



# TOWN OF LAUDERDALE-BY-THE-SEA

## ROUNDTABLE ITEM REQUEST FORM

**Vice Mayor**

Department Submitting Request

**Stuart Dodd**

Name/Title

**Meeting Date / Time**

- July 14, 2010 / 7:00 PM
- July 28, 2010 / 7:00 PM
- Oct 13, 2010 / 7:00 PM
- Oct 26, 2010 / 7:00 PM

**Deadline w/o Backup**

- July 12, 2010 / Noon
- July 26, 2010 / Noon
- Oct 11, 2010 / Noon
- Oct 24, 2010 / Noon

**Deadline w/ Backup**

- July 2, 2010 / Noon
- July 16, 2010 / Noon
- Oct 1, 2010 / Noon
- Oct 15, 2010 / Noon

**ITEM/ITEMS\*:** Please add to September 20<sup>th</sup> meeting at 5.00 p.m. – Deferred to October 26, 2010

**Discussion on Recycling - No back-up required.**

**ACTION OR OUTCOME EXPECTED:**

**Discussion on Recycling residential trash. How to reach State mandated levels within the time frame. Choice contract changes to make it happen, Ordinance required to encourage recycling.**

**SPECIAL NOTES:**

**\*ITEMS LISTED THAT WOULD BE GOING TO REGULAR COMMISSION AGENDA REQUIRE NEW AGENDA ITEM REQUEST FORM WITH AMPLE TIME TO PRODUCE BACKUP**

*CS*

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## Get Rewarded For Recycling

Dear City of Hollywood Residents,

I am so pleased to tell you about the City of Hollywood's recycling rewards program that has helped to increase recycling in our City by more than 130%. In February 2010, Hollywood partnered with a company called RecycleBank® to offer residents a totally innovative, new program to encourage recycling. It operates like a "frequent flyer" program—you earn points based on the amount you recycle. The more you recycle, the more RecycleBank Points you earn and the more rewards you receive for your recycling efforts. Points can be redeemed for discounts and deals at dozens of local businesses like Publix, Winn Dixie, Sage Oyster Bar, Ocean Alley and Yoga One Yoga Studio, as well as hundreds of national partners like CVS, Kraft, Home Depot, Target and Coca-Cola.



RecycleBank is a single-stream recycling program. Single-stream recycling means there is **no need to separate paper from aluminum cans, glass and plastic**. All recyclable materials can go into the 95 gallon blue recycling carts the City provides for all residential garbage/recycling customers. These carts have a personalized identification tag. The collection trucks read the identification tag, record how much your household has recycled and transmit that information to RecycleBank. RecycleBank then credits your account with RecycleBank Points.

To start earning reward points, all you have to do is sign up for a RecycleBank account at [www.RecycleBank.com](http://www.RecycleBank.com). If you do not have a computer, you can also sign up by calling RecycleBank toll-free at 888.727.2978. Remember, you must activate your RecycleBank account in order to start earning points. Just for activating, you will receive 40 RecycleBank Points to get started!

Having spearheaded this effort, I am proud the City of Hollywood is the first city in Broward County to participate in RecycleBank's innovative program. Our residents' recycling efforts have now been chronicled on local and national news programs including CNN. This is a very exciting initiative for Hollywood and it's a win-win-win for our residents, local businesses and the environment.

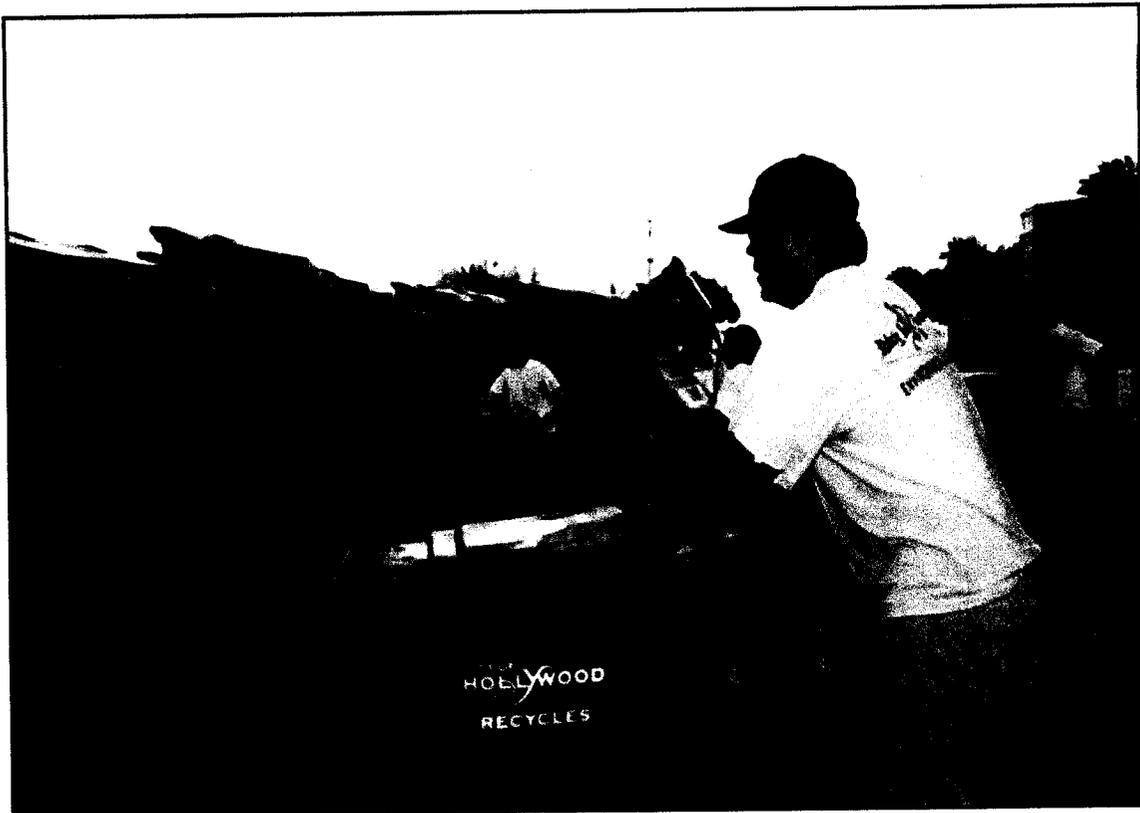
Sincerely,

Peter Bober, Mayor  
City of Hollywood

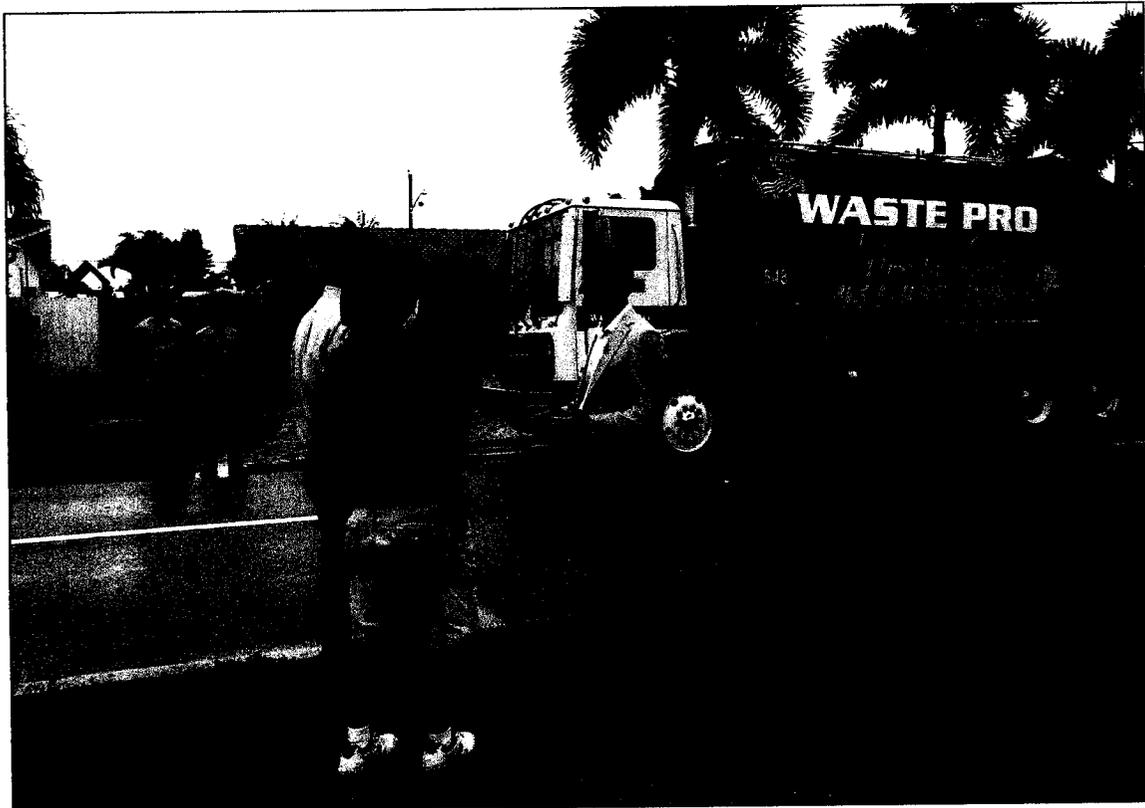
### Frequently Asked Questions

**Recycling will be collected on holidays except Thanksgiving Day and Christmas Day.**

### City of Hollywood Recycling Schedule and Information



Nearly 40,000 95 gallon blue recycling carts were delivered to Hollywood households in January 2010. If you need a recycling cart or grey garbage cart, please contact the Department of Public Works at 954-967-4320.



CNN reporter conducts interview regarding City of Hollywood's recycling program.

Hollywood receives **Sustainable Florida** Award from The Collins Center for Public Policy.

# RecycleBank

# HOW IT WORKS



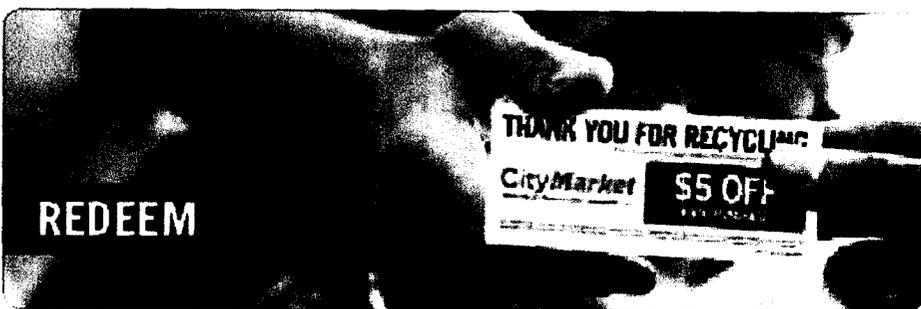
**ACTIVATE**

Visit [www.RecycleBank.com](http://www.RecycleBank.com) and click "Get started" in the upper left corner and activate your account. Or call 1-888-727-2978.



**RECYCLE**

Place all recyclable materials into your blue cart.



**REDEEM**

Go to [RecycleBank.com](http://RecycleBank.com) & use your RecycleBank Points to get the rewards of your choice.

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