

Plastic Bottle Recycling Case Study:

Dowdy-Ficklen Stadium, Greenville N.C.

Recycling since: 1999

Type of facility: Football Stadium

Serves: up to 43,000 people

Recycles: plastic bottles, aluminum cans and cardboard

Average cost of service: City provides service, no cost involved

<u>Interviewed</u>: Terry Little, ECU Recycling Coordinator

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Location: Greenville, N.C.

Description:

Dowdy-Ficklen Stadium is the home of the East Carolina University Pirates Football team in Greenville. The 43,000-seat stadium hosts five to six home games each year that are typically sold out. The stadium permits tailgating



in the parking lots surrounding the facility. Concession stands are located on multiple levels of the stadium and additional refreshments are served by vendors on foot throughout the seating area. Spring commencement is also held at the stadium.

Implementation:

On game days (and during commencement) approximately 50, 50-gallon temporary bins made from large corrugated plastic are placed underneath the stadium and in areas accessible to tailgaters. These bins are typically put in place early on game day or the day before. Permanent bins are provided for club level seating and the press box. The bin placement and collection is done in



house by ECU grounds department staff, which arrive two hours before tipoff, and remain until the end of the game. These employees are full-time ECU employees and are aware of what can and can't be recycled. Commingled drink container material from the smaller bins is emptied into a 12-yard roll-off placed outside the stadium. The container is placed the day before each game and removed the first working day after each game. An 8-yard cardboard container is placed for permanent use under the stadium, which is also emptied the day before the game as well as the first working day after the game. Material removal is done by ECVC, a Pitt County MRF. The "Paint it Purple-Turn it Green" campaign is promoted via public service announcements during each game. Recycling magnets are also put on the roll-offs.

Results:

Approximately 800-1,000 pounds of cardboard and between 2,000-3,000 pounds of commingled drink containers are recycled after each game. Participation is sporadic. Bins can be filled quickly during some games, while remaining empty for others. The student section of the stadium usually has the highest level of participation. Bins that are located in areas of low participation are usually placed in different areas for the next game.