



How Hillsborough County Is Responding to Recycling's Processing Challenges



Presented by
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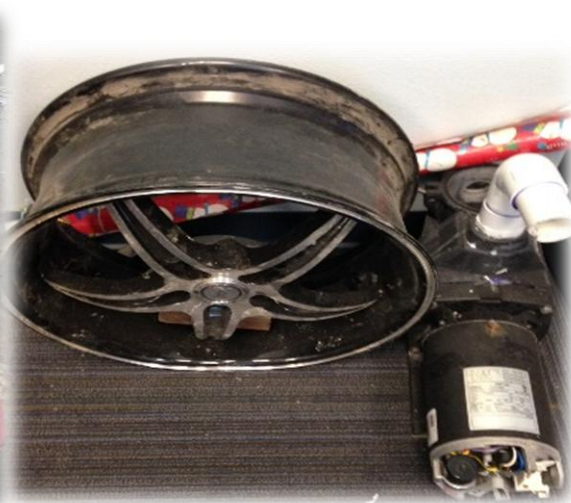
Overview of Solid Waste Services

- County owned WTE facility- 1,800 tons per day capacity
- County owned landfill, 2 transfer stations, 5 community collection centers, 3 yard waste processing sites, and 3 HHW collection sites
- 2:1:1 residential collection performed by 3 franchise waste haulers
- Approximately 283,000 residential accounts
- Annually collect average of 62,000 tons of single-stream recycling



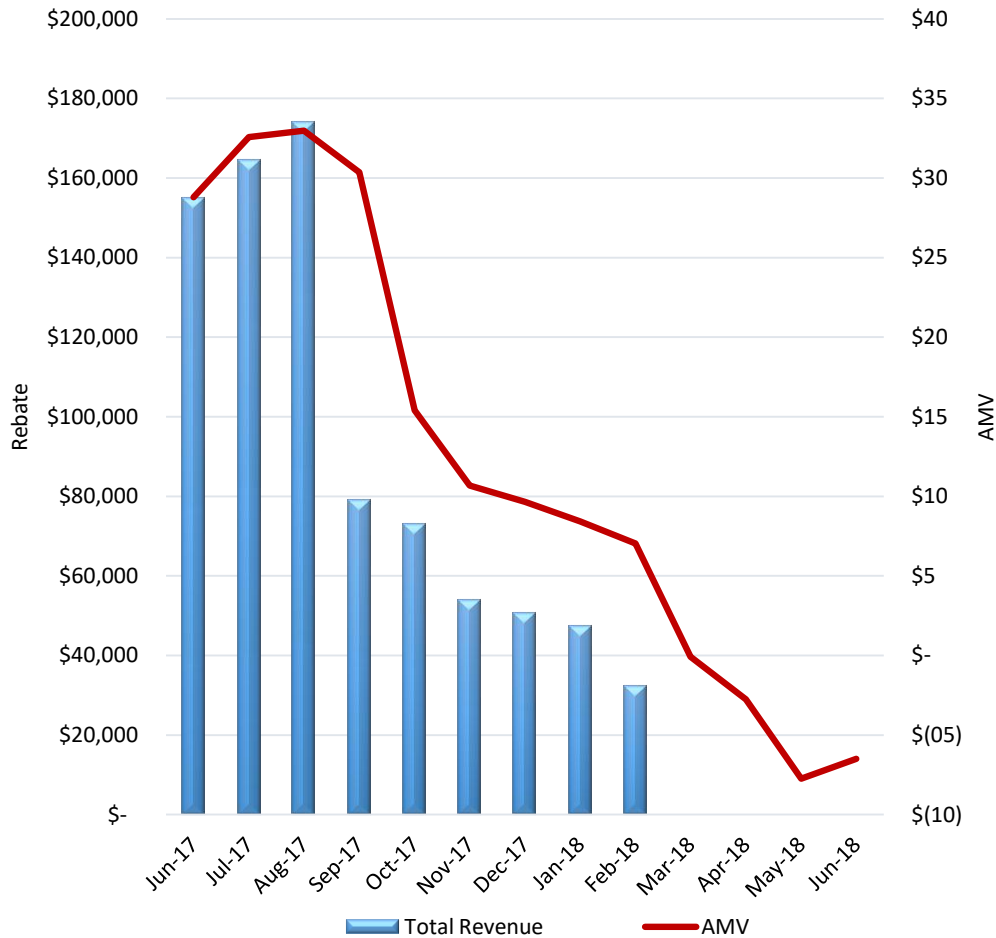
Challenges Facing Recycling

- Market imbalance between supply and demand
- Some commodity prices have declined to historic lows
- Contamination is growing and increasing processing cost
- Public is confused about what can be recycled
- Competing goals: program costs vs environmental benefits



Loss of Recycling Revenue

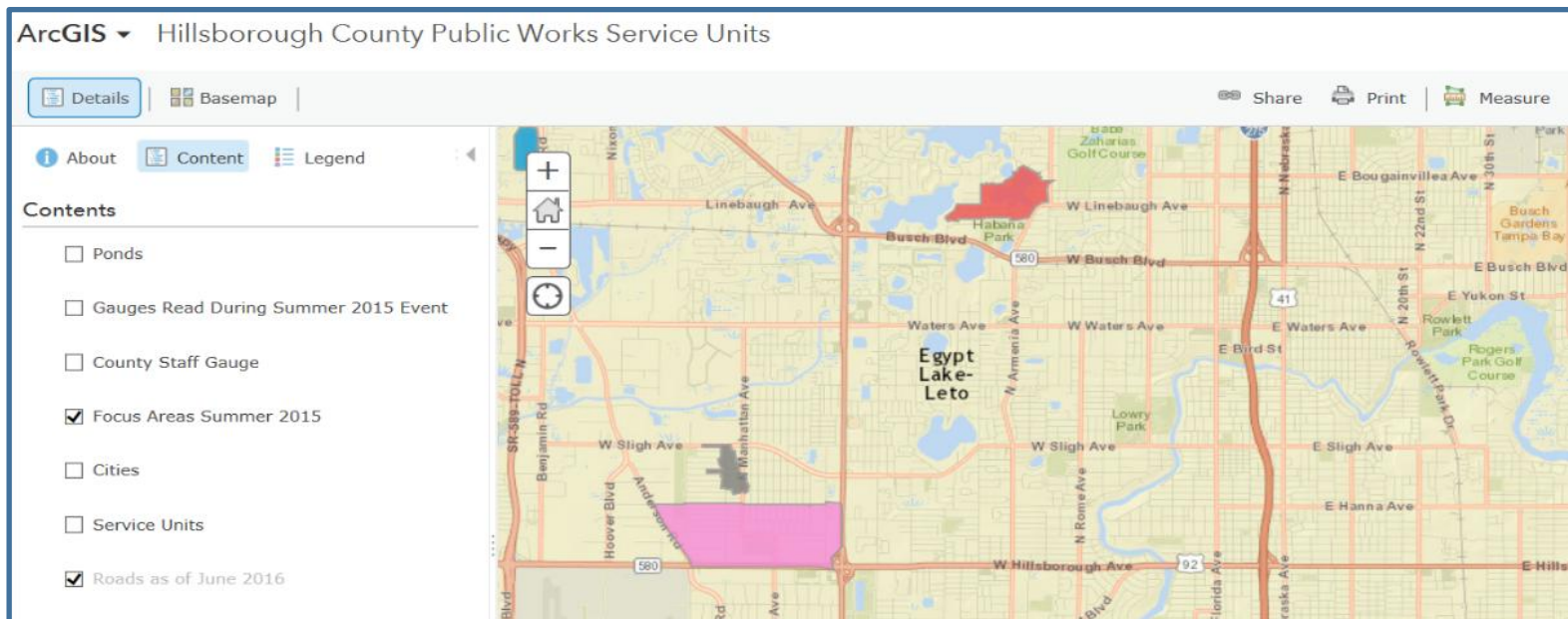
Monthly Recycling Rebate



- Anticipate the needs and questions of elected officials, the media, and the public
- Remember recycling relies on human behavior
- Avoid knee jerk decisions
- More and better communication is crucial

Use Data to Guide Your Program

- Working on developing data based geo-analytics tools to target recycling education by route where it will provide the greatest ROI
 - Overlaying demographic and socioeconomic data
 - Inbound grading of recycling loads
 - Participation data
 - Reject loads



Increasing Recycling Outreach...

- Implementing a comprehensive public education and outreach campaign
- Focusing on reducing recycling contamination
 - TV and Radio interviews and ads
 - New recycling literature and web page
 - Increasing presentations within the community
 - Billboards, radio, newspaper, and digital advertising
 - Trying to reach both English and Spanish speaking households
 - Direct mail recycling reminder postcards
 - Newspaper in Education publication
- Partnering with haulers and MRF
 - Distributing Oops recycling contamination notification tags on carts
 - Grading inbound recycling loads to track contamination
 - Working with Customer Service staff to promote recycling correctly





Outreach Initiatives

What Can I Recycle in the Blue Cart?

Recyclables need to be empty and dry. Go bagless, place items loose in the cart.

Yes, Toss These In:

- Clean Plastic Bottles and Containers (caps on)
- Clean Milk and Juice Cartons
- Dry Paper Newspaper, and Junk Mail
- Clean Aluminum Cans
- Dry Flattened Cardboard
- Clean Steel and Tin Metal Containers
- Dry Paperboard Boxes
- Clean Glass Bottles and Jars

When in Doubt - Leave

- NO Plastic Bags or Film
- NO Polystyrene Foam or Styrofoam™
- NO Garden Hoses, Cords, Ropes, or Wires
- NO Clothing, Shoes, or Textiles

More recycling information:



Oops... Your Recycling Cart was Contaminated

There were unrecyclable items in your blue recycling cart. Please help us reduce contamination by placing only accepted recyclables in your blue cart.

These items should NOT go in your blue cart:

- Plastic Bags
- Electronics
- Clothing/Shoes
- Cords/Wires
- Rope/Twine
- Garden Hoses
- Construction & Demolition Debris
- Clothes Hangers
- Household Hazardous Waste
- Soiled Paper Items
- Food Waste
- Diapers

The DOs and DON'Ts of Recycling in Hillsborough County



Remember to Trash the Tangles



-Recycle the Holidays with Hillsborough County-

'Tis the season to recycle your leftover trash from the holidays. Click on the icons for information on holiday collection schedules, tips on how to dispose of unique holiday items, recycling options and more.

- Holiday Collection Days and Facility Locations
- Live Christmas Trees
- Electronics
- Holiday Lights
- Cooking Oil
- Wrapping Paper and Cards
- Holiday Ornaments and Decorations
- Styrofoam Packaging
- Cardboard Boxes
- Plastic Bags
- Food and Beverage Containers
- Excess Trash

158 Community outreach events



782 Presentations
6 Focus groups

More than 2,000 Survey responses



265,000 Customer mailers

186,000 Newspaper in Education inserts

More than 40 Mass media platforms



New icon-based recycling webpage

HCFLGov.net/Recycling



Hillsborough County Florida

Regional Recycling Campaign

Trash the tangles or return to the store.

Keep Recycling Bag Free

Tampa Bay

Hillsborough County Florida
City of Tampa
Pinellas County
Sarasota County

TampaBayRecycles.org

ALL NEW AT 5:30

THINK TWICE BEFORE RECYCLING PLASTIC BAGS
BAGS CAN CAUSE BIG PROBLEMS AT RECYCLING CENTERS

Tampa Bay Recycles

Together We Have Made Tampa Bay the Top Recycling Region in Florida

Hillsborough County Florida
City of Tampa
Pinellas County
Sarasota County

Local governments across Tampa Bay have teamed up to improve recycling efforts in the region. As a result, we're proud to say that Tampa Bay is a community you'll want to model after. Recycling programs throughout Hillsborough and Pinellas counties have made the same choice for the same reason: the same challenge of the same solution - stopping single-use items or reducing our programs don't accept.

Join the social media conversation, share recycling tips, and see us on TV using #TampaBayRecycles

Whether you have been recycling for decades or just started, it's worth taking a second look to make sure you are recycling correctly. Recycling technology and

Keep plastic bags out of recycling

TampaBayRecycles.org

Keep Plastic Bags Out of Recycling Trash the tangles or return to the store.

Find your recycling rules at TampaBayRecycles.org

Hillsborough County



Let's Fight Contamination

Contamination: misplaced items that threaten the solvency and safety of the entire recycling system. Communities everywhere are gearing up to battle this pressing threat, and we're proud to offer proven kits and campaigns to help you win the fight.



[CONTAMINATION KIT →](#)



[MRFshed REPORT →](#)



[MRF SURVEY →](#)



THE CRISIS — THE NONPROFIT SOLUTION — GALLERIES — THE LABELS — MEDIA — SCHOOLS — TAKE ACTION

FIVE WAYS TO FIX THE RECYCLING CRISIS

- 1
- 2
- 3
- 4
- 5



[USE THE LABELS](#)



[RECYCLE RIGHT TIPS](#)



[SIGN PETITION](#)



[USE FREE TOOLKIT](#)



[HELP SCHOOLS](#)



Feel Free to Contact Me:

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