

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

**Date:** August 20, 2024

**To:** The Solid Waste Disposal District Board of Commissioners

**Through:** John A. Titkanich, Jr., County Administrator  
Sean C. Lieske, Director of Utility Services  
Himanshu H. Mehta, PE, Managing Director, Solid Waste Disposal District (SWDD)

**Prepared By:** Sue Flak, SWDD Recycling Education and Marketing Coordinator

**Subject:** Florida Specialty License Plate - Recycle

**Description and Conditions:**

In 1988, the State of Florida legislature enacted the Solid Waste Management Act (SWMA) mandating conservation of landfill space through the implementation of recycling programs. The SWMA also created the Solid Waste Management Trust Fund providing money to be used to help fund solid waste management activities, recycling grants, and education grants. Several years ago, this money was diverted for other uses and to other state agencies. Subsequently, the Recycle Florida Today Foundation, Inc. was established to support professional development through grants and education and serve as a source of funding for these areas.

In 2022, Recycle Florida Today (RFT) Outreach Committee started the legislative process to promote and market a state specialty license plate in which a portion of the sales of the plates will go to the foundation. In 2024, House Bill 403 gained approval and was signed by the honorable Governor Ron DeSantis.

**Analysis:**

As chair of the Outreach Committee, the plate was presented to Carol Jean Jordan, Tax Collector for Indian River County, who agreed to sponsor the presale of the 3,000 vouchers needed to move on to the production phase.

The Foundation will receive \$25.00 of the plate cost of \$32.50 which will be used for potential funding in areas such as innovative grant programs, food insecurities, food waste reduction, compost and economic impact studies.

The Foundation and Outreach Committee are currently actively marketing this project through community partners, websites, media, QR codes, and more. We have also developed a comprehensive educational toolkit and Frequently Asked Questions (FAQ) informational flyer for other counties throughout the State of Florida to use.

**Funding:** No funding is requested at this time.

**Recommendation:**

Staff is recommending we display the banner in the lobby of County Commission Building A in order to inform residents of this program and opportunity here in Indian River County. This promotion will coincide with the advertising and marketing being utilized in the County Administration Building B in the Department of Motor Vehicles.

**Attachments:**




### Recycle Florida Specialty Plate

Recycle Florida Today Foundation, Inc. is organized to serve and support the professional development and related objectives of source reduction and waste prevention, reuse, recycling, composting, reduction of wasted food, and sustainability professionals through education, grants, research, and certifications.



SCAN ME

**Potential areas for funding:**

- Innovative Grants for Recycling, Sustainability, and Waste Reduction Programs
- State and Local Public and Private Partnerships
- Food Insecurities and Reduction of Food Waste
- K-12, College, and University Education and Economic Impact Studies
- Compost and Economic Impact Studies, Infrastructure Using Recycled Content



Enjoy the ride, and recycle Florida!

**RESERVE YOUR TAG TODAY!**