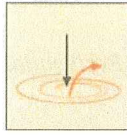


**Tampa IG - Urban Recycling
Data Request Tracking**

Data Requested	Date Requested	Date Received
<i>Residential Recycling</i>		
Residential recycling route map	5/4/2007 7/5/2007	Received
Number of residential customers on Routes RCTh03 and RCF09, by month for the past year	5/4/2007 7/5/2007	Received only current customer counts
Residential recycling tonnage data for Routes RCTh03 and RCF09, by month for the past year	5/4/2007 7/5/2007	Received WM tonnage spreadsheet & truck #s for target routes
Residential recycling rates 2006 - rolling carts	05/09/2007	05/10/2007
Participation rates	04/30/2007	In 2004 report, see below
Follow-up questions regarding truck numbers	08/03/2007	
<i>Residential Garbage</i>		
Residential garbage map	05/05/2007	NA
Number of residential customers on the routes that approximately overlap the above recycling routes, by month for the past year	05/04/2007	NA
Residential garbage tonnage data for the routes that approximately overlap the above recycling routes, by month for the past year	05/04/2007	NA
<i>Commercial Garbage</i>		
Commercial garbage route map	05/04/2007	NA
Commercial garbage tonnage data for the routes that approximately overlap the above recycling routes, by month for the past year	05/04/2007	NA
Commercial garbage tonnage for any commercial customers located in this area that use roll-offs or compactors, by month for the past year	05/04/2007	NA
List of customers on commercial routes that approximately overlap the above recycling routes	05/04/2007	NA
<i>Commercial Recycling</i>		
List of commercial customers that receive commercial recycling service from the city in the 2 target neighborhoods	5/4/2007 7/5/2007	
List of commercial customers that receive commercial recycling service from other vendors in the 2 target neighborhoods	07/05/2007	
Cardboard recycling rates 2007	05/09/2007	05/14/2007
Participation rates	04/30/2007	
<i>Other Information</i>		
Demographic information about the three target neighborhoods	05/04/2007	
Names of city community development staff working in these areas	05/04/2007	07/01/2007
Names of any civic or neighborhood association active in these areas	05/04/2007	07/01/2007
City solid waste ordinance	05/04/2007	Grey Binder
Existing solid waste education and outreach material for residential and commercial sectors	05/04/2007	6/4/2007 & 7/1/2007 Grey Binder
Report on City of Tampa Recycling Program Dated March 11, 2004 by the Planning and Economic Group, Inc.	04/30/2007	Grey Binder
Processing Contract	04/30/2007	Grey Binder
Collection Contract - does any exist?	04/30/2007	



kessler consulting inc.
innovative waste solutions

City of Tampa

*IG07-05: Participation Barriers to Commercial and Residential Recycling
in an Urban Environment*

Task 1: Analyze Baseline Data

November 15, 2007

#91-03

BACKGROUND

The City of Tampa provides solid waste and recycling collection services to residents and businesses within the City limits. The 2006-2007 Innovative Grant proposal to the Florida Department of Environmental Protection (DEP) originally listed *three* residential and commercial areas that were identified as having a high level of diversity and barriers to recycling participation and would be targeted as the pilot areas for this project. During the project kick-off phase, it was realized that two of these areas (Belmont Heights and Ybor City) are part of the same recycling collection route. To more efficiently and accurately collect baseline and tracking data, it was decided to treat these two areas as one.

Therefore, the two pilot areas identified for the study are Belmont Heights/Ybor City and North Sulphur Springs. To quantitatively track the progress of this project, baseline data was compiled and analyzed for these two target areas. This data will be compared with similar data compiled at the end of the project to evaluate the level of progress achieved.

METHODOLOGY

To establish a baseline, the City and KCI utilized information that was readily available or could reasonably be obtained. Baseline data was established for both residential and commercial recycling in each of the target areas.

Residential Participation: The City conducted a recycling setout study of each route for a three-week period. The total number of households that placed recyclables curbside at least once during that three-week was tallied then divided by the total number of households on the route to determine the participation rate.

Residential Quantities: The quantity of residential recyclables collected on each of the routes was tracked over a four to five week period. A weekly average was calculated, and then divided by the total number of households on the route to determine the average weight of recyclables per household per week. This figure was multiplied by 52 weeks to estimate the average quantity of recyclables per household per year.

Commercial Recycling Capacity: As an indicator of the level of commercial recycling in the two target areas, the existing monthly recycling capacity was calculated for the four categories of commercial recyclables collected by the City: corrugated cardboard, office/newspaper,

commingled containers, and glass containers. The capacity was calculated based on the number of commercial recycling containers for each material in each target area, the size of these containers, and the frequency they are serviced.

SUMMARY OF FINDINGS

Provided below is a summary of the baseline data compiled for the two areas to be targeted in the study.

	Belmont Heights/Ybor City	North Sulphur Springs
Residential Participation	12.8%	14.5%
Residential Quantities	40.46 lbs/HH/year	52.31 lbs/HH/year
Commercial Capacity		
Cardboard	268.46 CY/month	181.86 CY/month
Office & News paper	987.24 gallons/month	0 gallons/month
Commingled Containers	831.36 gallons/month	0 gallons/month
Glass	831.36 gallons/month	1,385.6 gallons/month

NEXT STEPS

The summary of findings is intended to be utilized to enable the project team to move forward with the project goal that seeks to increase participation in these two residential and commercial areas by 25% through the future incentive and pilot programs.

Effectively marketing recycling programs to increase participation is dependent on understanding the key factors that influence a participant's decision as to whether or not to participate. The next two tasks in the grant project include the qualitative (focus group) and quantitative (surveys) activities. KCI staff has identified local MWBE firms who have performed focus groups in the area and have experience going into local communities to perform this function with ethnic communities. KCI is in the process of interviewing and selecting the local focus group to be utilized and has initiated the planning process with Mason-Dixon Research.

KCI will be discussing the next steps and schedule for the upcoming staff with the City's Recycling Coordinator at our meeting on November 28, 2007.