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DEP-WASTE REDUCTION

To: Johanna B. Poston, Government Analyst I, Florida Department of Environmental Protection (FDEP)

From: Dave Jaye, Recycling Specialist
Collier County Solid Waste Management Department, 239-252-7620
davidjaye@colliergov.net

Date: November 30, 2009

Re: Final Report: School Beverage Container Recycling Challenge Grant IG8-07

1. Program Update Summary

We received permission to purchase 40 additional bottle shaped recycling containers and additional School Recycling Competition DVDs. We made presentations at schools to boost participation in the school recycling program. We helped St. Anne's Catholic School start a school recycling program. We worked on producing the final financial documents and final report for the program. We purchased more laminated posters promoting the marketing theme "We've got plans for your bottles and cans."

2. Recycling Calendar

The recycling art contest is a major part of this School Beverage Container Recycling Challenge. As such, we again partnered with Keep Collier Beautiful (KCB) to feature the student art contest winner's artwork in KCB's 2010 calendar. This year, for the first time, we featured the art contest runner ups' artwork, and all winning student's teacher's names, as well. The runner ups' artwork is displayed as a small photo on each calendar month page. We are considering printing the runner ups' artwork on the back page of the 2011 recycling art contest calendar.

Editing and updating the 2010 calendar, which is a complex document, took a lot of time. We strongly recommend that a calendar production team include people who are not part of



the regular recycling department to provide an independent perspective.

The calendar was printed by Intech, the new vendor for most county printing. Fortunately, there was not a delay in transferring the 2009 calendar data and photo files from the previous printing vendor, which was a major issue with the 2008 calendar vendor. Intech matched the 2009 calendar quote of 5,000 calendars printed for \$6,000. The 2010 calendar was printed in September, 2009.

We will personally deliver a box of about 100 calendars to each school that has a student art contest winner. Depending on the school's principal, sometimes the delivery is televised as part of the daily school TV show. Televising the delivery helps promote interest in the recycling contest. More lessons learned about the student recycling calendar contest are contained in earlier FDEP grant reports.

3. Recycling videos

We used the Jim Harbin Florida TV media festival contestant rules, procedures and evaluation form for the video elements of the school recycling contest: <http://www.floridamedia.org/displaycommon.cfm?an=7>. The student recycling video winners from 2008 and 2009 were burned to the same DVD that contained the Public Service Announcements produced by The Naples Studio. This DVD is a tool kit for this program. The School Beverage Container Recycling Challenge DVD contains a PowerPoint, brochure, 12 professionally produced "We've got Plans for your Bottles and Cans" radio commercials, and six professionally produced posters/billboards with the "We've got Plans for your Bottles and Cans" theme.

The DVD also contains the "Recycle Guys" videos that the FDEP got permission for all Florida communities to rebrand with their local contact information. We sent five copies of the updated School Beverage Container Recycling Challenge DVD by postal mail to the FDEP for its records.

4. Building vs. Building Recycling Contest:

On Thursday September 24, 2009, we were granted a half-hour presentation during a four-hour meeting of the 54 school plant operators. We gave the plant operators a packet including the program DVD, 7 laminated recycling contest posters, contest brochures, and a sample recycling/waste weekly inventory form. We explained how to fill out the recycling/waste weekly inventory form. The school administration put the recycling/mixed solid waste inventory form on the school district's website. One high school's science teacher had his class weekly fill out the recycling/waste weekly inventory form as a class project.

We asked the plant operators to play the school recycling competition DVD during a weekly training meeting with their custodial and cafeteria staff. The DVD has Spanish and Creole

voice-over versions. Many custodial and cafeteria staff have very limited English skills and they do not get to see the daily five minute school TV program.

It is important that the county's school recycling project manager receive weekly recycling inventory sheets from each school's plant manager to monitor contest participation and to correct misunderstanding and errors in the weekly recycling inventory forms. During the two previous recycling contest school years, the school's Security and Environmental Compliance Officer received the weekly recycling inventory sheets and only made the forms available to the county at the end of the ten week recycling contest. The school administration suggested that we kick off the school recycling contest at the beginning of the school year rather than starting in January when the Florida Academic FCAT tests monopolize the teachers' schedules and students' attention.

The plant operators are hired and directed by each school's principal, not central administration. Therefore, each school's principal's interest in recycling is the key factor in determining if a school plant operator fills out the weekly mixed solid waste/recycling inventory sheet. The inventory sheet only takes about ten minutes to complete with a visual inspection to estimate how full each of the recycling containers and mixed solid waste containers are the day before collections are made. Schools must fill out a weekly recycling/waste inventory sheet to be eligible to compete for the building recycling contest. Plant operators were asked to submit a bottle shaped recycling container inventory list, including the locations of the containers in each of their schools, by October 31, 2009.

We are researching possible designs of "we participate in the school recycling contest" plaques to recognize schools that recycle but did not recycle as much as other schools. The traveling plaques recognizing school recycling video contest winners cost \$200 each. The traveling trophies awarded to the high school, middle school, and elementary school that recycles the most cost \$270 each. The competition for the elementary schools is fierce as over half of all schools are elementary schools. More lessons learned about the Building vs. Building Recycling contest are contained in earlier FDEP grant reports.

5. Bottle-Shaped Containers Pilot Program

We received FDEP permission to conduct a pilot program to use surplus bottle-shaped recycling containers at business and non-school locations for one year to test customer/employee acceptance, durability, and resistance to theft. We delivered bottle-shaped recycling containers to car dealerships, a retirement community, an apartment complex, and several county parks and departments. More businesses are requesting to borrow the bottle-shaped recycling containers. We are suggesting that businesses purchase more containers out of their own budget. We are offering to help coordinate new orders to gain production and delivery discounts. A second vendor, Busch Recycling, 800-565-9931, www.buschsystems.com is manufacturing the bottle-shaped containers with permission of the original manufacturer, Performance From Innovation, 800-325-2823.

We had a good chance to test the acceptance of colorful recycling containers at an upscale hotel. If the bottle-shaped recycling container is well received at the Hilton Naples on the beach, we can promote the bottle-shaped recycling containers at other hotels and prestigious condominium and apartment pool and work out areas.

Sunshine Recycling, the hauler that collects recycling at Collier County schools (and also paid for some school recycling traveling trophies), requested use of the bottle-shaped containers as a pilot program for placement in front of Circle K, 7-11, Walgreen's, Germaine Auto Dealerships, and at temporary and special events. We asked Sunshine Recycling to record the date, time, and number of bottle-shaped recycling containers it received. We asked Sunshine Recycling to record the weekly volume of recycling collected in the bottle-shaped recycling containers, and to send us regular reports. We wanted to include this recycling collection data by business in our FDEP quarterly reports.

Sunshine Recycling picked up one bottle-shaped recycling container on June 12, 2008, to show potential businesses. Sunshine Recycling picked up eight bottle-shaped containers on June 25, 2008, and six bottle-shaped containers on October 31, 2008. Sunshine Recycling returned fifteen bottle-shaped recycling containers in good condition to the Naples Recycling Center on Friday November 20, 2009. Sunshine Recycling submitted one report on the amount of recycling collected in September/October 2008, and a final spread sheet report on Friday, November 20, 2009 (attached).

The Naples Community Hospital, Collier County's third largest employer, asked to use ten bottle-shaped recycling containers as part of a pilot program. Here's an update on the hospital's pilot program:

-----Original Message-----

From: Doyle, Brian [mailto:Brian.Doyle@nchmd.org]

Sent: Wednesday, November 18, 2009 10:18 PM

To: JayeDavid

Subject: RE: Seeking reports about bottle shaped container collection results and return plan

David,

I appreciate the loan of the wonderful recycling containers, they have helped us incorporate and maintain a good effort in our overall energy/waste reduction implementations. The hospital staff, especially Emergency Room Lounge, has taken to the bottle and can recycling program quite well. Staff has been asking for recycling bins for a year. Here is an XLS spreadsheet on location and % on various collection dates. I had understood that the county was loaning NNH the bins for 1 year, I'll check the e-mail. Can we purchase these and how much do these containers cost? We would be pulling the plug on something good if we lost them. Perhaps you can make a suggestion as to how we can somewhat duplicate and purchase this style, I would like a month to research and request purchase before the county comes to pick these up. Thanks for all of you help. The Hospital's office paper and cardboard paper recycling is going well. Our hospital has done a great job with electrical

and gas savings this year. Our next project is to seek a Civil Engineer review of our hospital to try and gain a Leadership in Environmental and Energy Design (LEED) certification.

Brian Doyle, Night Time Supervisor, Engineering Department, Naples Community Hospital
Bdoyle262@comcast.net 239-293-4388.

We have included Sunshine Recycling and The Naples Community Hospital spreadsheets as part of this final report.

Lessons learned about loaning out recycling containers:

1. **Document recycling container loans:** It's very important to get the vendor, park, department, or other organization picking up the recycling containers to sign and date a sheet confirming receiving the bottle-shaped recycling containers. We store the bottle-shaped recycling containers at our Naples recycling center. The recycling center employees would ask the person collecting the containers to sign and date a printed copy of the email from our recycling section granting permission to pick up a certain number of recycling containers. That scanned signed and dated email helped resolve differences of opinion about how many recycling containers a vendor or department received.
2. **Possible difficulty in getting vendors to send regular and complete recycling collection reports.** There may be a delay in the pickup of recycling containers and the delivery to commercial locations. Although Sunshine Recycling picked up eight bottle-shaped containers on June 25, 2008, it sent us only one partial report about recycling collected between August 15, 2008, and September 19, 2009, and another report after the October 31, 2009, grant period ended. At the Hilton Naples, recycling was reduced to three times a week collection in April 2009 due to a slow economy. Perhaps only offering a half year pilot program with the county delivering and picking up the recycling containers would have many benefits. County staff could explain the program with each business manager. County staff would gain more oversight of the program to minimize unused recycling containers and recycling containers left in a vendor's storage area. If businesses are not using recycling containers even after education and outreach by county staff, county staff can retrieve recycling containers and give another business or park location a chance.
3. **Target Businesses for Recycling Containers:** The bottle-shaped recycling containers were very well received at the car dealerships. Fewer people used the bottle-shaped containers located at the stairwell and elevator of a commercial office complex named The French Quarters, or at Old Naples Storage. A private golf country club paid for but didn't use the bottle-shaped containers nor recycling totes for several months. Local retail convenience store chains Circle K, 7 - 11, and Walgreens could not get their corporate headquarters' permission to use the bottle-shaped recycling containers.

6. Financial Report Written Summary

Six checks related to this grant were issued this Final Reporting Period.

VENDOR NAME	DESCRIPTION OF GOODS / SERVICES	DATE GOODS / SERVICES RECEIVED	AMOUNT	PAYMENT ISSUED
Golden Gate Trophy	Recycling Plaques	10/05/2009	\$2,168.00	10/14/2009
Presence from Innovation	Recycling Containers	09/14/2009	\$3,574.82	10/07/2009
The Naples Studio	School Recycling DVDs, second set	09/25/2009	\$950.00	10/21/2009
Cecil's Copy Express	Recycling Posters	09/17/2009	\$2,449.40	11/04/2009
Intech	Recycling Calendars	09/25/2009	\$5,995.00	11/04/2009
The Naples Studio	School Recycling DVDs, original set	10/29/2009	\$779.95	11/04/2009

The program elements that were completed this final period included:

- \$2,168.00 for 12 additional traveling plaques to recognize winning non-public schools that recycle, and additional categories of student recycling video winners.
- \$3,574.82 for manufacture and delivery of 40 additional bottle-shaped recycling containers.
- \$2,449.40 for 160 copies of 7 recycling posters = 1,120 total that are laminated for multiple reuse and resistance to mildew, ripping and fading, full color, one sided 11" x 17".
- \$5,995.00 for 5,000 copies of the 2010 KCB calendar featuring the student art contest winners and runners up.
- \$779.95 for the balance of the original order of the DVDs of the School Beverage Container Recycling Challenge. An original, small production version of the DVDs was produced earlier for the Recycle Florida Today Convention.

Since these funding changes did not exceed 10% of the program budget, FDEP ruled that we did not need to process a formal budget amendment. These funds created the 2010 Student recycling art contest, and purchased 40 additional bottle shaped recycling containers,

additional traveling trophies, additional School recycling bin posters and more recycling program DVDs.

As of October 31, 2009, Collier County Government spent conservatively 1,359.75 hours as an in-kind contribution equaling \$33,564.22. The \$33,564.22 Collier County staff in-kind contribution is 137.8% of Collier County's \$24,350 in-kind contribution proposed in the grant application.

The Collier County Solid Waste Management Department paid for two 15-person vans to transport two sets of Florida SWANA convention participants and Florida Gulf Coast University officials on two tours of Collier County facilities and to lessons-learned presentations about our school and business recycling grants. Since the county is over its in-kind match of \$24,350 we are not including any additional documentation of our program-related traveling costs. Therefore, we will include the same travel information in the final reporting period that we reported in the sixth, seventh, and eighth grant periods. At the end of the sixth grant period, Collier County staff traveled 2,451.05 miles costing \$1,234. Therefore, as of October 31, 2009, Collier County's total in-kind contribution of staff time and mileage totaling \$34,798.22 is approximately 142.9% percent of Collier County's \$24,350 in-kind contribution proposed in the grant application.

The American Beverage Association provided 12 professionally produced radio ads in the genre of Rock, Country, Hip-Hop, and Spanish that we hoped students would video tape themselves lip syncing to. Unfortunately, no students decided to compete in the lip-sync element of the school recycling challenge during 2008 nor 2009. Some students did use the radio ads as background music for their recycling videos. Therefore, we are documenting the additional in-kind Collier County staff time to cover the proposed \$4,000 in radio station in-kind contributions.

We reported that as of December 31, 2008, the Collier County School District spent conservatively 2,451.50 hours in staff time as an in-kind contribution equaling approximately \$80,824. The grant application estimated that Collier County Public Schools would contribute approximately \$18,500 worth of in-kind staff time. As of October 31, 2009, Collier County Public Schools have contributed more than four times the in-kind staff time proposed in the grant application. More schools have agreed to participate in this beverage container recycling challenge than we originally anticipated. For example, St. Anne's Catholic School (preK-8) signed up for the school recycling competition this fall.

School administration, teachers, and support staff spent additional hours on this project during the ninth period of this grant. Private and religious schools have joined the recycling contest.

The Collier County in-kind match of staff time and travel of \$34,798.22 plus the \$18,500 in Collier County Public School's in-kind contribution totals \$53,298.22 in matching funds.

The American Beverage Association's \$50,250 in-kind contribution of their "We've got Plans for your Bottles and Cans" radio ads and posters were the professional media campaign that formed the basis of this School Beverage Container Recycling Competition program. We mailed copies of the American Beverage Association's radio ads CD and posters to the FDEP grant administrator. We are including an invoice for \$800 for three traveling trophies to document Sunshine Recycling's in-kind contribution to this grant program. Sunshine Recycling is the recycling collection vendor for Collier County schools. The traveling trophies are given annually to the high school, middle school, and elementary school that recycle the most.

Therefore, as of October 31, 2009, the total of matching funds for IG8-07 is \$104,348.22 over the pledged matching funds of \$97,850.00.

9. Upcoming Project Management Plan Milestones

November 2009 and beyond: Staff conducts training classes for custodial and cafeteria staff and visits with plant operators about the school recycling challenge. Plant operators have been asked to submit a bottle-shaped recycling container inventory list, including the location of the containers in each of their schools. School administration will relocate surplus recycling containers to schools which need more. Staff conducts presentations at schools promoting recycling and the School Beverage Container Recycling program.

November/December 2009: Staff delivers the 2010 school recycling art contest calendars.

November 30, 2009: The Collier County Solid Waste Management Department Project Manager submits final grant report to the FDEP on the results of the program and lessons learned. The withheld five percent of reimbursement requests should be released to Collier County once the state grant project manager receives this report.

April 2010: The art contest, video, and building vs. building recycling contestant entries will be reviewed and winners selected.

September 2010: An inventory of the number and placement location of the bottle-shaped containers will be completed.

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