

Festival Recycling Program

Project Description:

Known as the “City of Festivals,” Lenexa hosts numerous celebrations and events each year, bringing families and neighbors together, promoting a sense of community and providing fun, low-cost activities to residents from across the metro region. Early in 2009, staff from the parks and recreation and public works departments devised a plan for incorporating recycling into each of the city’s upcoming festivals.

The team developed an action plan to include goals, budget, timeline for implementation and assignment of staff.

This recycling plan is designed to incrementally expand each year. In the first year, the committee set a waste diversion goal for each event and coordinated efforts to best achieve the goal. An outreach and education plan was developed with the largest event in mind, so efforts could be appropriately scaled back for smaller festivals. The plan recommended creating a Recycling Education Center at the large festivals to coordinate volunteer and outreach efforts. Additionally, the main logistics plan for each large festival included partnering with Deffenbaugh Industries to use large dumpsters for recyclables, and with Bridging The Gap by renting Clear Stream recycling containers.

The practice of recycling generates publicity for events and goodwill among attendees.

What makes this a Success Story?

The Success Stories selection committee was particularly impressed by this program’s educational component and innovative marketing approach.

Contact:

Mandy Stark
City of Lenexa Public Works
12350 W. 87th St. Parkway | Lenexa, KS 66215
(913) 477-7684 | mstark@ci.lenexa.ks.us

