



Dallas Wins **Green City Award** for Recycling Education

Recognition is underscored by decrease in recycling contamination

Waste & Recycling News awarded its first **Green City Award** to the City of Dallas for having the most effective recycling education program for a large city in the United States. The award, presented at the Residential Recycling Conference in Nashville Tennessee

March 29-31, 2011, recognized winners in the small, medium and large city categories. Dallas was cited for showing “impressive imagination and energy...in the face of reduced budgets to educate residents about the value of recycling and what Dallas has to offer.”

Dallas Sanitation Department director Mary Nix says education is critical to successful recycling. Last year the City of Dallas recycled more than 44,000 tons of materials and is on track to divert nearly 50,000 tons this year. “During the city’s recent recycling materials audit, contamination dropped almost 1% over last year, despite the addition of many thousands of new recyclers in the same time period,” said Nix. “Decreased contamination with so many new users is highly unusual and means our investment in education is paying off as children bring what they learn home and our message reaches more residents.”

Brennan Lafferty, the publisher of *Waste & Recycling News* said Dallas “has gone to great lengths to reach out to their residents.”

Last year the Dallas Sanitation Department switched the city’s remaining 180,000 households to OneDAY Dallas, the city’s weekly garbage and recycling collection program. The conversion was preceded by an intensive and bilingual (English/Spanish) education and outreach campaign which utilized City Council-sponsored community meetings; social media such as Facebook and Twitter; billboard, radio, newspaper and kiosk advertising; direct mail; a dedicated call center; door hangers; messages on City utility bills; a dedicated Website; phone calls to residents, and emails to homeowner and neighborhood associations. These efforts, coupled with the Sanitation Department’s ongoing waste diversion programming in schools, community events, and special programs including Recycling Round-ups and Earth Day activities pushed Dallas to the top in the Green City Award competition. Other winners included Muncie, Indiana (small city category) and Lake County, Indiana (medium city category).

About *Waste & Recycling News*—*Waste & Recycling News* is a Crain Communications Inc. news organization based in Akron, Ohio. Through its biweekly newspaper, Website and email products, it reports on environmental management, specifically solid and hazardous waste, recycling and scrap materials. The newspaper is edited for and circulated to businesses and organizations involved in the recycling, disposal, collection, transportation and the generation and processing of waste. For more information visit www.waterecyclingnews.com.