



The Million Dollar Plan

Saving Tax Payer Dollars in an Unstable Market

The City of Largo, FL

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SWANA



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Try the survey now!

This guide will help you save critical tax
payer dollars in an unstable market

*This guide has nothing
to do with the market*



The City of Largo, who are we?

Location: Central Pinellas County

Population: 80,000

Education: 36% High school graduate/
GED

Age: 28% of the City is 45-64

Median Income: \$39,750

Single-Family Homes: 15,000 and growing

Single-Source Recycling began in 2014





Where do we want to be?

Be THE community of choice in Tampa Bay

Save critical tax payer dollars in an unstable market by not paying attention to the market.

Look inwards and evaluate

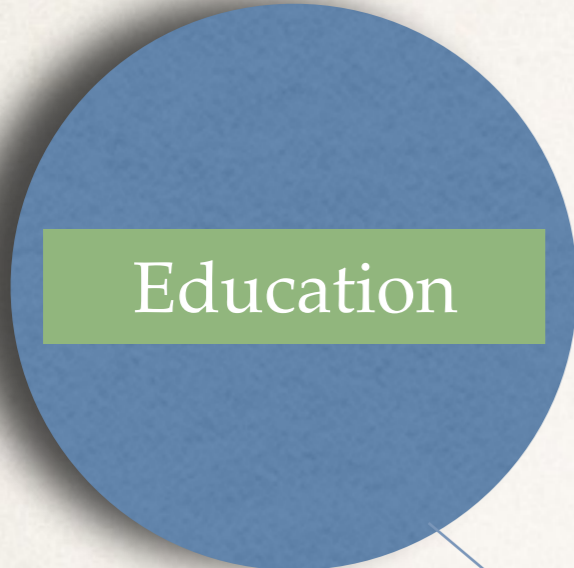
Build effective campaigns based on the following three pillars:

Operations

Education

Communication





Planning

Internal and external
analysis

Utilize strengths to
build up weaknesses

More analysis

Stakeholder
engagement



Operations

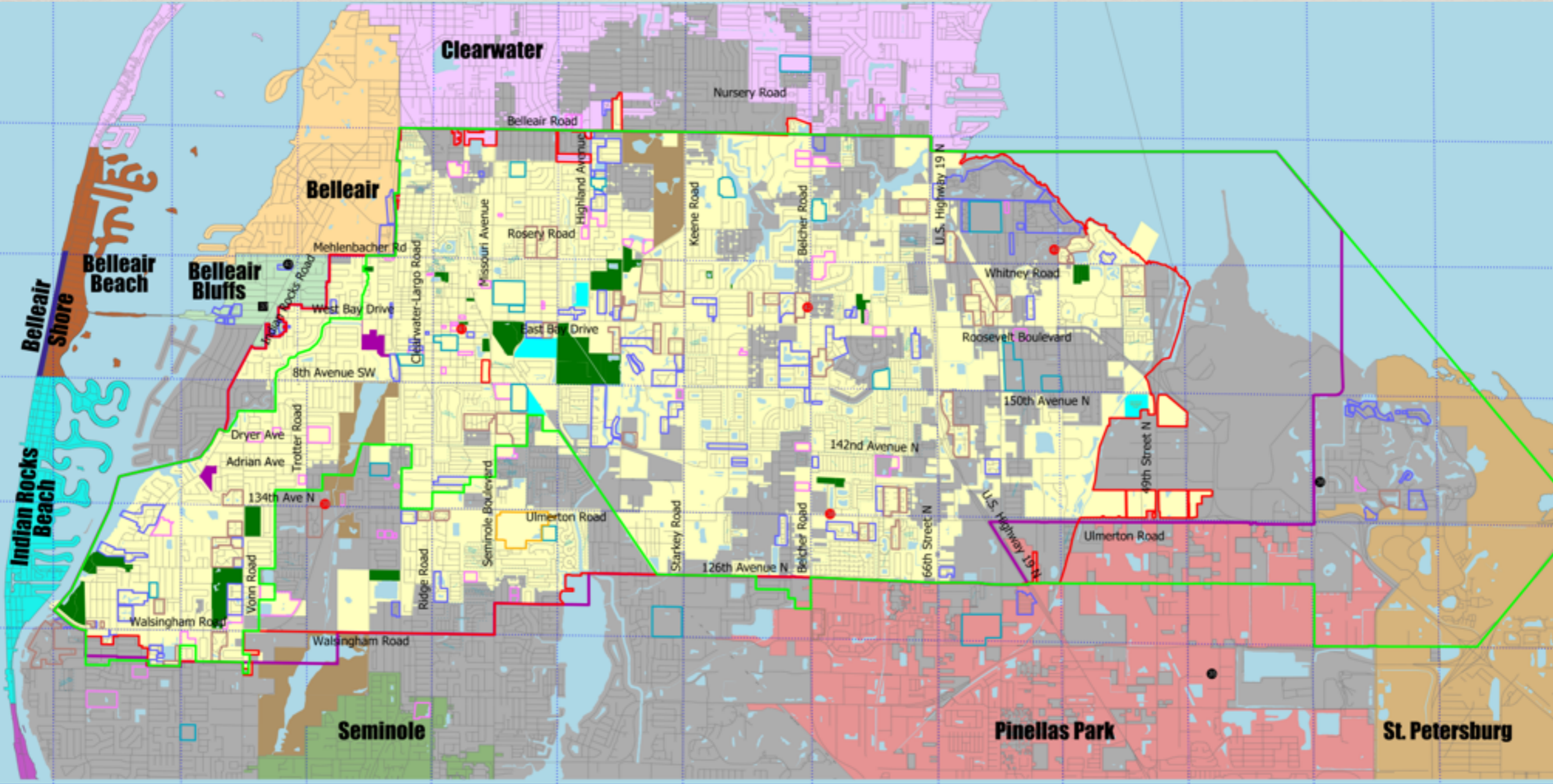
SWOT analysis: lack in employee interest, outdated technologies and a resistance to change.

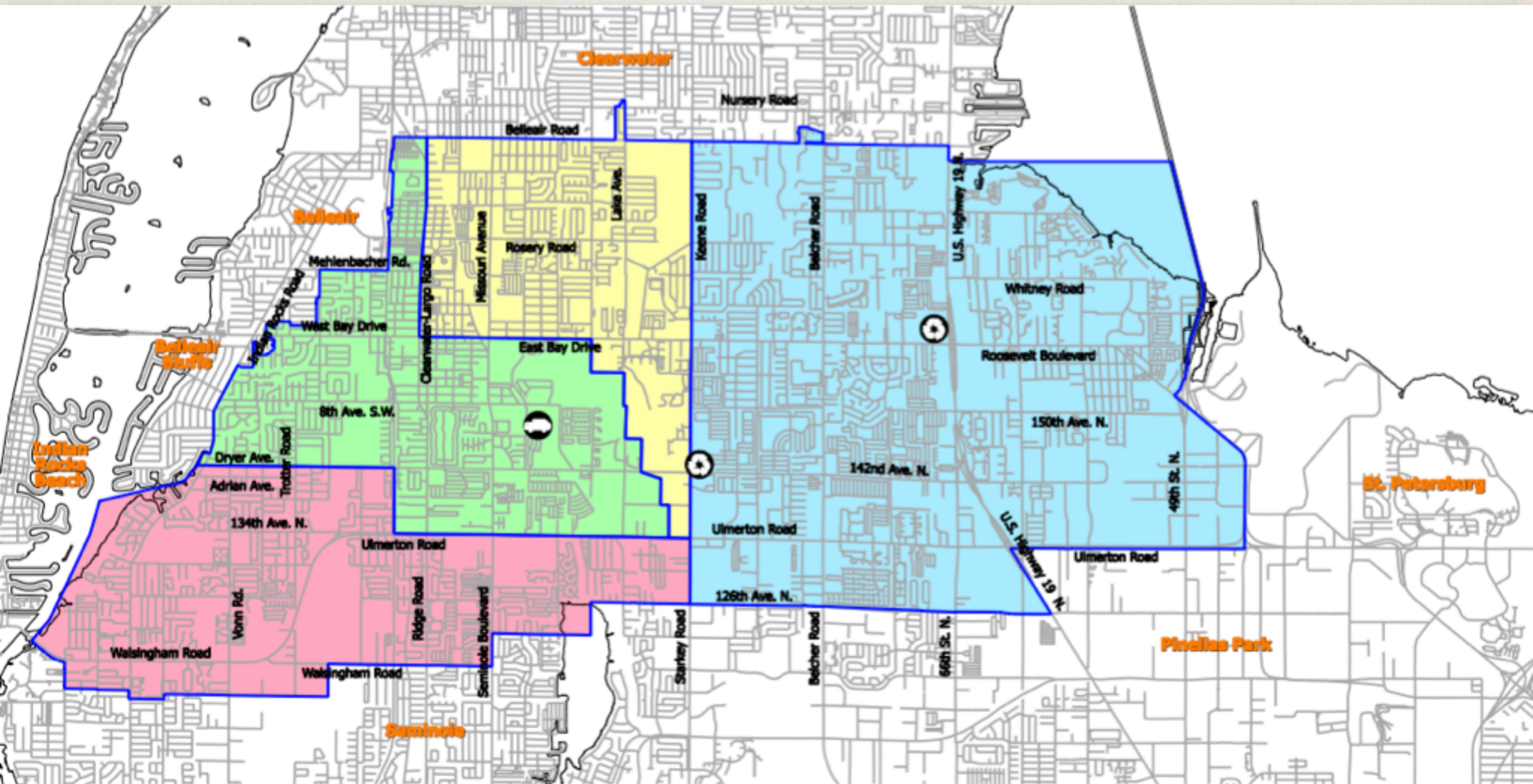
Key personnel to communicate and market clearly.

Use technology to drive change in response to on-the-road needs.



Operations





Poll: What's YOUR Biggest Operating Challenge?





The power of a
micro-moment

How to be there when
you aren't

Special Events

Give-aways

Presentations

The future is online



Education



Low/No Cost:

Electronic Street Signs, Facebook, Instagram, Twitter, Websites, Mayor / City Manager Letters to the public, eNews letters, On-Hold messages, Press Releases

Minimal Cost/Maximum

Benefit:

Truck Wraps, Local Ads, Billboards, Giveaways, Posters, Banners

Partnerships:

Other Internal Departments (Special Events, Library), Keep America Beautiful, America Recycles Day, Other Municipalities



Education



A group of seven diverse young adults are smiling and raising their arms in celebration. They are holding a large white sign with the text "It's **EXCITING** and **NEW**". To the right of the sign is the "Largo RECYCLES" logo, which consists of a circular arrow with a green leaf on top and the word "MORE" in a blue box below it. At the bottom of the sign, the website "LargoRecyclesMore.com" is written in white and blue text on a green background.

It's **EXCITING** and **NEW**

Largo **RECYCLES**

MORE

LargoRecyclesMore.com

A man in a light blue shirt and a young boy are smiling and holding a large white sign that says "It's **EASY**". The man is pointing at the sign. In the top right corner, there is a graphic of recycling materials (bottle, cardboard, glass, paper) in curly braces, with the text "MIXED RECYCLING Begins February 2014" and a list of features: "no sorting", "more materials", and "wheeled cart". The "Largo RECYCLES" logo and "MORE" badge are in the top left. The website "LargoRecyclesMore.com" is at the bottom.

MIXED RECYCLING
Begins February 2014

- no sorting
- more materials
- wheeled cart

It's **EASY**

Largo **RECYCLES**

MORE

LargoRecyclesMore.com







Teach employees to
speak and managers
to listen

Drivers are the
backbone

Training never stops

Incorporate
technology

The buck stops here



Daily, Weekly,
Monthly, Quarterly

Safety, Management,
Divisional,
Project, Disciplinary

It's really about
relationship building



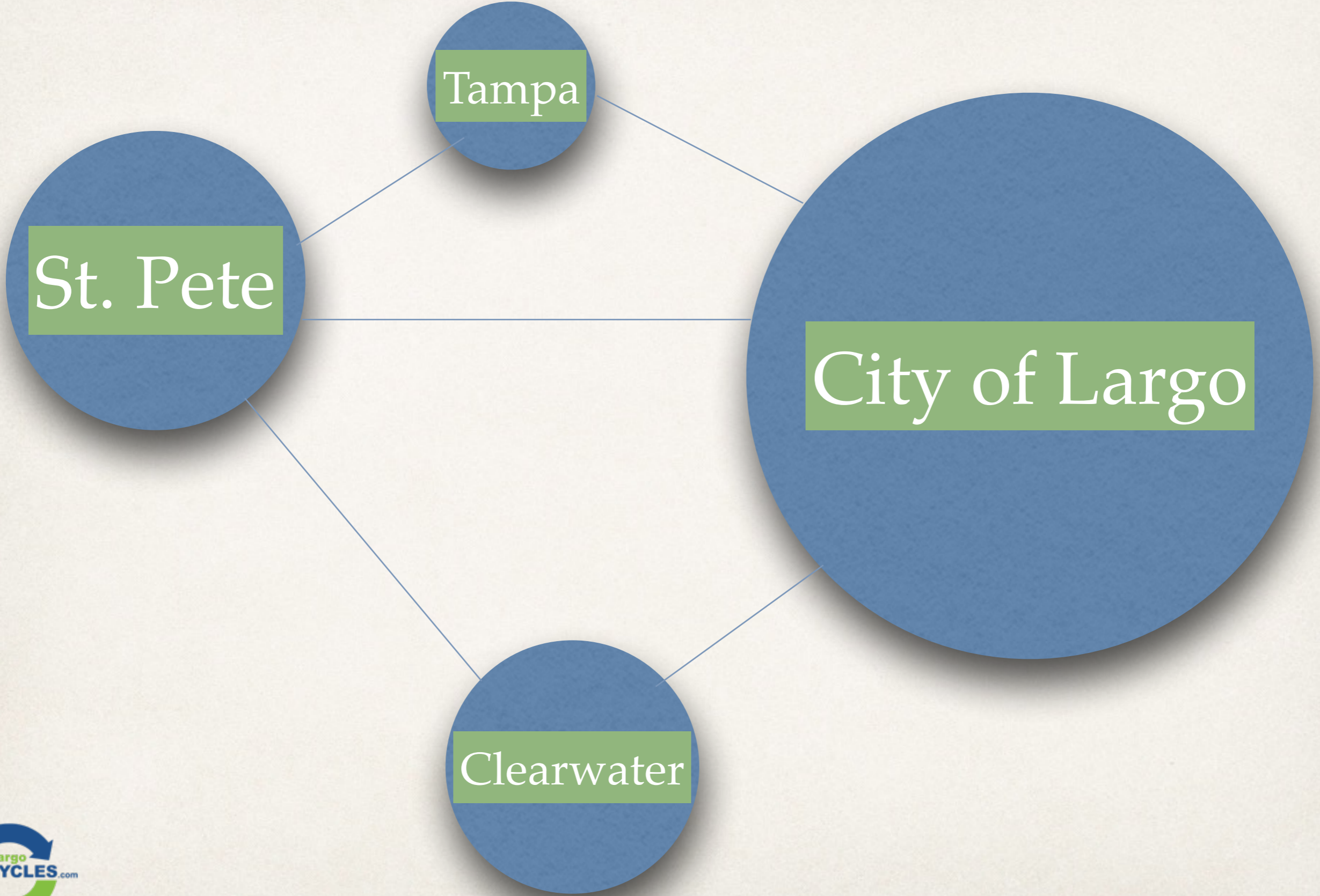
Communication

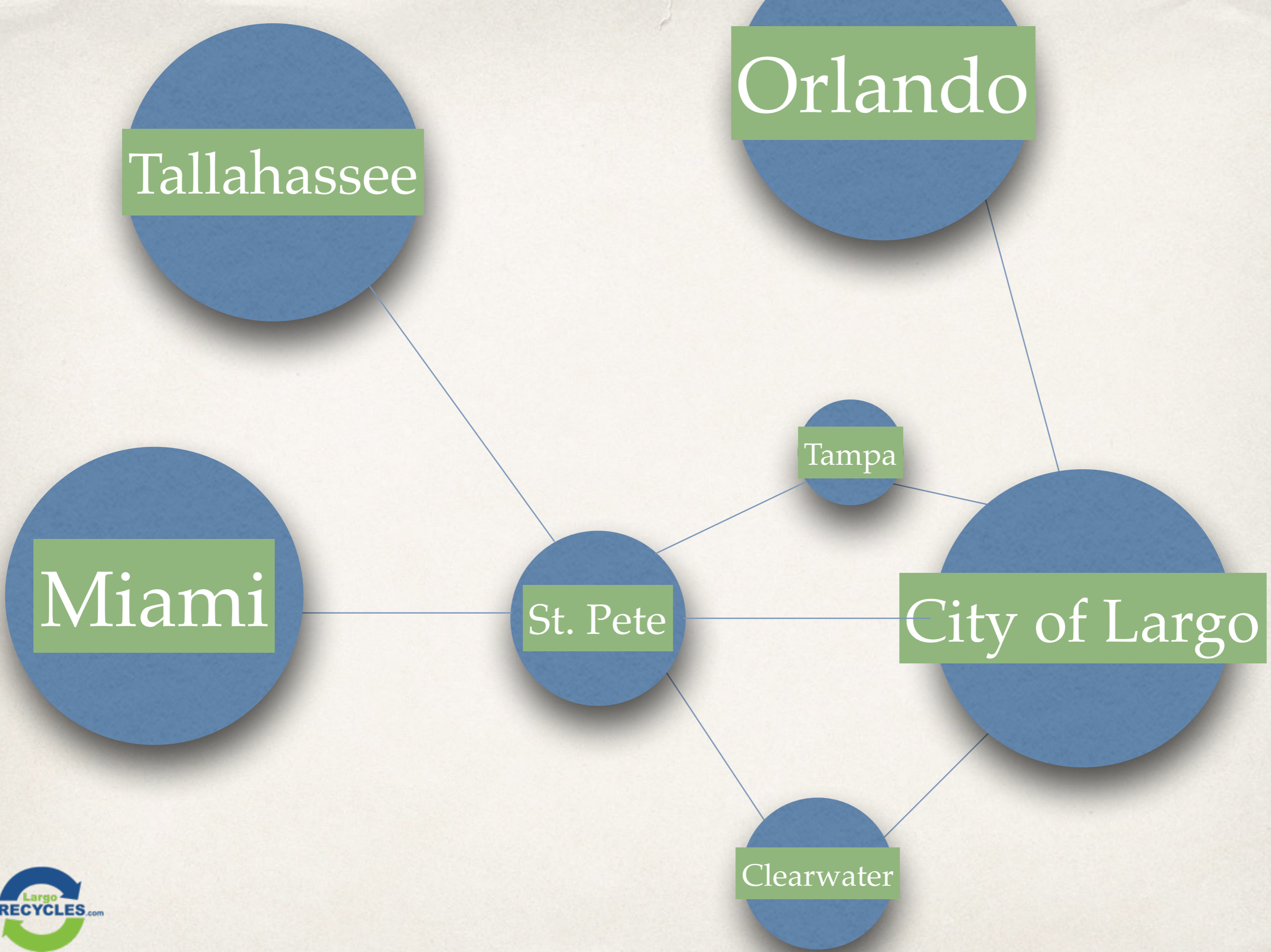


Poll: [Too Many Meetings?](#)

City of Largo







Tallahassee

Orlando

Tampa

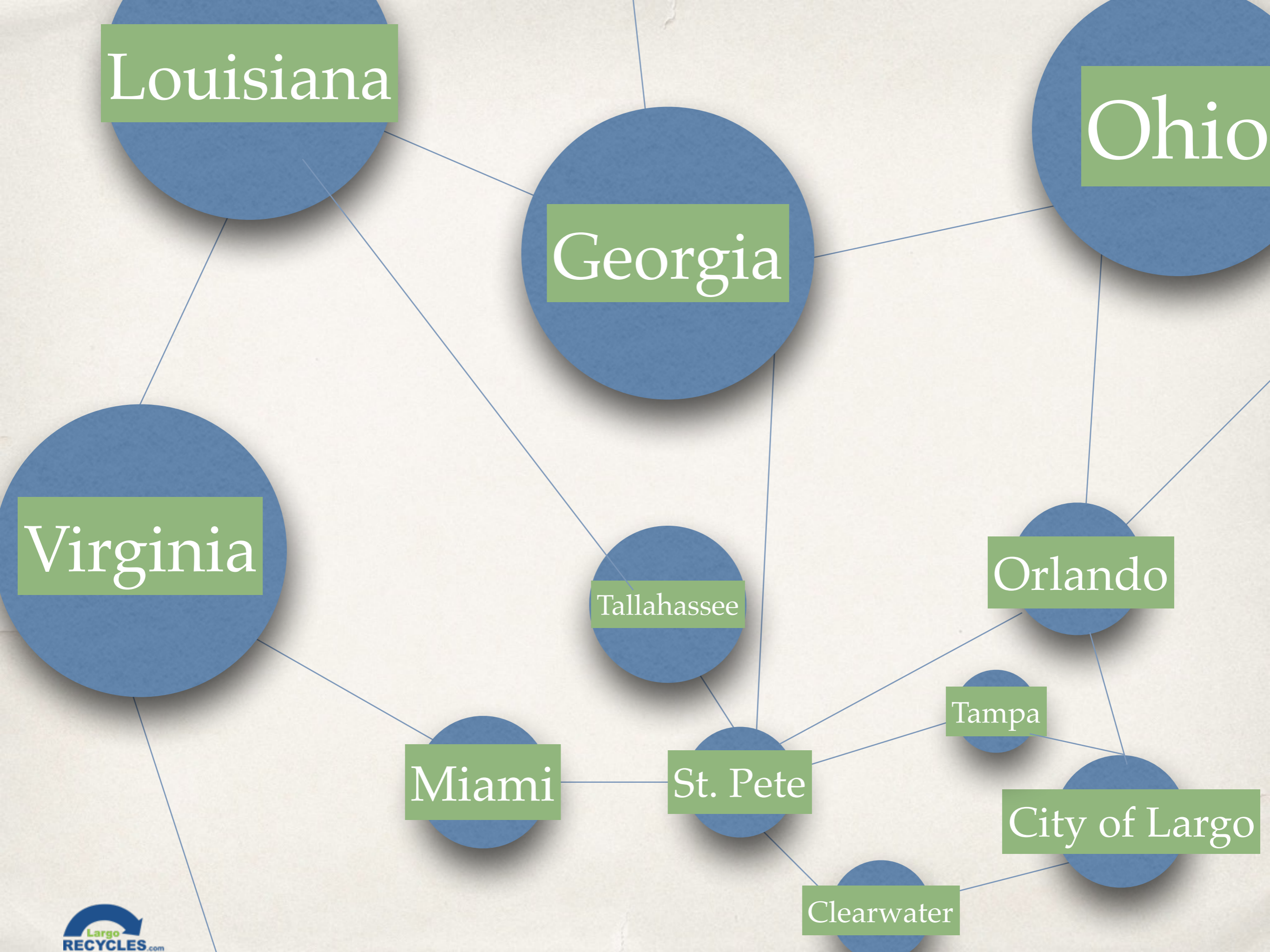
St. Pete

Miami

City of Largo

Clearwater





Like us on Facebook: facebook.com/LargoRecycles

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