

Spring, 2003

Dear Friends:

In 1989, the California Legislature passed Assembly Bill 939. This bill required that cities and counties in California divert or reduce 25% of their waste by 1995 and divert or reduce 50% of their waste by 2000, or be subject to stiff fines and penalties.

Alameda County voters in 1990 decided to go a step further by adopting Measure D, the Alameda County Waste Reduction and Recycling Initiative. Measure D's states that by 2010 our residents will divert 75% our waste.

When Measure D was passed in 1990, Alameda County's diversion rate was 14%. By 1996, Alameda County was diverting 39% of all waste generated; and by 2000, according to the California Integrated Waste Management Board the rate had climbed to 50%. Working together we have achieved a national model and recycling rates that many thought was impossible. The momentum and success we have enjoyed to date should not be lost - we can do more. Each of us has a stake in preserving resources for future generations by reducing the amount of material we send to landfills. Here in Alameda County, my office is currently developing a green building ordinance for all new construction and demolition.

Almost everything you'll ever want to know about recycling for work, home, or for your garden is contained in the **Alameda County Recycling Guide**, a free publication by the Alameda County Waste Management Authority and Source Reduction and Recycling Board. This Guide provides basic tips to make it easier for you to recycle, and contains ideas on how to stop waste before it starts. Please do your part! Thousands of simple actions have a major impact on our waste stream.

The 36-page booklet includes a citizen's guide to more than 500 local sites, services, and businesses that recycle everything from anti-freeze, aluminum, construction materials, Styrofoam, videotape, and yard debris. The guide even includes a section entitled "Smart Mail" which provides useful tips on how to minimize unwanted and unsolicited mail.

For a FREE Recycling Guide, please call the toll-free Alameda County Recycling Hotline at **1-877-786-7927**. You can also view the recycling guide on the web at <http://www.stopwaste.org>, click the "free resources" tab. With your help Alameda County can meet our voter mandated waste reduction goals.

Sincerely,

A handwritten signature in black ink that reads "Keith Carson". The signature is written in a cursive, flowing style.

Keith Carson, Supervisor
Alameda County, 5th District