

**AUG. 30, 2012
MEDIA RELEASE**

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TOWN PLANS NEW RECYCLING PROGRAM IN 2012

The Town plans to implement a more convenient recycling program for residents before the end of the year.

The proposed new recycling program will be discussed at the **Town Commission** meeting on **Sept. 11** at **7PM in Jarvis Hall**, 4505 N. Ocean Drive.

The public is invited to attend and express its opinions about the proposal.

If approved by the Commission, the Town plans to implement single-cart recycling before the end of this calendar year.

Details about the program are listed below.

Town of Lauderdale-By-The-Sea

2012 Recycling Plan

August 2012 Draft Plan

Single-stream Recycling is the latest operational advancement in the collection of recycling and one of the most successful in increasing citizen participation. Single-stream recycling combines all recyclable materials, such as aluminum, paper, plastic, glass and steel cans, into a single container for collection. For the Town of Lauderdale-By-The-Sea it coincides with the transitioning from the collection of recyclables in curbside bins to the collection of recyclables in rolling carts.

This document describes how the 2012 Recycling Program will be implemented in the Town of Lauderdale-By-The-Sea. The goal is to revitalize interest in recycling and increase participation by residents and visitors alike.

The Recycling Program will be funded by a single-stream recycling grant offered by the Resource Recovery Board (**RRB**) of Broward County. On June 28, 2011 the Broward County Board of County Commissioners approved \$20,000,000 in grant funds to stimulate single-stream recycling. The allocation for the Town of Lauderdale-By-The-Sea is \$121,429.87. Funds would be advanced after execution of a grant agreement, with a requirement that semi-annual reports be submitted documenting actual expenses.

The goal is to revitalize interest in recycling and increase participation by residents and visitors alike.

The Town's RRB Grant application is scheduled for Commission action on August 21, 2012.

The implementation plan for the Recycling Program consists of several overlapping phases. These include:

1. Submitting the grant application and, when approved, executing the grant documents;
2. Providing educational materials and community outreach programs to increase recycling;
3. Distributing new recycling carts;
4. Replacing the existing trash carts; and,

5. Benchmark activities to measure the success of the Program.

The Right Cart Size for the Job

The Town currently uses “pepsi” blue carts for the collection of trash. This color is commonly viewed as the universal indicator of recycling and is certainly ubiquitous in Broward County (Fort Lauderdale, Deerfield Beach, Hollywood, Sunrise). For this reason, the Town will use the introduction of cart recycling to also make changes in our waste collection.

The Town’s collection contract is written so ***Moving recyclables from the trash cart to the recycling cart means customers will pay less disposal fees in the future.***

NOTE TO COMMISSION AND PUBLIC: This section of the Recycling Plan will be finalized after the Commission decides the mix and size of the collection carts. We have briefly outlined what we consider the two most viable alternatives as far as the size and mix of carts.

Alternative 1

Each household will received a receive a new black 65 gallon trash carts and a new “pepsi” blue 65 gallon recycling cart.

Any household may keep their blue 96 gallon trash cart if they need it for yard waste. We will re-label the cart “YARD WASTE ONLY”.

This approach increases a household’s total disposal capacity from 96 gallons to 226 gallons for those households that utilize the yard waste cart; otherwise they will have 130 gallon capacity.

The Yard Waste cart will be emptied at the same time as the trash cart (co-mingled). Over the next year, we will measure the number of households that use the yard waste cart and be able to recommend if we should start a yard waste collection program. The advantage of diverting yard waste from the trash stream is that it reduces our disposal costs.

Exhibit 1

2012 Recycling Plan

The 2012 Collection Agreement with Choice identifies the cost yard waste service (\$2.16 per month in FY13). We may be able to provide yard waste collection after October 1, 2014 without an increase in collection rates if the tipping fees decrease enough.

Alternative 2

Each household will receive a receive a new green 95 gallon trash cart and a new “pepsi” blue 65 gallon recycling cart.

If the Town implements Yard Waste Collection, the green 95 gallon waste cart will be relabeled “YARD WASTE ONLY” and a new trash cart will be provided (size and color to be determined at that time).

This approach increases a household’s total disposal capacity from 96 gallons to 161 gallons.

The number and type of carts in the alternatives are shown Table 2.

Table 2 – Summary of Alternatives

Carts /Alterative	One	Two
Blue 65g Recycling	1	1
Black 65g trash	1	
Blue 96g Yard Waste (optional)	1 (optional)	
Green 95g trash		1
Total carts	2 + optional Yard Waste	2

Additional waste and recycling carts will be provided if needed by a household. We currently do not have a rate for additional waste carts and we will address this in the near future. We recommend that additional recycling carts be provided without charge.

An alternative 35 gallon recycling cart will be available upon request.

The Town will retain many of the existing 96 gallon trash carts and used them for recycling carts for multifamily with cart services and for small businesses that need a large cart for recycling. The remaining carts will be recycled.

The Recycling Program

People are creatures of habit. The change to a blue cart for recycling after using a blue cart for trash is, indeed, a challenge that demands a bold and pervasive education campaign. Direct mail pieces will be sent to each resident explaining the switch. Information will be published in the Town's magazine, "Town Topics". The Town's website will be updated to include a new recycling page highlighting the switch. Visual information on the carts themselves will be a critical awareness-raising tool to reinforce the switch in colors.

The sides and top of the recycling cart will have imprinted information – for example, the side of the cart could look like this:

RECYCLING ONLY



Lauderdale-By-The-Sea

The lid of the recycling cart will have an imbedded label showing the types of items that can be recycled and the Town's web site address for up-to-date information.

Correspondingly, the lid of the trash cart will be imprinted with "Garbage Only-NOT for Recycling".

A strong community outreach and education program will ensure a successful and effective transition to Single-Stream Recycling along with an increase in recycling revenues and lower disposal costs. Because Cart Recycling inevitably increases the level of participation by residents and others, it raises the Town's sustainability profile and is a source of pride for all.

Carts are proposed to be purchased utilizing a May 2012 contract that was competently bid by the City of Fort Lauderdale.

Appendix "A" shows the 2012 Cart Recycling Program's implementation plan. The discrete tasks of the implementation plan are detailed along with an estimated completion timeline.

Exhibit 1

2012 Recycling Plan

Public Comment and Adoption of the 2012 Cart Recycling Plan

Public comments are encouraged at the September 9, 2012 Commission meeting, at which the 2012 Recycling Plan is scheduled for Commission discussion and adoption.

Question, suggestions and written comments on this plan are encouraged and may be sent to ATM@LBTS-FL.GOV or to the Assistant Town Manager at 4501 Ocean Drive, Lauderdale-By-The-Sea, FL 33308. All public comments will be provided to the Town Commission.

Appendix 1 - Draft 2012 Cart Recycling Plan Town of Lauderdale-By-The-Sea

	2012					2013				
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Recycling Plan & Grant Process										
1 Draft Recycling Plan to Commission	8/21									
2 Commission approval of grant application & agreement	8/21									
3 Grant application submitted to RRB	8/31									
4 Public comment on Recycling Plan & Approval		9/11								
5 Execute grant agreement										
6 Select Project Coordinator										
7 Grant Progress Reports										
8 Close out of Grant										
Cart Acquisition										
9 Design artwork/information for carts										
10 Order carts (once grant is approved)										
11 Adopt cart distribution schedule										
12 Distribute recycling and trash carts (remove old cart and bins)										
13 Resolve distribution issues										
Outreach and Education Activities										
14 Design & print artwork for educational postcard mailer										
15 Design/develop recycling page for web site										
16 Activate new recycling page on Town web site										
17 Create article/information for "Town Topics"										
18 Facilitate/Promote recycling Town-wide										
19 Targeted outreach with multi-family properties and small businesses										
Benchmark Activities										
20 Compile historical and ongoing recycling collection data (tonnage)										
21 Ongoing benchmarking against of other cities										