

# Town of Lauderdale-By-The-Sea

## 2012-2013 Recycling Plan

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### October 2012 Recycling Plan Update

Single-stream Recycling is the latest operational advancement in the collection of recycling and one of the most successful in increasing citizen participation. Single-stream recycling combines all recyclable materials, such as aluminum, paper, plastic, glass and steel cans, into a single container for collection. For the Town of Lauderdale-By-The-Sea it coincides with the transition from the collection of recyclables in curbside bins to the collection of recyclables in rolling carts.

This document describes how the 2012-2013 Recycling Program will be implemented in the Town of Lauderdale-By-The-Sea. The goal is to revitalize interest in recycling and increase participation by residents and visitors alike.

The Recycling Program will be funded by a \$121,429.87 single-stream recycling grant offered by the Resource Recovery Board (**RRB**) of Broward County and contributions from Choice Environmental.

*The goal is to revitalize interest in recycling and increase participation by residents and visitors alike.*

The implementation plan for the Recycling Program consists of several overlapping phases. These include:

1. Submitting the grant application and, when approved, executing the grant documents;
2. Providing educational materials and community outreach programs to increase recycling;
3. Distributing new recycling carts;
4. Replacing the existing trash carts; and,
5. Benchmark activities to measure the success of the Program.

### The Right Cart Size for the Job

The Town currently uses “pepsi” blue carts for the collection of trash. This color is commonly viewed as the universal indicator of recycling and is certainly ubiquitous in Broward County (Fort Lauderdale, Deerfield Beach, Hollywood, Sunrise). For this reason,

the Town will use the introduction of cart recycling to also make changes in our trash collection.

The Town's collection contract is written so that *moving recyclables from the trash cart to the recycling cart means customers will pay less disposal fees in the future*. Our emphasis is to make it easy for everyone to recycle.

- ✓ *Each household will receive a new black 65 gallon trash cart and a new "pepsi" blue 65 gallon recycling cart.*
- ✓ *Any household may keep its blue 96 gallon trash cart if it is needed for yard waste. We will re-label the cart "YARD WASTE ONLY".*

This approach increases a household's total disposal capacity from 96 gallons to 226 gallons for those households that utilize the yard waste cart; otherwise they will have 130 gallon capacity.

During the trial period, the Yard Waste Cart will be picked up and disposed of as trash (i.e., at the same time as the trash cart). Over the next year, we will measure the number of households that use the yard waste cart and be able to recommend if we should start a yard waste collection program. The advantage of diverting yard waste from the trash stream is that it reduces our disposal costs.

The 2012 Collection Agreement with Choice identifies the cost yard waste service (\$2.16 per month in FY13). We may be able to provide yard waste collection after October 1, 2014 without an increase in collection rates if the tipping fees decrease enough.

Additional recycling carts will be provided without charge. An alternative 35 gallon recycling cart is available upon request.

Additional trash carts will be provided if needed by a household. We currently do not have a rate for additional trash carts and we will address this in the near future.

The Town will retain many of the existing 96 gallon trash carts and use them for recycling carts for multifamily with cart services and for small businesses that need a large cart for recycling. The remaining carts will be returned to Choice Environmental.

### The Recycling Program

People are creatures of habit. The change to a blue cart for recycling after using a blue cart for trash is, indeed, a challenge that demands a bold and pervasive education campaign. Direct mail pieces will be sent to each resident explaining the switch. Information will be published in the Town's magazine, "Town Topics". The Town's website will be updated to

include a new recycling page highlighting the switch. Visual information on the carts themselves will be a critical awareness-raising tool to reinforce the switch in colors.

The sides and top of the recycling cart will have imprinted information – for example, the side of the cart could look like this:

**RECYCLING ONLY**



**Lauderdale-By-The-Sea**

The lid of the recycling cart will have an imbedded label showing the types of items that can be recycled and include the Town’s new recycling web site address as a resource for up-to-date information. Correspondingly, the lid of the trash cart will be imprinted with “Garbage Only-No Recyclables”.

A strong community outreach and education program will ensure a successful and effective transition to Single-Stream Recycling along with an increase in recycling revenues and lower disposal costs. Because Cart Recycling inevitably increases the level of participation by residents and others, it raises the Town’s sustainability profile and is a source of pride for all.

Appendix “A” shows the 2012-2013 Cart Recycling Program’s implementation plan. The discrete tasks of the implementation plan are detailed along with an estimated completion timeline.

The 2012-2013 Cart Recycling Plan was adopted by the Town Commission on September 9, 2012.

Question, suggestions and written comments on this plan are encouraged and may be sent to [ATM@LBTS-FL.GOV](mailto:ATM@LBTS-FL.GOV) or to the Assistant Town Manager at 4501 Ocean Drive, Lauderdale-By-The-Sea, FL 33308.