



How can we know where we're going if we don't know where we are?

Community Pulse provides semi-monthly information on basic environmental indicators in Sonoma County. We are capable of resolving complex problems, but only if we're equipped with the right information. Watch what happens as we each make the decision to move in a more sustainable direction.

Imagine 430,000 wheelbarrows stretching from Santa Rosa all the way up US101 N to the Oregon border - that's how much waste we generated in May.



Sonoma County Waste Generation Per Capita

May 2007
113 lbs

Target
87 lbs



Uncommon knowledge

Sonoma County's waste diversion rate (the amount of waste reused, recycled or composted) for 2006 was 61%. Sonoma County Waste Management Agency wants to increase that to 70%.

Each year more than 1 billion plastic bottles, most of which could have been recycled, end up in California's landfills. They take up valuable space, leach toxins into the groundwater, and take 1,000 years to biodegrade. Why not buy a stainless steel water bottle and use it for the rest of your life?

Americans use 60,000 plastic bags every five seconds. They are hard to recycle and blow into trees and waterways. San Francisco is selectively banning their use. Buy organic cotton bags you can reuse for years!

Q: What happens to the recyclables in the blue bins?

A: The recyclables are sorted and compacted at a facility here in Sonoma County then shipped to other facilities (both within the state and overseas) for processing. Yard trimmings are composted at the central landfill. As of this year Sonoma Compost will have prevented 1 million tons of waste from entering the landfill!

More Motivators

Is this recyclable? Find out at: www.recyclenow.org/r_curbside.html
Reusable bags & stainless steel bottles: www.reusablebags.com/store/
Photographer Chris Jordan - Intolerable Beauty: www.chrisjordan.com



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Do you have any questions, suggestions or accolades?

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