



Eddie A. Perez
Mayor

MAYOR PEREZ AND NATIONAL RECYCLING COALITION ANNOUNCE PROMISING IMPROVEMENTS IN RECYCLING PILOT

---NEWS RELEASE---

(November 14, 2008)--- Mayor Eddie A. Perez today announced promising early results of Hartford's single-stream recycling pilot program "Go Green Use Blue." The pilot program was instituted on May 19th along selected recycling collection routes in the City.

As part of the program, approximately 4,500 households were provided 64-gallon carts to replace existing 14- and 18-gallon bins. All recyclable materials can be placed into the carts without separation, a process known as single-stream recycling.

In addition, households were given the opportunity to establish accounts with recycling rewards program, RecycleBank, to receive reward points for each pound of materials placed in the cart. Points can be used to redeem goods and services at a number of local retail stores. The City and RecycleBank also provided an extensive, coordinated campaign to educate households about the program.

"So far, we are making the grade," said Mayor Perez in a classroom-like atmosphere to help promote education and awareness of recycling and environmental efforts. "As our nation celebrates America Recycles Day on November 15th, I am especially pleased to announce that our first quarter report card for 'Go Green Use Blue' looks encouraging. After 20 weeks of operation, Hartford's recycling tonnage has more than doubled in the participating households – going from 8 tons per week to 17 tons per week of recyclable materials. More households have also increased the variety of items they are recycling as a result of educational efforts to inform citizens about what can be placed in the blue cart."

Hartford has already saved approximately \$22,000 by avoiding disposal fees for each ton of material diverted to the local Connecticut Resources Recovery Authority facility. The City currently pays \$72 per ton to dispose of trash at CRRA's trash-to-energy facility, but receives a \$10-per-ton rebate for the value of the recycled materials from CRRA.

"The City realizes about \$75 in savings for each ton of material that we can take to the recycling facility," said Clarence Corbin, Director of the Department of Public Works. "This is good for the community, good for the environment, and makes good business sense."

“This program has been an unexpected bonus with the downturn of the economy, said Mayor Perez. “It not only provides a financial incentive for families, but an economic boost for our local businesses.”

The Hartford Recycling Pilot is a partnership between the National Recycling Coalition (NRC) and the City to demonstrate the effectiveness of best recycling management practices. Funding for the project was provided by the National Recycling Partnership (NRP), a coalition of beverage companies, grocers and grocery manufacturers, and the NRC to promote the implementation of such practices in all communities.

“We are especially pleased to see the combination of convenience, incentives, and targeted and cohesive education and outreach programs have such a significant impact on household participation and the resulting increases in volumes,” said Ed Skernolis, Executive Director of the NRC. “We also recognize that, instrumental in the success of any program such as this, is the leadership starting with the Mayor’s Office, right down to the enthusiasm of the collection workers who see first hand the positive results of new methods.”

The Recycling Pilot is scheduled to run until May 2009, at which time NRC and the City will provide a more comprehensive analysis of program performance. In the meantime, a city-wide expansion of the single-stream program is already in discussion, and CRRA recently converted its recycling facility to accept single-stream materials from its member jurisdictions. A copy of the interim report, prepared by the NRC and the City of Hartford, is available online at www.hartford.gov/DPW and on the NRC Web Site at www.nrc-recycle.org.

About the National Recycling Partnership

The National Recycling Partnership (NRP) is a coalition committed to improving recycling programs in the United States and reinvigorating recycling among consumers. Under the direction of the National Recycling Coalition (NRC), grocery, food and beverage producers and retailers have engaged in major initiatives to maximize the potential of recycling programs nationwide. Members of the NRP include the American Beverage Association, the Grocery Manufacturers Association, the International Bottled Water Association, and the Food Marketing Institute. For the Hartford Recycling Pilot, additional support was provided by local retailers WalMart, Stop&Shop, SuperValu, Food Lion, and the Connecticut Food Association.

About the National Recycling Coalition

The National Recycling Coalition, located in Washington, DC, is a 5,500 member organization of diverse interests committed to enhancing materials recovery through recycling as part of an environmentally and economically sustainable future. NRC members include local citizen activists and community recycling managers, state officials, service providers and consultants, sector trade association, and environmental leaders from small businesses to international corporations.

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