

For Immediate Release

February 14, 2007

Kill date:
March 1, 2007

Contact:

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EL CAJON CITY COUNCIL UNANIMOUSLY VOTES TO ADOPT ZERO WASTE RESOLUTION

El Cajon, CA – Mayor Mark Lewis and the El Cajon City Council passed a resolution adopting “Zero Waste as a Goal” during the council’s bimonthly meeting on February 13, 2007. Introduced as a consent item by Mayor Lewis, the resolution passed 5-0. The item background on the city’s February 6, 2007 Agenda Report stated: “The City of El Cajon cares deeply for the natural beauty of our region, yet still desires economic growth; however, not at the expense of the environment. This resolution was passed in April 2006 by the County of San Diego Integrated Waste Management Citizens Advisory Committee and is being suggested by the Committee that the County and all the Cities in the County adopt a similar resolution.”

The reduction of greenhouse gases, creation of jobs, saving of taxpayer dollars, and decreased pollution of air and water are benefits associated with zero waste, and piquing the interests of elected officials. “It’s the wave of the future,” said Mayor Lewis. “We’re doing this for our children and grandchildren.” Zero waste has been gaining popularity statewide as the most logical approach to long-term resource management. El Cajon has joined the following communities in California that have adopted Zero Waste as a goal: the City of Oakland, San Francisco City and County, Palo Alto, Berkeley, Marin County Solid Waste Management Authority, Del Norte County, San Luis Obispo County, and Santa Cruz County (including separate adoption of zero waste as a goal by all four cities in the county.)

The economic benefits alone are substantial enough for corporations to take notice as well. Toyota, Hewlett-Packard, and Xerox, among others, have adopted zero waste style policies and practices, realizing substantial savings. With 9,000 employees at its Roseville, California facility, Hewlett-Packard is diverting 92-95% of its solid waste; saving almost a million dollars a year in avoided waste disposal costs. At six manufacturing facilities, Toyota saves a total of \$3.5 million every year.

Zero Waste San Diego is a non-profit group on a mission to further the concept to local governments, and ultimately persuade all nineteen jurisdictions in San Diego County to adopt zero waste goals. The group’s next public meeting will be from 6:00 to 8:00 p.m., on February 21, 2007, where they will host a free screening of “Our Synthetic Sea” at the Point Loma Branch Library, 3701 Voltaire Street, San Diego, CA 92107-1606.

