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Eco-Cycle and City of Lafayette Launch New “Lafayette Recycles” Campaign to Reduce Waste

FOR IMMEDIATE RELEASE

Boulder County, CO (July 3, 2013) – Lafayette recyclers have questions; Eco-Cycle and the City of Lafayette have answers. Eco-Cycle and the City of Lafayette Public Works Department have teamed up to reduce the number of valuable recyclables going to the landfill in a new summer campaign called “Lafayette Recycles.” Beginning next week, Eco-Cycle staff will knock on 5,500 Lafayette homes in a door-to-door canvass effort to raise awareness about what can and cannot be recycled. Lafayette residents will have the opportunity to ask staffers questions and receive recycling guidelines posters for curbside service. Clad in bright green t-shirts with recycling symbols, Eco-Cycle staffers will ask residents to sign a pledge saying they will recycle only the materials listed on the guidelines. Canvassers will give out colorful “Lafayette Recycles” stickers to be placed on recycling bins for those who take the pledge.

Doug Short, Director of the Lafayette Public Works Department, hopes to see an increase in the number of residents recycling, as well as a decrease in recycling contamination. “We are excited to be working with Eco-Cycle in this community outreach effort,” he said. “The ‘Lafayette Recycles’ campaign is a great opportunity for Lafayette residents to learn more about what they can do, through recycling, to prevent costly waste, use less energy, prevent pollution and create local jobs.”

How will residents know how they’re doing? The City of Lafayette, Eco-Cycle, Western Disposal and Skumatz Economic Research Associates (SERA) are working together to study Lafayette’s waste stream before and after the campaign.

In late June, Eco-Cycle and SERA staff suited up in white Tyvek protective wear to manually wade through and sort garbage from the City of Lafayette in a pre-canvass audit of 1,500 lbs of trash collected by Western Disposal. The goal of audit was to determine the percentage of recyclables, compostable materials and yard waste that could potentially be diverted from the landfill. According to initial observations, almost half of the materials currently being thrown away from residents in Lafayette could be recycled or composted.

Eco-Cycle East County Community Campaigns Coordinator Leigh Cushing, who helped conduct the audit, said, “We saw a lot of materials like plastic bottles and paper – all materials that could be recycled. Our hope is that by spreading the word on recycling, Lafayette can start to see more materials headed to the recycling bin and kept in the economic loop, and fewer materials going to waste in a landfill.” Eco-Cycle and SERA will also be conducting a post-canvass trash audit to measure changes in the diversion of these resources from the landfill as a result of the outreach program.

To learn more about Eco-Cycle’s and the City of Lafayette Public Works Department’s “Lafayette Recycles” campaign, [watch our new outreach video](#), visit: <http://www.cityoflafayette.com/publicworks> or contact Sarah Owsiany at 303-665-5588 ext. 3328.

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