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Media Contact: Megan Hinkle, Public Affairs Manager
252/972-1333 | megan.hinkle@rockymountnc.gov

CITY TO INITIATE PILOT PROJECT FOR CURBSIDE RECYCLING

3,000 Households Selected for Effort to Increase Recycling While Improving Customer Service

The City of Rocky Mount is pleased to announce the launch of a pilot project for its residential curbside recycling program. Seven neighborhoods in Rocky Mount have been selected to participate in this pilot program, which involves replacing a household's red 18 gallon recycling bin with a gray 96 gallon roll-out cart.

"The Rocky Mount City Council has identified a goal of rebranding Rocky Mount as a sustainable community," said Charles W. Penny, City Manager. "Environmental sustainability is a significant element of this goal, and this initiative by our Public Works Department is but one example of our commitment to reaching that milestone."

"Certainly the City of Rocky Mount desires to be a good steward of the environment and of public resources, and this is one way we can accomplish both objectives." said Jonathan Boone, P.E., Director of Public Works. "Currently, it costs our department about half as much to dispose of our customers' recyclable materials on a per ton basis as it does to dispose of their garbage in landfills."

The City's Public Works Department will begin to deliver the new carts to households in the selected areas the week of Monday, July 11. The recycling roll-out carts feature a blue lid to distinguish them from garbage carts. The new roll-out carts are easier for customers to maneuver, and they provide five times more space than the red bins. By providing more space, customers have increased capacity to dispose of recyclable materials; therefore, the frequency of their curbside collection service will change from weekly to bi-weekly. Approximately half of the participating households will begin their bi-weekly recycling collection the week of July 18, while the remaining households will begin bi-weekly recycling collection the week of July 25. A household's assigned day of service will not change with this pilot project. Garbage and yard waste collection will not be affected by this pilot project.

The neighborhoods selected for this pilot project represent a cross-section of the community. An attached map shows the areas that will be affected by this pilot project. Future plans call for expanding the use of roll-out carts for recycling throughout Rocky Mount.

"Based on the positive experiences of other communities, we fully expect for this pilot project to increase our collection of recyclable materials," said Boone. "If the project works well for Rocky Mount, we plan to expand the program in stages to encompass all of our residential customers."

The Public Works Department will host a public information session for those interested in learning more about this project; during this meeting, residents affected by this pilot project will have the opportunity to ask questions of city staff. The public information session will be held this Thursday, July 7 at 6:00 pm in the City Council Chamber at City Hall (331 S. Franklin St., Rocky Mount). Residents are also invited to call the Environmental Services Division at (252) 467-4950 for additional information on this program.

"Making this change to our curbside collection service has been identified as a positive move for Rocky Mount for some time," said Boone. "We are pleased that this project has been accelerated by a grant from the North Carolina Division of Pollution Prevention and Environmental Assistance. We appreciate the state's interest and support in improving municipal services here in Rocky Mount."

OFFICE OF THE CITY MANAGER - PUBLIC AFFAIRS DIVISION
THE CITY OF ROCKY MOUNT
POST OFFICE BOX 1180 (27802)
331 SOUTH FRANKLIN STREET
ROCKY MOUNT, NC 27804

