



A CLEANER, GREENER
SAN DIEGO

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**.

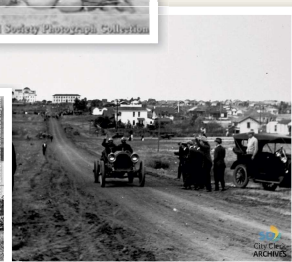
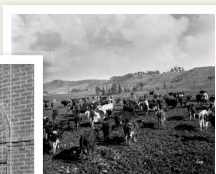
Date and Time	Council District	Location	Address
Monday, Feb. 24 5:30–7 p.m.	8	Otay Mesa-Nestor Library	3003 Coronado Ave., San Diego, CA 92154
Monday, March 3 5:30–7 p.m.	5	Rancho Peñasquitos Library	13330 Salmon River Road, San Diego, CA 92129
Monday, March 10 5:30–7 p.m.	1	Pacific Highlands Ranch Library	12911 Pacific Place, San Diego, CA 92130
Monday, March 17 5:30–7 p.m.	9	City Heights/Weingart Library	3795 Fairmount Ave., San Diego, CA 92105
Monday, March 24 5:30–7 p.m.	3	Balboa Park Casa Del Prado, Room 101	1650 El Prado, San Diego, CA 92101
Tuesday, March 25 5:30–7 p.m.	7	Linda Vista Library	2160 Ulric St., San Diego, CA 92111
Tuesday, April 1 5:30–7 p.m.	4	Skyline Hills Library	7900 Paradise Valley Road, San Diego, CA 92139
Friday, April 4 10–11 a.m.	All	Virtual Meeting	Zoom Meeting — for more information visit CleanGreenSD.org
Monday, April 7 5:30–7 p.m.	2	San Diego College of Continuing Education, West City Campus (Midway), Room 124	3249 Fordham St., San Diego, CA 92110
Tuesday, April 8 5:30–7 p.m.	6	North University Community Library	8820 Judicial Drive, San Diego, CA 92122



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The People's Ordinance

Scenes from San Diego, 1920s



Photos courtesy of the San Diego Historical Society



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Trash Service

Then and Now

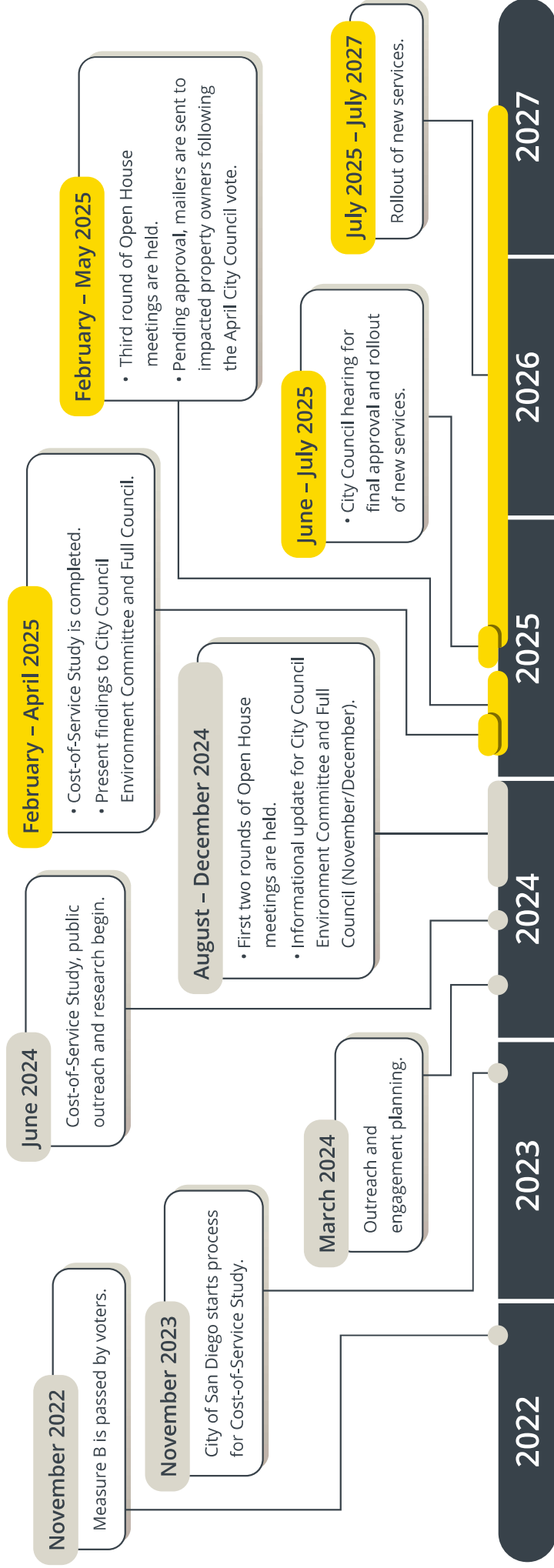
1920s

- 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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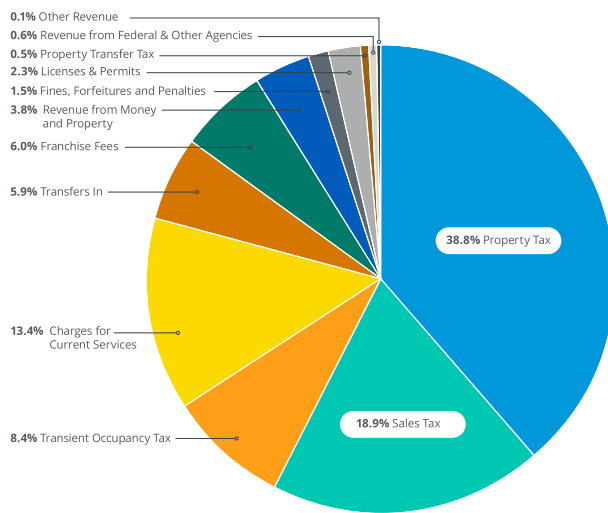
Adopted 2025 General Fund Revenue



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

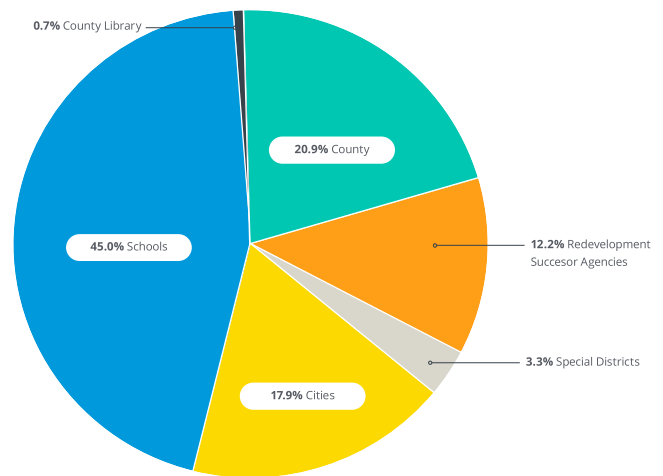
Where did the money from the City's General Fund come from?

Fiscal Year 2025 General Fund Revenues — \$2.08 Billion



How were property taxes distributed?

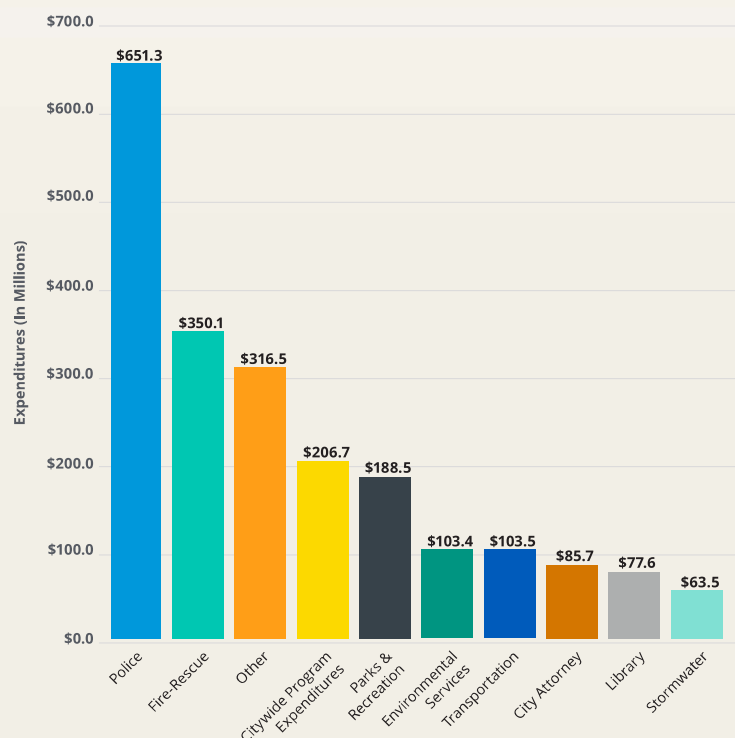
San Diego Property Tax Services



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

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

Note: The "Other" category includes the 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 and Solutions, Human Resources, Boards and Commissions, Office of Emergency Services, Office of the Chief Operating Officer, Commission on Police Practices, Office of the Independent Budget Analyst, Office of the Mayor, Performance & Analytics, Personnel, Public Utilities, Purchasing & Contracting, Race and Equity, and Sustainability and Mobility.





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Rounds 1 & 2

Outreach and Engagement

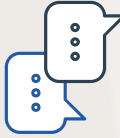
OVER **4,900**

Residents engaged with us at:



64

COMMUNITY
PRESENTATIONS



20

OPEN
HOUSES



41

COMMUNITY
EVENTS

OVER

2.3 million

listens and/or views of
project information through:



18,000

PROJECT WEBSITE
VISITORS



98

MEDIA
STORIES



194,463

SOCIAL MEDIA
VIEWS

INFORMATION CHANNELS

4,088 newsletters sent
about the project

3 fact sheets developed
in **6** languages

18,944 flyers distributed

NEWS & ADVERTISEMENTS

665,544 total TV audience
Advertised in **4** print
publications:

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

MULTIMEDIA

Animated video developed
in **6** languages:

- English
- Spanish
- Chinese
- Korean
- Tagalog
- Vietnamese

What We Heard

What issues do you most
want addressed?

- 1. Bulky Item Disposal**
- 2. Frequent Broken Bins**
- 3. Expensive Bin Replacement**

Top Themes:

A New Container Approach

- Damaged bins are a top concern
- Interest (40%) to build container repair and replacement into fee
- Majority said replacement of trash bins is important at launch

Convenient Disposal of Household Hazardous Waste

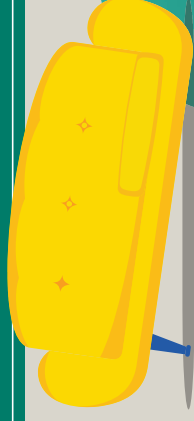
- Potential for twice per year community waste drop-off events per Council District
- Keep batteries, lightbulbs, electronics, and other waste out of trucks and the landfill

Weekly Recycling

- Around 50% of survey participants expressed interest in weekly recycling
- Improved recycling options among top 5 service enhancements for survey respondents

2/3

Nearly of survey respondents expressed
interest in a bulky item pickup voucher program



Over **4,800**

residents took our
online surveys!



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How Your Collection Works



San Diego Homes



Recycling

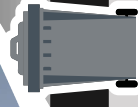
Picked up by the City

Sent to the Allan Company
or EDCO Material Recovery
Facilities in San Diego
and Lemon Grove

Sorted, baled and sent
to different recycling markets

Processed into
new recycled products

New recycled products are
sent to market for purchase



Trash

Picked up by the City

Sent to the Miramar Landfill
in San Diego

Ends at the landfill



Organic Waste

Picked up by the City

Sent to the Miramar
Greenery composting facility
in San Diego

Air and moisture enhance the
decomposition process and the
material is mixed and grinded

Processed into
compost and mulch

Compost and mulch are
free for City residents and
sold to farmers and gardeners
to enrich soil





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Proposed Fee Schedule

Anticipated Fee Range **per MONTH**

Anticipated Fee Range for 3-Container Bundle (<i>Cost per Month</i>)					
BUNDLES		EFFECTIVE DATE			
		July 1, 2025 ²	July 1, 2026	July 1, 2027	July 1, 2028
Option 1	35-gal Trash Container				
	95-gal ¹ Recycling Container	\$42 ± \$3	\$44 ± \$3	\$52 ± \$3	\$53 ± \$3
Option 2	65-gal Trash Container				
	95-gal ¹ Recycling Container	\$48 ± \$3	\$51 ± \$3	\$59 ± \$3	\$60 ± \$3
Option 3	95-gal Trash Container				
	95-gal ¹ Recycling Container	\$53 ± \$3	\$56 ± \$3	\$65 ± \$3	\$66 ± \$3
Anticipated Range for Additional Containers (<i>Cost per Month per Container</i>)					
35-gal Trash Container		\$7 ± \$3	\$7 ± \$3	\$8 ± \$3	\$8 ± \$3
65-gal Trash Container		\$13 ± \$3	\$14 ± \$3	\$15 ± \$3	\$15 ± \$3
95-gal Trash Container		\$18 ± \$3	\$19 ± \$3	\$20 ± \$3	\$21 ± \$3
95-gal ¹ Recycling Container		\$11 ± \$3	\$12 ± \$3	\$20 ± \$3	\$20 ± \$3
95-gal ¹ Organics Container		\$13 ± \$3	\$13 ± \$3	\$13 ± \$3	\$13 ± \$3

¹The City proposes to provide recycling and organics collection at the service level of 95-gal containers only. Customers may request a 35-gal or 65-gal size recycling and/or organics container at the same rate if they prefer, for example, a smaller size due to space considerations, but all customers will be charged at the 95-gal container rate for recycling and organics collection services.

²The City proposes to provide trash collection at the service level of 95-gal containers during Fiscal Year 2025 until new containers are delivered. Customers with a 35-gal or 65-gal size trash container may request a 95-gal container or may request to receive a new 35-gal or 65-gal container.



What Did Measure B Ask Voters?

Voters Approved

“Shall the San Diego Municipal Code be amended so that all City residents receive comparable trash, recycling, and other solid waste management services, by allowing the City to recover its cost of providing these services to eligible residential properties, which could allow the City to provide additional services, such as weekly recycling, bulky item pickup, and curbside container replacement and delivery, at no extra charge?”



Why Was Measure B Proposed?

Fair Use of City Funds

Having residents pay for their own service would **end a decades-old subsidy voters did not anticipate**. People who live in most apartments and condos have had their General Fund money used to provide a service that only benefits other people. The **General Fund money** for providing trash services each year **would be placed back in the budget to benefit everyone**.




What Did Measure B Require?

A Cost Study

The City cannot make a profit or charge other customers a portion of the cost for service to someone else. It is required to show its direct costs for the services.

Service by the City

The People's Ordinance requires the City to provide the service to houses and lots with up to four units. It does not allow those customers to opt out or use private haulers.



Who Decides if Fees Take Effect?

Ratepayers will Decide Fairness

California State Proposition 218 requires cities to inform ratepayers before fees are adopted or changed. A mailer will be sent to each property owner that receives City services. If more than half of them reply in writing that the fee is unfair, the fees will be rejected.



What Will I Have to Pay?

Fees Based on Bin Size

Initial monthly fees would include one large blue bin and one large green bin. Customers can opt for smaller black bins.

The estimated fees could vary by \$3 (higher or lower):

- 95 gallon black bin — \$53
- 65 gallon black bin — \$48
- 35 gallon black bin — \$42

Fees would apply for extra bins.

The proposed fees increase through year five, to \$66, \$61, and \$53 per month, respectively.