Globally, we produce 3.5 million tons of rubbish a day. If we packed all those discards into garbage trucks and parked them end to end, the line would stretch across the United States, a distance of 3,000 miles. Every day.

The typical American produces 4.5 pounds of trash per day. That’s higher than in any other country. We can do better by the environment.

To encourage and inspire people to further embrace these good green habits, Recology is launching an initiative called “Better At The Bin.” It encourages everyone to sort discards correctly.

Place all bottles, cans, and paper in the blue recycling bin. To protect the quality of recycled paper, a very important factor in the success of community recycling programs, empty liquids from all bottles and cans before tossing them in your blue bin. And give food containers, such as yogurt tubs, a quick rinse to remove any food particles or oils.

The people who buy baled recyclables from San Francisco insist that we reduce impurities in those finished bales. Recology invested $12 million upgrading the recycling plant in San Francisco but cannot meet the new standards alone. That’s why Recology and the City of San Francisco are asking everyone to take a moment to sort correctly. Doing so will keep materials out of landfills and help manage costs for all.

“Better At The Bin” also encourages everyone to reduce waste by making reusable bottles and containers part of their regular routine. GoingZeroWaste.com blogger Kathryn Kellogg, who hosts our “Better At The Bin” video, saved $14,000 in two years by only buying what she needed. The best thing we can do is take simple steps to reduce the amount of rubbish we produce. The typical American uses more than 150 plastic water bottles a year. Instead, choose a reusable metal water bottle. It’s convenient, saves money, and reduces plastic pollution. Use a canvas carry bag when shopping; this eliminates the need for plastic bags. The trick is to remember to grab one or two cloth bags as you head out the door. Better yet, keep them in your car or backpack.

Plastic bags and other low-grade plastics, sometimes called junk plastics, are best avoided. The June issue of National Geographic (NationalGeographic.com) documents numerous and significant environmental problems around the world associated with junk plastics.

To support the beauty of our neighborhoods, the City requires residents to store their blue, green, and black bins after collection. The law also applies to businesses.

The bins are handy to have and use. San Franciscans are encouraged to sort carefully. Recycling and composting are highly effective ways to help protect the environment. But, leaving bins at the curb for more than a day is prohibited.

Residents are asked to put their bins out as close to collection time as possible. For many people this is early on the morning of their regular collection day. Most residents store their bins in garages or small side yards. Others make space under front staircases. There are several other approaches. The idea is that the bins are not visible from the street on non-collection days.

In addition to being an aesthetic concern, it is good to store bins to keep sidewalks clear for pedestrians, including people who have vision impairments or use mechanical assistance, such as wheelchairs or scooters.

Do yourself and your neighbors a favor. Avoid a fine from the City. Store your bins as soon as possible after collection.

At single-family homes, we come one day a week and empty all three bins.

Residents who do not have a place to store bins appropriately can contact San Francisco Public Works, which enforces the law, at (415) 554-6920.
Time to clear out clutter? Schedule a Bulky Item Recycling pickup

When your old washer no longer works, your TV is too antiquated for streaming, or you just need to banish big and damaged goods from your garage or home — schedule a special collection through Recology’s Bulky Item Recycling (BIR) program.

Residential customers, including apartment tenants, can use this service for up to 10 items per collection. Use it for help cleaning out broken appliances, dilapidated furnishings, and other stuff, such as used mattresses and file cabinets.

Recology provides curbside collection of large or bulky items at no additional cost to residential customers. If you can’t get your items to the curb, we can provide a quote for inside service.

To see program rules and schedule a pickup online, go to Recology.com or BulkyItemRecycling.com. Or call our Customer Service Department at (415) 330-1300. Most of the materials collected through the BIR program are recycled.

We’ve got the right debris box for any job

Customers taking on home renovations or big construction projects have a much-needed tool at their disposal — Recology Debris Box Service. The service is popular with contractors, commercial and residential property owners, and even apartment building managers.

Our customer service representatives are happy to assist you with finding the right size and type of box for your job. Recology drivers deliver the container where and when you choose. You fill it, then give us a call. We’ll pick it up and recycle the contents.

The City wants to achieve zero waste, to send nothing to landfills. You probably do too. This program keeps thousands of tons of construction debris out of landfills and makes recovered materials available for reuse and recycling.

Commercial project managers can be sure their materials are sorted for recycling when construction debris goes to Recology’s specialized facility. They can receive reports detailing how much material was recovered. And they comply with San Francisco’s Construction and Demolition Debris Recycling Ordinance.

For more information go to DebrisBoxRental.com or call (888) 404-4008.