

# Tijuana/San Diego Region Reuse Opportunities

California Resource Recovery Association –  
Reuse and Repair Technical Council  
Wednesday, December 13, 2017

Manuel Medrano, City of Chula Vista

# Regional Cooperation

- 2011 California Resource Recovery Association Conference in San Diego
- Cooperation with thrift stores, local governments and non-profits in 2012



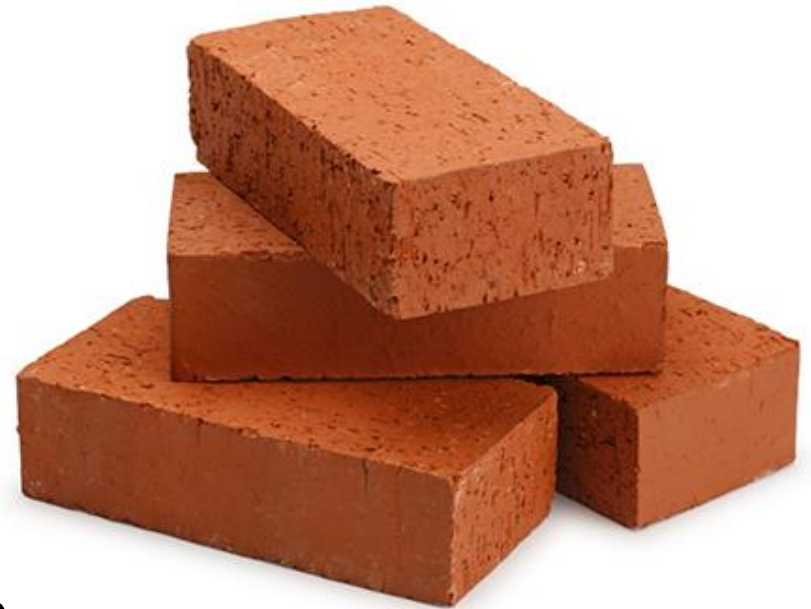
# Creation of an active group

- County of San Diego
- Cities of Chula Vista & San Diego
- Goodwill
- Sustainable Surplus
- Other non-profits



# Issues at hand in Reuse & Repair

- Stimulate and **promote** the reuse and repair industry in the region
- Focused on materials – Construction and Repair, textiles, food and “particle” board furniture



# Promoting Reuse & Repair

- Database
- Lists of business created



A screenshot of the Waste Free SD website. The header includes the "I Love a Clean San Diego" logo, the "Waste Free SD" logo, and navigation links for "Zero Waste 101", "Events", "Resources", and "Contact Us". The main content area has a blue background with the text "Let's Keep San Diego Clean, Together" and "PROTECT.COLLECT.RECYCLE.". Below this is a search bar with a "Select an option" dropdown (showing "Resident" and "Business"), a "Find an item..." input field, a "Zip Code" input field, a "Community" dropdown, a "How did you hear about" dropdown, and a "Find" button. Below the search bar, there is a section titled "Or start by selecting a popular item" with five circular icons representing "Tires", "Medications/Prescriptions/Sharps/Drugs", "Paint", "Used Motor Oil", and "Food". A "view all..." link is positioned below these icons. At the bottom, there is a section titled "Cartons, TetraPak" with a recycling symbol icon and text stating: "Cartons are recyclable in San Diego County! Cartons that hold milk, juice, and broth are shipped to a paper mill where they are converted into pulp to make new products."

# Exporting to Mexico



- Building materials
- SANDAG - Committee on Binational Regional Opportunities
- Mexican Customs Consulate
- State of Baja California Office of Education





# 2018 and beyond

- Further promote the database – maintenance
- “Particle” board furniture solution
- Continue to work with Mexican authorities to streamline the donation process



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