

President's Message

In 1990, voters in Alameda County approved Measure D, establishing the goal of 75% refuse diversion from landfills within the County. To date, the Oro Loma service area remains short of the goal by approximately 8%. As with any effort, the easiest diversion came with the initial efforts. In the case of residential refuse, offering green waste and recycling carts allowed for great early gains. Later, we enhanced our service with greater outreach to multi-family residences, public schools, and expansion of the green waste program to include food scraps and other organic materials. In 2012, the District will re-double its outreach to expand recycling among its local commercial customers.

At the County level, the Alameda County Waste Management Authority, known as Stopwaste.org, is shifting its focus from voluntary efforts to mandatory ones. Recently, they banned green waste from the landfill. Stopwaste is now considering a county-wide ban on placing easily recyclable materials in the trash, a ban on single-use shopping bags, and mandatory commercial recycling.

The challenge to the citizens of Oro Loma is, "How can we work together to achieve the last 8% diversion?" The responsibility for answering the challenge falls on each of us. We should consider ways that we can decrease the amount of material sent to landfills.

Studies of what people in Alameda County throw away point to two significant opportunities. First, the greatest amount of readily recyclable material in the trash is food, green waste, and food-soiled paper products. Take time to examine what you throw away. Is it readily compostable (i.e., will it rot)? If so, put it in your green waste cart.

Studies also show that recycling within commercial businesses lags behind residences. If you own a business, consider starting or expanding your recycling capacity. Call the District for an audit of how to improve recycling within your business. If you work in a business, consider championing a recycling effort in the workplace. If you are a customer, ask about recycling, and support businesses that make recycling a part of their everyday practices.

In short, we are close to 75% diversion, but not there yet. Please consider ways you can be a part of achieving our goal.

Free Oro Loma 2011-2012 Calendars Delivered

Free 15-month 2011-2012 calendars have been delivered to schools throughout the District. These calendars showcase all First, Second, Third Place, and Honorable Mention winners in the Oro Loma Earth Day 2011 Poster Contest and feature the new Kindergarten Recycling Star Award posters on the cover. Free calendars may also be picked up at the District office.



Oro Loma/Waste Management Earth Day 2012 Poster Contest

Oro Loma Sanitary District has one of the most ambitious recycling programs in the Bay Area, and Oro Loma customers have historically done their part to help reduce the amount of refuse going to landfills.

Plastic containers, bundled plastic bags and wrap, empty aerosol cans, aluminum and tin cans, glass bottles and jars, mixed paper and newspaper and corrugated cardboard are recycled every other week. Garden trimmings, including plant and grass clippings, weeds and roots, leaves, twigs, and small branches, uncoated wood, wood chips, bark, and sawdust are collected weekly, as are food scraps and food-soiled paper products. In addition, Oro Loma customers can recycle used motor oil and used motor oil filters every week.

For the Oro Loma/Waste Management Earth Day 2012 Poster Contest, themed "**Ride the Recycle Cycle**," students are asked to show all the ways in which THEY recycle. The contest starts January 17, 2012 and ends March 16, 2012. Winners will be announced on Earth Day, April 22. An awards ceremony, where the placement of winners is announced, will be held on May 22, 2012.

