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Florence Receives Funding to Overhaul Curbside Recycling Program

The Alabama Department of Environmental Management and the Recycling Partnership* are providing the City of Florence with funding and technical assistance to greatly modernize the City's residential curbside recycling program.

The financial investment by the Recycling Partnership (valued at \$301,000) and the additional \$300,000 grant from ADEM's Recycling Fund will be used to substantially increase recycling in the City of Florence, as well as promote a pilot for successful curbside recycling in the state.

Florence was selected as an inaugural 2014-2015 Recycling Partnership community via a highly competitive process. In a unique approach in the industry, the Recycling Partnership is coupling financial and technical assistance to create system-wide improvements for healthier curbside recovery. This recycling program upgrade means that every serviced household within Florence will be notified through a high-quality education and outreach campaign that they will receive an additional 65-gallon recycling cart. Once the carts arrive, residents will be able to add #5 (polypropylene) plastic tubs and containers to their recyclables, thereby closing the loop on the material recycled by city residents. These materials will be sold to the KW Plastics facility (in Troy, Alabama).

Projections show that, on average, cities receiving Recycling Partnership grants and technical assistance can realistically increase recovery of recyclable materials by more than 200-percent, bringing them on par with some of the top performing programs in the country. The City of Florence, specifically, anticipates seeing an increase in material recovery of more than 123-percent.

Florence residents will begin seeing carts arrive on April 20, 2015. The cart roll-out will happen alongside a fun outreach campaign developed by the Recycling Partnership to support communities transitioning to carts. Residents are also invited to take part in the Recycling Partnership's new social media Twitter campaign which promotes the idea that recycling makes it "super easy to be a super hero" through the hashtag #superheroesrecycle.

**NOTE: The public-private Recycling Partnership is comprised of businesses and industries that process or utilize recycled materials to produce their products, and government programs aimed at increasing recycling and reducing landfill disposal.*

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