



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

Date: December 22, 2008

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Mayor Mallory's Recycling Efforts Payoff in 2008 Mayor plans bigger push in 2009

Cincinnati – Mayor Mallory's **Green Cincinnati** initiative increased curbside recycling by 16% through October of 2008 over the same period last year. Part of that increase is the result of the Mayor's challenge to neighborhoods to increase the number of residents who participate in the recycling program. Since the beginning of the year, 7,500 new bins have been distributed, which is an increase of 188% over 2007.

"We have made some impressive strides in the area of recycling. But we have a lot of room for improvement," Mayor Mallory said.

The City's efforts in 2009 will include working with the recently hired Recycling Coordinator to implement a three pronged strategy: to encourage current recyclers to recycle more; to encourage non-recyclers to begin recycling; and to make more homes eligible to recycle.

The new recycling strategy has several economic benefits. By increasing recycling, the city will save money because there will be less garbage to collect. The City also could receive a share of the value of the recycled materials. In addition, as more recycling is collected, it becomes more cost efficient.

The City is looking into providing households with larger wheeled carts. The City is also exploring implementing a financial incentive program. The Mayor and Larry Falkin, the Director of the Office of Environmental Quality (OEQ), want to expand the list of acceptable recyclables to include more materials. The city is also wants to make more homes eligible to participate in the recycling program, such as apartments, condos, public housing, and some commercial buildings.

"We are going to do everything that we can to make recycling easier in Cincinnati," Mayor Mallory said. "However, ultimately, each of us has to make a personal commitment to make recycling a way of life."

Mayor Mallory created the Office of Environmental Quality in his first year in office. In the recently passed City Budget for 2009/2010, the Mayor and Council increased funding for recycling programs in the Office of Environmental Quality (OEQ).

Residents can sign up for a recycling bin online at www.mayormallory.com. They can also call the city at 591-6000.

To set up an interview with the Mayor about this release, please contact Jason Barron at 614-554-5952.

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