

**Indian River County, Florida
Solid Waste Disposal District
Board Memorandum**

Date: April 9, 2021

To: Jason E. Brown, County Administrator

From: Vincent Burke, PE, Director of Utility Services

Prepared By: Himanshu H. Mehta, PE, Managing Director, Solid Waste Disposal District (SWDD)

Subject: Request to Expand SWDD Recycling Education Services

Descriptions and Conditions:

The Solid Waste Disposal District (SWDD) provides for the administration and management of the recycling collection and education program throughout Indian River County (IRC). Since the start of the single stream recycling program in 2015, we have noticed a dramatic increase in participation in the program as well as achieving the third highest recycling rate (66%) throughout the State of Florida in 2019. Unfortunately, the preliminary results submitted for 2020 has resulted in a decline of our recycling rate to 53%. Therefore, staff is requesting SWDD Board approval to expand the recycling funding and resources within our department. The goal is to expand the recycling education services provided while directly engaging with our residential and commercial customers.

Analysis:

The SWDD Recycling department (#255) consists of one marketing and education coordinator with an overall budget of \$365,154, which includes salary, benefits, marketing, advertising, promotional materials, fuel/maintenance of the vehicle assigned to this department, and excludes other contractual operations. For Fiscal Year (FY) 2020/2021*, the recycling department has done, or planned, the following activities:

- Marketing and Advertising Campaigns (7)
- Recycling Campaigns and Activities (16)
- Recycling Education Presentations (over 50)
- Recycling Audits (Over 30)
- Reports, Grants, and Documentations

** Please see attached complete summary.*

With additional funding and resources, staff can expand our programs to include such things as:

- Locks for multi-family units pilot program
- Residential/commercial composting pilot program
- Waste Wizard Program
- Community garden pilot program
- Green Co community compactor pilot

SWDD Item

- Community Reuse Shop pilot (to be located within the new Household Hazardous Waste facility)
- New Residence Welcome Package for realtors
- Revise and update signage at all Customer Convenience Centers
- Second phase of Beach Basket Program rollout
- Recycling Data Collection from Commercial Vendors

The expanded funding would also be used for these future tools and resources:

- Collection events tools and supplies-Grabbers
- Bags or buckets, gloves
- ClearStream containers and bags
- Large tent with logo - cones, tables and chairs
- Expand SWDD recycling promotional items
- Personal protective wear for tours and events
- Truck/SUV and trailer for events
- Office Supplies - furniture, phone, computer
- Expansion of “niche” events - grant writing, beach basket program expansion and supplies; and expanded signage and marketing budget

Funding:

Funding for the SWDD recycling marketing and education is budgeted and available in the SWDD recycling department, which is funded from SWDD assessments and user fees.

Description	Account Number	Amount
Recycling Department	411-255	\$TBD

A possible option to enhance departmental funding is to bring in-house the recycling education services currently provided by Keep Indian River Beautiful, which has a current funding of \$55,454 per year.

Recommendation:

Solid Waste Disposal District staff recommends that its Board approve the expansion of the in-house recycling education funding for Fiscal Year 2021/2022, which may include, but not limited to, adding an additional staff member, additional vehicle, additional resources and the removal of the funding to Keep Indian River Beautiful.

Attachment (s):

SWDD Recycling Activities