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On your way home today, take a look around you, especially alongside the road, perhaps in the ditches, maybe even the creeks you cross. Chances are you will see a tire, or two, or three, tossed out along the roadway. Tossed out illegally along the roadway. Old tires. We see them everywhere and many people don't know how or where to dispose of them. We have a solution for you if you are holding on to old tires that need to be given a second chance!

Does part of that line sound a little familiar? Perhaps you have seen our television commercial on KBTX TV during the month of July? We had a little help several years ago in creating that commercial through funding from the Texas Commission on Environmental Quality through the Brazos Valley Council of Governments. We are able to use that commercial to help spread the word about tire recycling and our local Madison County events. We also utilize local print, radio and online media.

One of the wonderful results of these tire collection events is that we are keeping old tires off the roads, but the best part is that the companies who work with us on these events recycle the tires and they become a valuable commodity! Liberty Tire, our current vendor, boasts that they collect and recycle about a third of the nation's scrap tires, saving more than 140 million tires from the waste system each year. Doesn't that make you feel good in helping be part of a solution, rather than part of the problem?

However, problems still remain. No matter how hard we try to get the word out about recycling and events, we are not as successful as we have hoped to be. Each time we host a tire collection event, we utilize a survey and ask questions of everyone who drops off tires. We ask if they know where they can recycle locally, are they aware of our Keep Madison County Beautiful (KMCB) program and how our two local school districts recycle. We ask them which items they currently recycle and what zip code they live in. I would love to say that the surveys have shown great strides in positive answers to those questions, but that hasn't been reflected in all of them. We HAVE seen numbers that went from only ½ of the participants knowing that there are places to recycle locally to 100% in the Fall 2012 collection survey, but we still fall short on the number of participants who recycle more than just tires.

We'll keep trying to spread the recycling message and hope that you will, too! You can find good information on the KMCB Facebook page online. They work as volunteers throughout the community to promote not only recycling, but also beautification and by "working to do whatever to keep Madison County a beautiful healthy place to live and visit".

Be sure to recycle your tires with us from July 18th through 28th at the Precinct 4 Citizen Collection Station located along Duggan Ln, off of FM 1372. Full details are available on the County website or by calling 936-348-3810. Hope you can join us in recycling efforts, and as always, Be Safe Out There!