



City of Dayton Unveils New Recycling Campaign To Increase Community Awareness and Participation

PHASE I NEIGHBORHOODS IDENTIFIED AS FIRST TO RECEIVE “BIG BINS”

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The City of Dayton has unveiled its new recycling campaign entitled “Greening Dayton for a Better Tomorrow.” The goal of the campaign is to increase recycling awareness and participation across the community.

With the help of \$500,000 in federal stimulus funds, Phase I of the City of Dayton’s program includes the distribution of approximately 10,000 96-gallon recyclable containers – nicknamed “Big Bins” – to targeted neighborhoods around the city. Residents in the following Phase I neighborhoods have received notification that they now have the opportunity to request a “Big Bin” for their household: Madden Hills, DeWeese, Northern Hills, College Hill, Five Oaks, University Park/UD Campus, Patterson Park, Eastmont and South Park. The Phase I neighborhoods were selected for their geographic and demographic diversity. The Big Bins will be phased into more Dayton neighborhoods as funding becomes available.

“With more residents involved in recycling, we can reduce our overall waste disposal costs, which, in turn, frees up money we can reinvest in the community,” Mayor Gary Leitzell said. “The entire movement is critical to help make our city a healthier place to live, while ultimately attracting business and talent to Dayton.”

The immediate goal of the program is to increase the amount of recyclables collected in the city by 15 percent, from 300 tons a month to 345 tons a month. According to Fred Stovall, Director of Public Works for the City of Dayton, the City pays \$38.25 per ton to dispose of regular waste at the landfill versus just \$6.00 per ton to dispose of recycled materials. The \$6.00 figure drops to zero once the weight total reaches 500 tons a month, which is the city’s long range goal.

“Since disposal fees for regular waste are so much higher than for recycled products, the City of Dayton stands to save significant amounts of money if we can increase the level of recycling across our community,” Stovall said. “If we can reach the point of recycling at the 500 tons-a-month level, we could save over \$100,000 a year. The gap between tipping fees for normal waste versus recyclables is only going to grow wider in the years ahead, so the sooner we can expand our recycling participation levels, the sooner we can achieve big dollar savings.”

The overall “Greening Dayton for a Better Tomorrow” campaign will educate residents and encourage greater participation through:

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- A cohesive message about recycling to benefit families, the community and the environment;
- Direct mailers to the targeted locations explaining to residents the benefits of recycling and how to obtain a “Big Bin” for their household;
- Instructive materials on what can and cannot be recycled at home;
- Print and online messaging to encourage the public to get more involved with recycling efforts;
- Eventual launch of an expanded website to highlight all elements of the campaign and allow visitors to register for a “Big Bin”.

The City will measure results based on the increase of tonnage recycled in the community.

The Phase I recycling campaign is being funded primarily by a \$500,000 Federal Energy Efficiency and Conservation Block Grant as part of the Federal Stimulus program. In addition, the Montgomery County Solid Waste District provided \$42,000 in grant funds, and the City of Dayton contributed \$18,000.

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