

**RECYCLE FLORIDA TODAY 2010 ANNUAL CONFERENCE**

**Solid Waste Management Department**

**AFTER ACTION REPORT (June 14 – 15, 2010)**

**INTEGRATED SOLID WASTE MANAGEMENT STRATEGY:** As part of the ISWMS, the Board of County Commissioners directed staff to boost residential (single & multi-family), commercial and special event recycling as key objectives. Waste Reduction & Recycling staff are responsible for preserving valuable landfill airspace by developing and implementing “innovative” programs to reduce, re-use, and recycle solid waste while protecting natural resources at best value and to provide education & outreach on recycling to single family, multi-family, and businesses.

**BACKGROUND:** Staff attended the 2010 Recycle Florida Today (RFT) conference at the Doubletree in Orlando, Florida. The RFT Annual Conference and Exhibition provided a forum bringing together solid waste and recycling professionals to exchange information and experience on methods, policies, initiatives and technologies in a useful and timely manner. Staff had excellent networking opportunities and a chance to visit the exhibits to preview the “newest advances” in recycled products and services. Staff obtained continuing education credits for SWANA certification requirements and innovative and creative opportunities to sustain and increase our level of recycling performance.

**SESSIONS AND NETWORKING**:

**DAY 1: June 14, 2010**:

OPENING PLENARY SESSION:

* The Keynote presentation was provided by Mr. Greg Wittbecker from Alcoa, he spoke about Alcoa materials management and their programs.

RECYCLING CHALLENGES & CHANGES:

* Glass Bottle Recycling: Helping Florida Reach Its Environmental Goals
* Electronics Recycling Certifications and CRT Glass Processing
* Obstacles to a Successful Recycling Program

**DAY 2: June 15, 2010**:

CONCURRENT SESSION – TALK THE TALK:

* Good Web vs. Bad Web: Tips for Effective Communication of Waste Reduction Services & Programs on the Internet
* Embrace Zero Waste, an Integrated Source Reduction Strategy
* Best Practices in Public Education and Outreach Program

CONCURRENT SESSION – WALK THE WALK:

* RFID Technology, a Foundation to Improve Service and Participation in the Refuse & Recycling Industry
* Sustainability and Single Stream Recycling in Florida
* Material Recovery Facilities New Processing Technologies

CONCURRENT SESSION - SOCIAL MARKETING:

* The Nuts and Bolts of Pay-As-You-Throw
* Community Based Social Marketing Principles to Foster Sustainable Behavior
* The Broomfield Project: What does it cost to achieve recycling goals through education?

CONCURRENT SESSION – ODDS AND ENDS:

* Recycling at Beaches, Marinas and Parks Lessons Learned in Ft Lauderdale.
* Recycling at Large Events, City of Tampa
* Planning for a Large Condominium and Commercial Development

FLORIDA DEPARTMENT OF ENVIRONMENTAL PROTECTION UPDATE HOUR:

Presented by Ron Henricks, FDEP (specifically the **HB 7243** on recycling effective July 1, 2010).

* Plastic retail bags are a closed issue at this time and was not included in the house bill.
* HB 569 the disposal of yard trash at a Class I landfill was vetoed by the Governor, but is likely to come back during the next legislation session.
* Newly developed multi-family and commercial properties receiving a certificate of occupancy (CO) or its equivalent, must include adequate space and receptacles for recycling by tenants and owners of the property effective on or after July 1, 2012.
* Calculations are modified as to **what counts** towards the 75% recycling goal.
* Requires **state agencies** and **schools**, and encourages **businesses**, to report the amount of materials they recycle.
* Repeals the Florida Innovative Grants program.
* Counties must implement a program for recycling Construction and Demolition (C&D) debris.
* Mr. Hendricks predicts that the current HB 7243 method of calculating credits for renewable energy facilities (WTE) will be revisited for a technical fix, during the next legislative meeting to correct an error in calculation.

Don’t Shoot the Messenger!!!



**LESSONS LEARNED AND RECOMENDATIONS:**

1. *Alcoa Presentation:* Alcoa provides free recycling bins that can be used for colleges and universities to collect aluminum cans helping to increase recycling. Mr. Wittbecker says that Florida is the perfect aluminum mine above ground and that recycling one more aluminum can per day, per person, would allow communities to achieve the 75% recycling goal.
2. Staff will research the Alcoa free container program for use in our school systems.
3. *Glass Bottle Recycling:*North Carolina mandates all bars and restaurants recycle glass, they enforce their mandate by tying recycling to the liquor licensing program.
4. Staff will research using the liquor license list as a way to increase glass recycling and our recycling tonnages.
5. *Alachua County Presentation:* Alachua County has an aggressive recycling program requiring their commercial sector to recycle everything recyclable. Alachua also uses the terminology “conduct a waste survey” instead of a “waste audit”. This terminology seems to result in a better response from businesses for assistance. Alachua County collects household hazardous materials curbside such as dried paint cans, and aerosol cans with the caps off.
6. Staff recommends using the terminology “waste survey” in place of the terminology waste audit.
7. Research should be done for curbside HHW collection.
8. *Planning for Solid Waste& Recycling at Large Condo and Commercial Locations:* Supplying small bins to transport recycling from inside apartments to the outside containers has resulted in an increase for multi-family recycling.
9. Staff recommends doing a pilot program using our reusable “Green Bags” to transport recyclable materials to outside recycling containers.
10. Signage and ongoing education is very important to a successful recycling program especially in multi-family settings. Staff will continue due diligence conducting inspections and providing educational materials for move in packets at multi-family and condo units ensuring correct signage for compliance with Collier County Ord. 2009-56 and recycling knowledge.
11. *Recycling Programs for Beaches, Marinas and Parks:* Ft. Lauderdale uses and pays Home Owner Associations (HOA) to boost recycling at temporary event. The HOA representatives meet six times a year with the City Recycling Coordinator to get assignments. HOAs earn cash benefits by participating in weekend and evening recycling events. The program has an annual budget of about $30,000.00.
12. Staff will research the use of HOA volunteers and incentives to HOAs to boost recycling.
13. Staff will research using improved containers to enhance recycling at the Beaches, Parks and Marina’s.
14. *Pay-As-You Throw Programs Boost Recycling (by 33%)*: Dr. Skumatz demonstrated that PAYT programs were the cheapest, most effective and efficient way to boost recycling and reduce waste. PAYT is supported by 90% of the residents in communities where PAYT is adopted. PAYT also results in reducing the waste stream by about one third.
15. *City of Tampa State Grant Program to Boost Recycling in Low Income Neighborhood***:** The project to boost recycling in low income areas of Tampa was not cost/time effective. Recycling participation went from 12% to 18% of the households. The use of prizes including free passes to theme parks, home and focus group interviews, mailings, community parties, and public recognition of top recyclers failed to increase recycling. This program has similar challenges as our Immokalee (District 2) area, staff recommends:
16. Aggressive program monitoring by the franchise hauler to help identify areas of non-recyclers and worst contamination.
17. A pilot program with surveys (time line: for two months) asking residents to identify areas that are not recyclin**g**.
18. Collected data would assist staff in targeting the non-recyclers areas with an aggressive educational outreach.
19. Aggressive education outreach would include; door knockers, and one-on-one visits to help identify problems.
20. The recycling truck drivers select the top ten (10) residential recyclers for recognition, staff would verify.
21. Recognition should be provided for top recyclers.
22. *Good Web vs. Bad Web:*  Social marketing and websites are very much under used. The use of billboards, buses, and free marketing on the web need to be used. Staff recommends:
23. Research should be done for advertising on the CC CAT buses.
24. Utilize more effectively the Collier County Solid Waste (SW) website by updating information and events weekly/monthly.
25. Use a bigger and more prominent e-mail address on all main pages.
26. Create an automatic sign-up form linked to UBCS for requesting new recycling and trash carts providing efficiency and convenience to our customers.
27. *EPA Representatives of Region 4 - Informal Discuss on Recycling Grants:*  Staff was able to speak with a representative of USEPA and learned key suggestions about USEPA grant applications; reviewer procedures and notice of funding availability.
28. *Norseman Rain Barrels and Compost Bins:* Staff spoke with representatives of Norseman who offer a 1-day truckload sale of rain barrels, bins and accessories.
29. Staff has used sideways management to refer Norseman to Cathy Fesser, CC Extension.
30. Staff will research the possibility of bringing other departments together with this project.



**SUMMARY:** Attendance at the 2010 RFT was a great opportunity to obtain information for use in increasing single family, multi-family and commercial recycling in Collier County. This conference provided an avenue for networking with other communities in Florida about innovative and creative processes to reach compliance with the FDEP’s 75% recycling rate by 2020 (Florida State Chapter 403.7032).