



Florida Department of Environmental Protection

Waste Reduction/Recycling

It Begins with the Bin

Residential Recycling Education

September 15, 2016





Housekeeping

50% by 2015
60% by 2017
70% by 2018
75% by 2020

- All attendees are in “listen-only” mode
- Please use the “Questions” tab to submit a question
- Questions will be answered at the end of the presentation
- The presentation and other material are available in the “Handouts” tab
- This session is being recorded and will be available on the DEP website for sharing
- Please complete the survey after the webinar



Florida Department of Environmental Protection

Waste Reduction/Recycling

Kim Brunson

**Recycling and Solid Waste Manager
Publix Supermarkets**

Chair of Florida Recycling Partnership and
Vice-Chair of Recycle Florida Today





Agenda

50% by 2015
60% by 2017
70% by 2018
75% by 2020

- Kim Brunson
 - Publix Super Markets
- Mitch Hedlund
 - Recycle Across America
- Elizabeth Bartlett
 - Keep Florida Beautiful
- Amy Boyson
 - Waste Management
- Allison Macdonald
 - St. Lucie County



Florida Department of Environmental Protection

Waste Reduction/Recycling

Mitch Hedlund

**Executive Director
Recycle Across America**





IT BEGINS AT THE BIN



Outreach Strategies to Promote Residential Recycling

recycle across america



Residential recycling is ...

Actor and spokesperson for Recycle Across America:
Johnny Galecki

Residential Recycling

recycle across america.



hindered by society-wide recycling issues.

Outreach Strategies to Promote Residential Recycling
Actor and spokesperson for Recycle Across America:
Johnny Galecki

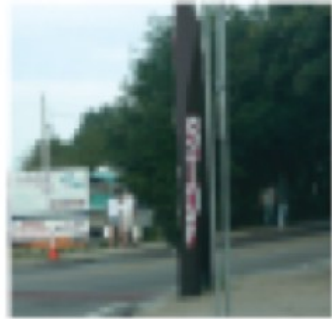
recycle across america.



In order for recycling to be economically viable and able to compete with virgin commodity pricing fluctuations ... you, me and 320 million other people in the U.S. need to do it properly, at home *and wherever we go*.

recycle across america. Outreach Strategies to Promote Residential Recycling

Actress, model and spokesperson for Recycle Across America: Angie Harmon



Imagine stops signs looking different everywhere we go, whether near our home, at our children's school, at our workplace, or when we travel to other places.



Unfortunately recycling bins and labels are completely different looking everywhere people go, even if the sorting instructions are the same.



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recycle across america.



Due to the lack of consistency with design, colors and messaging with labels on bins, whether at home, at work, at school or throughout society, people are confused, apathetic and even becoming skeptical about recycling.



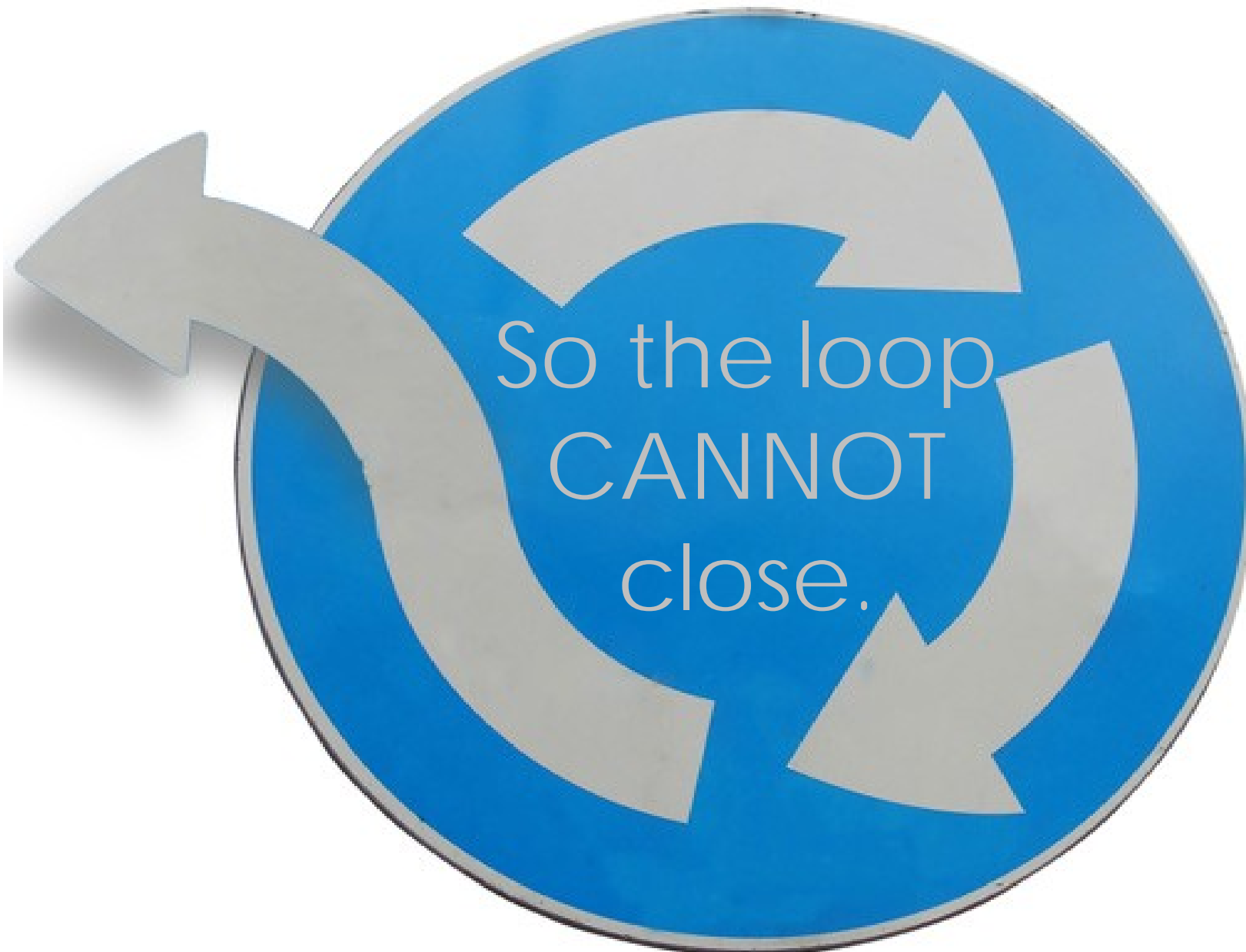
And the subsequent high levels of costly contamination in recycling bins is crippling the economics and viability of recycling.

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Actor and spokesperson for Recycle Across America: Jeremy Piven
Residential Recycling



Which is putting CPG companies between a rock and a hard place.

Many manufacturers and CPG companies are experiencing billions of dollars of shareholder pressure to begin using more recycled content. But because they don't have access to quality recycled commodities at competitive prices (due to the contamination), they begin to change their packaging material, which causes more issues with consumer confusion and recycling. And so the cycle becomes more complicated.



So the loop
CANNOT
close.



recycle across america®

standardized labels for recycling bins ... simple solution - profound impact

Outreach Strategies to Promote
Residential Recycling

Therefore we created a simple nonprofit solution to fix the systemic issues which come from public confusion.



Society-wide standardized labels make it easy for people to *recycle more and recycle right*, wherever they are.

It's that simple

Musician Alanis Morissette
(spokesperson for Recycle Across America)

Outreach Strategies to Promote

Residential Recycling

Society-wide standardized labels on rollaway carts for houses and multi-family housing help people *recycle more and recycle right* at home.

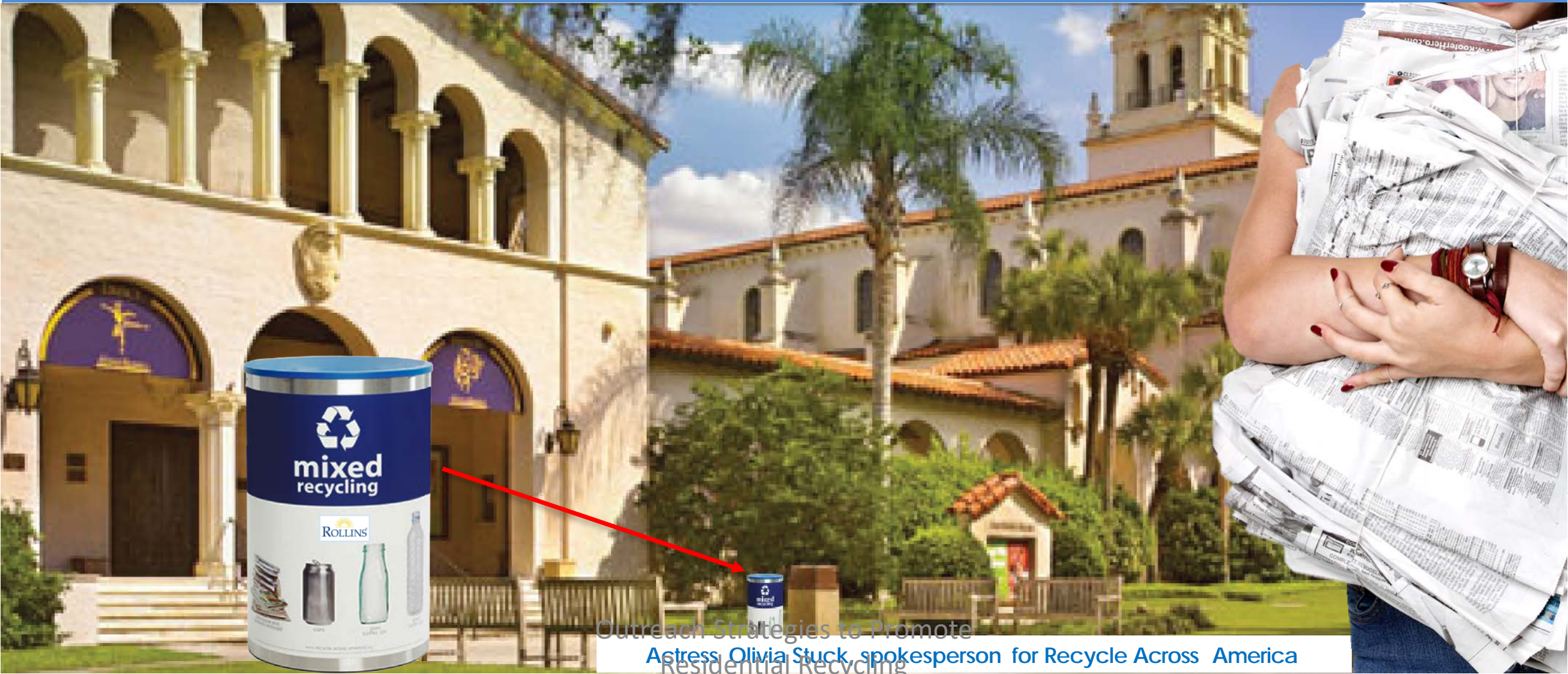


Outreach Strategies to Promote
Contact: Mitch Hedlund mitch@recycleacrossamerica.org

Residential Recycling

recycle across america.

Society-wide standardized labels on recycling bins at colleges and universities help students *recycle more and recycle right* at school.



Outreach Strategies to Promote
Astress Olivia Stuck, spokesperson for Recycle Across America
Residential Recycling

WILLLOW



Society-wide standardized labels on recycling bins at K-12 schools help students *recycle more and recycle right* at school.



Society-wide standardized labels on recycling bins at airports help travelers and visitors *recycle more and recycle right.*

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Outreach Strategies to Promote Residential Recycling



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Society-wide standardized labels on recycling bins at grocery stores, banks, parks, retailers and throughout society help consumers and people *recycle more and recycle right.*



Society-wide standardized labels at the workplace, helps employees *recycle more and recycle right.*

All 80,000 Walt Disney World employees only see the standardized labels on recycling bins at work.

Imagine what happens when they go home and they see the same standardized labeling system on their rollaway cart at home.

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Society-wide
standardized labels on
recycling bins at the
beach and
throughout the county
help visitors, students
and residents
*recycle more and
recycle right.*



Society-wide standardized labels on recycling bins at national parks and other destinations help people *recycle more and recycle right.*

There is a standardized label designed for nearly every sorting need in the U.S.

When necessary, the standardized labels can be slightly modified to accommodate various materials, while not compromising the integrity of the standardized label elements or the efficacy of the solution.



There are standardized labels for all types of lids/bins.



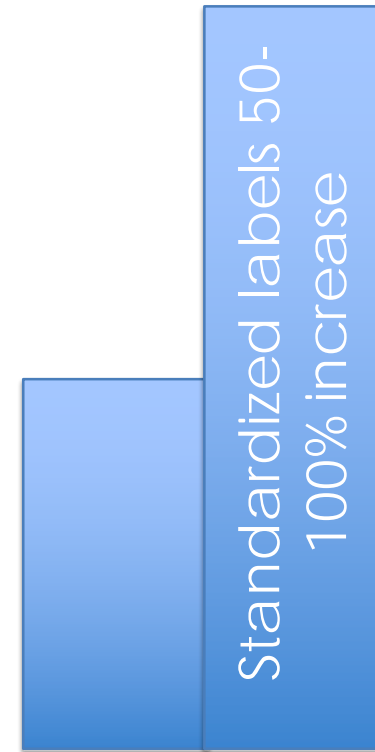
Outreach Strategies to Promote
Residential Recycling

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The standardized labels work!

THE STANDARDIZED LABELS
ARE DRAMATICALLY
INCREASING
RECYCLING LEVELS

50-100% increases
in recycling levels



recycling increase



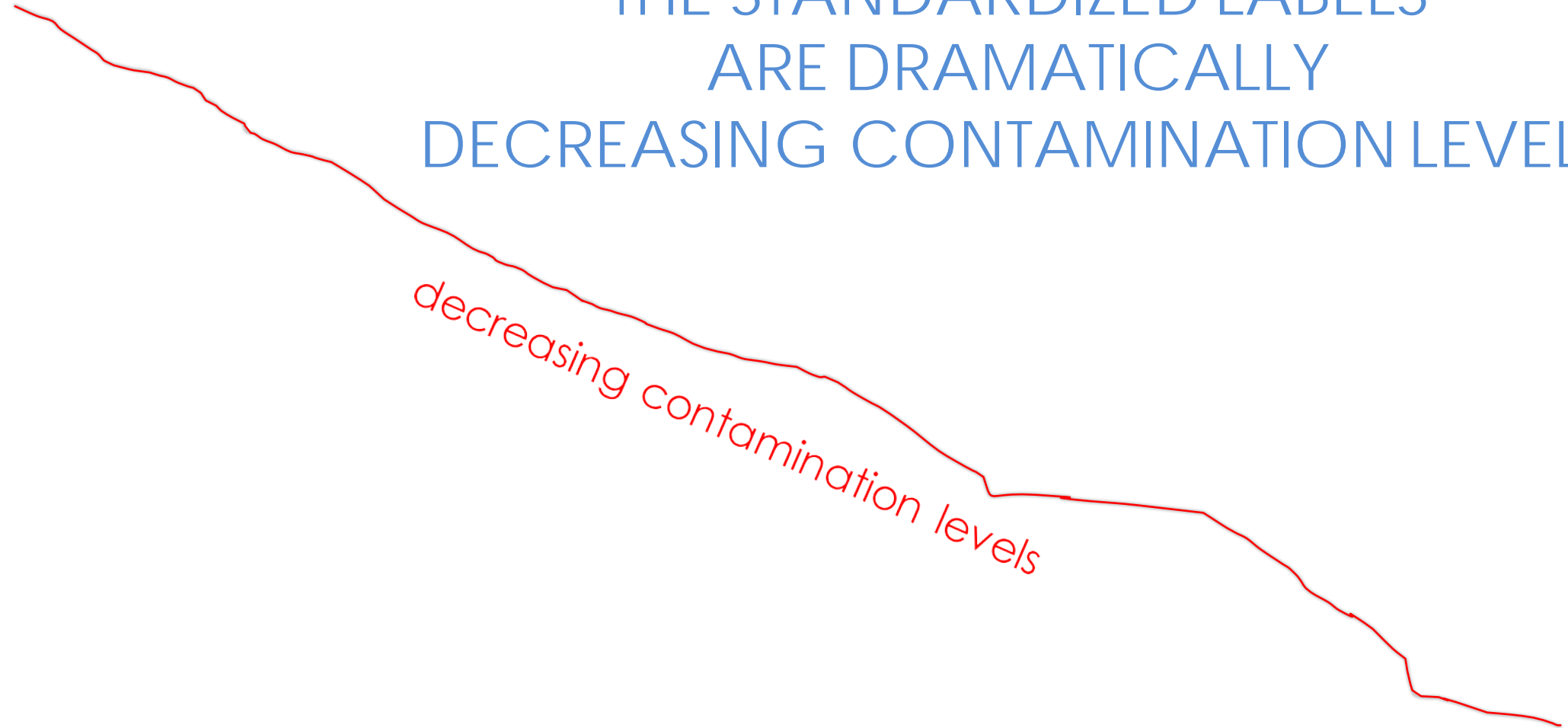
Orlando K-12 Public
Schools (OCPS),
recycling levels
increased

90%

in the first year of
using the standardized
labels on their
recycling bins.

The standardized help prevent contamination!

THE STANDARDIZED LABELS
ARE DRAMATICALLY
DECREASING CONTAMINATION LEVELS



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National Focus Group – Won – Consumer’s Choice



conducted a randomized focus group with 1,000 consumers from across the U.S.

The standardized labels WON against all the labels they were compared to, including Rubbermaid’s recycling labels and numerous other recycling labels in the marketplace.

The focus group participants agreed that the Recycle Across America society-wide standardized labels were:

- More appealing
- More comprehensive
- More effective, and subsequently
- Generated the best recycling results!

Rapid National Movement – Global Brand Leaders



More than 5,000 K-12 schools and universities!



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RESIDENTIAL RECYCLING

Office Depot is the designated office supplier retailer for the state of Florida and municipalities and they have just joined the movement.

Office DEPOT[®]
OfficeMax[®]



lets recycle right®



the standardized labels on bins
make it easy

Outreach Strategies to Promote
Residential Recycling



To help introduce the standardized label solution publicly and to begin advancing the message about proper recycling, we now have nearly 50 celebrities donating their influence to grow this solution in the celebrity-led "Let's recycle right!®" PSA campaign.





Recycling
is far too
important
...
to be
confusing.



Thank you,
Winter Park for starting to use the
societywide standardized labels on
recycling bins to make it easier for
people to recycle *right!*

Johnny Galecki

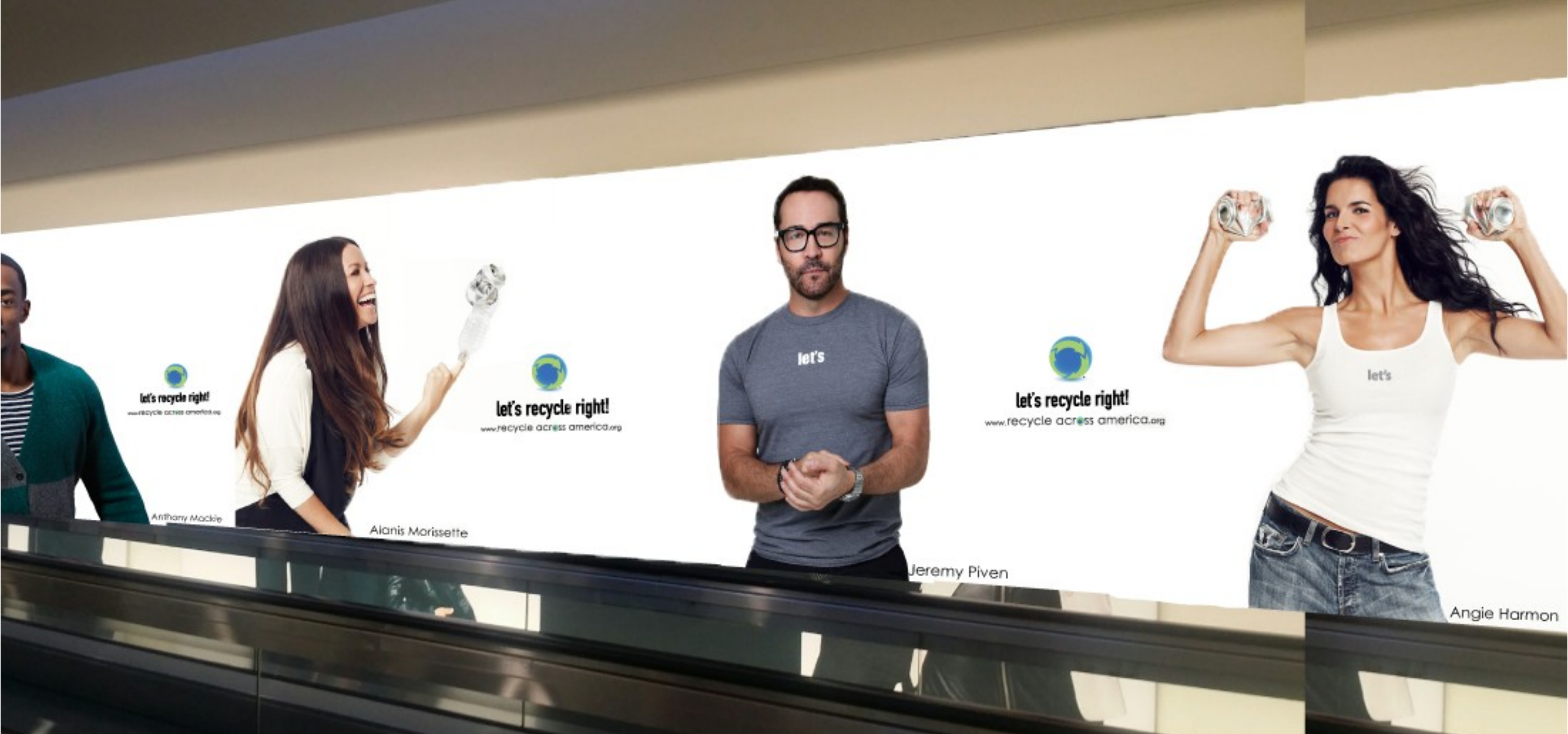
Let's recycle right!

Be part of the solution: recycle.acrossamerica.org



The celebrity-led
"Let's recycle right!" PSA
campaign is available
for participating municipalities and
government agencies.

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And can be used at participating schools and airports.

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And free billboard space and print ad use is available to participating municipalities and brands.



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And TV commercials and radio spots as well.



Outreach Strategies to Promote
Residential Recycling

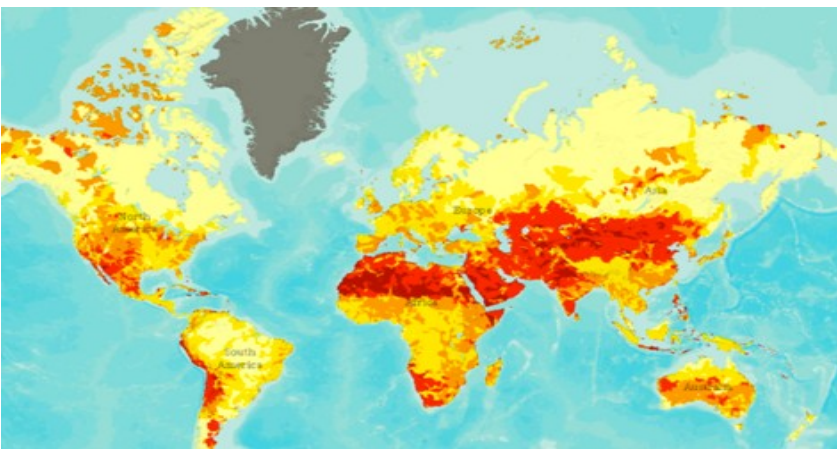
recycle across america.



Recycling is the #1 action

society can do to improve our impact on the environment, and to simultaneously improve the economy, to green-up manufacturing, to prevent waste from going into oceans and to mitigate climate change.

But it all starts at the bin.





Nutrition Facts	
Serving Size: 172g	
Amount Per Serving	
Calories 200	Calories from Fat 0
% Daily Value*	
Total Fat 1g	1%
Saturated Fat 0g	1%
Trans Fat	
Cholesterol 0mg	0%
Sodium 7mg	0%
Total Carbohydrate 30g	12%
Dietary Fiber 11g	45%
Sugars 5g	
Protein 10g	
Vitamin A 1%	Vitamin C 1%
Calcium 4%	Iron 24%

*Percent Daily Values are based on a diet of 2,000 calories a day. Your daily values may be higher or lower, depending on your calorie needs.
nutritiondata.com

IT'S TIME FOR PROGRESS.

It's time to apply the same logic to recycling, that has been used for many other critical standardizations in history, which have helped society act on their good intentions. So that recycling can begin to be profitable and thriving, and so manufacturers and CPG brands can begin relying on recyclables as dependable and evergreen commodity.



Outreach Strategies to Promote Residential Recycling

recycle across america.



recycle across america.

Thank You!

Contact: Mitch Hedlund
mitch@recycleacrossamerica.org

Athlete and Model Gabby Reece spokesperson for Recycle Across America Outreach Strategies to Promote Residential Recycling



Florida Department of Environmental Protection

Waste Reduction/Recycling

Elizabeth Bartlett

Environmental Education Coordinator
Keep Florida Beautiful





Outreach Strategies to Promote Residential Recycling

September 15, 2016



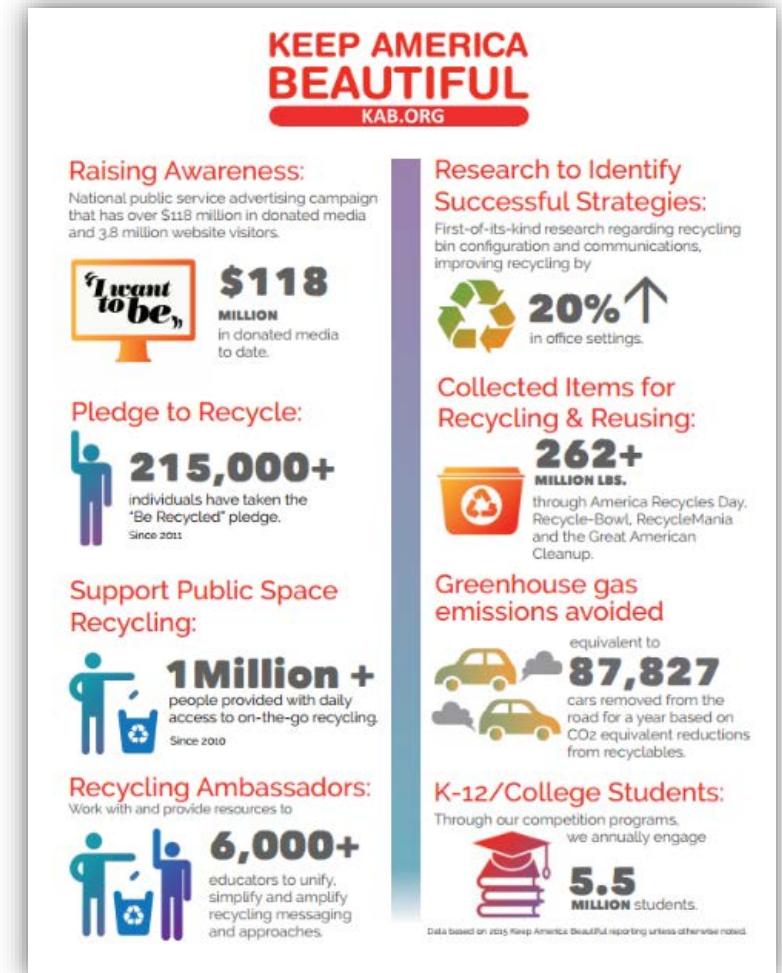
Keep Florida **Beautiful**

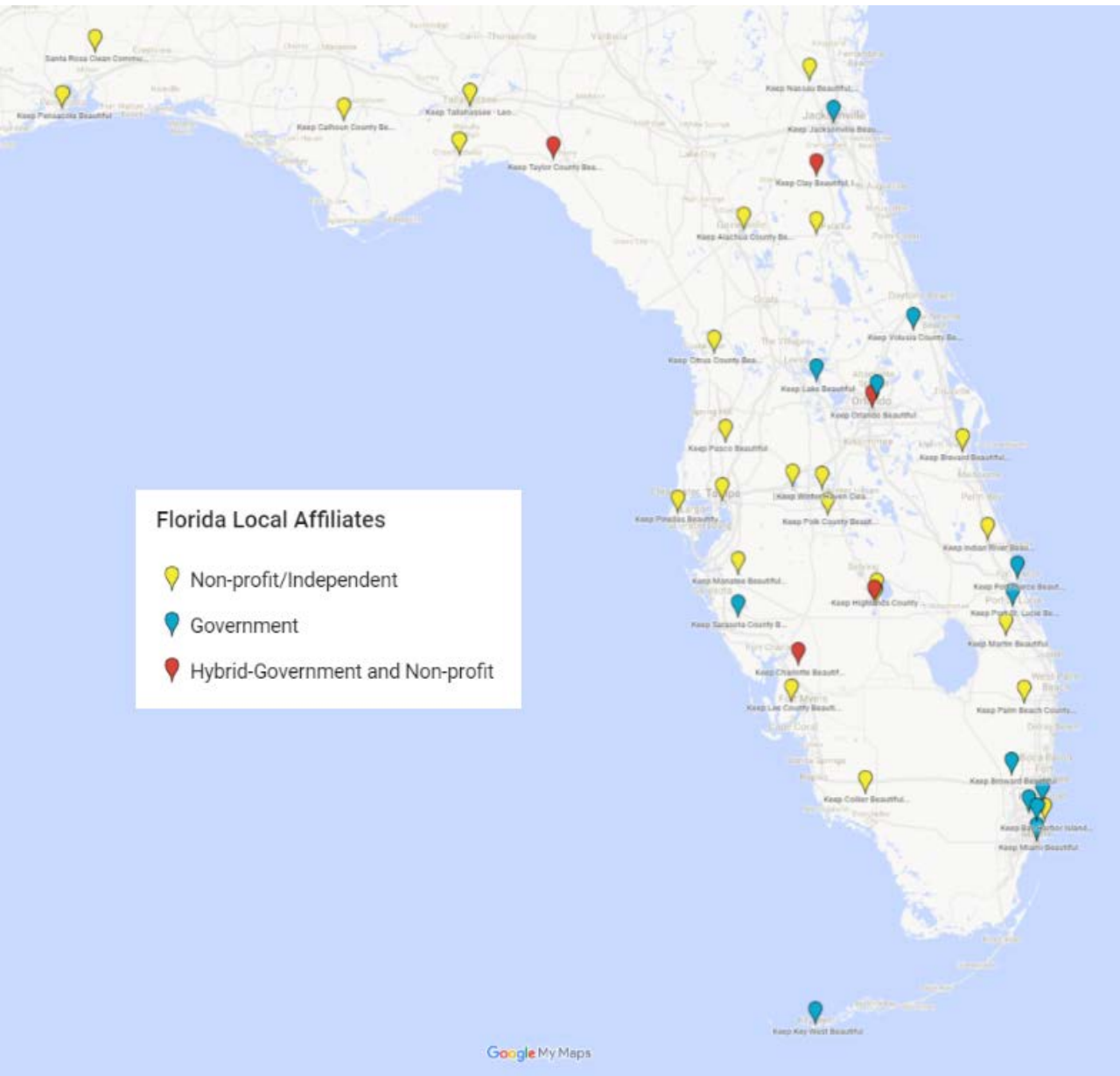
KEEP AMERICA BEAUTIFUL AFFILIATE



About Keep Florida Beautiful

- State-level affiliate of Keep America Beautiful
- KFB's mission is to inspire, educate and empower people in Florida to take action every day to improve and beautify their community environments
- We collaborate with > 40 local affiliates in Florida to engage thousands of volunteers in Florida who take action in their communities through programs that deliver positive and lasting impact
- Our primary initiatives are:
 - Recycling
 - Litter Prevention
 - Environmental Education
 - Solid Waste Reduction



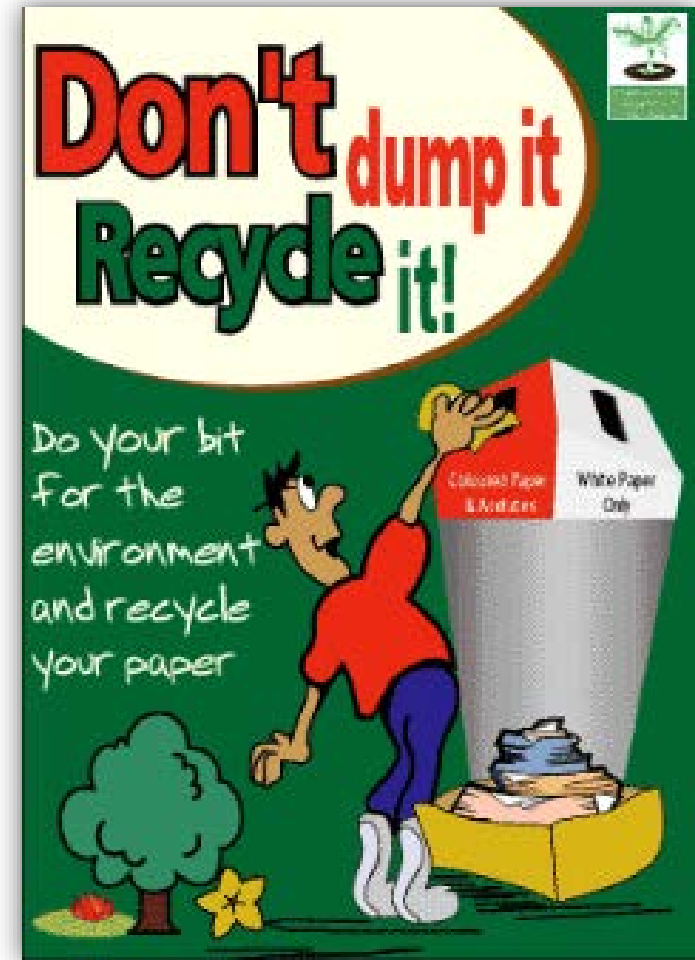


Florida Local Affiliates

- 43 city, county, neighborhood affiliates in Florida
- Some are associated with local government, some are non-profit, a few are hybrids of both
- Have well-established relationships with communities and businesses

Challenges to Recycling

- 75% recycling goal mandated by Florida statute in 2008
- Recycling rates in Florida have increased over the past 7 reporting years, but need to improve significantly in order to reach the 75% goal
- There is a collective will to do the right thing, but inconsistent messaging can work at cross purposes





Outreach Strategies



Avenues for Public Engagement



Collaborate with state and county recycling programs to communicate consistent messaging through:

- Keep America Beautiful Recycling Initiatives
- Keep Florida Beautiful website and social media
- Florida Local Affiliates network

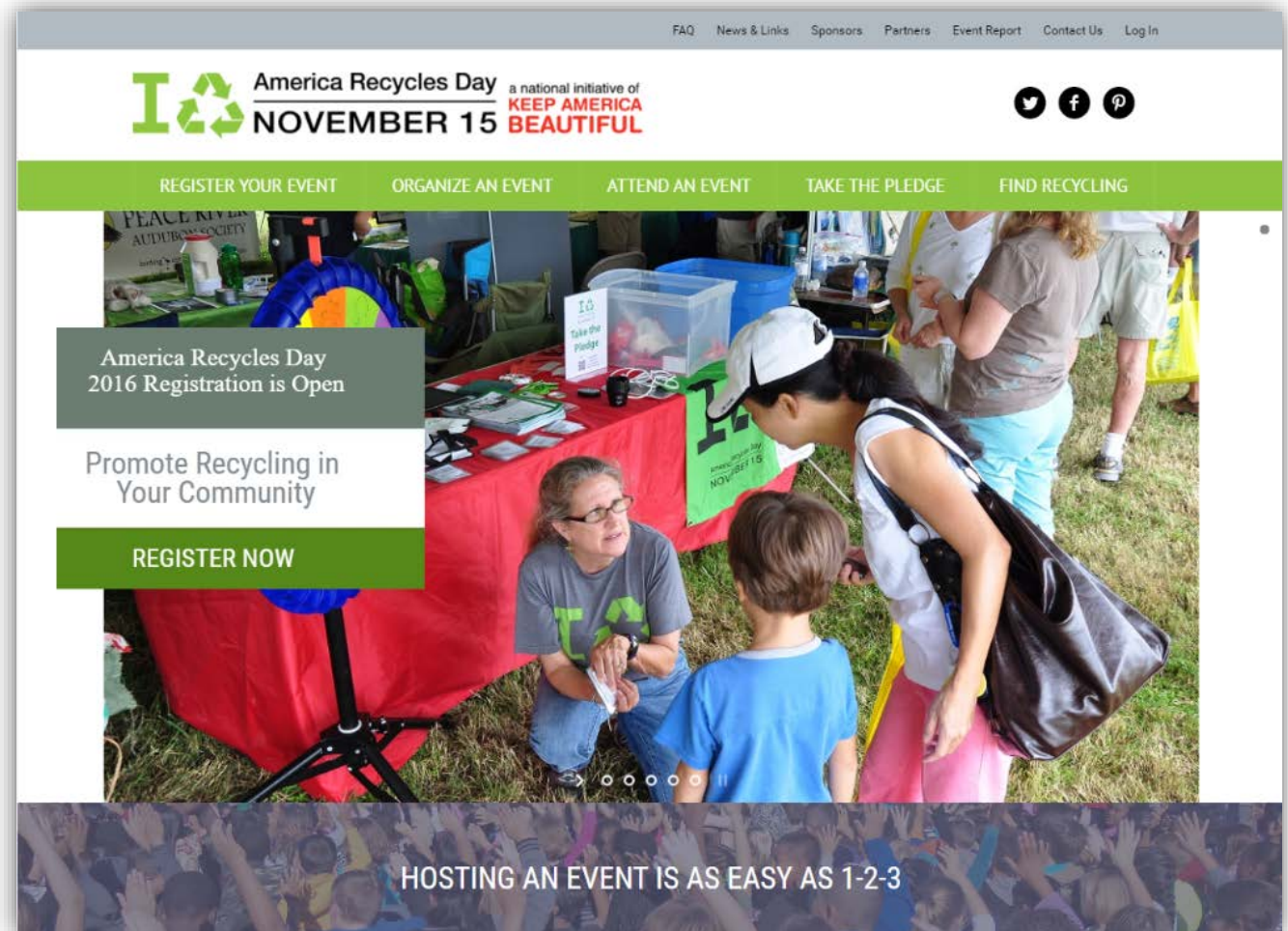
Keep America Beautiful – America Recycles Day

Date: November 15, 2016

America Recycles Day is a nationally recognized day dedicated to promoting and celebrating recycling in the United States. Every year on or around November 15 (America Recycles Day) event organizers educate neighbors, friends and colleagues through thousands of events.

Several Florida Local Affiliates participate in this event every year

Learn more and register your event:
<http://americarecyclesday.org/>



The screenshot shows the homepage of the America Recycles Day website. At the top, there is a navigation bar with links for FAQ, News & Links, Sponsors, Partners, Event Report, Contact Us, and Log In. The main header features the America Recycles Day logo (a stylized 'I' with a recycling symbol) and the text "America Recycles Day a national initiative of KEEP AMERICA BEAUTIFUL" with "NOVEMBER 15" prominently displayed. Social media icons for Twitter, Facebook, and Pinterest are also present. Below the header is a green navigation bar with buttons for "REGISTER YOUR EVENT", "ORGANIZE AN EVENT", "ATTEND AN EVENT", "TAKE THE PLEDGE", and "FIND RECYCLING". The main content area features a large photograph of a woman in a grey t-shirt with a recycling symbol talking to a young boy in a blue t-shirt at an outdoor event. Overlaid on the left side of the photo is a text box that reads "America Recycles Day 2016 Registration is Open", "Promote Recycling in Your Community", and a green "REGISTER NOW" button. At the bottom of the page, there is a dark blue banner with the text "HOSTING AN EVENT IS AS EASY AS 1-2-3" and a background image of a crowd of people.

Keep America Beautiful – I Want To Be Recycled



‘I Want To Be Recycled’ is a public service advertising and awareness campaign produced by Keep America Beautiful in partnership with the Ad Council.

This campaign seeks to inspire Americans who do not recycle regularly to make recycling a daily habit by providing tools and educational resources that will help make the occasional recyclers an “everyday” recycler:

- Learn [what to recycle and how](#)
- Discover how to “Give Your Garbage Another Life” through the [recycling journey](#)
- Play the [Super Sorter game](#)
- PSAs: [Journey](#), [Stadium](#), [Smile](#) and [Superhero!](#)

<http://www.iwanttoberecycled.org/>

Keep America Beautiful – Recycle-Bowl

Registration Deadline: 10/14/2016

Competition Dates: 10/17/2016 – 11/15/2016

Recycle-Bowl is a competition that uses the Tools of Change to encourage recycling behavior in K-12 schools. Schools collect and track the weight of recyclables during the four-week competition period. Participation in Recycle-Bowl provides an opportunity to train and educate teachers, custodians, staff and students on recycling.

Recycle-Bowl is open to all elementary, middle and high schools, including public, private and charter schools.

Learn more and register your school(s) :

<https://www.kab.org/recycle-bowl>

The screenshot shows the Recycle-Bowl website interface. At the top right is the 'KEEP AMERICA BEAUTIFUL' logo. Below it is a navigation menu with links: 'Why Recycle-Bowl?', 'Participate', 'Competition', 'Resources', and 'Contact Us'. A large photo shows a group of diverse students sitting on a green recycling bin that has 'IT'S A BRIGHT IDEA' and a lightbulb icon on it. Below the photo is the 'Our Impact' section with three icons and statistics: 1. A group of people icon with 'Over 1.5 million students reached'. 2. A recycling bin icon with 'Over 22.5 million pounds of recyclables collected'. 3. A school building icon with 'Over 3,100 schools have participated'. At the bottom are three green boxes: 'Why Participate?' with a list of 3 points and a 'Learn More' link; 'Sign Up!' with a 'Register Now' link; and 'Important Dates' with a list of 4 dates.

Keep America Beautiful – RecycleMania

RECYCLE MANIA TOURNAMENT

ABOUT PARTICIPATE SCOREBOARD SPONSORS NEWS

VISIT OUR STORE

DONATE

Countdown to 2017 Kickoff
20 Weeks 5 Days 16 Hours

Loyola Marymount University - Per Capita Classic Champions

Quick Links

- Press Release
- Account Login
- Activity Ideas
- School Stories

Final Results

View Full Rankings

2016 Winners:

- Richland College
- Loyola Marymount University
- North Lake College
- Union College
- Rutgers University

Login To Account

Case Study Winners

Congratulations to Northlake College and SUNY Oswego.

View Case Studies

Our Sponsors

KEEP AMERICA BEAUTIFUL The Coca-Cola Company ALCOA FOUNDATION CyclePoint Rubbermaid

heipline@recyclemaniacs.org | 202.417.7379 | Facebook | Twitter

Date: Spring 2017

RecycleMania is a friendly competition and benchmarking tool for college and university recycling programs to promote waste reduction activities to their campus communities.

Competing colleges and universities are ranked according to how much recycling, trash and food waste they collect over two months.

With each week's updated ranking, participating schools follow their performance against other colleges and use the results to rally their campus to reduce and recycle more.

<http://recyclemaniacs.org/>

Keep Florida Beautiful Website

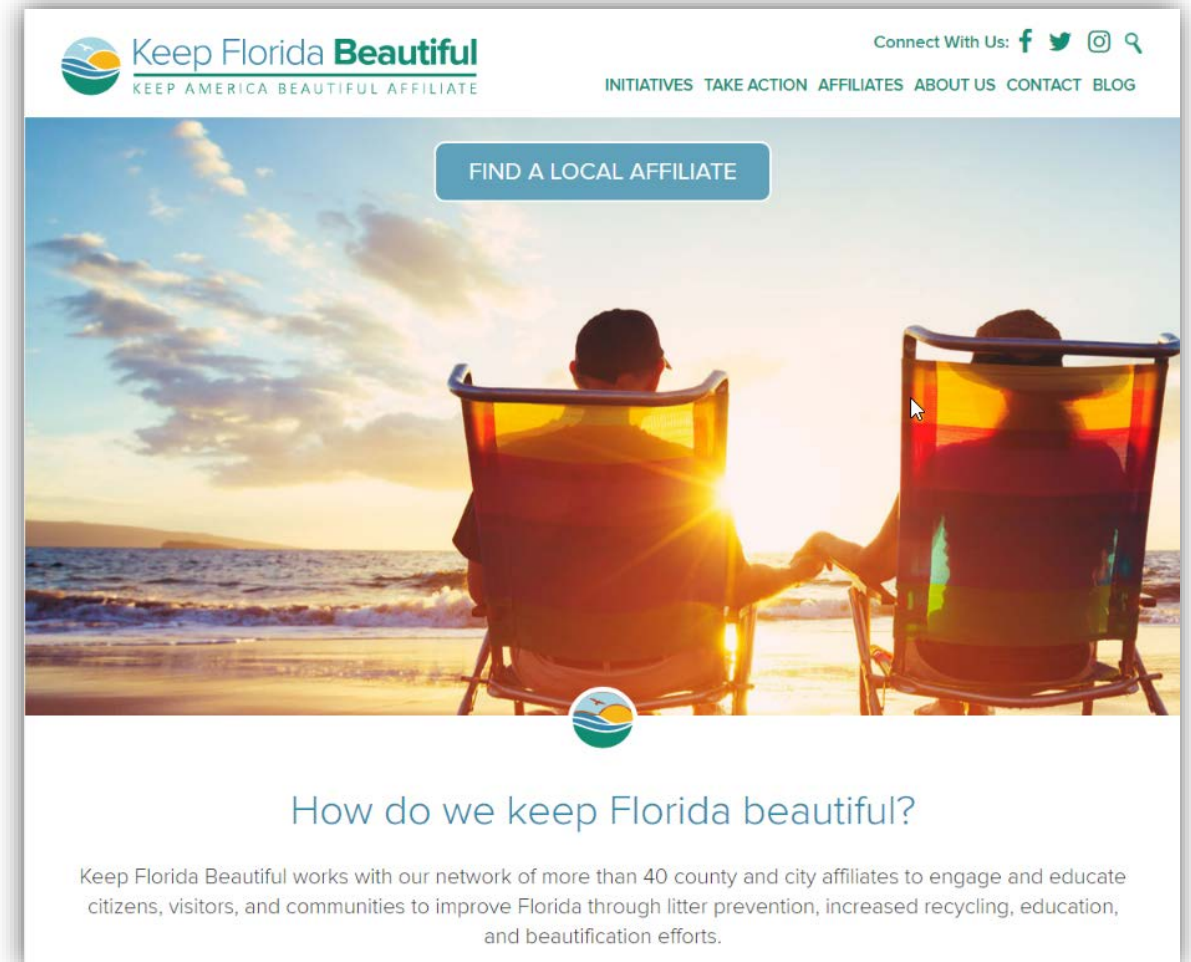
The Keep Florida Beautiful website is designed to promote public awareness regarding:

- Recycling
- Litter Prevention
- Environmental Education
- Solid Waste Reduction

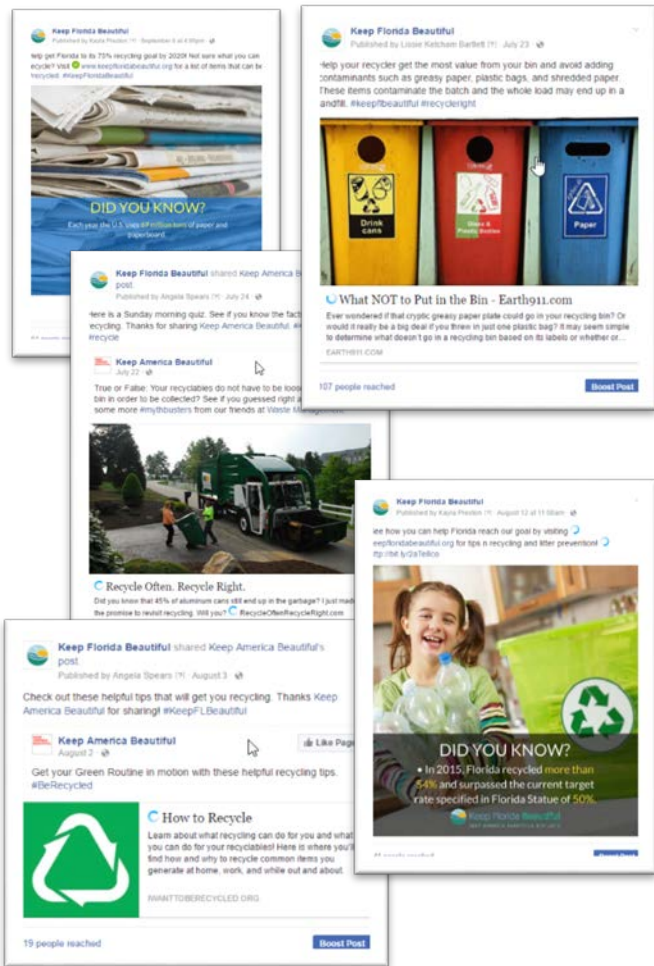
Primary features include:

- Listing of Florida Local Affiliates
- Affiliates event calendar searchable by location
- Blog articles on topics of interest
- Education and training resources

<https://www.keepfloridabeautiful.org/>



Keep Florida Beautiful Social Media



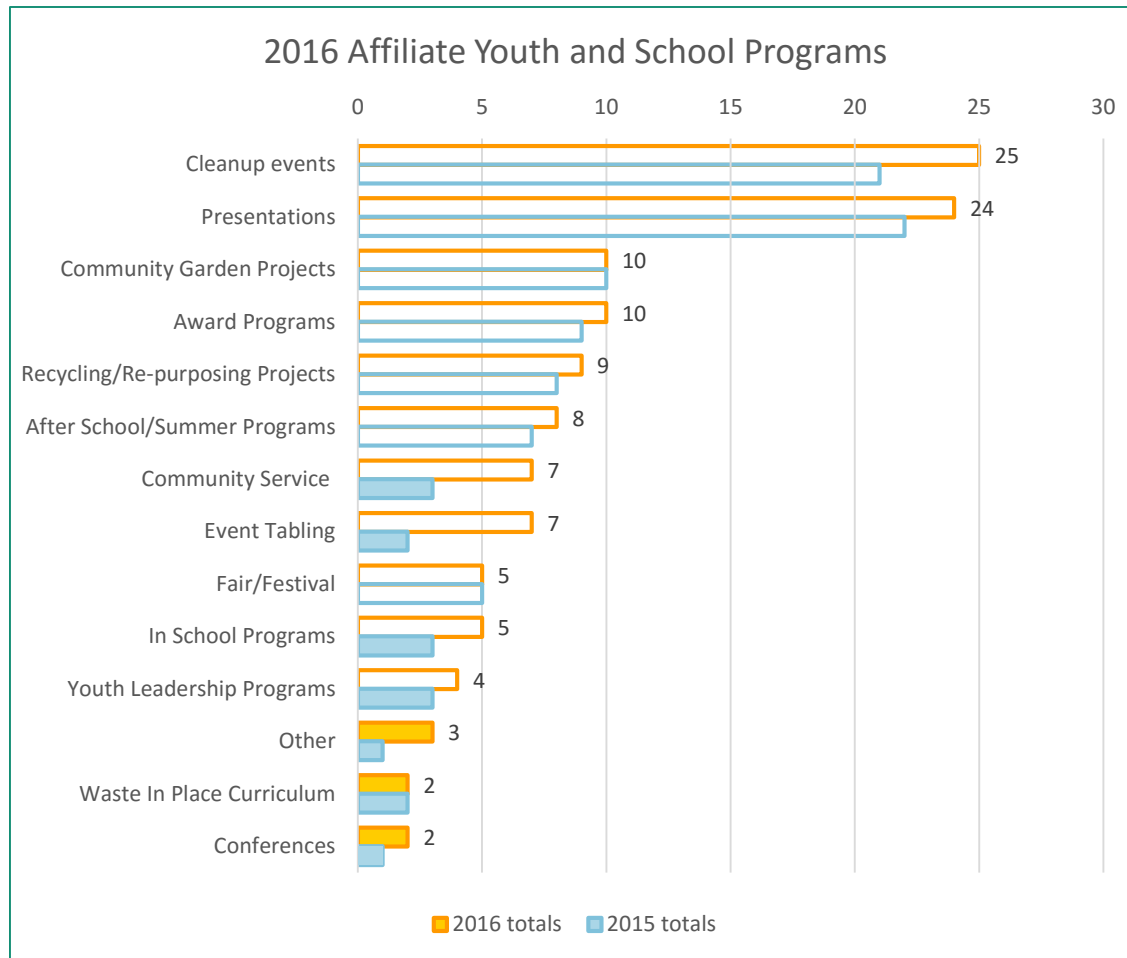
Keep Florida Beautiful maintains a social media presence on Facebook, Twitter, and Instagram to educate, inform and involve the general public in litter prevention and recycling education.

We also use social media as an avenue to engage the public with Florida Local affiliates in their communities by promoting affiliate activities and accomplishments.

- <https://www.facebook.com/keepflbeautiful/>
- <https://twitter.com/KeepFLBeautiful>
- <https://www.instagram.com/keepflbeautiful/>



Florida Local Affiliates - Education Outreach



Florida Local Affiliates promote waste management and recycling education inside and outside of the classroom.

A few of the many examples include:

- Keep Brevard Beautiful works under contract with Brevard County Solid Waste to conduct classroom training on recycling and waste management in landfills for all 4th and 5th graders in the county.
- Keep Key West Beautiful assists in setting up recycling programs and training for students, teachers and staff as needed!
- Keep Pinellas Beautiful has a bright futures community service program that has several different options for completion which includes working at a plastic recycling center, clean up events, and office administration.
- Keep Winter Park Beautiful teaches recycling and litter prevention during Young Naturalist Camp at Mead Gardens. Instruction including an activity where youth recycle their own paper during a papermaking craft.

Florida Local Affiliates – Connection to Community

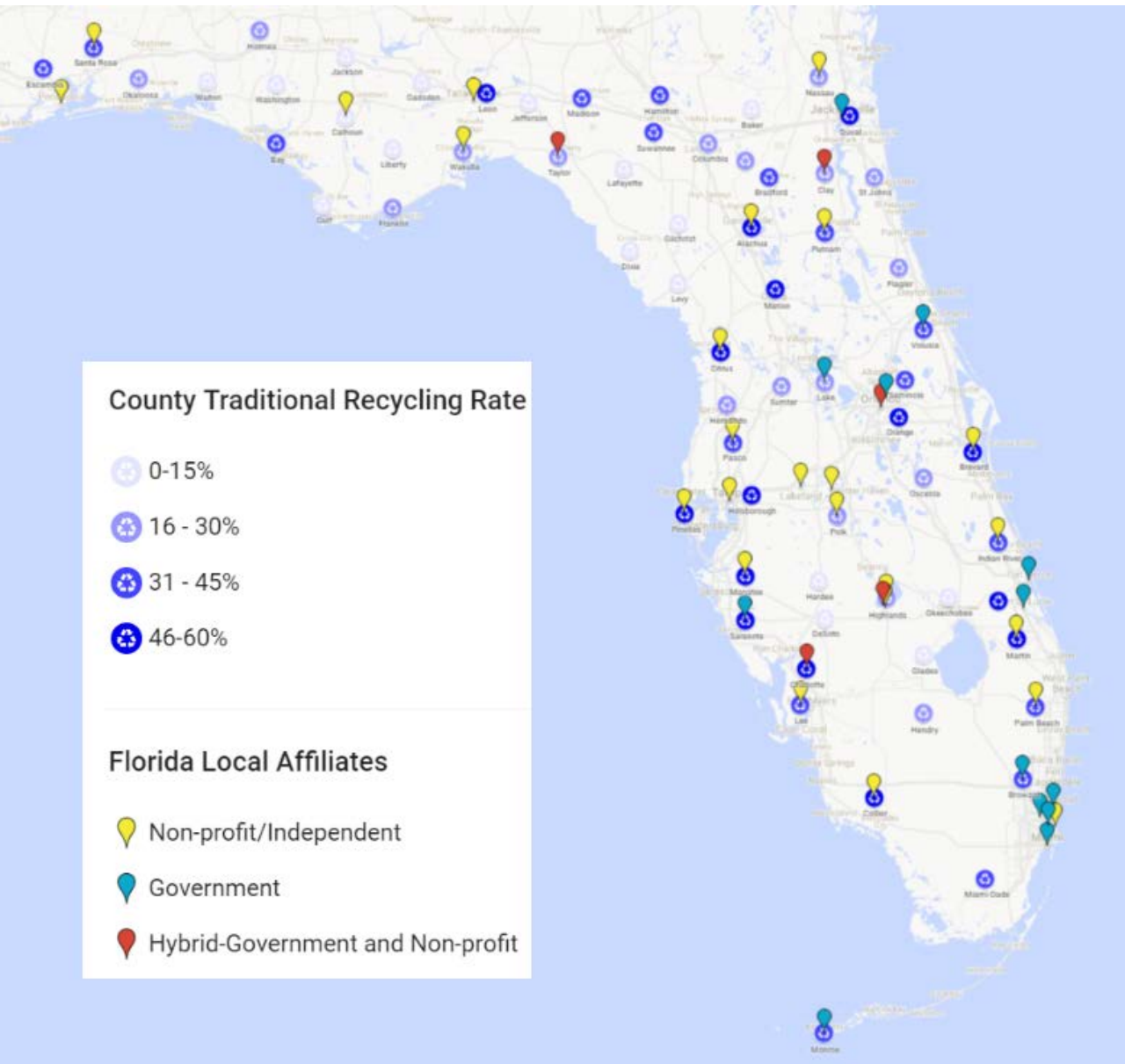
Florida Local Affiliates are very engaged with their communities. During the last year, affiliates organized more than 4,000 cleanup events in Florida

Volunteers make the difference:

- 82,000+ volunteers participated in cleanup events statewide.
- Floridians volunteered 350,000 + hours to make these cleanups a success.
- 4.8 million pounds of debris were removed from Florida's landscape.
- 95,000 pounds of recyclables were collected.

With support from county recycling offices, affiliates will be able to mobilize communities to spread the word on recycling.





County Recycling Rates

- 15 out of 16 counties with traditional recycling rates above 45% have at least one local affiliate
- More than half of the 17 counties with recycling rates between 30 and 45% have local affiliates
- Only 8 of the 34 counties with recycling rates below 30% have local affiliates

Wrap up



- **Keep America Beautiful** provides the framework to improve recycling through its initiatives and resources
 - Recycling programs carried out by local affiliates across the country
 - Programs include data collection and reporting used to quantify and demonstrate effectiveness of outreach
- **Keep Florida Beautiful** serves as a resource for promoting communication and cross-training for local affiliates
 - Collaborate and share your messages on recycling
 - Serve as a resource for recycling education
- **Florida Local Affiliates** are your connection to people in your communities
 - Directly connect with the public through outreach events
 - Can provide insight on local issues and how to resolve them



Keep Florida **Beautiful**

KEEP AMERICA BEAUTIFUL AFFILIATE

Contact

Elizabeth (Lissie) Bartlett
Environmental Education Coordinator
Keep Florida Beautiful

ebartlett@keepfloridabeautiful.org





Florida Department of Environmental Protection

Waste Reduction/Recycling

Amy Boyson

**Community Relations Manager
Waste Management**



Evolving to Recycling 2.0
A Conversation on Recycling



**RECYCLE OFTEN.
RECYCLE RIGHT.SM**

Amy Boyson
Waste Management
Community Affairs Manager

September 15, 2016



The Recycling World Has Changed

And continues to evolve—we need to keep up!

The evolving ton

- The **material we use daily has evolved** tremendously
- For example, look at the newspaper industry



Single-stream recycling

- We can put all recyclables in one, convenient cart. Flip side is
- This **invites materials that aren't recyclable**
- When in doubt, ~20% of people put something in recycle bin anyway



Recycling programs vary by region

- Further compounding **confusion about what is recyclable** from Area to Area—internally and for our customers



Education Outreach Strategies to Promote Residential Recycling

- Need to do things differently to have different outcomes



RECYCLE OFTEN.
RECYCLE RIGHT.™

What Makes Something Recyclable?





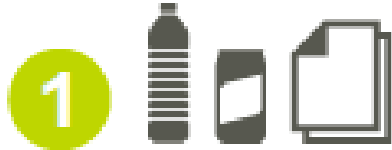
Recycle Often. Recycle Right.™

Getting Back to the Basics of Recycling

- Built on behavior change science framework:
 - Keep it simple
 - Focus on barriers and benefits
 - Tell people why
 - Ask for a commitment
- Focuses on specific actions, related to basic materials with large recycling potential: bottles, cans and paper
- Addresses contamination issues that cause the most issues at MRFs: Wet items and plastic bags



Simple Messages



Recycle all my empty bottles, cans and paper.



Keep food and liquids out of my recycling.



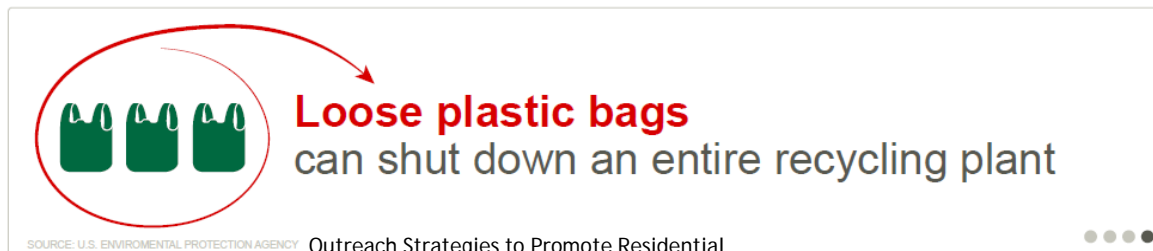
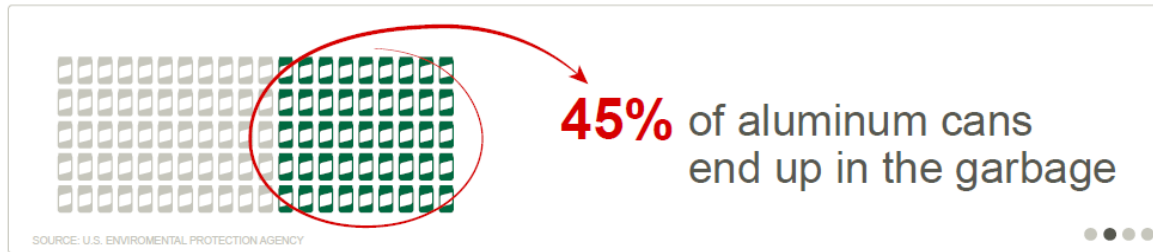
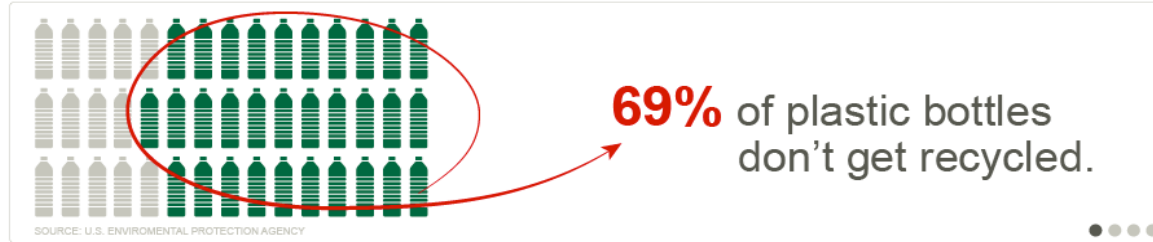
Keep loose plastic bags out of my recycling.

Simplifying the Message

- Focus on 3 simple behaviors that could greatly impact recycling
- Tested and proven approach
- Accompanying myth busters/FAQs for those who want to dig deeper



Microsite Provides Platform Tell People Why





Education

MYTHBUSTERS

Hover over the center of an image to find out if it is recyclable in your curbside mixed recycling cart.
Click on that same tile to get an Expert Tip for disposal.

RECYCLE ALL BOTTLES, CANS, PAPER AND CARDBOARD

Rule:
Recycle plastics like empty bottles, jars, jugs and tubs by their shapes. Chasing arrows don't necessarily indicate recyclability.



NO PLASTIC BAGS



TRASH IT INSTEAD





YouTube Video

A screenshot of a YouTube video player. The video content shows two young girls, one in an orange shirt and one in a yellow shirt, holding up plastic bottles from which streams of blue and orange liquid are pouring. To the left of the girls, the text "NO LIQUIDS -or- SOGGY ITEMS" is displayed in large green letters. The video player interface includes the YouTube logo, a search bar, a progress bar at 3:32 / 4:52, and a video title "Recycle Often. Recycle Right. Official Video - Waste Management" by the channel "wastemanagement" (197 videos). The video has 16,378 views, 24 likes, and 1 dislike. A "Subscribe" button shows 1,585 subscribers. At the bottom, there are icons for Like, About, Share, Add to, and other video controls.



Resources available at www.RecycleOftenRecycleRight.com

RECYCLING BASICS: All the recycling information you'd ever need is just a click away. Need help getting started? Here are some tools to use at home.



Myth Busters



Poster



Brochure



Cart/Bin Signs

EDUCATION: Want to bring recycling education to a school near you? Download the materials below to help you get started.



Elementary Curriculum Overview



Recycling Educational Flyer



Curriculum:
Grades K-2
Grades 3-5
Grades 4-5



Flyer with Kid's Activity



Recycled Art Activities



The Promise

Ask for a Commitment

- Behavior change science shows that people that commit to an action are much more likely to follow through
- The Recycle Often, Recycle Right promise asks people to commit to the 3 simple behaviors
- Then, asks them to share with their friends and family

Maybe it's time to rethink recycling.
Make the promise. Doing just these three things will make a huge difference.

- 1** Recycle all my empty bottles, cans and paper.
- 2** Keep food and liquids out of my recycling.
- 3** Keep loose plastic bags out of my recycling.

First Name Last Name

Email Zip code

Sign me up to receive news, updates and information to help me keep my promise.

SUBMIT

3457 Others have made the promise. **Will you?**

Sponsored by

Search

[PRIVACY POLICY](#) [ENGLISH](#) | [ESPAÑOL](#)



Recycle Often. Recycle Right Widget

What it is:

- A small image that displays a message on your website and links to RORR.com

How it works:

- Your city webmaster does a one-time update, dropping the embed code into the recycling page on your city's website and the widget is installed
- Waste Management periodically updates the messaging on the widget to reflect the current RORR strategies

Why it's great:

- It's easy to use - it just requires a one-time installation from your webmaster
- You can place it wherever makes the most sense on your website and it automatically resizes to fit your page, up to 300 pixels in width
- It helps keep your website current, addressing consumer FAQs and recycling myths
- It provides an easy way for consumers in your city to get the most up-to-date information about recycling



Curbside Education Program Information Directly on the Cart

Step 1: New acceptable/non-acceptable sticker on lid of recycle cart



Always recycle: **Recicle siempre:**

					
Food & Beverage Cans Latas de alimentos y bebidas	Plastic Bottles & Containers Botellas y envases de plástico	Paper Papeles	Food & Beverage Cartons Cartones de alimentos y bebidas	Flattened Cardboard & Paperboard Cartón y cartulina aplastados	Glass Bottles & Jars Botellas y frascos de vidrio

Do NOT include in your recycling cart: **NO incluya en su contenedor de reciclaje:**

				
NO Food Waste NO Residuos de comidas	NO Foam Cups & Containers NO Vasos y contenedores de poliestireno	NO Plastic Bags & Film NO Bolsas y envolturas de plástico	NO Needles NO Agujas	NO Textiles

Carts that contain items other than the acceptable recyclables listed above will NOT be serviced.
(Contenedores que contienen elementos no reciclables o aceptables y distintos de los enumerados anteriormente, no serán vaciados.)

Customer Service (Servicio al cliente): (407) 843-7370

To learn more, visit:
Para más información, visite:
RecycleOftenRecycleRight.com



Curbside Education Program Information Directly on the Cart

Step 2: Notification tag informing resident of contamination issue

WARNING!



Your neighborhood has been identified as a high contamination area for recycling. Over the next several weeks, we will be conducting individual cart audits to confirm your compliance with recycling properly. **RESIDENTS WHO IMPROPERLY USE THEIR RECYCLE CART FOR MATERIALS OTHER THAN RECYCLABLES WILL RECEIVE A SERVICE TAG AND YOUR CART WILL NOT BE EMPTIED.** (Su vecindario ha sido identificado como una área de alta contaminación en los reciclables. Durante las próximas semanas, estaremos conduciendo exámenes individuales de los recipientes de reciclables para confirmar su cumplimiento en reciclar propiamente. Los residentes que no usen sus recipientes de reciclables correctamente, recibirán una etiqueta de información y sus recipientes no serán vaciados).



Curbside Education Program

Information Directly on the Cart

Step 3: Tag cart and do not service recycle cart.

Quality service is our Goal.

This recycle cart does not meet the following requirements for collection: *Este contenedor no cumple con los siguientes requisitos para colección:*

- MATERIAL IS NOT RECYCLABLE
Materiales no son reciclable
- MATERIAL IS BAGGED
Materiales estan embolsados
- CART CONTAINED GARBAGE
Contenedor contiene basura

PLEASE CORRECT THE CONDITION AND THE ITEM(S) WILL BE PICKED UP ON YOUR NEXT RECYCLE COLLECTION DAY. *Por favor, corrija lo indicado y sus reciclables serán recoaidos en su próximo dia de colección.*



**RECYCLE OFTEN,
RECYCLE RIGHT.™**

Additional Education Program

WM-NMB-RecyclePostcard11x6.qpp_Layout 1 8/30/16 1:16 PM Page 1



Dear North Miami Beach Resident:
We need your help.

More than 40% of the material being collected from blue Recycling carts is GARBAGE, not recyclables. And that garbage ruins the good stuff.

In the coming weeks, Waste Management will launch its Recycle Often, Recycle Right.™ campaign in North Miami Beach.

Our drivers will be checking the contents of recycling carts through their onboard "hopper" cams and you'll receive a Notice Postcard if your cart has garbage and non-recyclable material in it. If that continues, a Warning Tag will be placed on your cart and it will not be serviced.

Please see the list of acceptable Recyclables on the reverse side of this card. And remember, do not place your Recyclables in plastic bags. Keep them loose, clean, and dry.

Please visit www.recycleoftenrecycleright.com for more information.

Estimado Residente de North Miami Beach:
Necesitamos su ayuda.

Nuestro conductor de Waste Management identificó basura y materiales no reciclables en su recipiente de reciclaje azul. Esa basura arruina las cosas buenas y anula los esfuerzos de sus vecinos para reciclar correctamente.

Por favor vea la lista de materiales reciclables aceptables en la parte posterior de esta postal. Y recuerde, no coloque sus materiales Reciclables en bolsas de plástico. Manténgalos sueltos, limpios y secos.

En las próximas semanas, miembros de nuestro equipo continuarán revisando el contenido de los recipientes de reciclaje. Si su recipiente tiene Basura y material no reciclable de nuevo, se colocará una etiqueta de Advertencia en este y no se le brindará servicio. Por favor vacíe el contenido en su contenedor de Basura para recibir servicio.

Por favor visite www.recycleoftenrecycleright.com para más información. Gracias por su ayuda en Reciclar Bien.

Chè Rezidan North Miami Beach:
Nou bezwen èd ou.


Plis pase 40% nan materyèl ke yo ranmase nan bin Resikaj ble yo se FATRA, pa resikaj. Epi fatra sa yo gate bon bagay yo.

Nan semèn kap vini yo, Waste Management pral lanse kanpay Resikè pi Souvan. Resikè Byen,™ nan North Miami Beach.

Chofè nou yo pral tcheke kisa ki nan bin resikaj yo atravè kamera "Hopper" ki a bor yo, epi ou pral resevwa yon Kaf Postal Avi si bin ou an gen fatra ak materyèl ki paka resikle ladan li. Si sa kontinye, yo pral mete yon Etikèt Avètisman sou bin ou an epi yo pap devide li.

Tanpri gade lis Resikaj ki akseptab ki nan do kat sa a. Epi sonje, pa mete Resikaj ou yo nan sache plastik. Kenbe yo lach, pwòp, epi sèk.

Tanpri vizite www.recycleoftenrecycleright.com pou plis enfòmasyon.



Dear North Miami Beach Resident:
We need your help.

Our Waste Management driver identified garbage and non-recyclable material in your blue recycling cart. That garbage ruins the good stuff and negates the efforts of your neighbors to recycle right.

Please see the list of acceptable Recyclables on the back of this postcard. And remember, do not place your Recyclables in plastic bags. Keep them loose, clean, and dry.

In the coming weeks, our team members will continue to check the contents of recycling carts. If your cart has Garbage and non-recyclable material in it again, a Warning Tag will be placed on your cart and it will not be serviced. Please empty the contents into your Garbage cart for service.

Please visit www.recycleoftenrecycleright.com for more information.

Thank you for your help in Recycling Right.

Estimado Residente de North Miami Beach:
Necesitamos su ayuda.

Nuestro conductor de Waste Management identificó basura y materiales no reciclables en su recipiente de reciclaje azul. Esa basura arruina las cosas buenas y anula los esfuerzos de sus vecinos para reciclar correctamente.

Por favor vea la lista de materiales reciclables aceptables en la parte posterior de esta postal. Y recuerde, no coloque sus materiales Reciclables en bolsas de plástico. Manténgalos sueltos, limpios y secos.

En las próximas semanas, miembros de nuestro equipo continuarán revisando el contenido de los recipientes de reciclaje. Si su recipiente tiene Basura y material no reciclable de nuevo, se colocará una etiqueta de Advertencia en esta y no se le brindará servicio. Por favor vacíe el contenido en su contenedor de Basura para recibir servicio.

Por favor visite www.recycleoftenrecycleright.com para más información. Gracias por su ayuda en Reciclar Bien.

Chè Rezidan North Miami Beach:
Nou bezwen èd ou.

Chofè Jeyon Fatra nou idantifye fatra ak materyèl ki pa ka resikle nan bin resikaj ble ou yo. Fatra sa yo gate bon bagay yo epi elimine efò ke vwazen ou yo ap fè pou resikle byen.

Tanpri gade lis Resikaj ki akseptab ki nan do kat sa a. Epi sonje, pa mete Resikaj ou yo nan sache plastik. Kenbe yo lach, pwòp, epi sèk.

Nan semèn kap vini yo, manm ekip nou yo ap kontinye tcheke sa ki nan bin resikaj yo. Si bin ou an gen Fatra ak materyèl ki pa ka resikle ladan li ankò, y'ap mete yon Etikèt Avètisman sou bin ou an epi yo pap devide li. Tanpri vide bagay ki ladan li yo nan bwat Fatra ou pou sèvis.

Tanpri vizite www.recycleoftenrecycleright.com pou plis enfòmasyon. Mèsi pou èd ou pou Resikè Byen.

WM-NMB-Warning Tag.qpp_Layout 1 8/31/16 11:30 AM Page 1



**Your recycling has garbage in it.
Hay basura en su reciclaje.
Resiklaj ou a gen fatra ladan li.**

We found one or more of the following items:
Encontramos uno o más de los siguientes artículos:
Nou jwenn youn oswa plis nan atik sa yo:

- Recyclables bagged in plastic bags**
Artículos reciclables en bolsas de plástico
Resikaj ki andedan sache plastik
- Dirty/wet items (like food and liquids left in your recycling)**
Artículos mojados y/o sucios (no deje alimentos o líquidos en sus artículos reciclables)
Atik ki sal/mouye (tankou manje ak likid ki nan resikaj ou)
- Non-recyclable items (like garden hoses or propane tanks)**
Artículos no reciclables (como mangueras de jardín o tanques de gas propano)
Atik ki paka resikle (tankou kawoutchou pou wouze oswa tanik gaz pwopàn)
- Other** Otro Lòt _____

We had to leave your recycling behind. Please empty this material in your garbage cart for service.
No pudimos recolectar su reciclaje. Por favor vacíe este material en su contenedor de basura para recibir servicio.
Nou te oblije kite resiklaj ou deyè. Tanpri jete materyèl sa nan bwat fatra ou pou sèvis.

When in doubt, leave it out.
Si tiene alguna duda, déjelo afuera.
Lè w gen dout, pa mete l.



How Can We Work Together?

Community events	City Website	Email Blasts
Social Media	Public Access Channel	City Council Meetings
Community Groups	Schools	What Else?



Florida Department of Environmental Protection

Waste Reduction/Recycling

Allison Macdonald

**Program Manager
St. Lucie County**



*St. Lucie
County,
Florida*

IT PAYS TO RECYCLE RIGHT!

Allison Macdonald
Program Manager | Solid Waste Department





Presentation Outline

- 1** *Project Implementation/Goals*
- 2** *Contracting*
- 3** *Construction*
- 4** *Marketing and Education*
- 5** *Results*



Geographic Location

- St. Lucie County, Florida
 - Population Increase
 - Rapid Growth
- Baling and Recycling Facility Site
 - Baling Facility
 - Class I Balefill
 - C&D Debris Processing Facility
 - C&D Debris Landfill
 - Glass Recycling System
 - Yard Waste Processing Site
 - Single Stream Processing Facility
 - Scrap Metal and Tire Collection Sites

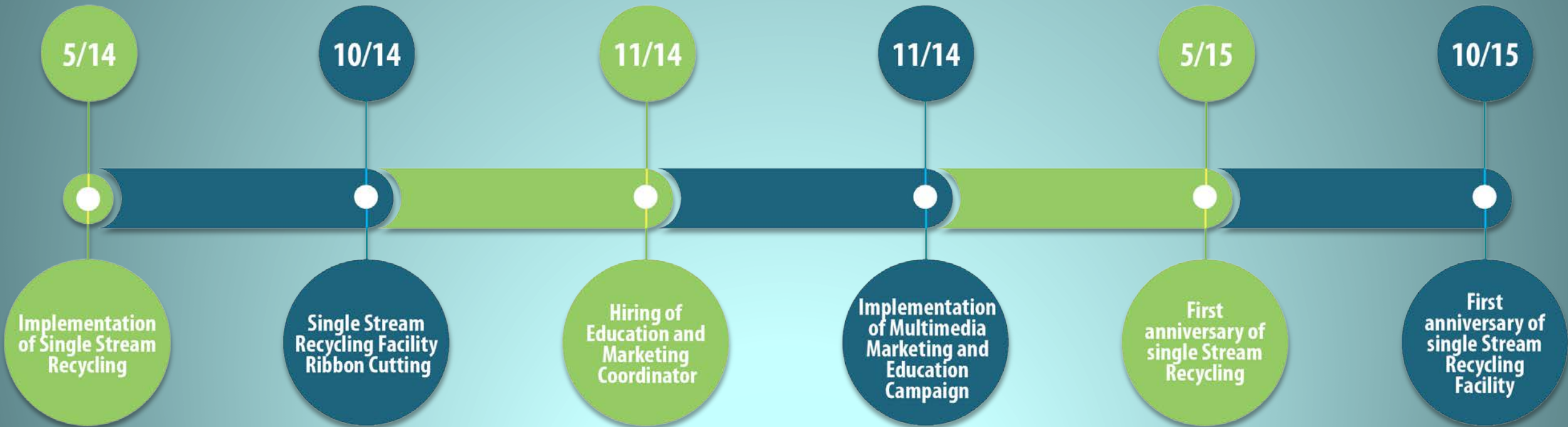


Program Development/Goals

- Educate and encourage people to participate in our integrated solid waste management practices
- Implement innovative technologies for responsible solid waste management
- Divert reusable materials from the landfills
- Maximize the part of the waste stream that can be recovered and marketed



Single Stream Recycling Timeline





Innovative Contracting Agreements City of Port St. Lucie

- Establishing private-public partnership between St. Lucie County, City of Port St. Lucie, and the hauler (WastePro)
- Interlocal agreement with the City of Port St. Lucie
- Provides for guaranteed recyclable stream and revenue
- Minimizes risk to St. Lucie County
- Provides County-controlled disposal location for household waste





Innovative Contracting Agreements – Hauler

- St. Lucie County's tipping fee is \$55/ton (tons delivered) plus \$8/ton processing fee
- Guarantee of 100 tons/day (put-or-pay, \$55/ton)
- Hauler is responsible for marketing and sales of all commodities
- St. Lucie County does not receive revenue from the sales of the commodities
- Minimal impact to St. Lucie County due to market fluctuations
- Hauler is averaging 135 tons/day
- Design capacity of facility is 120 tons/day



Single Stream Facility Construction

- Construction cost = \$7.4M
- Housed in a 35,000 square foot building
- Equipment rated at 15 tons per hour (operating at 20 tons per hour)





Single Stream Facility Construction

- Infeed system
- Optical sorter (PET and HDPE)
- OCC screen, News screen
Finishing screen
- Manual sort stations
- Conveyors
- Magnets
- Bunkers
- Eddy current separator
- Baler



Began operation in October 2014

Glass Recycling

- System purchased from Andela Products for \$385,000
- Design capacity of 20 tons/hour
- Return on the investment if only used for daily cover = 9 years
- Tipping fee: \$4.50/ton
- Glass is being trucked from West Palm Beach by a South Florida hauler
- Produces a 3/8-inch minus and sand aggregate





Multimedia Marketing and Education Campaign

- Television – SLCTV and 24 Networks on Comcast
- Radio – Top 8 stations in our market
- Digital format – Comcast.net, Treasure Coast Newspaper
- Print Media – local news outlet, brochure





Recycling Challenge

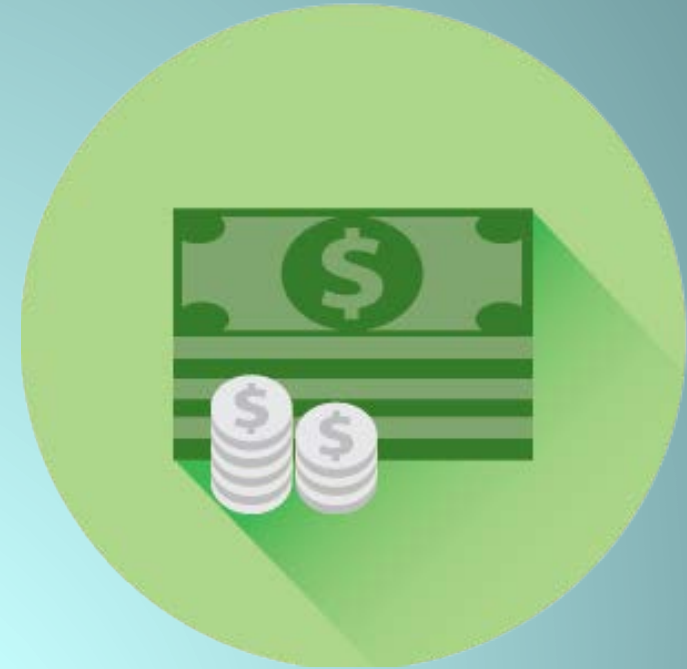
- Began May 1, 2014
- Funded by Waste Pro through promotional funds per our contract agreement
- Residents are chosen at random
- Staff looks for carts that are placed at the curb properly and then checks to make sure the proper material is in the cart
- Resident is awarded \$100
- Nearly \$90,000 awarded to residents in unincorporated St. Lucie County and the City of Port St. Lucie



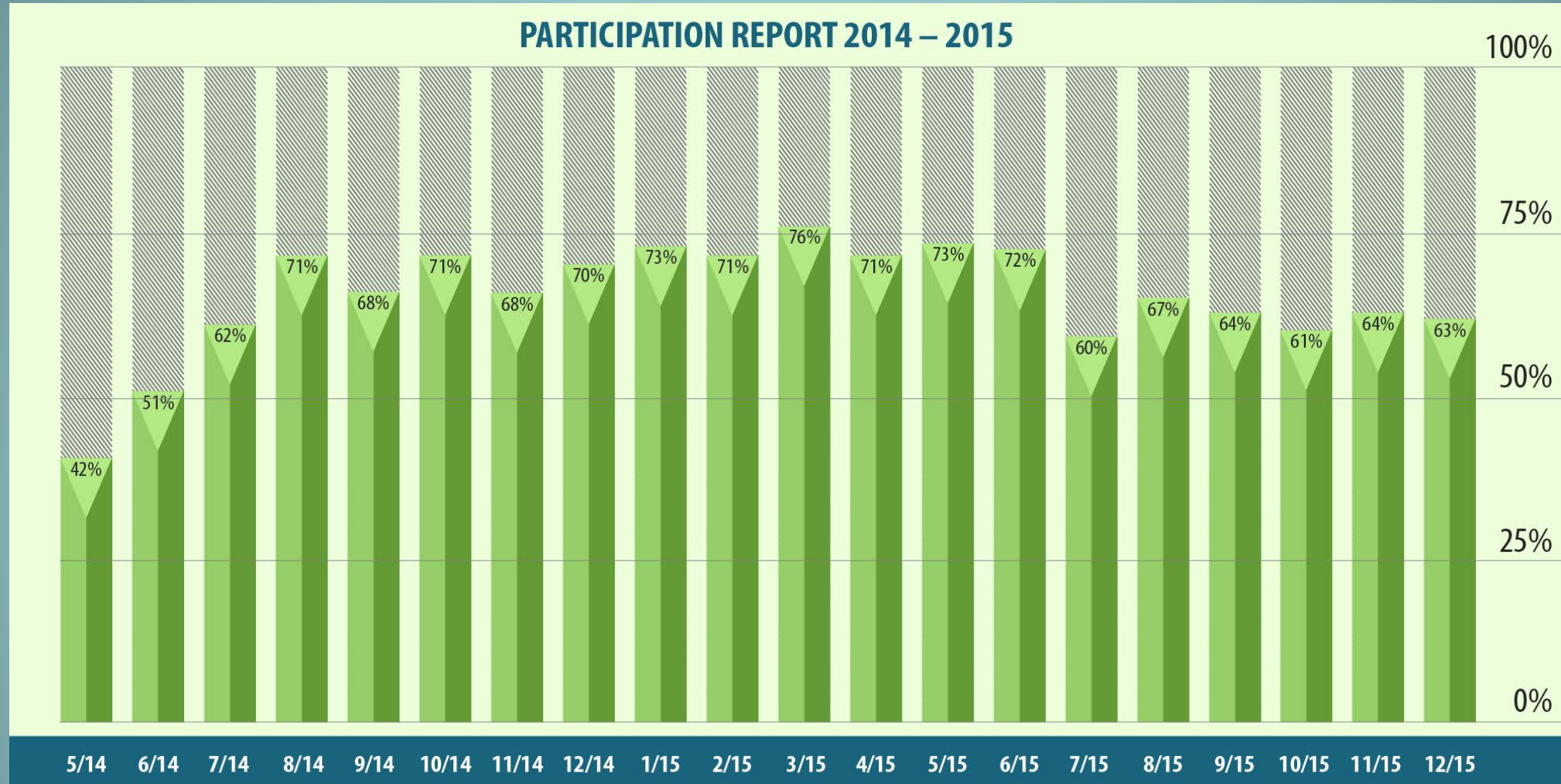


Recycling Challenge goes to the Fair

- Monthly recycling challenge funds will be used at the fair
- Fair goers will be greeted at the gate and reminded that “It Pays to Recycle Right” at the fair
- Volunteers will reward patrons at the fair with \$10 bills
- The theme for school exhibits is Preserve the FUN...Recycle when done!



Recycling Participation Rates



Outreach Strategies to Promote Residential Recycling *Data provided by Rehrig Pacific Company



Results

- Single stream recycling facility is processing 20 tons/hour
- Generated 22 new St. Lucie County jobs with no additional cost
- 50% increase in recycling tonnages
- Increase in public awareness
- Ability to target contamination
- Increased participation rate
 - May 2014 participation rate was **42%**
 - May 2015 participation rate was **73%**
 - December 2015 participation rate was **63%**





Each Strategies to Promote Residential Recycling



Questions

- Please use the “Questions” tab in in the attendee panel to submit a question
- Use the “Raise Hand” option to be identified for follow up



FDEP Waste Reduction Staff

- ***Karen Moore***
 - Environmental Administrator
 - Karen.S.Moore@dep.state.fl.us or 850-245-8864

- ***Shannan Reynolds***
 - Recycling: Solid Waste Management reports, Recovered Materials Dealer Certification and Reporting, Construction & Demolition Reporting Program, Public Sector Reporting Program
 - Shannan.Reynolds@dep.state.fl.us or 850-245-8716

- ***Laurie Tenace***
 - Special Wastes Management: electronics, mercury, batteries, household hazardous waste, pesticides, pharmaceuticals
 - Laurie.Tenace@dep.state.fl.us or 850-245-8759

- ***Henry Garrigo***
 - Grants Management
 - Recycling Market Development
 - Henry.Garrigo@dep.state.fl.us or 850-245-8822



Florida Department of Environmental Protection

Waste Reduction/Recycling

It Begins with the Bin

Residential Recycling Education

September 15, 2016

