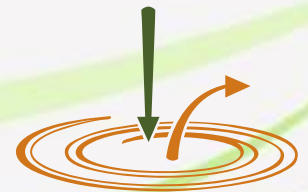




# Multi-Family and Commercial Recycling Program Framework

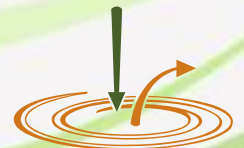
Fort Pierce City Commission Workshop  
Monday, September 14, 2015



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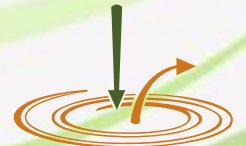
# Purpose

- Examine the potential of City-provided commercial (ICI) & multi-family (MF) recycling collection in Ft. Pierce
- Research ICI & MF recycling programs in other communities in Florida
- Survey the City's ICI and MF customers
- Develop a proposed ICI/MF recycling program framework



# Existing ICI & MF Services

- Garbage collection only
  - 2-, 4-, 6-, and 8-cubic yard mechanical containers (dumpsters)
  - Collected 1 to 6 times per week
  - Carted (residential) garbage collection available to some ICI & MF customers
- ICI:
  - 734 active customers, 777 dumpsters
- MF ( $\geq 10$  units):
  - 214 active customers, 295 dumpsters
- Some ICI customers contract for recycling with private service haulers



# ICI/MF Tonnage Collected

Average Tons/Month:

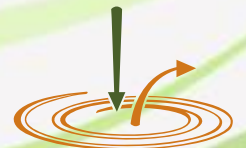
	FY 2012-13	FY 2013-14	FY 2014-15
ICI	1,172	1,173	1,162
MF	396	397	393
Total	1,568	1,569	1,554
Per Year	18,816	18,828	18,648

Note: chart only includes tonnage collected in dumpsters and does not include ICI & MF customers collected in residential carts



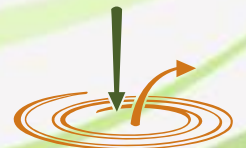
# Current Recycling Outreach & Education

- Do More Blue campaign
  - Targets residential recycling
  - Cross-media promotion
  - \$100 reward for recycling often and correctly
- Also supports recycling at City government buildings and public areas
- Currently, no formal programs for ICI & MF
  - Directed to contact WastePro



# Solid Waste Ordinance Review

- Opportunity to update ordinance to support recovery programs:
  - Require separation of recyclables from garbage
  - Specify color of recycling containers
  - Repeal Section 16-34
  - Amend dumpster enclosure requirements to address recycling



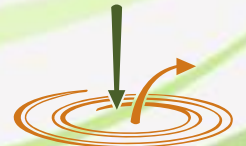
# State Statutory Limit on ICI Recycling

Local government cannot:

- Grant exclusive collection of ICI recyclables
- Dictate where ICI recyclables are delivered
- Prevent businesses from contracting with recyclers

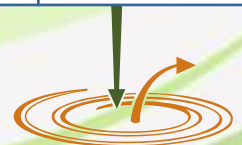
Local governments can:

- Mandate source separation
- Have non-exclusive franchises for ICI recycling collection
- Require recyclers to report type and quantities of recycling (if pop. >35,000)



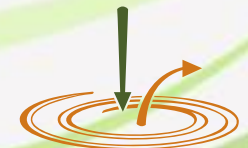
# Other programs in Florida

	Tallahassee	Lee County	Palm Beach County	Sarasota County	Alachua County	Pinellas County
<b>Mandatory</b>	No	Yes	No	Yes	Yes	No
<b>Collection Provider</b>	City	Franchisees	Franchisees	Open Market	Open Market	Open Market
<b>Processing Provider</b>	Private MRF	Private MRF - ICI County MRF - MF	County MRF	Open Market	Open Market	Open Market
<b>O&amp;E Program Elements</b>	Audits, Brochures, Posters, Guides, Meetings	Audits, Training	Audits, Brochures, Online Guide, Desk Bins, Presentations	Audits, Training, Planning, Haulers List, Green Business Program	Audits, Haulers List, Recycler List, Brochures	Audits, Brochures, Posters, Online Guide



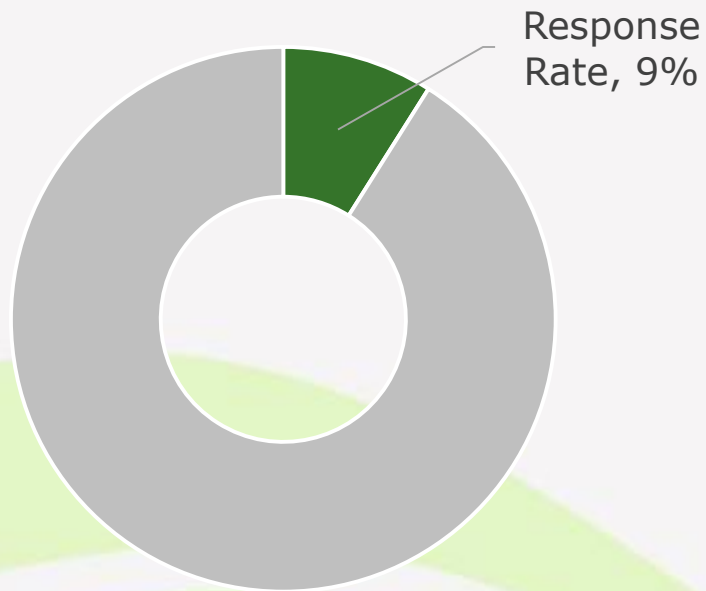
# Other programs in Florida

	Tallahassee	Lee County	Palm Beach County	Sarasota County	Alachua County	Pinellas County
<b>Rate Structure</b>	Carts: Free, Fiber Dumpster: Free, SSR Dumpster: \$1.75/CY	Carts: \$3.14/CY, Dumpsters: \$1.65/CY, MF Carts: Free	Collection Fee: \$1.70/CY, County pays for container rental	Open Market	Open Market	Open Market
<b>Participation Rate</b>	13%	95%	Not Available	91%	66%	Not Available
<b>ICI &amp; MF Diversion Rate</b>	6%	Not Available	Not Available	53% (includes C&D)	31%	Not Available

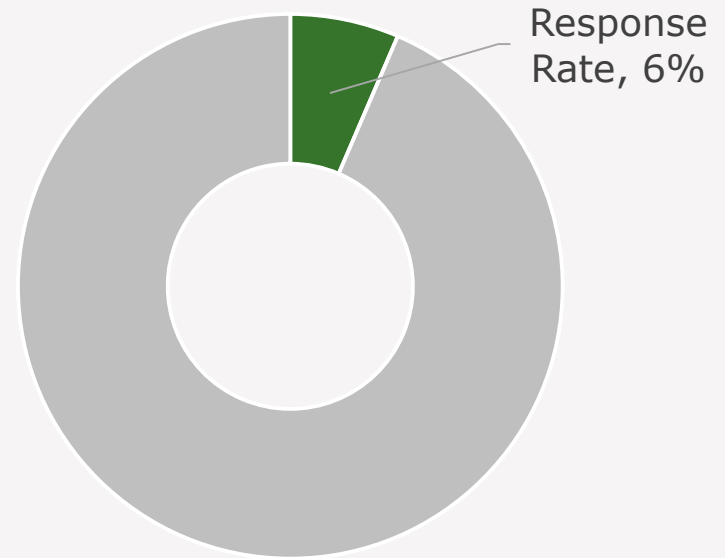


# Customer Survey Results

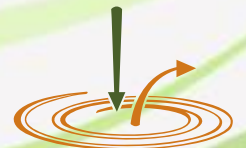
ICI - 849 Surveys Distributed



MF - 1,625 Surveys Distributed

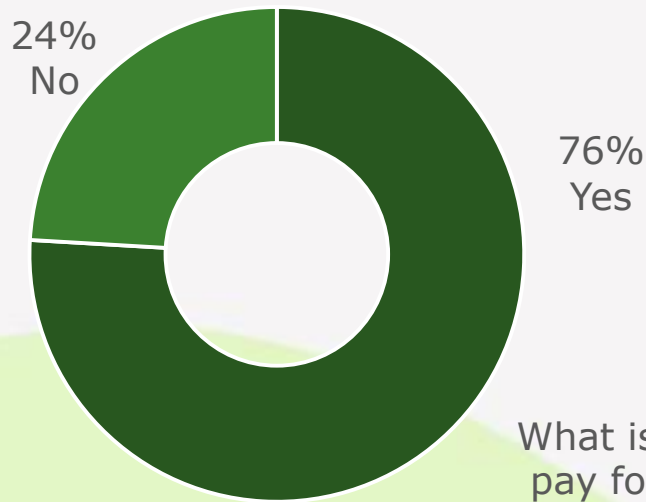


Note: 5% response rate is good for mail-distributed surveys of this type.

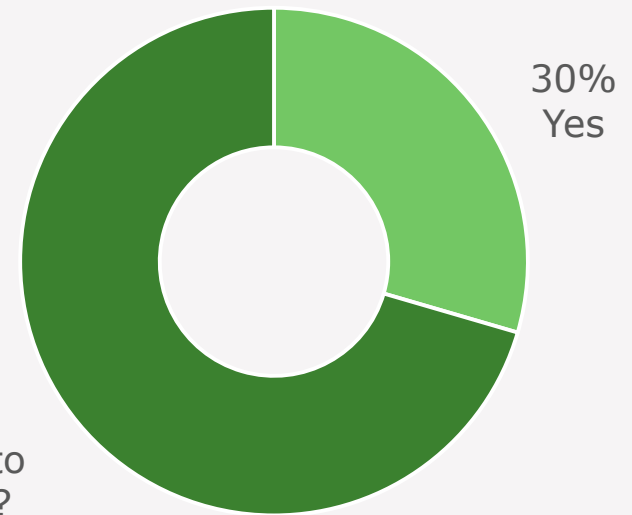


# Customer Survey Results - ICI

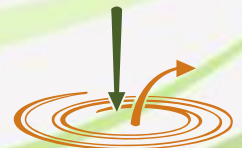
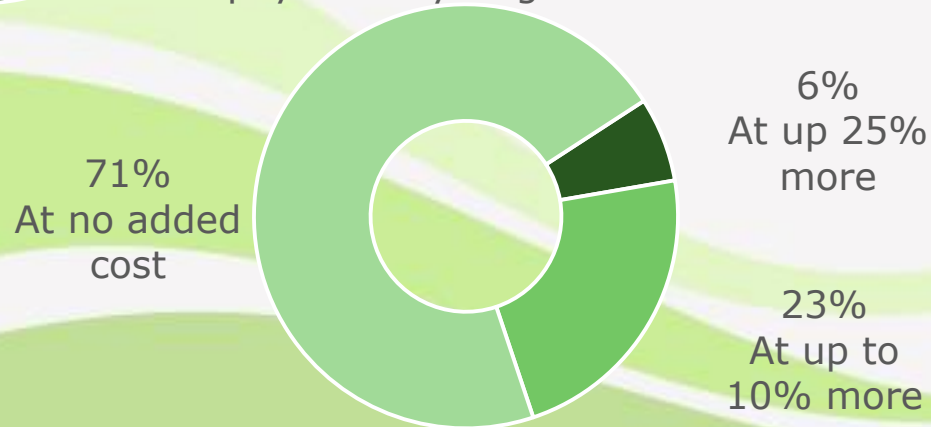
Are you getting good value from your current garbage service?



Do you currently recycle?

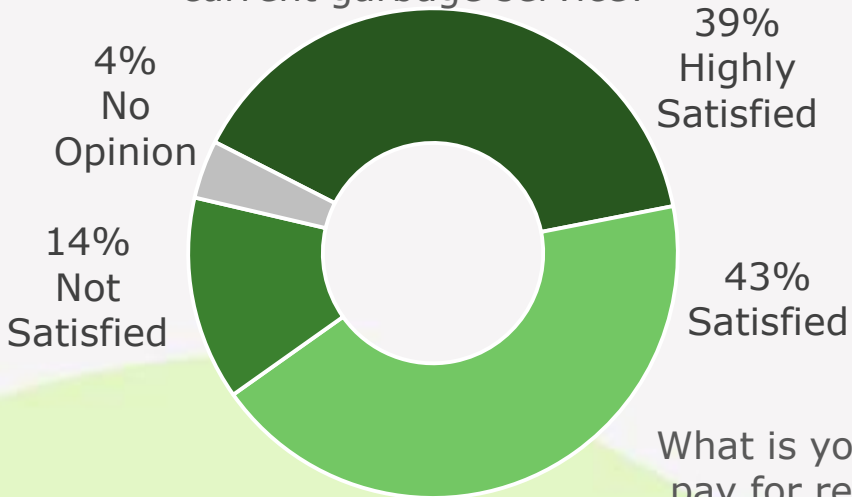


What is your willingness to pay for recycling service?

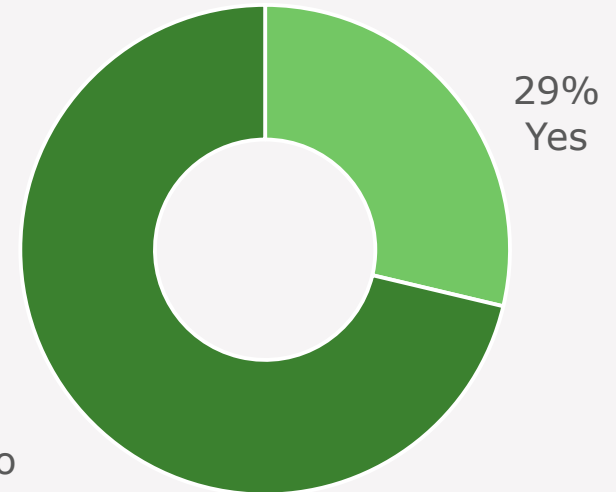


# Customer Survey Results – MF

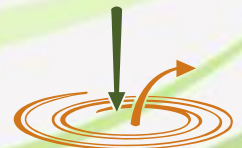
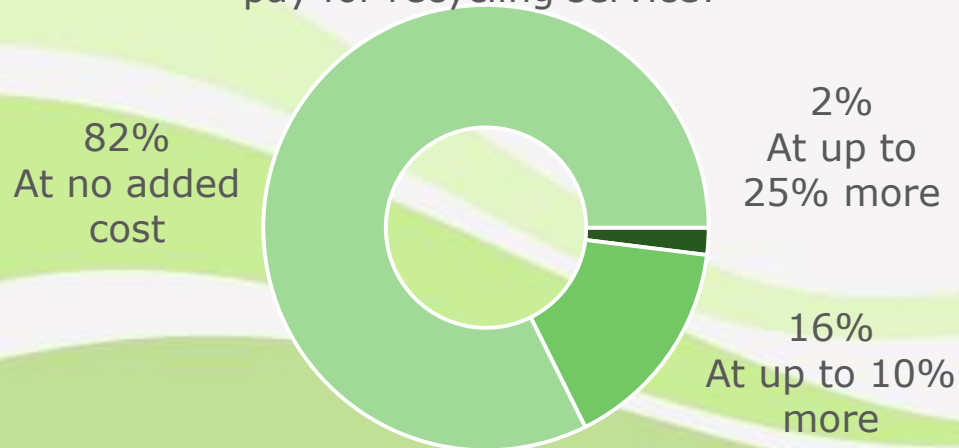
Are you satisfied with your current garbage service?



Do you currently recycle?

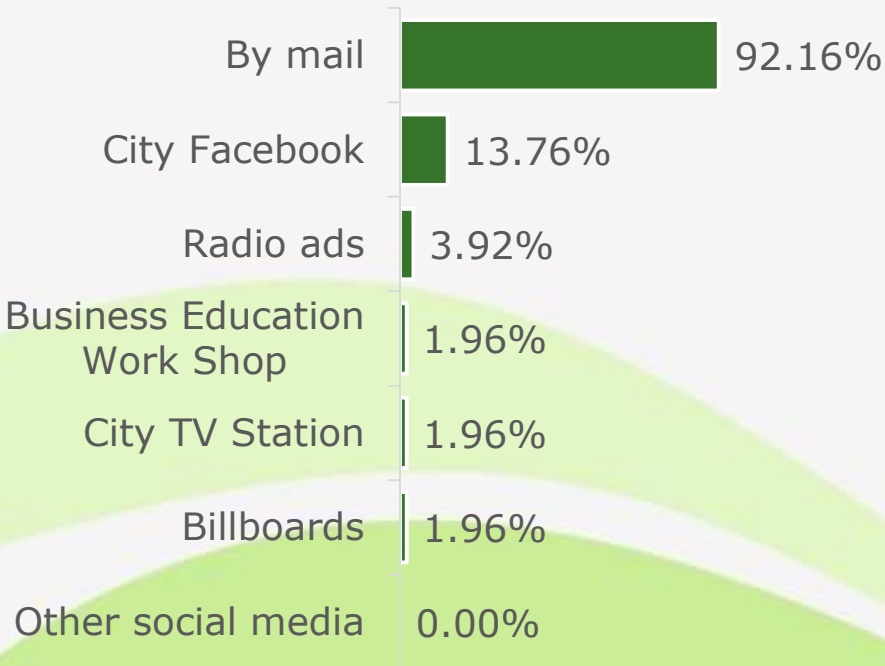


What is your willingness to pay for recycling service?

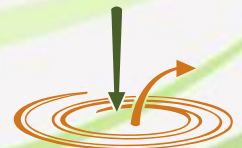
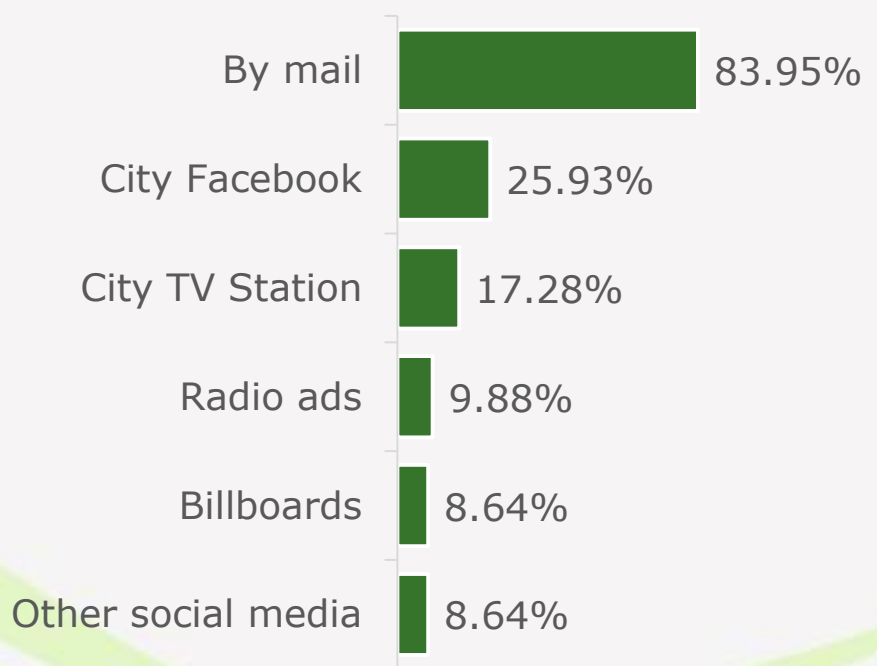


# Customer Survey – preferred outreach and education

## ICI

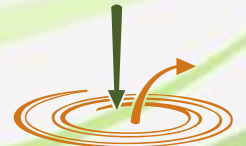


## MF



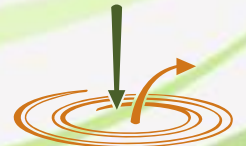
# ICI/MF Recycling Program Framework

- Collection options offered:
  - 90-gallon roll carts for SSR
  - Dumpsters for cardboard and SSR
- Technical assistance offered:
  - Waste audits
  - Advise on internal recovery
  - Right-sizing dumpster service
  - Staff training
  - Instructional materials



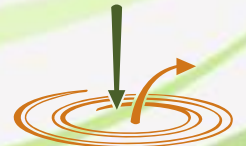
# ICI/MF Recycling Program Framework

- Outreach & Education:
  - Program branding
  - Mailings
  - Green business program
  - Ads (Radio, TV, social media)
  - Events (Earth Day, America Recycles Day)
  - Social media (Facebook, Twitter, etc.)



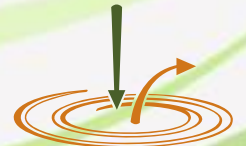
# ICI/MF Recycling Program Framework

- Potential Program Performance
  - Participation Rates:
    - 65% - 85% of ICI/MF customers
  - Recovery Rates:
    - 50% - 70% of recyclable materials
  - Diversion Rates:
    - 15% - 30% of ICI/MF MSW



# ICI/MF Recycling Program Framework

- Financial impacts – City
  - Revenue lost from reduced MSW collection
  - Increased crew cost
  - Reduced MSW tip fee cost
  - Increased recycling revenue share
- Financial impacts – Customer
  - Savings from “right-sizing” MSW service
  - Added cost for recycling service
  - Marketing benefits from “greening” the business



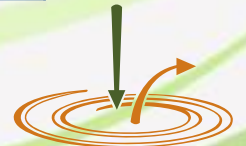
# ICI/MF Recycling Program Framework

Example of possible recycling fee structure (\$/month)

Cart Service	
ICI Single Stream Cart	\$5.40
MF Single Stream Cart	\$2.70

Container Service	Cardboard	Single Stream
2 CY	\$28.00	\$37.00
4 CY	\$57.00	\$74.00
6 CY	\$85.00	\$111.00
8 CY	\$113.00	\$145.00

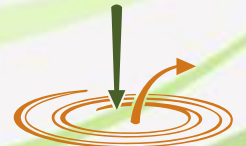
Based on weekly collection frequency



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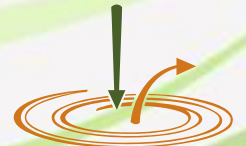
# Next Steps

- In-depth financial analysis
- Composition studies to quantify recyclables in ICI & MF waste
- Program plan
- Equipment procurement
- Program development: outreach & education and technical assistance
- Pilot collection program
- Full scale program roll-out



# Questions and Discussion

*Thank you for your time!*



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