

FLORIDA

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RECYCLE

FLORIDA TODAY

FOR A SUSTAINABLE TOMORROWSM

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SPECIALTY

LICENSE PLATE

Promotion and Marketing Partner Presentation

concept



Issue

Our Industry Lost State Funding

Money that was deposited into the Solid Waste Management Trust Fund and used for recycling grants was diverted several years ago for other uses.

Solution

Bring Funding Back

To reestablish a source of **funding for recycling grants** through our Recycle Florida Today Foundation, Inc. and specialty plate.

implementation

IMPLEMENTATION



House Bill 403 (2024) - The Florida Senate

GENERAL BILL by Infrastructure Strategies Committee ;
Transportation & Modals Subcommittee ; Chaney ; (CO-...

 flsenate.gov

CS/CS/HB 403: Specialty License Plates

GENERAL BILL by Infrastructure Strategies Committee ; Transportation & Modals Subcommittee ; Chaney ; (CO-INTRODUCERS) Bankson ; Bell ; Berfield ; Caruso ; López, J. ; Michael ; Mooney ; Skidmore ; Waldron ; Yarkosky

Specialty License Plates; Exempts collegiate license plates from certain discontinuation & presale voucher requirements for specialty license plates; requires DHSMV to reauthorize previously discontinued collegiate license plates; renames & revises words appearing on certain plates; directs DHSMV to develop specified plates; provides for distribution & use of fees collected from sale of plates.

Effective Date: 10/1/2024

Last Action: 6/28/2024 - Chapter No. 2024-270

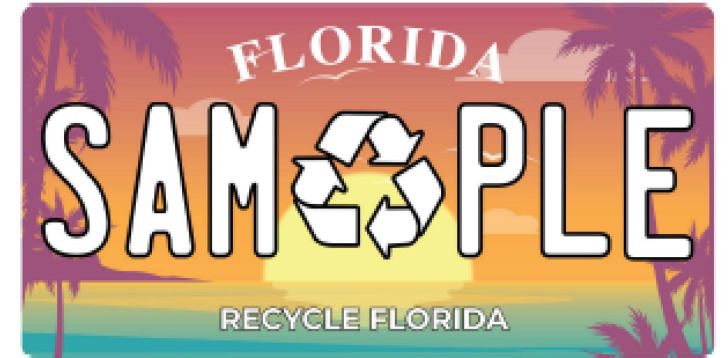
<https://www.flsenate.gov/Session/Bill/2024/403>



Benefits

Innovative Project Benefits

Drivers may elect to purchase the new plate for an additional cost of \$32.50, plus fees. \$25 from the sale of each plate will benefit the RFT Foundation. To get the specialty plate, drivers will need to have their Florida driver's license, vehicle registration, and apply in person at an FLHSMV office once the voucher is available.



The Foundation must presale 3,000 vouchers to move the plate to the production phase.

The **Foundation will use the donations** to further recycling and waste reduction throughout Florida through recycling grants to increase public awareness about the importance of recycling, resource conservation, and environmental stewardship; to promote robust, comprehensive, and sustainable recycling programs; and to support the professional development of persons employed in fields relating to recycling, conservation, and sustainability.

Benefits

Innovative Project Projected FINANCIAL IMPACTS

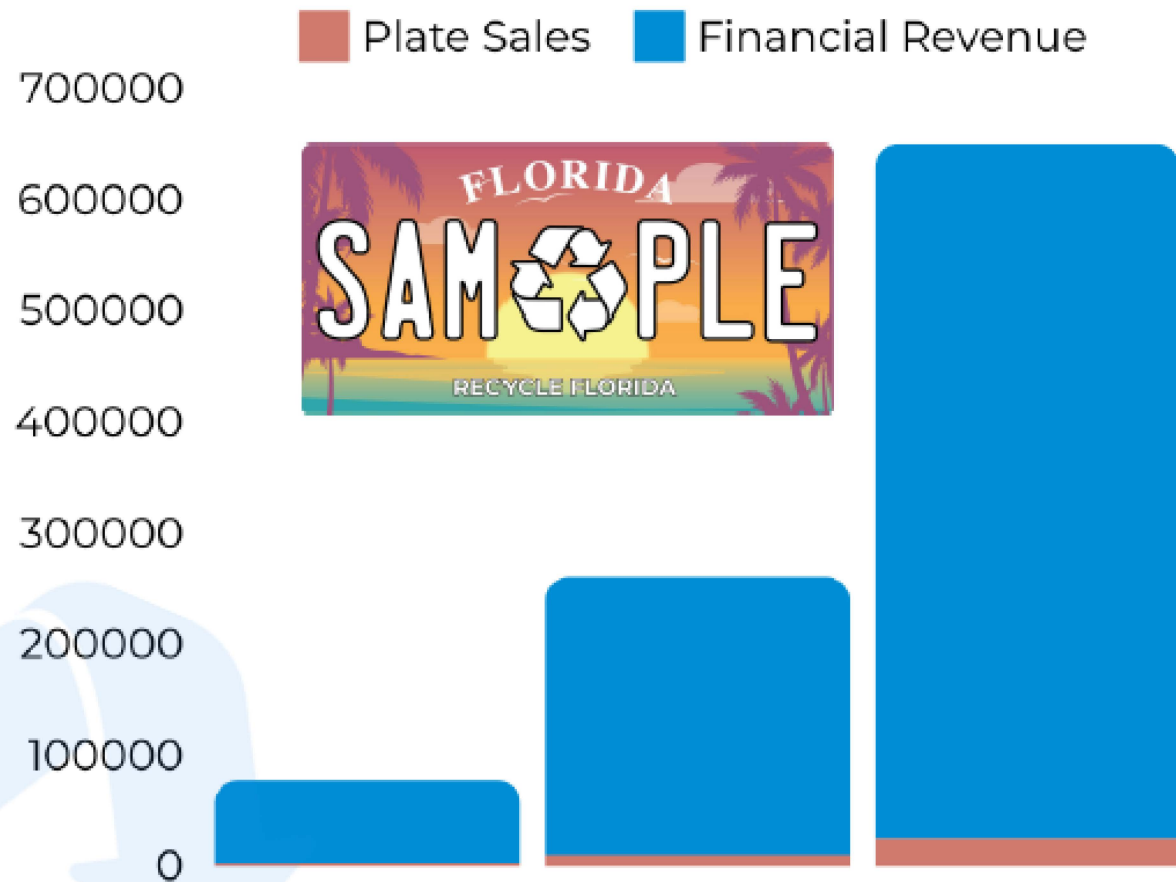
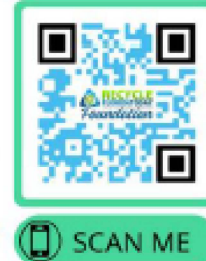


Plate Sales	Projected Financial Revenue
3,000	\$75,000
10,000	\$250,000
25,000	\$625,000

The Foundation will receive \$25 from the sale of each specialty plate.

Outreach

Marketing



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 certification.



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



The Foundation is marketing this innovative project through our member and community partners, websites, QR code, newsletters, social media, commercials, meetings, and events.

