

# ZEROWASTE

## News

A publication for County of Santa Cruz GreenWaste Recovery  
Multi-Family Residence Customers | Winter 2026

NEW YEAR, NEW WAYS  
TO KEEP SANTÁ CRUZ COUNTY  
CLEAN AND GREEN

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# NEW YEAR, NEW WAYS TO KEEP SANTA CRUZ COUNTY CLEAN AND GREEN



A new year is the perfect time to refresh our habits and help make Santa Cruz County the cleanest, most sustainable county in California. Here are a few simple zero-waste actions you can start today:



## Reuse First, Then Reduce

Choose reusable options before buying anything new. Carry reusable bags, bottles, utensils, and containers, and say no to single-use disposables whenever possible. Repair and repurpose items to extend their life before considering a replacement.



## Recycle Right

Only bag your plastic bags and shredded paper. All other recycling should be loose in the blue cart.



## Turn Organics Into Nutrient-Rich Compost

Use your green cart or an at-home composting system for food and plant materials.



## Support Local Zero-Waste Businesses

Go to cafes that accept reusable cups and stores that offer refill stations. Visit repair shops. Shop bulk food sections and products with minimal packaging.



## Donate Before You Dispose

Give gently used items a second life. Shop your closet, participate in a clothing swap, visit specialty consignment stores, and donate to local thrift stores run by your favorite charities.



## Small Actions Make a Big Difference

Keep cart lids closed, secure items on windy days, and pick up litter when you can.

Together, these small steps add up. Let's start the year with new habits that care for our community and move Santa Cruz County toward zero waste.

# SAVE THE DATES



## Earth Day Santa Cruz

**Saturday, April 18**

**Cooper Street downtown**

More information is coming soon. Are you interested in volunteering or sponsoring this free, community event? Contact

**ZeroWaste@santacruzcounty.us**



## 3rd Annual Santa Cruz Countywide Community Clean Up Day

**Saturday, May 9**

For more information visit  
[www.pitchinsantacruz.org](http://www.pitchinsantacruz.org)

## Watsonville Earth Day

**Wednesday, April 15-**

**Wednesday, April 22**

Activities and event locations to be announced.

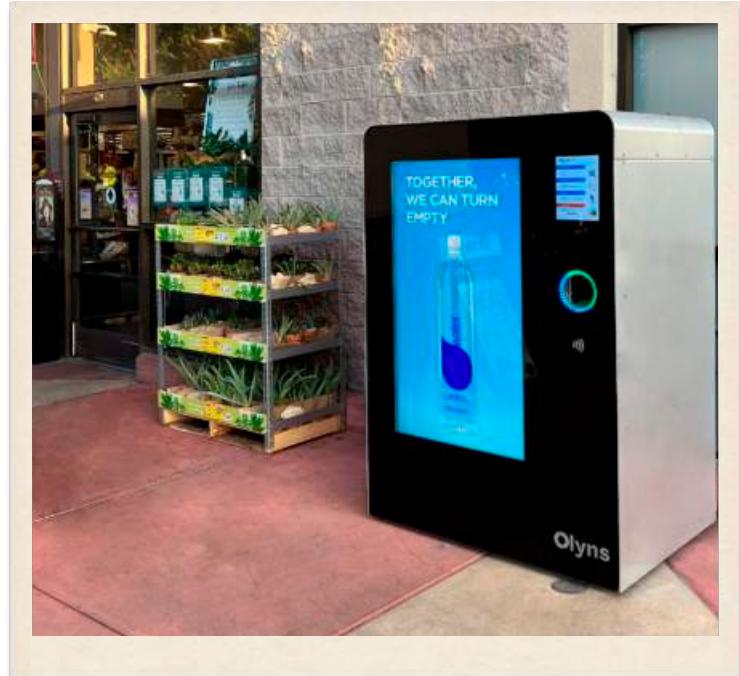
# WHAT'S GOING ON WITH CRV REDEMPTION?

California rules for stores selling CRV (California Redemption Value) beverages require retailers to either redeem eligible containers or join a dealer. All stores must post a sign at all public entrances. For stores that do not redeem, the sign must show the nearest state-certified recycling center's name and address. For stores that redeem, the sign must provide the in-store redemption location and hours of operation.

You may have seen these machines in front of some local stores for depositing your bottles and cans for cash. The Olyns REVERSE VENDING MACHINE Recycling Centers are provided by CalRecycle and are located at participating **Safeway stores**:

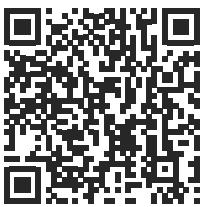
- **2203 Mission Dr. Santa Cruz**
- **117 Morrissey Ave. Santa Cruz**
- **2720 41st Ave. Soquel**
- **253 Mt. Hermon Rd. Scotts Valley**

Stores selling beverages must follow signage and redemption rules. If the retailer isn't providing this option, please call **1-800-Recycle** (toll free) to make a complaint.



# RECYCLE YOUR MEDICATIONS AND SHARPS

For household medications and sharps, Santa Cruz County provides safe, free, and convenient disposal options. For locations please call **(844) 633-7765** or **TTY:711**, or scan the code.



## LEADING THE WAY IN TEXTILE RECYCLING



California has passed SB 707, the nation's first Extended Producer Responsibility (EPR) law focused on textiles — an important step toward reducing waste and promoting a circular economy. Santa Cruz is proud to be among the first communities championing this effort.

The U.S. produces 17 million tons of textile waste every year. Globally, less than 1% of clothing is recycled back into new garments. The textile industry is rapidly growing as a source of waste, but it's also an incredible opportunity for reuse, repair, and innovation. With strong policy support and local action, we can reduce environmental harm, create new jobs, and build stronger, circular systems for clothing and fabric reuse.

### What can you do locally?

- Host a neighborhood clothing swap to share garments instead of buying new.
- Start a mending or sewing meet-up to teach and learn repair skills.
- Shop secondhand — thrift, consignment, and resale.
- Donate clothing you no longer want so someone else can love and use it.

Small, community-based actions support the bigger statewide transition SB 707 is designed to create. Together, we can keep textiles out of the landfill and give our clothes longer, more meaningful lives. Share your ideas or things you do to keep textiles out of the landfill at **ZeroWaste@santacruzcounty.us**

## HERE TO HELP YOU

Zero Waste Outreach experts are available to assist multi-family complexes with their waste management. Whether you want to save money, rightsize your service, or help educate and communicate to tenants, guests or staff, we are here to help you. For a free waste audit and recommendations for best waste practices, please reach out to us at **ZeroWaste@santacruzcounty.us**



# RECYCLING RESOURCES



Recycle Information Line ..... 831-454-2333

- What and where to recycle (recorded messages)

Curbside Refuse, Recycling and  
Yard Waste Collection ..... 800-665-2209

(operated by GreenWaste Recovery)

[www.greenwaste.com/santa-cruz-county](http://www.greenwaste.com/santa-cruz-county) or download  
GreenWaste's free mobile app

- Begin new service
- Report missed recycling or trash service
- Request delivery or removal of carts
- Obtain oil recycling jugs

County Community Development  
& Infrastructure ..... 831-454-2160

[www.santacruzcountyrecycles.org](http://www.santacruzcountyrecycles.org)

- Apartments and business recycling inquiries
- Complaints, compliments or suggestions
- Report roadside trash ..... 831-477-3999  
Download and use the "My Santa Cruz County" free mobile app

Household Hazardous Waste ..... 831-454-2606  
(recorded messages)

- Schedule for free disposal
- Non-hazardous alternatives

Contact Zero Waste Outreach Team ..... 831 454-2160  
or [ZeroWaste@santacruzcounty.us](mailto:ZeroWaste@santacruzcounty.us)

- Questions
- Volunteer as a Zero Waste champion

Composting Resources. [www.compostsantacruzcounty.org](http://www.compostsantacruzcounty.org)

Buena Vista Landfill & Recycling Center ..... 831-454-5153

Recorded information ..... 831-454-2430

1231 Buena Vista Drive, Watsonville 95076

Open: Mon-Tues, Thurs-Sat 7:30 AM to 3:30 PM;

Wed 7:30 AM to 2:30 PM

HHW Facility - Open: Wed 7:30 AM to 2:30 PM;

Fri and Sat 7:30 AM to 3:30 PM

Ben Lomond Transfer Station  
& Recycling Center ..... 831-336-3951

Recorded information ..... 831-454-2430

9835 Newell Creek Road, Ben Lomond 95005

Open: Mon-Tues, Thurs-Sat 7:30 AM to 3:30 PM;

Wed 7:30 AM to 2:30 PM

HHW Facility - Open Thursdays 7:30-3:30

California Grey Bears  
Recycling Centers ..... 831-479-1055 ext. 235

2710 Chanticleer Avenue, Santa Cruz 95065

Open: 7:30 AM - 3:45 PM daily

City of Santa Cruz Resource Recovery Facility  
& Recycling Center ..... 831-420-6270

Open to unincorporated county residents in Davenport  
and Bonny Doon only

605 Dimeo Lane, Santa Cruz 95060

Open: Mon-Sat 7:30-3:30

HHW Facility - Open: Saturdays 7:30-3:30

## DON'T OVERFILL YOUR CART

Overfilled trash and recycling carts create litter, attract pests, and can prevent proper collection. "Not overfilling" means keeping the lid closed so everything stays inside. If you often have extra waste, break down boxes to save space, or request an additional cart/bin or additional pick-up days to help keep our community clean and safe. Contact GreenWaste Recovery to rightsize your service **(831) 426-2711**.

## KEEP BINS CLOSED THIS WINTER

As temperatures drop, wildlife and pests look for easy food sources — open trash bins are an invitation. Keeping your bin lid closed helps prevent animals from scattering waste, which keeps our neighborhoods clean and healthy. It also protects recyclables from rain; wet cardboard and paper can't be recycled and end up in the landfill.

A quick check makes a big difference! Please remember to close your bin each time you use it.

## YELLOW CARTS, COME HOME!

We're rounding up any old yellow carts still out in the community. If your property or business has one, we're happy to provide a free replacement in the correct color. Call GreenWaste Recovery at **(831) 426-2711** to schedule a quick swap. Thanks for helping us keep things running smoothly!

## DAMAGED CART OR BIN EXCHANGE

If your GreenWaste garbage, recycling, or organics container is damaged, leaking, or has graffiti, please contact GreenWaste Customer Service at **(831) 426-2711** to request an exchange.



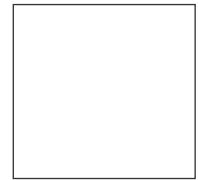
# SAVE THE DATE!



## EARTH DAY SANTA CRUZ 2026

FIND DETAILS AND  
MORE EVENTS ON PAGE 3

County of Santa Cruz  
Community Development & Infrastructure  
701 Ocean Street, Room 410  
Santa Cruz, CA 95060  
(831) 454-2160



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# SANTA CRUZ COUNTY EARNS CLEAN CALIFORNIA DESIGNATION

In September 2025, the County of Santa Cruz was designated as a Clean California Community, a recognition that highlights local efforts to reduce litter, beautify public spaces, and inspire community pride. Through this designation, Santa Cruz County will continue its commitment to cleaner streets, healthier neighborhoods, and more welcoming public spaces for all residents and visitors. The designation acknowledges the County's leadership in supporting the Pitch In Initiative [www.pitchinsantacruz.org](http://www.pitchinsantacruz.org)

