

OC likes trash bins, orders 100 more

By Nancy Powell

Associate Editor

(July 13, 2004) The success of 20 trash/recycle bins in Ocean City has led city officials to approve the placement of 100 additional units.

Since the first bins were placed in March, the resort has received \$20 per month per unit, the use of \$30,000 in free litter/recycling receptacles and has not had to clean or maintain them because the company takes care of that.

That company, Outdoor Partner Media, offers to place bins in towns at its own cost. It makes money by selling advertising on the units.

Bruce Gibbs, superintendent of the maintenance division of the Public Works Department, told the City Council on Wednesday that the bins had not posed any problems for waste haulers and were more easily cleaned and maintained than the town's 55-gallon blue barrels.

The bins, which weigh almost 400 pounds, stay in place and are not easily moved, as are the barrels, Gibbs said. When strong winds blow, city employees must take the time to replace the barrels in their proper location. The barrels must also be painted and cleaned five times each year.

Additional benefits of the new bins include a roof to keep out rainwater, larger holding capacity and a small opening, which limits the disposal of household trash. Councilman Lloyd Martin said the small opening would discourage Delaware residents from putting their household refuse in them.

The company, Gibbs said, has offered to increase its monthly payment to the town to \$20 per month or 10 percent of gross revenues, whichever is greater. It will also continue to be



SUBMITTED PHOTO

An Outdoor Partner Media trash and recycling bin promotes resort events.

responsible for cleaning and maintaining the units.

Outdoor Partner Media would also provide six units to the town, which it could use to pro-

mote events or other municipal topics. At Wednesday's meeting, a company representative upped that to 12 units, with the first six See **MORE** page 18A

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being guaranteed and the second six being available for town promotions until the company could sell advertising on them.

Ninety-four of the new bins would be placed at bus stops, Gibbs said.

In a letter to the town, Gibbs said that with the addition of 100 bins and their minimum revenue of \$20 per unit per month, the town would get at least \$180,000 in free litter receptacles and would earn at least \$144,000 over the term of a five-year contract. The total benefit over five years, Gibbs wrote, would be at least \$504,000.

The council, with Councilman Jim Hall absent, approved the 100 additional bins, with only Councilman Vince Gisriel opposed. One

reason he voted against the contract, he said, was that there "would be that many more signs on the highway."

The first 25 additional bins are to be placed in September. The other deliveries, of 25 bins each, would be in December, and then April 2005 and September 2005.

The council also approved the purchase of 47 new large flat top barrels, at a cost of \$18,330, that will be placed on the Boardwalk from 17th Street to 27th Street. Council members also voted to authorize the purchase of 62 new Victorian-style benches, which would be identical to the benches now on the Boardwalk from 4th Street to the inlet. Like the barrels, the benches would be installed from 17th Street to 27th Street.