

## Empowering Your Community to Recycle

Presented at the New Mexico Recycling Conference,  
June 23, 2010

Sarah Pierpont  
New Mexico Recycling Coalition 505-603-0558

## New Mexico Recycling Awareness Month

- Each November approximately 20 schools and 50 communities register to hold recycling events, ranging from classroom activities to collection drives. NMRC provides resources to each registered entity.
- November 15<sup>th</sup> is America Recycles Day
- Beginning in 2007 NMRC selected a community in the state with targeted outreach assistance



## Albuquerque Media Campaign – November 2007

- 13 In-town & 30-poster billboards
- 6 Bus sides
- City of Albuquerque & PNM Utility bill inserts
- Press conference at Albuquerque Sunport & City Hall
- PSA - TV



## Farmington & Navajo Nation Outreach Campaign - 2009

- Strong Volunteer Team
- Door to door – stickers
- Door hangers
- School Recycling Contest
- Print ads



## Get Caught Recycling Campaign – 2008 Santa Fe and 2010 Las Cruces

- Incentives are a proven method of increasing recycling
- Raises awareness for recycling
- Relatively easy to coordinate
  - Step One – Build Support
  - Step Two – Spread the Word
  - Step Three – Implementation & Tracking



## First Step – Build Support

- City Partnerships
- Local Media
- Local Businesses – seek sponsors



## Local Government Partnerships

25-33% Increase

**33% Team: Reaching 33% Recycling Rate by 2012**

September 17, 2008  
Dear Citizens,

The national recycling rate is 32.9% (EPA, 2006). Here in New Mexico we are at 17% as of 2007. Our New Mexico Solid Waste Annual Report (MARC) has shown a goal of reaching a 33% recycling rate by 2012 in order to catch up with the rest of our nation. We need your help to accomplish this. The new Mexico Recycling Coalition, led jointly by Santa Fe and its targeted recycling partners for New Mexico Recycling Awareness Month at 10/21/08.

Our primary goal is to increase Santa Fe's recycling rate, which is around 15% to 17%, through education & outreach. Our Recycling Awareness Month (RAM) is a statewide annual event designed to promote recycling, waste reduction, composting & buying recycled products. It is fully compatible with America Recycles Day, Nov. 15th. Education, outreach & government support are vital to being successful in this endeavor. MARC will also work on a regular effort to provide recycling education to the community through a series of events. Our first campaign focused on the Albuquerque market in November of 2007 and resulted in a 20% increase in tons recycled in December of 2007.

The New Mexico Recycling Coalition is encouraging individuals, businesses, institutions and organizations to make the 20% to 2012 commitment. **This resolution in Santa Fe would serve as a statewide model that we will take to other New Mexican communities.** We encourage you to adopt the 33% recycling rate by 2012 resolution.

Additionally, we would also like to encourage you to pass the Plastic Use Pledge (PUP) resolution for households and to reduce the commercial recycling rate. PUP is a voluntary pledge to reduce plastic use and to reduce the commercial recycling rate. PUP is a voluntary pledge to reduce plastic use and to reduce the commercial recycling rate. PUP is a voluntary pledge to reduce plastic use and to reduce the commercial recycling rate.

Sincerely,  
Sally Plongett  
Recycling Director  
New Mexico Recycling Coalition  
505-833-0353

## Media Partnerships

New Mexico Recycling Coalition • P.O. Box 24384 • Santa Fe, NM 87502

### Santa Fe New Mexican Feature Stories Opportunities

#### New Mexico Recycling Coalition November Recycling Awareness Month

**Body Items:**

- Highlight an recycling-processing business in Santa Fe. (1,500-Character, Interview-style, 10/21/08). This is an excellent business for anyone, after starting a business, it is a way of using recycled glass in greenhouse applications. They are based here in Santa Fe. (1,500-Character, Interview-style, 10/21/08). This is an excellent business for anyone, after starting a business, it is a way of using recycled glass in greenhouse applications. They are based here in Santa Fe. (1,500-Character, Interview-style, 10/21/08).
- Recycling at the new Civic Center. (As a non-LEED certified building, the Civic Center will have complete recycling bins for paper and bags and other things. (1,500-Character, Interview-style, 10/21/08).
- Business Recycling. (By the end of year, we have recycled buildings in Santa Fe will have 100% business recycling. (1,500-Character, Interview-style, 10/21/08).
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#### PRESS INFORMATION

FOR IMMEDIATE RELEASE

**City of Santa Fe Hosts - New Mexico Recycling Awareness Month!**

New Mexico Recycling Coalition and the City of Santa Fe to host Santa Fe Recycling week with the theme of "Recycling Awareness Month" from 10/21/08 to 11/15/08. The event will feature a variety of recycling activities and information for the community. The event will feature a variety of recycling activities and information for the community. The event will feature a variety of recycling activities and information for the community.

October 20, 2008  
Sally Plongett  
Recycling Director  
New Mexico Recycling Coalition  
505-833-0353

# THE SANTA FE NEW MEXICAN

NOVEMBER 9, 2008      www.santafenewmexican.com      ONE DOLLAR

**STACKING UP**

**20**  
percent  
of waste recycled in  
Bernalillo County

**17**  
percent  
of waste recycled in  
San Jose County

**8.76**  
percent  
of waste recycled in  
Santa Fe County

## FINDING THE WILL TO RECYCLE

First in a three part series:  
Local officials struggle to increase participation in collection programs.

## Business Partnerships

CONGRATULATIONS!

You Got Caught Recycling & won!

The Courtesy with you is  
*Our Complimentary Teeth Whitening System*

From  
*Lakeland Dental Group*

This is a \$400 value item. To schedule your appointment, please call Dr. Lauren at 950-3355.

## Second step – Get the Word out to the Community

- Bill inserts
- Print Advertisements
- Radio
- Businesses
- Schools
- Public Events

### RECYCLE!

Start Today and Make a Difference!

Recycling 1 aluminum can =  
3 hours of energy to power a TV

Recycling a 3 ft. high stack of news-  
paper = 1 tree preserved

Recycling 5 plastic bottles = 1 XL  
T-shirt or 1 sq. ft. of carpet

Plastic Bottles #1 & #2  
Aluminum & Steel Cans  
Cardboard  
Mixed Paper  
Glass

Recycling collection happens  
**EVERY WEEK**, on the same day as your trash collection.  
**Glass** must be placed in separate bin.  
**Plastic, paper, aluminum & steel** placed in other bin.  
Bundle broken down **carefully** with string and place next to bins.  
**REMEMBER, glass & junk** not in paper bag and place next to bins.  
More information at [www.santafemv.org](http://www.santafemv.org) or call 955-2200.  
Pick up your bins at 1242 Silver Road.

### RECYCLE!

Get Caught Recycling in Santa Fe! November 2008

Throughout the month of November, random winners at homes & businesses will be chosen throughout the city.

Recycle and win!

Get caught recycling and you could win a gift card to O'Neil's Coffee, a tub for 2 at 10,000 Waves, \$10 off at Rapid Roll-It, and more!

RECYCLE SANTA FE

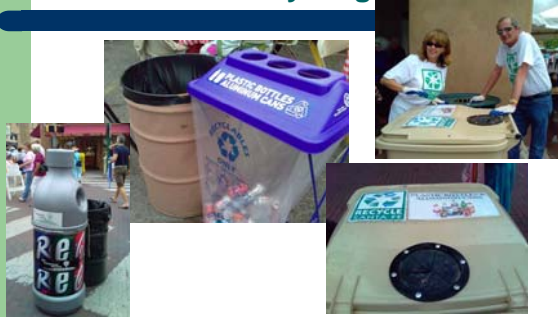
The Buckman Road Recycling and Transfer station has recycling drop-off for the following items:

All Recyclables picked up curbside  
Computers & Electronics  
Yard Waste  
Compact Fluorescent Light Bulbs  
Books & Phone Books  
Tires  
Scrap Metal  
Shredded Paper (collected curbside also in plastic bag in bin)

Call 820-0206 for more information



## Public Event Recycling



## Step Three – Implement the Program

- Notify Winners
- Deliver prizes
- Track/measure results

## Resources



- NMRC can create a custom logo for your community
- Sign up as a participant in NM Recycling Awareness Month to get additional resources
- Educational Resources such as 33% resolutions, PowerPoint presentations and activities are available online at [www.recyclenewmexico.com](http://www.recyclenewmexico.com)
- Environmental Calculator – generate how much energy and resources you've conserved by recycling and reuse [www.epa.gov](http://www.epa.gov)