



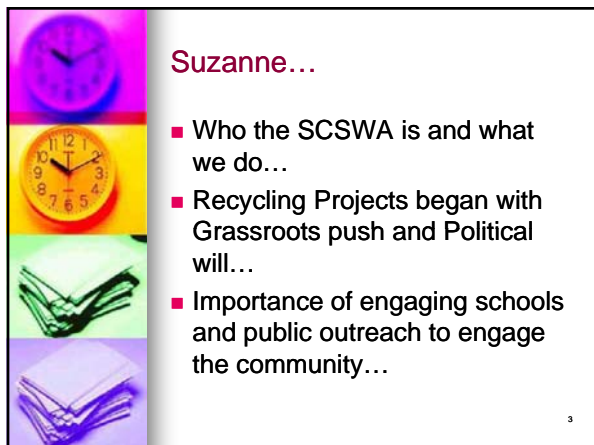
**“GROWING a  
Grassroots Movement  
in YOUR Community!”**

*The Las Cruces Recycling  
Experience*



**SCSWA Panel Discussion**

- **Councilor Miguel Silva**  
SCSWA Board Member
- **Patrick Peck**  
Director SCSWA
- **Suzanne Michaels**  
Suzanne Michaels Communications
- **Bonnie Tafoya**  
SCSWA Recycling Coordinator
- **Al and Terri McBrayer**  
The Recycle Couple



**Suzanne...**

- Who the SCSWA is and what we do...
- Recycling Projects began with Grassroots push and Political will...
- Importance of engaging schools and public outreach to engage the community...



**Bonnie...**

- A little history: I was recycling when it wasn't cool...
- Lived through a couple of initial attempts to start curbside...
- Kept the program going with Business Recycling...
- We were doing our own baling: cardboard and newspaper only
- Today, we blowin' and goin' with single stream.



**Al and Terri – The Recycle Couple**

- New residents who moved to LC with drop-off recycling from a green lifestyle in CA, where recycling was everywhere...
- Became politically active (PVA) to push recycling...
- Started networking and joined SCRaP...



**Councilor Miguel Silva...**

- Role of an elected official in recycling in Las Cruces...
- Planted the recycling seed 20 years ago...
- Ran for office to get it done...
- Today:
  - Single stream recycling
  - Public is engaged
  - Recycling Wildfire in the schools
  - On the verge of curbside



**Patrick Peck, Director SCSWA**

- Chosen to manage the job of recycling
- Formed an advisory panel (SCRaP)
  - LCPS
  - NASA
  - Citizens
- Implementing the plan

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**South Central Recycling Partnership (SCRaP)**

- Formed in Summer 2008
- Serves as a recycling focus group
- Activities Include
  - Advisory Panel
  - Public Outreach
  - Events
  - Political Activism
- Funding provided by SCSWA



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**E-Scrap Collection**



- November 2009, SCSWA hosts Las Cruces' first E-Scrap event

In 6 hours, we collected 75 TONS of electronics – 36% of all the recyclables collected in the entire state of New Mexico during the entire month of November

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**On the Horizon...**



- **Curbside Recycling**
  - Proposals currently being evaluated
- **Glass Recycling**
  - Looking for solutions
- **Expansion into rural areas of Doña Ana County**
  - School Program expanding to Hatch and Gadsden Districts
- **Illegal dumping**
  - Breaking the Habit
  - Engaging the Public
  - Cleaning up our rural communities

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**Margaret Mead:**

**"A small group of thoughtful people could change the world. Indeed, it's the only thing that ever has."**

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**Questions?**



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