

**INDIAN RIVER COUNTY  
SOLID WASTE DISPOSAL DISTRICT  
BOARD MEMORANDUM**

**Date:** January 8, 2020

**To:** Jason E. Brown, County Administrator

**Through:** Vincent Burke, PE, Director of Utility Services

**Through:** Himanshu Mehta, Managing Director, Solid Waste Disposal District

**From:** Sue Flak, Recycling Education and Marketing Coordinator

**Subject:** Standardized Recycling Label License Agreement with Recycle Across America

**Descriptions and Conditions:**

Over the past two years, the Indian River County (IRC) Solid Waste Disposal District (SWDD) has been working with Recycle Across America (RAA) in terms of purchasing simpler and more standardized residential recycling labels for various uses to include all public schools, County buildings, and County parks. The primary goal of utilizing standardized labels is to reduce recycling confusion, reduce contamination, and encourage recycling correctly.

SWDD would like to enter into a license agreement with RAA as a means to support the use of local printers to obtain labels at a much lower cost than continuing to purchase them directly through RAA. Similar license agreements are in use throughout Florida to include the City of Winter Park and Pinellas County. The Florida Department of Environmental Protection, Florida State capital buildings, and the City of Orlando are all using a RAA labeling system.

**Analysis:**

Recycle Across America has proposed to charge a one-time fee of \$0.1 per resident, or \$1,549.00. This one-time fee includes: a) three (3) custom-designed labels, b) three Public Service Announcements to print and distribute locally, c) a press release, and d) publicity on the RAA website. There is an annual fee of \$250.00 and an additional design fee of \$100.00 for each future label modification.

To date, Indian River County (IRC) SWDD has spent \$2,700.00 for 8.5x11 labels for 300 county park carts. A recent quote from RAA for 1,000 additional cart labels totaled \$7,800.00. Such a purchase would be considerably more cost-efficient through a local vendor.

**Funding:**

Funding for the SWDD Recycling services is budgeted and available in the SWDD recycling account, which is funded from SWDD assessments and user fees.

<b>Description</b>	<b>Account Number</b>	<b>Amount</b>
Other Professional Services	41125534-033190	\$1,549

**Recommendation:**

Staff recommends the Board authorize the following:

1. Approve the Standardized Recycling Label License Agreement with Recycle Across America and authorize the Chairman to execute the agreement.
2. Authorize the Solid Waste Disposal District Managing Director, or his designee, to sign the Printing Agreement with a local vendor, as needed.

**Attachments:**

- Sample Label License Agreement
- Sample Printing Agreement