

**For Immediate Release: June 30, 2020**



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## **Keep Little Rock Beautiful Urges City Board to Renew Curbside Recycling**

LITTLE ROCK – The Keep Little Rock Beautiful (KLRB) board sent the following letter to the Little Rock Board of Directors on Monday, June 29. KLRB strongly believes that the continuation of a curbside recycling option plays a big part in Little Rock being a sustainable and progressive city.

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**To: Little Rock Board of Directors**

**From: Keep Little Rock Beautiful**

Re: Curbside Recycling Contract

June 29, 2020

Dear Little Rock City Director,

The Keep Little Rock Beautiful Board strongly urges each of you to vote in favor of the Waste Management recycling contract currently before you. **Recycling is an important part of a sustainable and progressive city.** There is currently a 70% participation rate in the residential curbside recycling program in Little Rock, showing that our residents are environmentally conscious and desire this service.

Eliminating recycling in a city of our size would do detrimental damage to not only our landfill and our reputation, but also to our citizenry. It would reverse years of educational effort that has driven consumer action to such a high participation rate in the curbside recycling program. If recycling were eliminated completely and revisited years down the road as suggested during a recent city board discussion, the cost to re-educate the population to the point of 70% recycling participation would be great.

Keep Little Rock Beautiful (KLRB), a nonprofit 501©(3) organization founded in 2005 by a group of individuals passionate about the environmental quality of life in their hometown, understands there is controversy surrounding inclusion of glass in the single-stream recycling program. Our board members believe the proposed contract is a cost-effective way to recycle glass. We believe that Waste Management's single stream proposal is the best option for Little Rock residents at this time.

As you know, recycling benefits go beyond prolonging the lifetime of the landfill. It conserves natural resources, reduces water pollution, helps reduce climate pollution and global warming, saves energy, and reduces the use of toxic chemicals. Recycling increases economic security by tapping domestic sourced materials for American manufacturing. And, it creates jobs.

KLRB empowers and works with Little Rock residents and business owners to prevent litter, recycle waste, and beautify where we all live, work, and play. We respectfully ask you to vote in a way that propels our city forward as the sustainable and progressive city it is, and not vote us years backwards by eliminating recycling.

Sincerely,

**Keep Little Rock Beautiful** board members:

**Tim Heiple**, KLRB Chairman | Heipel + Wiedower Architects

**Melinda Glasgow**, KLRB Executive Director | City of Little Rock

**Suzanne Smith Hirrel**, KLRB Vice Chair and Litter Prevention Committee Chair | LEP Arkansas LLC Environmental Educator

**Clay Glasgow**, KLRB Treasurer | Hogan-Taylor

**Norm Berner**, KLRB Public Awareness Committee Chair | Friends of Fourche Creek

**Chelsea Boozer** | Central Arkansas Water

**La'Kesha Stewart** | Metroplan

**Susan Altrui** | Little Rock Zoo

**Stephanie Lopez**, KLRB Beautification Committee Chair | Keller Williams Realty | Realtor

**Brian Pipkin** | Mitchell Law Firm

**Chris Ford**, KLRB Recycling Committee Chair | First Security Bank

**Amy Westlake** | The Peacock Group