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FOR IMMEDIATE RELEASE

Allison Brockman, Recycling Coordinator for City of Greenville, SC Wins Award from Carolina Recycling Association

*Recycling Coordinator Incorporates Non-Traditional Methods of Community Outreach
to Increase Recycling Participation*

CHARLESTON, SC – The Carolina Recycling Association honored Allison Brockman the Recycling Coordinator for City of Greenville, SC with a 2019 Annual Recycling Award during the Annual Conference and Trade Show on March 19 in Charleston, SC.

Each year, the Carolina Recycling Association honors top performers that advance waste reduction and recycling in the Carolinas. The awards are open to individuals, companies, governments, schools, organizations, non-profits, and councils – projects and programs large and small. Nominations are reviewed and winners are selected by a committee of industry peers, and scored in a variety of categories including amount of waste reduced, recycled or diverted, level of difficulty, and contribution to the industry as a whole.

Allison Brockman has done an outstanding job of finding alternative methods of communicating with individuals and neighborhoods who choose not to recycle. Though the City of Greenville’s “All In” Recycling Simplified campaign is strong, strategic, and innovative, they found that some residents simply choose not to recycle. To identify specific homes and neighborhoods that choose not to recycle, the city invested in RVISION, an asset management software. Staff then made personal visits to over 200 homeowners that have a history of not putting out their recycling carts. During these visits, they physically showed homeowners how much recycling they have in their garbage while educating them on the benefits of recycling.

To address lower recycling participation rates in low-income areas, staff ran a recycling contest between the city community centers. The contest was an excellent education and outreach tool, well received by both children and parents. This past year, there has been a 3% increase in recycling tonnage and a 25% increase in recycling participation since the new program launched in June 2016.

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