



FOR IMMEDIATE RELEASE
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City of San Diego Kicks Off Naming Contest for New Electric Mini Street Sweeper

MINI SWEEPER OFFERS ZERO EMISSIONS AND LESS NOISE, HELPS COLLECT TRASH AND DEBRIS FROM NARROW ROADWAYS LIKE BICYCLE LANES

SAN DIEGO – With the goal raising public awareness of the importance of street sweeping to neighborhood quality of life, the City of San Diego today kicked off a naming contest for its new 100% electric mini street sweeper and is asking San Diegans to make suggestions.

The City’s Stormwater Department plans to paint the mini sweeper blue as part of its [Think Blue San Diego](#) public outreach and education initiative. Over the next two weeks, San Diegans can help choose a name by following the City of San Diego and Think Blue on social media, including [Facebook](#), [Twitter](#) or [Instagram](#). They can also email thinkblue@sandiego.gov to submit suggestions.

“We’re looking for a name that best captures all that this little sweeper does to prevent pollution from reaching local waterways and the ocean,” said Bethany Bezak, the Interim Director of the Stormwater Department. “Being 100% electric, the mini sweeper helps the City reach its mobility, sustainability and climate action goals while keeping bike lanes and other narrow roadways free of trash and debris.”

Starting today, Think Blue will launch a two-week social media campaign to solicit name suggestions. Three finalists will be selected and San Diegans can go to thinkblue.org to vote on their favorite starting Thursday, Nov. 10. Voting will be from Nov. 10-23 with the winner announced in late November.

Street sweeping provides two primary benefits: Keeping the streets clean of trash and debris, which prevents flooding in our local communities, and protecting water quality.

Rainfall that enters storm drains is not treated, and that runoff collects pollutants from properties and streets and carries them into local waterways. Street sweeping helps remove both large and microscopic

pollutants, such as brake dust from vehicles, before they reach a storm drain. Those particles can be extremely harmful to fish and other wildlife.

The City's fleet of 28 sweepers routinely cover 2,700 miles of streets annually, removing 220,000 pounds of trash and debris. That's equivalent to the weight of 23 million single use, disposable cups.

The electric mini sweeper – the only one of its kind in the City fleet – has zero emissions and its electric motor results in a significant noise reduction compared to a regular street sweeper. This allows operators to work early in the morning and late at night without disturbing residents.

Residents and visitors can help improve street sweeping efforts by moving your car on street sweeping day, taking in trash cans immediately on trash collection days, and reporting illegal dumping and other problems promptly to the City's [Get It Done](#) application. Visit the City's [interactive street sweeping map](#) to find out more information about routes and schedules.

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