

## LOCAL GOVERNMENT

*Madison County's "Penny A Pound" Program***Overview**

In 2005, Madison County created an innovative program to help increase recycling, help the County save money, all while giving citizens a highly visible result of their recycling efforts. Known as the "Penny A Pound" program, Madison County donates one penny to Madison County Schools for every pound of mixed paper and cardboard recycled in the county by its citizens in the public recycling program. A portion of the sale of mixed paper and cardboard is given to the schools. The County realizes a significant economic benefit from this program as well: waste disposal costs approximately \$50 more than recycling per ton since the County ships its waste over county lines for disposal.

**Implementation**

When Solid Waste staff recognized disposal was more expensive than recycling per ton, they realized an incentive was needed to increase recycling. Education efforts were underway, but staff realized people needed a little extra incentive to boost their recycling. After getting school board and county approval, the solid waste staff advertised the program in brochures, on the radio, in the newspaper and at public events.

**Keys to Success**

To ensure the program's success, the county made it as easy as possible for the public and for schools to participate. The County collected recycling from the schools at no cost and provided bins for every classroom. County staff conducted public outreach about the program throughout the year, reminding them a penny went to the schools for every pound people recycled.

**Recycling Program Results**

Since 2005, \$49,000 has been donated to the schools thanks to the 49,000 pounds of paper and cardboard recycled in the County. Thanks to this innovative program, the schools, the County and the public reap the rewards of recycling!

**Type of Facility:***Local Government***Recycling Since:**

*The Penny A Pound Program was created in 2005*

**Recycles:**

*Madison County recycles mixed paper, cardboard, glass bottles, plastic bottles, aluminum cans, tires, electronics and other items. The Penny a Pound Program targets mixed paper and cardboard.*

**Cost of Recycling vs. Disposal**

*Since Madison County transports its waste out of the County for disposal, disposal costs approximately \$50 more per ton than recycling.*

**Contact Information**

*Jim Huff, Solid Waste Director*

*828-649-2311*

*[jhuff@madisoncountync.org](mailto:jhuff@madisoncountync.org)*

