

Stop. Rest. Recycle.



On June 9, 2010, the American Chemistry Council (ACC) in partnership with the California Department of Transportation (Caltrans) and Keep California Beautiful (KCB) met to announce the expansion of their recycling partnership to Central California at Caltrans' headquarters in San Luis Obispo. KVEC anchor King Harris hosted the event to welcome the new recycling bins and educational signage placed at the Gaviota, Camp Roberts and Shandon rest areas.

Until now, there has not been a widespread, on-the-go recycling program that makes it easy for travelers on California's highways to recycle and, at the same time, discourages them from littering. More than 100 million motorists visit California's 87 roadside rest areas every year. With this expanded program, travelers have more opportunities to recycle while they are on the road.

"Caltrans is committed to keeping California's environment clean and pursuing every opportunity to recycle, which is why we are thrilled to see this program grow," said Rich Krumholz, Caltrans' District 5 Director.

"By placing recycling bins where more people can find and use them, our partners are helping us keep recyclable plastics out of landfills, oceans and waterways and preserve California's natural beauty for future generations," said Keith Christman, ACC's Managing Director of Plastics Markets.

Colonel Barbara Nuisemer, head of the California National Guard base at Camp Roberts, and representatives from the offices of San Luis Obispo Board of Supervisors' Mecham and Achadjian also attended. Local news outlets including Univision and KSBY-TV covered the event.

In 2009, the launch of the public-private partnership between Caltrans, ACC and KCB led to the placement of nine new recycling bins and educational signage at the H. Dana Bowers Rest Area and Vista Point, north of the Golden Gate Bridge.

The partners look forward to bringing more recycle bins and educational signage to additional rest stop locations in the coming months.

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