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Solid Waste Division



Solid Waste Reduction, Diversion and Recycling



THE SUNRISE CITY
FORT PIERCE
SOLID WASTE DIVISION
Florida



Introduction

- The City of Fort Pierce Solid Waste Division with support from the Communications and Marketing Team is setting sustainability education goals.
- The new plan has a focus of waste reduction to become central to the new educational outreach efforts. To that end, a sister campaign to complement the “DO MORE BLUE – I RECYCLE” campaign has been conceptualized to educate residents on waste reduction in addition to normal recycling practices.
- In order to reach higher diversion levels, the education plan will be used to begin a push to reach a 75% Participation Rate (number of households who recycle as a percent of all those potential households in the City) in the residential recycling curbside collection program by 2020. To help achieve this goal the following will be pursued in 2018 and beyond:



Essentials for Waste Reduction: 2020

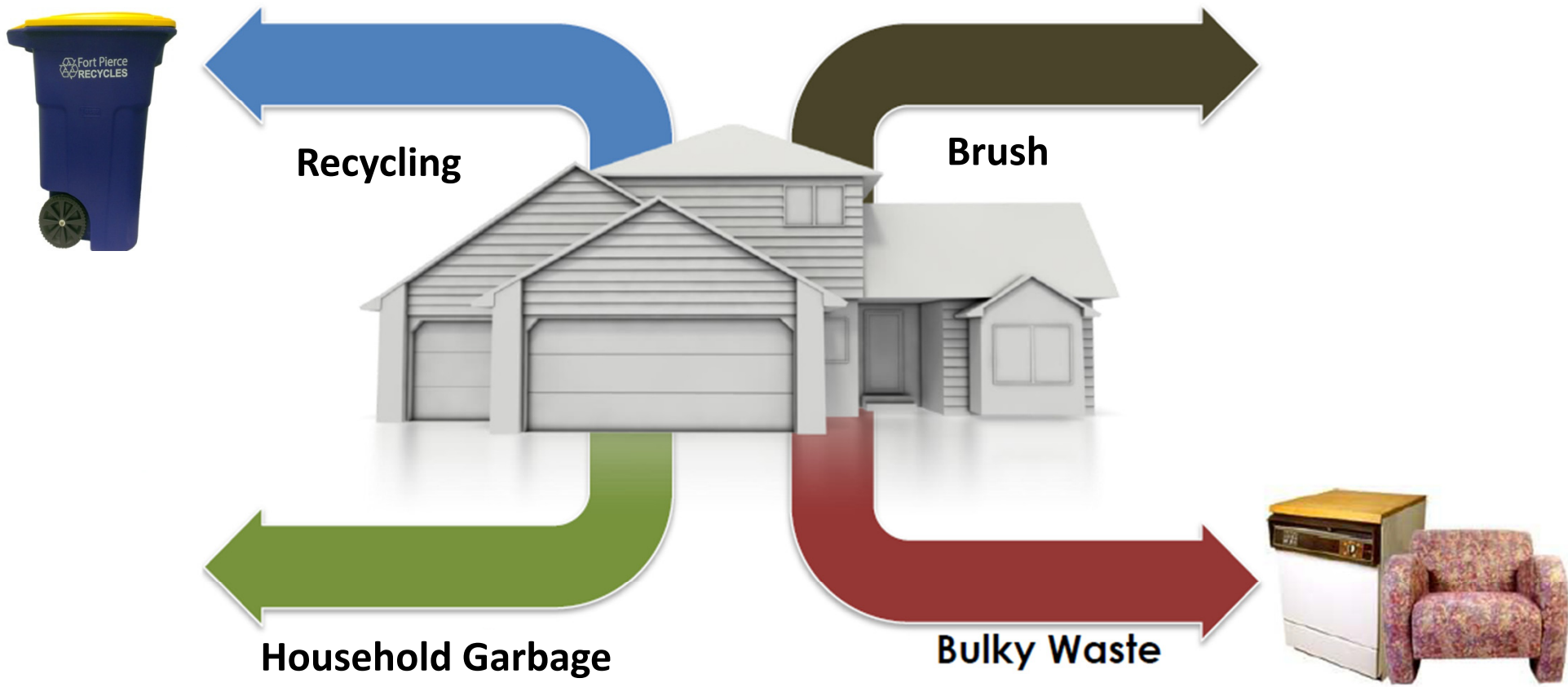
- Staff also realizes that an increase to 75% participation in the residential and multi-family recycling program will have to coincide with the expansion of fleet and personnel to perform collection since the current fleet and personnel levels are at capacity within a growing city.

Long-term Commitment – It's a Journey!



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Current Annual Household Waste Stream



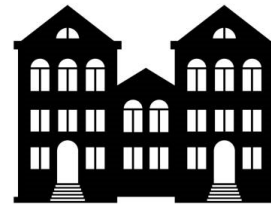
Recycling & Resource Recovery Plan

- Sets policy and strategic priorities for City to achieve long-term recycling goals
- Plan establishes goals for:

Single-family
Residential Recycling



Multi-family
Residential Recycling



2020 Recycling Goals

	GOAL	CURRENT STATUS
Single Family	Recycle or divert 60% of single-family residential waste by 2020	31% recycling rate in FY 2013, over halfway to 2020 goal
Multi-Family	Ensure all single-family and multi-family residents have access to convenient recycling	Ordinance passed in 2016; offers multi-family properties recycling services. *Propose ordinance that require multi-family complexes to provide recycling to their residents.
Commercial	Consider recycling opportunities for businesses	N/A



Progress...

How we have done...



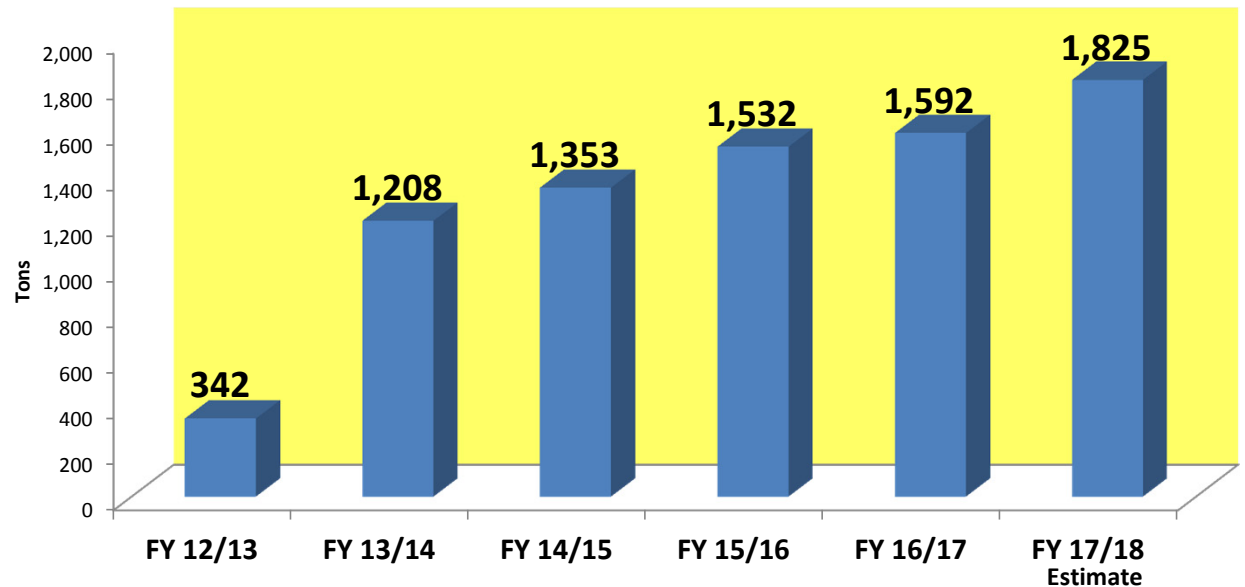
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Residential Recycling Rate

- Increased recycling tonnage by **95%**
- Increase pace to reach 75% recycling goal by 2020

History of Residential Recycling Tonnage



Learned Lessons

- Cultural Differences Require Different Approaches
- Customer Education – Varied Needs
- Container Labeling – Visual Graphics – Do's/Don'ts



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Extensive Public Education/Awareness

Promote “DO MORE BLUE - I Recycle” campaign

- Television Commercials
- Internet and Social Media Outlets
- Public Use Containers
- Special event Containers
- Radio Ads
- Brochures

Implement outreach to local schools



PUBLIC SPACE RECYCLING CONTAINERS



Place public space recycling containers in the public parks and utilize the advertising space on the containers for education outreach efforts.



How do we get there....

- Develop fresh graphics for marketing materials and PSA's that highlight and promote Waste Reduction
- Create messaging information specific about what can be recycled.
- Create incentives for targeted competitions through social media
- Increase social media posts to monthly
- Develop pledge drive to encourage participation
- DO MORE BLUE commercials shown through contracts with Comcast Cable



Incentives and Rewards

Annual “Do More Blue – I Recycle” Awards Recognition



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Are you **RECYCLING RIGHT?**

DO MORE BLUE & WIN!

RECYCLE CORRECTLY FOR A CHANCE TO WIN \$100

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Aluminum • Cardboard • Magazines

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2015 Recycling Initiative



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Reduce Reuse Recycle For A Cleaner, Greener Fort Pierce



Fort Pierce
RECYCLES
City of Fort Pierce Solid Waste



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Happy Recycling Fort Pierce

SOLID WASTE REDUCTION, DIVERSION AND RECYCLING PLAN

PROJECT GOALS:

Establish a clear course of actionable steps for improving recycling in Fort Pierce, including benchmarking and measuring progress, providing education and technical assistance for communities, ensuring widespread and convenient access to recycling, and creating a sustained commitment to success.

The more materials that are diverted to recycling, the less garbage is generated for disposal.

- Advance waste reduction efforts.
- Reduce solid waste disposal cost.
- Strengthen relationships between the community and Fort Pierce Solid Waste
- Expand recycling education outreach (Engagement and participation among households)

Education and Outreach outlets:

Television Commercials	Public Use Containers	Radio Ads
Internet and Social Media	Special event Containers	Brochures

SUSTAINABILITY EDUCATION GOALS

1. Develop fresh recycling marketing materials that highlight and promote Waste Reduction "DO MORE BLUE - I Recycle" campaign slogan.
2. Create incentives for targeted competitions through social media
3. Create brochure with waste reduction and diversion goals and educational information that will be distributed with each recycling cart. In addition, completely rework program brochures, highlighting the different services provided by Solid Waste.
4. Redesign Recycling Tags to provide positive messages for residents with service issues
5. Increase social media posts
6. Develop pledge drive to encourage participation

PUBLIC SPACE RECYCLING CONTAINERS

- Begin efforts to place public space recycling containers in public parks and utilize the advertising space on the containers for educational outreach efforts.

MULTI-FAMILY OUTREACH

- Ensure all single-family and multi-family residents have access to convenient recycling

PUBLIC SCHOOLS

- Implement outreach to local schools (targeted education campaign for students)

SPECIAL EVENTS

Education outreach efforts will focus around these dates and other city events.

- Earth Day - April
- Keep Fort Pierce Beautiful - May
- National Reuse Day - October
- America Recycles Day - November
- Farmers Market