


Empowering Your Community to Recycle



Educate and inspire
your community.


Rio Rancho Community Recycling Programs

- America Recycles Day
 - E-waste only collection
- Clothing Recycling
- Treecycling
- Phone Book Recycling



Building a rock solid program



- Step 1: Get the Facts
- Step 2: Involve the People
- Step 3: Plan Systematically
- Step 4: Focus on Results
- Step 5: Provide Positive Reinforcement



Get the facts!


Find out what your community needs!

It may not be what you think!



Involve people!




- Individual Responsibility
- Education
- Partnerships
- Volunteer Action



Individual Responsibility



Education

Partnerships





Public, Private, Civic




Volunteer Action





Planning for the future...

- Advisory groups
- Goals & Objectives
- Start small & grow the program



Results Driven

Comprehensive recycling collections resulted in 162.2 tons of wastes diverted through recycling or reuse during one day special event recycling opportunities three times a year.




Return on Investment



For each \$1 invested by the City of Rio Rancho an average of \$6 is returned in community benefits.



Positive Reinforcement



Reward volunteers.

Cultivate and incentivize long term business partners and relationships.

Provide opportunities for learning, such as skills based volunteerism.



Next Steps...

The City of Rio Rancho is engaging in a needs assessment for a community convenience center.

What's your plan?



You make the difference!



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www.ci.rio-rancho.nm.us

www.kab.org