



NEW MEXICO RECYCLING COALITION
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For Immediate Release

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New Mexico Recycling Coalition (NMRC) Awards Almost \$1 Million to Fund Regional Recycling *2010 Recipients include Torrance County, Otero County & City of Deming*

Santa Fe – An early Christmas for two New Mexico counties and one city; the NMRC announces a total of **\$929,460** in grants and technical assistance to create turn-key recycling centers in Torrance County, Otero County and the City of Deming. Each entity will receive \$309,820 to build regional recycling centers in the “hub and spoke” approach, identified as the preferable method of introducing the needed infrastructure in New Mexico.

The projects, funded from a Department of Energy grant received by the NMRC as part of the American Recovery and Reinvestment Act Energy Efficiency and Conservation Block Grant Program, will support the development of recycling infrastructure with a “hub” processing facility and collection equipment for “spoke” communities within rural/underserved areas of New Mexico.

The “hub and spoke” model is a solid waste management system, where a centralized processing facility (hub) provides services to several regionally appropriate collection programs (spokes). This system is designed to minimize capital and operating expenses, while maximizing financial, environmental and societal benefits of recycling.

The three awardees will receive funding for equipment to process recyclables and related infrastructure, and community drop-off portable recycling collection equipment, as well as technical assistance provided by NMRC. Grantees have agreed to provide long-term operational and financial commitment to ensure project sustainability. Each funded community will process and market (at a minimum) the following recyclable materials: corrugated cardboard, aluminum and tin cans, mixed paper, and #1 and #2 plastic bottles.

“NMRC is thrilled to further develop Deming, Otero County and Torrance County’s ability to collect, process and market recyclables for their respective regions and help to overcome recycling challenges associated with low population densities,” noted English Bird, NMRC’s executive director. “The funded hubs will provide a gateway for small, rural communities to process materials for marketing, while increasing their resource conservation and helping to retain and create jobs.”

NMRC’s overall project will employ the following programs to meet the proposed objectives: 1) launch of a statewide recycled materials marketing cooperative, 2) strategic placement of recycling equipment infrastructure using the “hub and spoke” model, and 3) education and assistance to targeted communities regarding the structure of solid waste rates (known as Pay-As-You-Throw) as a tool to incentivize source reduction and waste diversion activities.

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