



---

**NEWS RELEASE****April 21, 2010**

FOR RELEASE: Immediately

---

CONTACT: [George Pinkerton](#), Maintenance Director, Downtown Lincoln Association, (402) 441-0020  
[Todd Ogden](#), Marketing Director, Downtown Lincoln Association (402) 434-6906

---

## **Downtown Lincoln Association Recycling Program Exceeds Expectations**

April 21, 2010 – Lincoln, Neb. – The Downtown Lincoln Association (DLA) has met and exceeded expected recycling goals for downtown since the first 50 recycling containers were installed in January of 2009. As Earth Day approaches, a 12 month tally has revealed that the DLA Maintenance crew, with the help of the Community Alternatives of Nebraska, has collected approximately:

- 11,000 lbs. of glass
- 3,000 lbs. of plastic
- 500 lbs. of aluminum
- 71 lbs. of steel

The recycling figures also reveal that the program has reduced approximately 38% of downtown waste going to the landfill.

“DLA is extremely pleased with the community’s commitment to sustainable practices by taking advantage of our recycling program,” said George Pinkerton, DLA Maintenance Director.

The installation of the recycling containers is part of DLA’s “Keep It Green” campaign, which focuses on practices to keep the downtown environment beautiful and sustainable. To help provide funds used for the recycling containers, DLA was awarded a grant in the amount of \$43,366.00 from the Nebraska Department of Environmental Quality’s Waste Reduction & Recycling Incentive Grants Program in 2008.

The DLA Maintenance crew is led by Pinkerton, and works in accordance with a 9 person Community Alternatives crew on many day-to-day tasks in an effort to keep downtown clean, green and attractive. In addition to servicing 50 recycling containers on a daily basis, the DLA maintenance crew is also responsible for duties such as:

- Picking up litter and servicing 90 (55 gal.) garbage containers 7 days a week
- Maintaining over 160 pole baskets and 60 cigarette receptacles
- Collecting leaves, cigarette butts and cleaning sidewalk spills
- Monitoring and removing any graffiti on the public right of way
- Removing abandoned bicycles
- Repairing sidewalk seating and damaged garbage containers
- Design, install and manage over 1,000 planting beds and 1187 trees

In addition to their downtown recycling efforts, DLA launched a re-landscaping project in 2008, which installed over 4,000 native plants and 8,000 spring bulbs of 26 different varieties in the fall. Covering nearly 21,000 square feet downtown, the planting beds have saved water and expense due to their sustainable nature.

In 2009, DLA was awarded a grant from the Nebraska Community Enhancement Program for \$21,000 to help fund landscaping downtown. Over 38 different varieties of trees were planted in new areas downtown replacing deteriorating trees. 221 trees have been planted downtown, with the help of AmeriCorps, VISTA Members and employees of the Arbor Day Foundation.

The Nebraska Community Enhancement Program (CEP) is a cooperative effort of the Nebraska Department of Roads (NDOR), Nebraska Forest Service and Nebraska Statewide Arboretum.

In the coming year, DLA looks to implement more "Keep It Green" projects to improve the downtown environment, as well as educate the community on the downtown landscape.

"DLA looks forward to another year of commitment to a beautiful and sustainable downtown landscape," said Pinkerton.

-end-