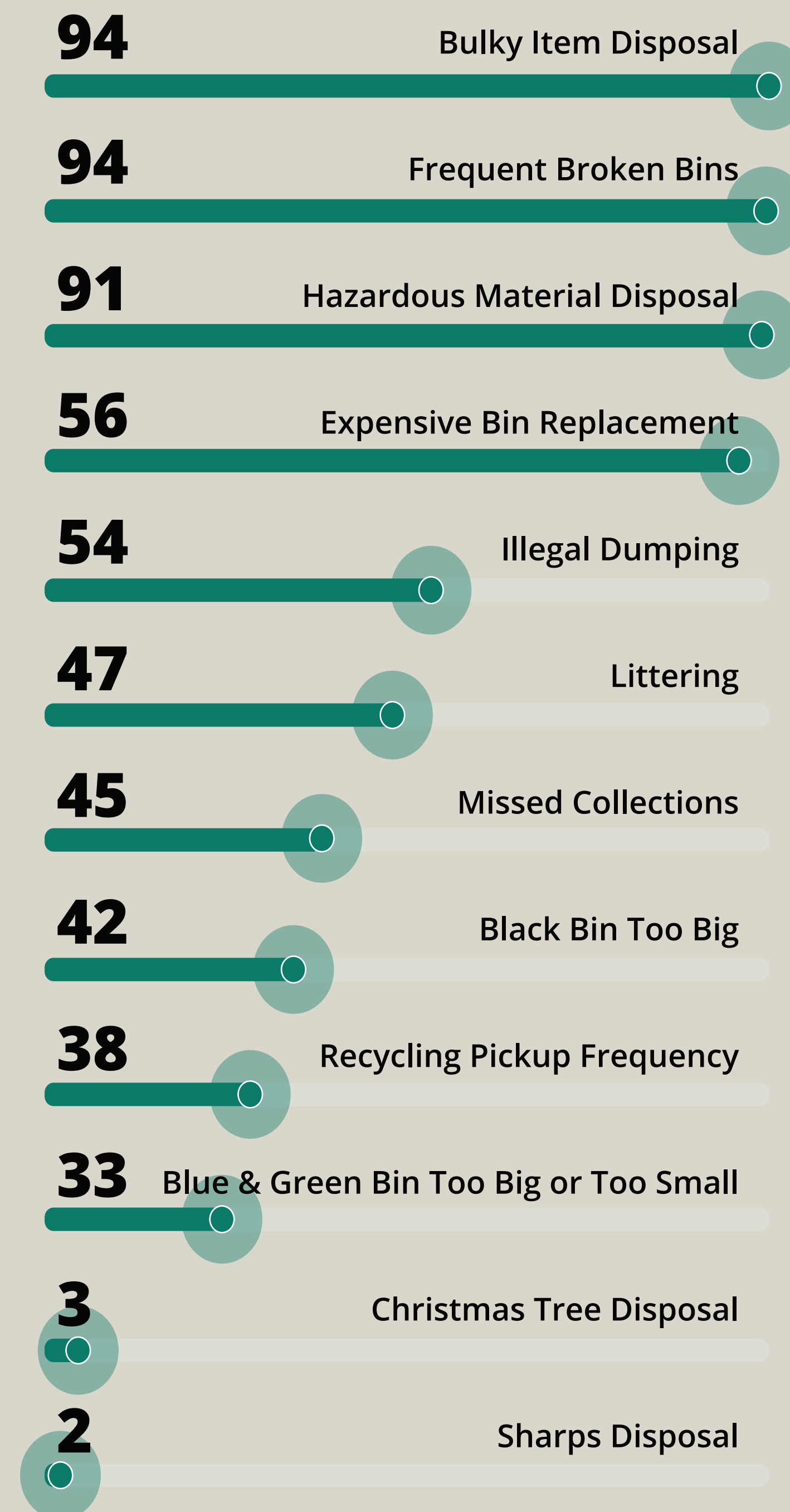
PAID ADVERTISEMENTS

- San Diego Union-Tribune
- Filipino Press
- Voice & Viewpoint
- El Latino

What We Heard

What issues do you most want addressed?

By number of votes



Over **3,000** residents took our online survey!

Customer Satisfaction

- ★ **84%** for trash collection.
- ★ **80%** for organic waste collection.
- ★ **76%** for recycling collection.
- ★ **50%** of customers feel their bin size is appropriate.
- ★ **70%** are satisfied with the frequency of service.

49% of customers want recycling picked up once a week

What three services are you likely to use?

By number of votes



Top Themes from Round 1:

- 1 Enhanced services like **bulky item pickup** and **weekly recycling** programs.
- 2 Replacement of broken trash bins at no additional cost.
- 3 Ongoing education and outreach for how to properly dispose of trash, organics and recycling and how to take advantage of other service offerings.



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Rates Across San Diego County

Agencies Surveyed:	12
Median Fee with 35 Gallon Trash Bin:	\$25
Median Fee with 65 Gallon Trash Bin:	\$31
Median Fee with 95 Gallon Trash Bin:	\$32
Fees Include Bulky Item Pickup:	7
Fees Include Bin Cleanup or Exchange:	4

Rates shown include trash, recycling and organic waste collection (3 bins) using 35, 65, or 95 gallon bins. If a range is shown, charges vary based on the trash bin size. Extra fees may apply for additional containers. Based on publicly-available information.

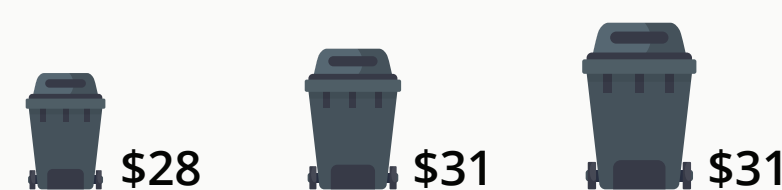
The Data

Rates and Service Comparisons

*Monthly ranges are the total cost for all bins.

CARLSBAD

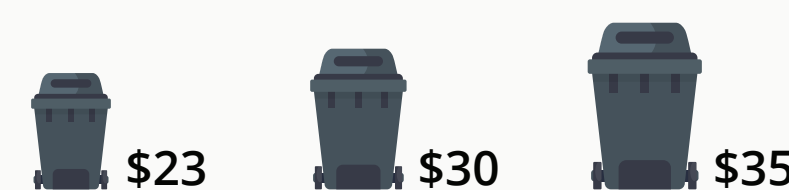
\$28 – \$31 MONTHLY*



	3	BULKY ITEM PICKUPS/YEAR
	3	E-WASTE PICKUPS
		BIN CLEANING / REPLACEMENT
		SHARPS DROPOFF
		CURBSIDE PICKUP WASTE OIL
		CURBSIDE PICKUP HOLIDAY TREES
		LANDFILL PASS/YEAR
		COMMUNITY RECYCLING COLLECTION EVENTS

CHULA VISTA

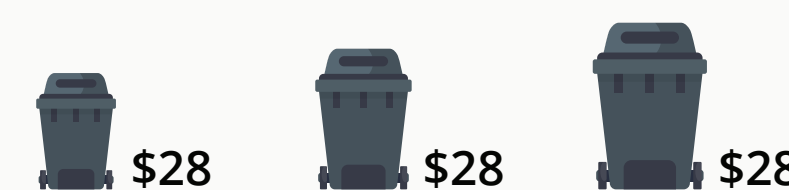
\$23 – \$35 MONTHLY*



	240	BULKY ITEM PICKUPS/YEAR
		E-WASTE PICKUPS
		BIN CLEANING / REPLACEMENT
		SHARPS DROPOFF
		CURBSIDE PICKUP WASTE OIL
		CURBSIDE PICKUP HOLIDAY TREES
	2	LANDFILL PASS/YEAR
		COMMUNITY RECYCLING COLLECTION EVENTS

EL CAJON

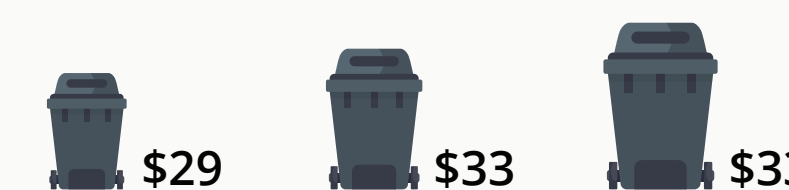
\$28 MONTHLY*



	2	BULKY ITEM PICKUPS/YEAR
	2	E-WASTE DROPOFFS
		BIN CLEANING / REPLACEMENT
		SHARPS DROPOFF
		CURBSIDE PICKUP WASTE OIL
		CURBSIDE PICKUP HOLIDAY TREES
		LANDFILL PASS/YEAR
		COMMUNITY RECYCLING COLLECTION EVENTS

OCEANSIDE

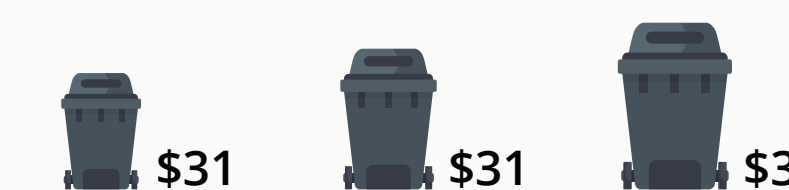
\$29 – \$33 MONTHLY*



	5	BULKY ITEM PICKUPS/YEAR
		E-WASTE PICKUPS (SENIORS/ADA ONLY)
	1	BIN EXCHANGE/ YEAR
		SHARPS DROPOFF
		WASTE OIL PICKUP (SENIORS/ADA ONLY)
		CURBSIDE PICKUP HOLIDAY TREES
	2	LANDFILL CLEANUP EVENTS/YEAR
		COMMUNITY RECYCLING COLLECTION EVENTS

SANTEE

\$31 – \$32 MONTHLY*



	4	BULKY ITEM PICKUPS/YEAR
		E-WASTE DROPOFFS
	2	BIN CLEANING / REPLACEMENT
		SHARPS DROPOFF
		CURBSIDE PICKUP WASTE OIL
		CURBSIDE PICKUP HOLIDAY TREES
	2	LANDFILL PASS/YEAR
		COMMUNITY RECYCLING COLLECTION EVENTS



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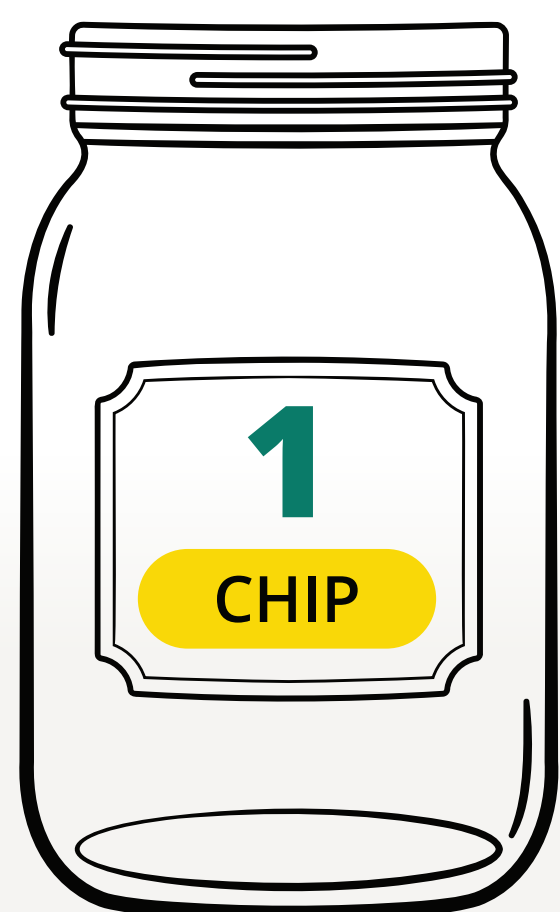
You Decide

How would you spend 9* chips toward your trash bill?

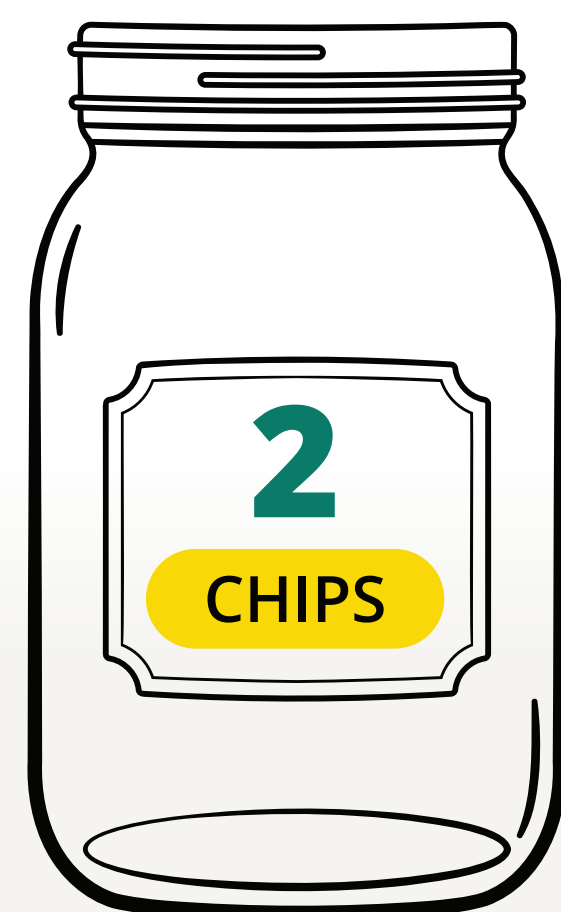
Given finite resources, the City invites participants to provide insights on how they might prioritize potential service enhancements through this exercise. The services shown on the table were the top choices among residents who completed our Round 1 survey or attended Round 1 events.

Spending Your 9 Chips:

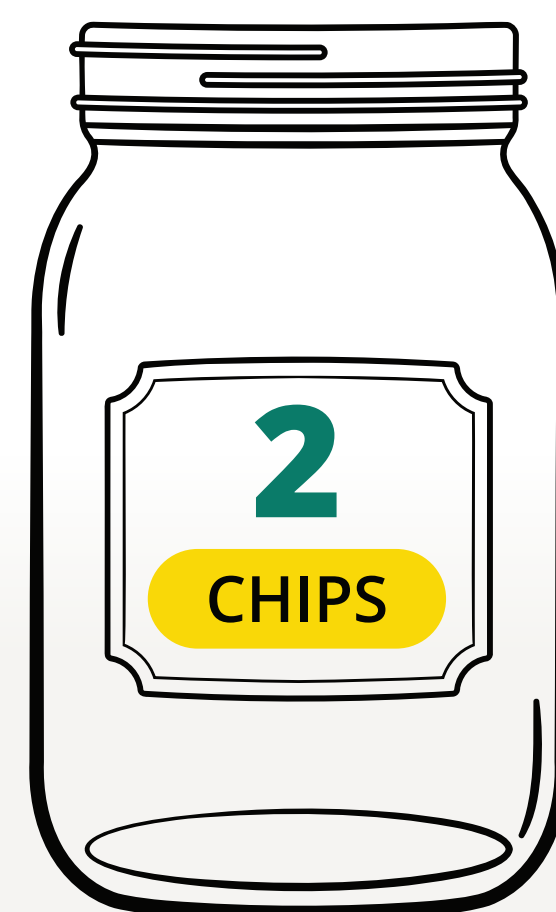
- ▶ Each service is shown with a chip “price.”
- ▶ You must spend the amount on the jar to put in your chips.
- ▶ You can purchase one new service, or several, up to 9 chips.
- ▶ You may choose to spend only part of your money and return the rest to our staff.
- ▶ If you are most concerned about the lowest possible cost, place all chips in the “No Service Enhancements” jar to avoid any changes to the service.



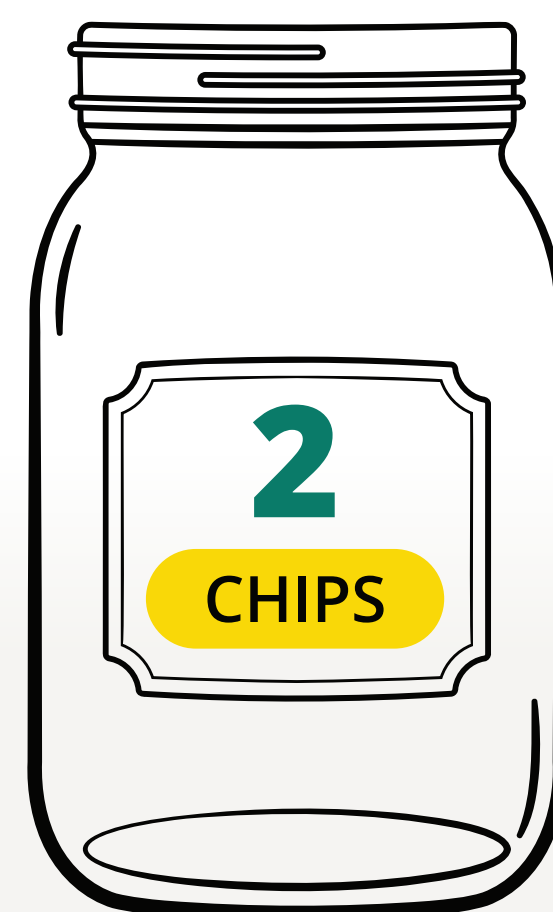
**Council District
clean up events**



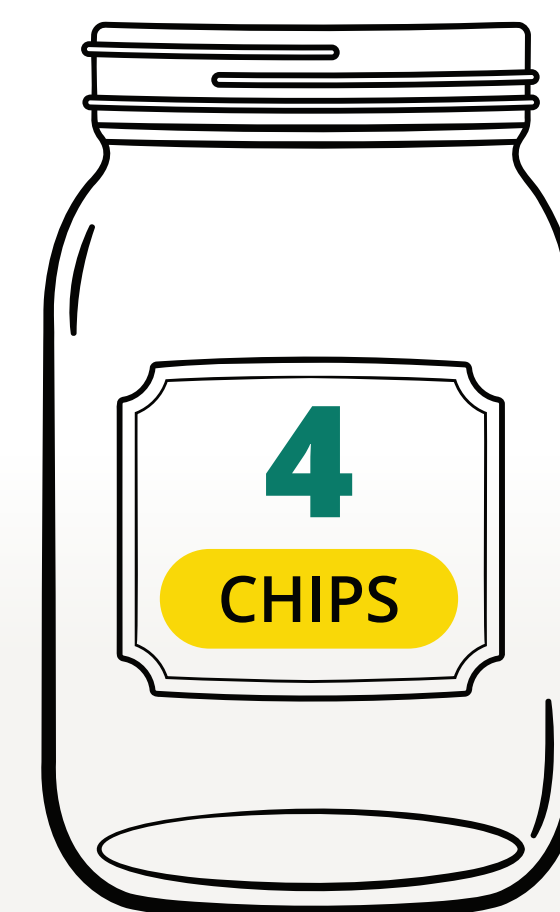
**New trash and
recycling bins
when service
starts**



**Free replacement
when bins get
damaged**



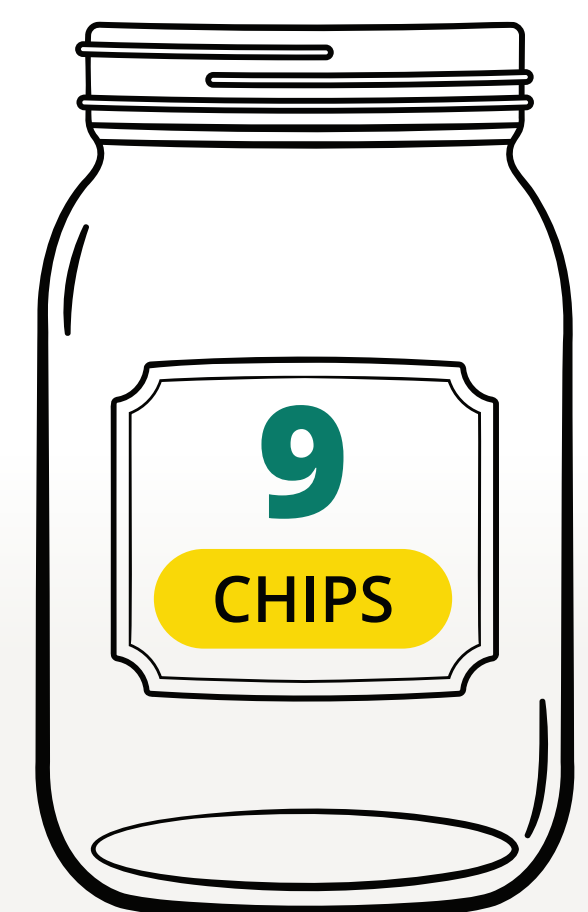
**Extra trash
pickups**



**Bulky item
pickup**



**Weekly recycling
pickup**



**No service
enhancements**

*The 9-chip budget does not represent a potential fee or additional cost. It is provided solely as a tool that can allow residents to compare potential service enhancements.