



CITY OF PORTLAND
OFFICE OF SUSTAINABLE DEVELOPMENT
A BETTER FUTURE. A BETTER NOW.

FOR IMMEDIATE RELEASE

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Goodbye, old yellow recycling bins...Hello, new blue recycling roll carts!

The familiar yellow recycling bins that have dotted Portland curbsides since 1992 will soon be a thing of the past. Beginning May 1, Portland residents will receive new 60-gallon roll carts for all of their recycling. Newspapers, cans, plastic bottles, junk mail and magazines – everything can be mixed together in the cart.

“We’re excited to put the new recycling program into action,” said Portland City Commissioner Dan Saltzman. “We worked with residents, haulers and the recycling companies to develop a new system that makes recycling easier and more convenient,” he said.

Saltzman says the key feature of the new system is the large-capacity, two-wheel cart that will hold all of the recyclables. “The roll carts will allow people to sort less and to recycle more,” says Saltzman.

The carts will be mechanically tipped into the recycling collection trucks, improving safety and working conditions for the haulers. No sorting is required because all of the recyclable material is sorted at a local recycling facility.

The new recycling system is one component of the Portland Recycles! Plan approved by the Portland City Council last August. The plan challenges Portland residents and businesses to increase the City’s recycling rate from 63 percent to 75 percent by 2015.

Before implementing the new recycling roll carts citywide, Portland’s Office of Sustainable Development conducted a pilot program with 2,000 residents to assess how people would respond to the recycling carts. Reaction was overwhelmingly positive. Pilot testers reported that the roll carts made recycling easy and convenient since the material didn’t have to be sorted. Because the carts hold more material than the yellow bins, some people didn’t have to put out their recycling every week. They also said they appreciated that the lid kept recyclables dry and paper from blowing into the street.

Garbage and recycling companies will deliver the blue recycling roll carts to customers May through early July. At the same time, they’ll deliver green roll carts for yard debris, as well as information prepared by the City to help people recycle correctly.

Yellow bins can be kept and one of them used for glass bottles and jars. As always, glass needs to be kept separate, outside of the recycling roll cart.

More information is available at www.portlandonline.com/osd/carts.

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MEDIA ADVISORY

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City of Portland kicks off Earth Day week on Monday, April 21 by unveiling its newest “hybrid fleet”

New recycling roll carts run on a blend of materials, have an energy-saving design, roomy interiors, and maneuverable two-wheel drive

What: Thousands of new blue and green recycling roll carts are stacked twelve high and six deep on a city lot in southeast Portland, ready to be delivered to customers beginning May 1. The new roll carts are part of the Portland Recycles! Plan, adopted by Portland City Council last year.

Who: **Commissioner Dan Saltzman** will unveil the new roll-cart recycling program and talk about how the carts will help Portland increase its already-impressive recycling rate.

Tony Catalan, owner of Trashco, will be on hand to talk answer questions about how the system will affect his hauling operation.

A Portland resident who tested the cart during a pilot will be available for interviews.

When: **9 a.m. Monday, April 21, 2008**

Where: **Trashco recycling roll cart staging lot in southeast Portland**
SE Main St. , between 10th and 11th Avenues (across from U.S. Bearings and Drives at 1033 SE Main)
(Parking available on site. Enter through gate on SE Main)

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Portland Recycles! Plan resolution

Speaking points for Commissioner Saltzman

The City of Portland is internationally known as a leader in recycling, green building and energy efficiency. We have one of the highest recycling rates in the country. We're a model of sustainable development and green business practices.

That's because people here care deeply about clean air, clean water, conserving resources and keeping their neighborhoods safe and livable.

And because Portlanders care, they recycle and compost. They buy energy efficient appliances for their homes. They install efficient stormwater management systems at their places of business and use biodiesel in their company cars.

But Portland isn't a city content with the status quo. Portlanders say they want to do more.

So, a year ago, this City Council directed the Office of Sustainable Development to come up with a plan to meet head-on some of the challenges we still face: a growing waste stream, global warming, toxics in our air and water, pollution from vehicle emissions, and dwindling natural resources.

We wanted a plan that addresses the fact that while Portlanders are world-class recyclers, they still are generating more trash than they did a decade ago – 44 percent more trash.

This means that more resources and energy are being consumed, and greenhouse gases produced through manufacturing processes that contribute to global warming. For example, creating a new aluminum can from raw ore consumes 95% more energy than recycling an existing can.

We also wanted a plan that would help us move beyond our current recycling rate of 63 percent and propel us toward achieving a 75 percent recycling rate by 2015. This will require changes to the curbside program for residents and some rigorous new strategies to help businesses to recycle more.

We also wanted a plan that would make the solid waste and recycle system more sustainable. This means cleaner fuels in collection trucks and diesel filters to reduce pollution.

In addition, we wanted a plan that would challenge the City of Portland to lead by example.

We also recognized that recycling makes good business sense. Recycling creates six times as many jobs as sending waste to the landfill.

In other words, the benefits to enhancing our recycling programs are both environmental and economic.

So, last year, the Office of Sustainable Development went to work on what would become the Portland Recycles! Plan that's being unveiled today.

OSD drafted recommendations based on staff's technical expertise and successful programs conducted in other cities. They met with garbage haulers and recycling facility managers, business owners and recycling advocates.

They also asked the public for their ideas.

Once a draft plan was created, OSD launched a public comment period. OSD included a survey in the Curbsider distributed to over 185,000 Portland households. They gave live presentations, posted a presentation and a survey on the City's website, sent out emails and distributed flyers.

The public's enthusiastic response is a clear demonstration of how much Portlanders care about recycling and waste prevention:

- 5,900 people provided comments on the draft plan
- 74% supported the goals and strategies for changes to the residential system

Here are a few comments we received about the plan (*reads a few comments from the cards*)...

The public is ready – in fact they are chomping at the bit – to get going on some of these new initiatives.

The business community also supports the goals of the plan. Since businesses generate three-quarter's of Portland's total waste, their commitment to reaching the 75% recycling goal by 2015 is critically important.

The City will commit more resources in the form of education and technical assistance. The plan even sets an interim business recycling goal for businesses to reach by 2010. We're hopeful that businesses will rise to the challenge.

If this approach doesn't result in significant gains, the City is prepared to ramp-up monitoring and enforcement. We'd also consider restructuring the commercial hauling system and rate-setting to encourage expanded recycling services.

Improving the environmental and economic health of our community is no small task. It will take all of us – residents, businesses, the solid waste industry and government – to achieve the ambitious goals set out in the Portland Recycles! Plan.

Working together we'll create a cleaner, healthier, more sustainable community for generations to come.

Susan Anderson, director of the Office of Sustainable Development, is here today to give us some of the specifics of the Plan.

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