

JACKSON COUNTY
INNOVATIVE WASTE REDUCTION & RECYCLING GRANT 07-04
FINAL REPORT

**PROVIDING INCENTIVES FOR RECYCLING
DROP-OFF PARTICIPATION IN RURAL COUNTIES**

April 2008



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SECTION 1 INTRODUCTION

1.1 Background

In September 2006, Jackson County Recycling received an Innovative Recycling Grant from the Florida Department of Environmental Protection (FDEP) to explore using an incentive-based program to increase recycling participation rates in rural counties such as Jackson County.

Prior to the grant project, the County maintained eight recycling drop-off centers that serve businesses and residents throughout the 942 square mile county. These include the following:

1. Jackson County Health Department
2. Marianna – Old Wal-Mart
3. Marianna – Agricultural Extension Office
4. Alford – City Works building
5. Graceville – Civic Center
6. Greenwood – Solid Waste Collection
7. Cottondale – Water Plant
8. Sneads – Behind City Hall

The County also collects recyclables from various commercial businesses and accepts recyclables delivered directly to the County-owned and operated Recovered Materials Processing Facility (RMPF), as well as operates an aluminum can buy-back center at the RMPF.

1.2 Project Goals and Objectives

The goal of this project was to increase the quantity of recyclables collected and processed by the County annually at its RMPF by 300 tons. To accomplish this, the project utilized a three-pronged approach:

1. Provide buy-back incentives for businesses and residents to utilize drop-off recycling centers.
2. Make recycling more convenient by expanding the network of drop-off centers.
3. Develop and implement a comprehensive education and marketing campaign.

1.3 Innovation

Small and rural counties need *practical* solutions to increase recycling rates – high-tech equipment and elaborate processes are neither affordable nor sustainable. Through this project, we used recycling trailers and incorporated a buy-back element to the collection program to combine low-tech equipment with a novel application that had winning results for the County.

Buy-back operations provide a tangible incentive for recycling. However, most buy-back operations are at stationary locations, similar to the aluminum can buy-back at the Jackson County RMPF. We simply took this incentive and mobilized it.

Our initial proposal called for rotating an aluminum can buy-back trailer between our existing drop-off centers on a set schedule, as well as working with sponsors to station the buy-back trailer at community events. As we began planning the program, and for reasons explained in Section 2.3, this approach was slightly modified. Instead of just aluminum cans, we offered buy-back incentives for a broader range of recyclable materials. We worked with sponsors to place the mobile buy-back trailer at community events; but in lieu of rotating a buy-back trailer between our existing drop-off centers, we worked with various sponsors to place stationary (ongoing) buy-back trailers or containers at the sponsors' locations. These project revisions had very positive results and are further explained in this report.

1.4 Intended Audience

This project targeted *all* residents and businesses in Jackson County. All residents and businesses have access to the drop-off centers, as well as most of the mobile and ongoing buy-back locations. The public education was also aimed at all businesses and residents. In addition to radio and newspaper advertising, presentations were made to civic organizations, elementary schools, community event planners, and college organizations. The mobile buy-back trailer was also displayed in 12 parades over the course of the past year.

SECTION 2 PROJECT IMPLEMENTATION

2.1 Equipment and Services

To service the new buy-back events and customers, as well as the new permanent drop-off sites, a variety of equipment was purchased. After researching equipment options, the following types of equipment were purchased.

- *Pro-Tainer Pro-side Dump Recycling Trailer* - hydraulic dump trailer featuring four 5-cubic yard hoppers. Each hopper can be individually controlled by a handheld wireless remote control. The trailer is used for mobile collection of plastic, aluminum, and paper.



- *Pro-Tainer Pro-Gravity Recycling Trailer* - smaller trailer with four compartments that empty by gravity feed.



- A 16-foot enclosed box trailer for collection of newspaper and documents for destruction.
- Four 20-foot, black trailers for collection of cardboard.
- *Ford F550* flatbed pickup truck for transporting the mobile trailers to collection events.

The first two drop-off centers that were added to the program, in the cities of Malone and Grand Ridge, were serviced using *Pro-Tainer* trailers that were purchased by the County (i.e., no innovative grant funds were used).

In addition to the equipment listed above, containers were purchased to assist with collection of recyclables at the ongoing buy-back locations and through expansion of the recycling drop-off program, including the following:

- 27 55-gallon Brute plastic recycling bins.
- 44 50-gallon blue rolling recycling containers for paper recycling.
- 100 canvas recycling bags and 35 bag holders.

- 4 plastic bottle-shaped containers for the Chipola College ongoing buy-back recycling program.
- 6 Igloo dome containers for the Chipola College ongoing buy-back recycling program.

2.2 Project Elements and Timeline

Provided below is a summary of the timeline and activities conducted for each of the project tasks.

Project Kickoff and Coordination

October 2006 – March 2008

The various project team members were identified and the responsibilities of each were defined as follows:

- Charles Hatcher, Director of Parks and Recycling – Project Manager, responsible for overall project coordination, networking, outreach to sponsors, and advertising development and oversight.
- Jim Wunderly, Recycling Business Manager – assisted with equipment procurement, materials processing, data tracking, and other project activities as needed.
- Eddie Mayborn, Floor Manager – assisted with materials processing, data tracking, and other project activities as needed.
- Bill McKinnie and Ron Jeter, Environmental Technicians – assisted with materials collection and providing overall project feedback.
- Sam Morgan, Assistant to Director of Parks and Recycling – provided day-to-day administrative support.
- Ted Lakey, County Administrator – provided overall program oversight, promotion and support.
- Jackson County Commissioners – although Commissioners were not involved with day-to-day operations, they provided overall guiding direction for the project.
- Kessler Consulting, Inc. – assisted with data tracking and analysis, case study development, report preparation, and developing materials for project transferability.

Develop Collection Plan and Schedule

October 2006 – March 2008

The project initially focused on using multi-material “mobile” recycling trailers to work with various schools, local sports teams, community groups, and other interested parties to sponsor a trailer for fund-raising or public events. Each sponsor was entitled to a revenue share of the materials recycled. Targeted recyclables included aluminum, plastic, newspaper, and cardboard. Less than expected quantities of recyclable materials were collected at the mobile fund-raising events, and the material that was collected often contained significant contamination. These issues were likely caused by the limited involvement of the event sponsors in promoting the event and monitoring the collection trailer at the event. As a result, we pursued an alternative approach – an “ongoing” buy-back program.

For the “ongoing” buy-back program, we partnered with state parks, churches, and other non-profit organizations. These host organizations provide stationary recycling drop-off locations, many of which are also accessible by the community. In return the County provides a revenue share to the organizations. This program experienced wide success due to the sponsors being highly engaged and more invested in the program, as well as taking an active part in promoting recycling at their locations.

Procure Equipment

January 2007 – December 2007

The equipment and containers procured for this project are explained in Section 2.1 above. In addition, an overhead projector was purchased to assist with presentations conducted to promote and educate the community about upcoming and ongoing recycling events.

Design and Implement Education Campaign

January 2007 – March 2008

A logo and slogan were developed by County staff to brand the program and to use in promotional materials. The slogan for the buy-back recycling program is “It Pay\$ to Recycle in Jackson County.” Graphics of the slogan and logo were placed on the mobile collection trailers, as well as used in all media advertising. Magnetic signs were developed for the mobile trailers, allowing the types of materials collected to be changed depending on the event. The color scheme for the recycling trailers was changed from green to white to make them more easily

distinguished from other solid waste containers. To reflect this change, a new slogan was developed: “Just because we’re white, doesn’t mean we’re not green.”

An education campaign was developed and evolved as the project progressed. Copies of all education and marketing materials are included in the *Case Study* provided in Appendix A. Below is a list of the various types of educational and media outlets that we used:

- Recycling brochures and flyers were distributed.
- Advertisements were run weekly in three local newspapers, Graceville News, Jackson County Times, and The Floridian, for a period of time. To keep the program fresh, the ads were then revamped and run again. In addition, a newspaper article about recycling was featured in two local newspapers.
- Advertisements were run on two local radio stations: WJAQ and WJNF.
- Jackson County Recycling was one of the sponsors for the Dixie Boys World Series event, and ran a recycling advertisement in the World Series Program.
- Jackson County Recycling was also a sponsor for three local high school football teams and recycling advertisements for the mobile and ongoing buy-back recycling programs were included in promotional material.
- Recycling presentations were made to the following organizations:
 - Lion’s Club luncheon meeting
 - Jackson County Commissioner’s Board meeting
 - A variety of local elementary schools
 - Fine Swine Dine Group
 - Cottondale High School Science Class
 - Optimist Club Breakfast
 - Jackson County School Board
 - Widows and Widowers Group
 - Phi Theta Kappa Science Group at Chipola College
 - Council on Rural Development
- Jackson County Recycling participated in the following community parades to increase public awareness of the program and spread the recycling message:
 - Sneads High School Homecoming Parade
 - Cottondale High School Homecoming Parade
 - Graceville High School Homecoming Parade
 - Marianna High School Homecoming Parade

- Jacob City Oktoberfest Parade
- Campbellton Oktoberfest Parade
- Graceville Harvest Festival Parade
- Malone Pecan Festival Parade
- Alford Christmas Parade
- Marianna Christmas Parade
- Greenwood Christmas Parade
- Sneads Christmas Parade

We conducted “check giving” ceremonies to present each buy-back sponsor with their recycling revenue share. The ceremonies provided excellent photo opportunities to be included in future advertisements and press releases.

As an additional financial incentive, Waste Management donated \$500 to be used as a cash prize for the organization that cumulatively collected the most recyclables. The winning organization was the Jackson County Association of Retarded Citizens, which collected a total of 1,536 pounds of recyclables. Jackson County Recycling and Waste Management presented them with a \$500 check during a County Commission meeting in February 2008.

Initiate Collection and Processing

October 2006 – March 2008

Three types of collection programs were established or expanded through this project: mobile buy-back recycling, ongoing buy-back recycling, and recycling drop-off centers. Provided below is a summary of the participants or locations for each.

Mobile Buy-Back Recycling Program

The following organizations participated in the mobile buy-back program:

1. Chipola College Phi Theta Kappa Honors Society – Basketball Tournament
2. Dellwood Volunteer Fire Department
3. Mear Park Athletics – Mear Park Opening Day
4. Marianna Arts Festival – Fine Swine Dine Event
5. Panhandle Area Health Network – Drug Free Day Event
6. Jackson County Association of Retarded Citizens – May Day Celebration
7. Grand Ridge Athletics – Dixie Boys Baseball
8. World Series Softball (Mear Park)

Ongoing Buy-Back Recycling Program

The following organizations participated and are continuing to participate in the ongoing buy-back program:

1. Department of Juvenile Justice
2. Jackson County Association of Retarded Citizens
3. Marianna Middle School
4. Partners for Pets
5. Resurrection Life Church
6. Sneads High School
7. Caverns State Park
8. Three Rivers State Park
9. Cottondale First Baptist Church
10. Cottondale High School
11. Teen Court
12. Bethlehem AME Church
13. Chipola College
14. Alford Baptist Church
15. Dayspring Christian Academy
16. 4-H
17. Holy Temple Church

Three fund-raising sponsors, Chipola College, Dellwood Community Fire Station, and the Jackson County Association of Retarded Citizens became ongoing buy-back participants after hosting successful mobile events at their locations.

Additional Drop-Off Recycling Locations

The comprehensive education campaign was extremely successful in raising recycling awareness and interest throughout the County. As a result, the recycling program has gained significant momentum. To meet the community's growing demand for recycling, the County added six additional public drop-off locations in Jackson County and one drop-off in Gadsden County, as noted below:

1. Malone – Behind bank
2. Grand Ridge – Behind City Hall
3. Dellwood – Community Center
4. Chipola College (separate drop-off trailer from ongoing buy-back program)

5. Marianna – Grocery Outlet Shopping Center
6. Marianna – Parking lot at corner of Jefferson Street and Deering Street
7. City of Chattahoochee, Gadsden County

Track and Analyze Results

January 2007 – March 2008

In our original grant proposal, we committed to running a six-month pilot phase of the program during which we would track and analyze recovery and cost data. All successful aspects of the project have continued beyond that six-month timeframe and are an ongoing part of our overall recycling program. The quantities of recyclables collected by each of the mobile and ongoing buy-back program participants were and continue to be tracked, as well as the total amount of materials processed and marketed by the County's RMPF. This tracking is an essential and ongoing part of the program.

For the purposes of this project, we specifically compiled information for calendar year (CY) 2007 and compared recovery rates, program costs, and revenues with CY 2006 figures. Details about this analysis are provided in Section 3.

Develop Case Study

February 2008 – March 2008

Kessler Consulting, Inc. assisted the County in developing a case study on the first full year of the buy-back program, from January 1 through December 31, 2007. The *Case Study* is provided in Appendix A of this report, and will be used to share the success of our program with other interested communities.

2.3 Problem Resolution

During the planning stages, we determined that it would not be possible to staff the buy-back trailers. Two issues were of concern: (1) keeping cash for disbursement in the mobile trailer and (2) hiring a full-time person to staff the mobile trailer. As mentioned previously, we instead decided to work with individual organizations to sponsor the buy-back program, which required them to provide permanent locations for recycling trailers or containers. Because the sponsoring organization receives the revenue, not individuals delivering recyclables, there was no need to

have cash on hand or to staff the collection site. In addition, we modified the original concept by expanding the buy-back recycling trailers to multiple recyclables, not just aluminum. These program revisions contributed to the overall success of the project.

Another issue that was previously mentioned was the low participation and high material contamination experienced during some of the mobile buy-back events. Because of this, our focus has primarily shifted to ongoing buy-back programs. For any future mobile events, we will work with the sponsor to ensure they help promote the recycling event and monitor the drop-off trailer during the event.

SECTION 3 PROJECT RESULTS

3.1 Meeting Goals and Objectives

This project clearly achieved the goal of increasing the quantity of recyclables collected and processed at the Jackson County RMPF by at least 300 tons per year. As noted in Section 3.3, we experienced a 64 percent increase in recyclable materials in 2007 when compared to 2006, which amounted to an additional 392 tons.

The project also demonstrated the effectiveness of our three-pronged approach.

1. Provide buy-back incentives for businesses and residents to utilize drop-off recycling centers: The buy-back program provided a financial incentive that clearly helped to increase recycling. As mentioned previously, the ongoing buy-back program was more effective than the mobile program. Sponsors of the ongoing buy-backs are more engaged and invested in the program, and often take an active part in promoting the recycling program at their location.
2. Make recycling more convenient by expanding the network of drop-off centers: In our original proposal, we committed to establishing two additional drop-off centers. The interest for these centers has been overwhelming. We established seven new permanent drop-off centers since the project began, including one in Gadsden County. In addition, we have an additional four locations under consideration.
3. Develop and implement a comprehensive education and marketing campaign: This campaign is at the heart of our program and is responsible for much of the success we have experienced during the past year. Advertisements for the buy-back programs have raised overall awareness about and participation in recycling.

3.2 Technology or Process Demonstration

Through this project, we were able to demonstrate the effectiveness of combining a very low-tech approach (recycling drop-off trailers and containers) with an incentive system (recyclable commodities buy-back). Sharing recycling revenue is not in and of itself a new approach. The uniqueness of our program was how we extended this incentive to community partners or sponsors. It encouraged these sponsors to recycle, as well as individuals or businesses wishing

to help support these sponsors by bringing their recyclables to the sponsor’s buy-back trailer or collection containers.

3.3 Material Recovery

Table 3.1 presents the total quantities of recyclable materials collected through the mobile buy-back and ongoing buy-back recycling programs, as well as the revenue that was shared with program sponsors. Additional details for each individual sponsor are included in the *Case Study* in Appendix A. As noted above, the ongoing buy-back program recovered much greater quantities of recyclables than the mobile events.

Table 3.1 – Buy-Back Recycling Program Totals, CY 2007

Recyclables Collected	Mobile Buy-Back Program		Ongoing Buy-Back Program	
	Weight Collected (lbs)	Revenue Share	Weight Collected (lbs)	Revenue Share
Aluminum	310	\$155.00	1,691	\$845.50
Newspaper	150	\$4.50	2,417	\$120.85
Plastic	621	\$31.05	951	\$47.55
Cardboard	143	\$7.15	0	\$0.00
Office Paper	0	\$0.00	424	\$21.20
Total	1,224	\$197.70	5,483	\$1,035.10

As a result of the recycling buy-back programs, additional drop-off sites, and comprehensive education campaign, the County experienced a 64 percent increase in recycling during CY 2007. An added benefit of the program advertising has been an enhanced awareness of proper waste disposal. This can be seen by increases in electronics recycling and expansion of the County’s Amnesty Days program from one event per year to two events.

This 64 percent increase amounts to an additional 392 tons of recyclable material collected in 2007, which far exceeds the original goal of the project to increase the recycling tonnages by an additional 300 tons. Table 3.2 compares the quantities of recyclable materials collected in CY 2006 and CY 2007.

Table 3.2 – Increases in Recyclable Material Recovery, CY 2006 v. CY 2007

Material Marketed	CY 2006 Weight (lbs)	CY 2007 Weight (lbs)	% Increase
Cardboard	1,002,654	1,602,441	60%
Newspaper	83,859	160,091	91%
Office Paper	121,470	195,560	61%
Plastic	12,509	26,760	114%
Aluminum	2,459	12,800	421%
Tin	2,486	11,493	362%
Total	1,225,437	2,009,145	64%

3.4 Transferability

The results and lessons learned from this project are transferable not only to all small, rural counties, but also to any community utilizing drop-offs. Rural areas, such as Jackson County, are seeking effective alternatives to curbside recycling, and this project has demonstrated the effectiveness of a low-tech, incentive-based approach.

To facilitate transferability, we prepared a case study from the findings of this project (Appendix A) to share with other Florida communities. We also submitted a project abstract (Appendix B) to Recycle Florida Today (RFT) and will be presenting a project summary during RFT’s annual conference in June 2008. In addition, we submitted an article about the project (Appendix C) for publication in RFT’s newsletter, and plan to submit a similar article to the Florida Sunshine Chapter of the Solid Waste Association of North America (SWANA). Furthermore, we will act as a mentor by being available to respond to questions other communities may have about this project, and will offer site visits upon request.

3.5 Cost-effectiveness and Efficiency

To evaluate the cost-effectiveness of the project, the additional revenue attributable to the increase in material recovery in CY 2007 was compared with the program costs. Table 3.3 lists the grant expenditures in CY 2007 by various categories and estimates the annual costs based on the anticipated life of individual equipment and container types. The estimated annual expenditures totaled \$40,460. The County was able to process the additional recyclables with negligible increases in labor, operations, and maintenance costs at the RMPF.

Table 3.3 – Program Expenditures, CY 2007

Category	Total Expenditures	Estimated Annual Cost
Equipment		
16' Enclosed Trailer	\$3,700.00	\$185.00
Pro-Tainer Pro-Gravity Trailer	\$7,936.00	\$396.80
Pro-Tainer Pro-Side Trailer	\$22,936.00	\$1,146.80
Overhead Projector	\$1,100.00	\$110.00
Ford F550 Truck	\$36,832.00	\$3,683.20
4 20' Recycling Trailers (\$2,925/ea)	\$11,700.00	\$1,170.00
Total	\$84,204.00	\$6,691.80
Containers		
27 55-gal Brute Plastic Recycling Bins	\$2,295.00	\$327.86
44 50-gal Rollout Blue Recycling Bins	\$3,740.00	\$534.29
100 Recycling Bags & 35 Stands	\$834.30	\$278.10
15 Wire Panels for Recycling Bins (\$20.95/ea)	\$314.25	\$62.85
6 Igloo Recycling Bins (\$334/ea)	\$2,194.00	\$219.40
4 Bottle Shaped Recycling Bins (\$54.50/ea)	\$387.12	\$129.04
Trailer Painting	\$10,818.26	\$1,545.47
Trailer Lettering/Signs/Decals	\$3,910.54	\$782.11
Total	\$24,493.47	\$3,879.12
Supplies	\$1,795.35	\$1,795.35
Advertising		
Newspaper	\$11,713.20	
Radio	\$10,544.00	
Other	\$650.00	
Total	\$22,907.20	\$22,907.20
Public Education		
Brochures	\$1,667.00	
Promotional Items	\$2,925.32	
Total	\$4,592.32	\$4,592.32
Recycling Revenue Share	\$593.90	\$593.90
Total Costs	\$138,586.24	\$40,459.69

Total revenue for recovered materials in CY 2007 equaled nearly \$120,000. The additional 392 tons generated from this project represented approximately 39 percent of the total materials recovered and accounted for about \$46,000 of the revenue. Therefore, the payback period for CY 2007 of this project was less than one year.

The County expended approximately \$33,000 of grant funds for a contractor to assist with development of the case, study, all reports, a presentation abstract, and articles. In addition, about another \$28,000 was spent in late CYs 2006 and 2008 and is therefore not included in Table 3.3. Even if all of these additional expenditures were added to the CY 2007 costs, the total payback period would still be just over two years.

It should also be noted that the program built up significant momentum in the second half of the year. If the program maintains this level of participation, it will potentially experience even higher rates of return with limited ongoing costs. The ongoing costs of advertising and public education would total an estimated \$25,000 to \$30,000 per year, based on the current yearly expenditures of this project.

3.6 Conclusions

The rural recycling participation incentives project conducted by Jackson County, with the assistance of an FDEP Innovative Recycling Grant, well exceeded the goal of increasing the quantity of recyclables collected and processed by 300 tons annually. By providing buy-back incentives, increasing the network of recycling drop-off centers, and implementing a comprehensive marketing and education campaign, the County experienced a 64 percent increase in recycling rates in one year. This program proved that, with the right incentives and public education, recycling participation rates can be increased in rural counties.

It further demonstrated that increased recycling can be accomplished cost-effectively. The funds invested in this project will more than pay for themselves over the long-term. With ongoing investment in public education and marketing, Jackson County will continue to achieve a high level of recycling participation in the years to come.

APPENDIX A

CASE STUDY



PROVIDING INCENTIVES FOR RECYCLING DROP-OFF PARTICIPATION IN RURAL COUNTIES CASE STUDY

March 2008



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2002 Small Business Program Champion



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JACKSON COUNTY

PROVIDING INCENTIVES FOR RECYCLING DROP-OFF PARTICIPATION IN RURAL COUNTIES CASE STUDY March 2008

EXECUTIVE SUMMARY

In 2007, Jackson County implemented an *incentive-based* project to increase participation in its drop-off recycling program. The goal of the program was to increase the quantity of recyclables collected and processed annually by 300 tons. To achieve this goal, the County utilized a three-pronged approach:

1. Provide buy-back incentives for businesses and residents to utilize drop-off recycling centers.
2. Make recycling more convenient by expanding the network of drop-off centers.
3. Develop and implement a comprehensive education and marketing campaign.

This three-pronged approach proved to be a great success, achieving a 64% increase in material recovery (392 tons) in 2007.

Material Marketed	2006 Weight (lbs)	2007 Weight (lbs)	% Increase
Cardboard	1,002,654	1,602,441	60%
Newspaper	83,859	160,091	91%
Office Paper	121,470	195,560	61%
Plastic	12,509	26,760	114%
Aluminum	2,459	12,800	421%
Tin	2,486	11,493	362%
Total	1,225,437	2,009,145	64%

The County implemented two buy-back incentives recycling programs. The “mobile” program targeted community groups, local sports teams, and schools to sponsor a recycling collection trailer for fund-raising events. The “ongoing” program partnered with state parks, churches, and other non-profit organizations to host stationary drop-off trailers. Each sponsor was entitled to a revenue share of the materials recycled. The buy-back programs brought in a combined total of 6,707 pounds of recyclable materials in one year, with a revenue share for sponsoring organizations totaling \$1,232.80. The ongoing buy-back program was more effective and collected far more recyclables than the mobile buy-back program.

Additionally, seven new permanent drop-off locations were established at the request of the host communities and four additional sites are currently being evaluated. This increased recycling awareness and participation was a direct result of the promotional activities created by this project.

To promote the program, a comprehensive education and marketing campaign was developed. A logo and slogan was developed and used in all media advertising and placed on mobile collection trailers. The campaign utilized media outlets such as newspaper advertisements and articles, radio advertisements, flyers, and brochures. Public outreach consisted of conducting presentations targeting a variety of civic groups, schools, and non-profits. The campaign resulted in widespread interest and participation in recycling programs countywide.

This project, funded in part by a Florida Department of Environmental Protection Innovative Grant, had a payback period of less than a year. The County was able to process the additional recyclables with negligible increases in labor, operations, and maintenance costs. This program proved that, with the right incentives and public education, recycling participation rates can be increased in rural counties. It further demonstrated that increased recycling can be accomplished cost-effectively. With ongoing investment in public education and marketing, Jackson County should continue to achieve high levels of recycling participation in the years to come.

JACKSON COUNTY
PROVIDING INCENTIVES FOR RECYCLING DROP-OFF
PARTICIPATION IN RURAL COUNTIES CASE STUDY
March 2008

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- Appendix B Buy-Back Recycling Program Results

SECTION 1.0 INTRODUCTION

In September 2006, Jackson County Recycling received an Innovative Recycling Grant from the Florida Department of Environmental Protection (FDEP) to explore how to increase recycling participation rates in a rural county. The goal of the program was to increase the quantity of recyclables collected and processed by the County annually at its recovered materials processing facility (RMPF) by 300 tons. To accomplish this, the project utilized a three-pronged approach:

4. Provide buy-back incentives for businesses and residents to utilize drop-off recycling centers.
5. Make recycling more convenient by expanding the network of drop-off centers.
6. Develop and implement a comprehensive education and marketing campaign.

Prior to the grant project, Jackson County maintained eight recycling drop-off centers that served businesses and residents throughout the 942 square mile rural county. These include the following:

1. Jackson County Health Department
2. Marianna – Old Wal-Mart
3. Marianna – Agricultural Extension Office
4. Alford – City Works building
5. Graceville – Civic Center
6. Greenwood – Solid Waste Collection
7. Cottondale – Water Plant
8. Sneads – Behind City Hall

The County also added an aluminum can buy-back center at its RMPF in April 2005. In addition to servicing eight drop-off centers, the County also collects recyclables from various commercial businesses and accepts recyclables delivered directly to the RMPF.

The Jackson County Recycling Department enlisted the services of Kessler Consulting, Inc. (KCI) to participate in the project. For the purposes of the case study, the program was evaluated for one year, from January 1, 2007 to December 31, 2007.

SECTION 2.0 PROGRAM DESIGN

2.1 Collection Plan

The program initially focused on using multi-material “mobile” recycling trailers to work with various schools, local sports teams, community groups, and other interested parties to sponsor a trailer for fund-raising or public events. Each sponsor was entitled to a revenue share of the materials recycled. Targeted recyclables included aluminum, plastic, newspaper, and cardboard. Less than expected quantities of recyclable materials were collected at the mobile fund-raising events, and the material that was collected sometimes contained significant contamination. These issues were likely caused by the limited involvement of the event sponsors in promoting the event and monitoring the collection trailer at the event. As a result, the County pursued an alternative approach – an “ongoing” buy-back program.

The “ongoing” buy-back program entails the County partnering with state parks, churches, and other non-profit organizations. These host organizations provide stationary recycling drop-off locations, many of which are also accessible by the community. In return the County provides a revenue share to the organizations. This program experienced wide success due to the sponsors being highly engaged and more invested in the program, as well as taking an active part in promoting recycling at their locations. Ongoing sponsors also responded positively to the continuing recycling revenue incentives. Additionally, several sponsors who hosted fund-raising events became stationary ongoing drop-off locations that generated significant quantities of material.

In addition to the “ongoing” buy-back program, seven new permanent drop-off locations were established at the request of the host communities, and four additional sites are currently being evaluated. This increased recycling awareness and participation was a direct result of the promotional activities created by this project.

Sponsors for both the mobile and ongoing buy-back programs were enlisted through an extensive education and marketing campaign described below.

2.2 Education and Marketing Campaign

A logo and slogan were developed by County staff to brand the program and use in promotional materials. The slogan for the mobile and ongoing recycling buy-back program is “It Pay\$ to Recycle in Jackson County.” Graphics of the slogan and logo were placed on the mobile collection trailers, as well as used in all media advertising. Magnetic signs were also developed for the mobile trailers, allowing the types of materials collected to be changed depending



on the event. The color scheme for the recycling trailers was changed from green to white to make them more distinguishable from other solid waste containers. To reflect this change, a new slogan was developed: “Just because we’re white, doesn’t mean we’re not green.”



The education and marketing campaign utilized advertising media outlets such as newspaper advertisements, newspaper articles, radio advertisements, flyers, and brochures. Advertisements served two primary purposes: to solicit additional event sponsors, and to inform the public on where the next mobile recycling event would take place. Multiple newspaper advertisements were submitted to three local newspapers distributed throughout Jackson County and run on a weekly basis for the duration of the project. Newspapers included The Graceville News, Jackson County Times, and The Floridian. A newspaper article about recycling was also featured in two local newspapers (see attached). In addition, multiple radio advertisements were developed and ran daily on two local radio stations, WJAQ and WJNF. A copy of the radio advertisement is included in Attachment A.

The Jackson County Recycling Department signed up to be one of the sponsors for the Dixie Boys World Series event. This sponsorship included a recycling advertisement placed in the World Series program. The Recycling Department also sponsored three local high school football teams. Recycling advertisements for the mobile and ongoing buy-back recycling programs were included in promotional materials. Samples of education and marketing materials developed for the program can be found in Appendix A.

As an added financial incentive to the buy-back program, Waste Management donated \$500 to be used as a cash award for the organization that cumulatively collected the most recyclables at their fund-raising events.

Public outreach consisted of conducting presentations targeting a variety of civic groups, schools, and non-profits. These presentations were designed to garner sponsorships for both the mobile fund-raising events and ongoing permanent drop-off programs, as well as provide recycling education for the community. PowerPoint presentations, a copy of which is included in Attachment A, were conducted for the following audiences:

- Lion's Club luncheon meeting and presentation
- Jackson County Commissioner's Board meeting
- A variety of local elementary schools
- Fine Swine Dine Group
- Cottondale High School Science Class
- Optimist Club Breakfast
- Jackson County School Board
- Widows and Widowers Group
- Phi Theta Kappa Science Group at Chipola College
- Council on Rural Development

Additionally, the Jackson County Recycling Department participated in a number of local community parades to increase public awareness of the program and spread the recycling message. The mobile recycling trailer was featured in the following parades:

- Sneads High School Homecoming Parade
- Cottondale High School Homecoming Parade
- Graceville High School Homecoming Parade
- Marianna High School Homecoming Parade
- Jacob City Oktoberfest Parade
- Campbellton Oktoberfest Parade
- Graceville Harvest Festival Parade
- Malone Pecan Festival Parade
- Alford Christmas Parade
- Marianna Christmas Parade
- Greenwood Christmas Parade
- Sneads Christmas Parade

2.3 Equipment and Containers

To service the new buy-back events and customers, as well as the new permanent drop-off sites, a variety of equipment was purchased. After researching equipment options, two multi-material mobile recycling trailers, a smaller paper recycling trailer, and a pickup truck to transport trailers, were purchased. Details are as follows:

- *Pro-Tainer Pro-side Dump Recycling Trailer* - hydraulic dump trailer featuring four 5-cubic yard hoppers. Each hopper can be individually controlled by a handheld wireless remote control. The trailer is used for mobile collection of plastic, aluminum, and paper.



- *Pro-Tainer Pro-Gravity Recycling Trailer* - smaller trailer with four compartments that empty by gravity feed.



- A 16-foot enclosed box trailer for collection of newspaper and documents for destruction.
- Four 20-foot, black trailers for collection of cardboard.
- *Ford F550* flatbed pickup truck for transporting the mobile trailers to collection events.

In addition, containers were purchased to assist with collection of recyclables for the ongoing buy-back recycling program and recycling drop-off expansion program, including the following:

- 27 55-gallon Brute plastic recycling bins.
- 44 50-gallon blue rolling recycling containers for paper recycling.
- 100 canvas recycling bags and 35 bag holders.
- 4 plastic bottle-shaped containers for the Chipola College ongoing buy-back recycling program.
- 6 Igloo dome containers for the Chipola College ongoing buy-back recycling program.

SECTION 3.0 PROGRAM RESULTS

Jackson County’s rural recycling incentive project was very successful. The three-pronged approach of implementing buy-back recycling incentives, establishing additional permanent recycling drop-offs, and conducting a comprehensive education and marketing campaign proved very effective. The ongoing buy-back program was more effective and collected far more recyclables than the mobile buy-back program. The education campaign resulted in widespread interest and participation in recycling programs countywide. Additional details regarding the program results are provided in this section.

3.1 Mobile Buy-Back Recycling Program

The mobile buy-back recycling program collected a total of 1,224 pounds of material during calendar year 2007, with a revenue share total of \$197.70. Recyclable materials collected at fund-raising events included aluminum, plastic, newspaper, and cardboard. The following organizations participated in the mobile buy-back program:

1. Chipola College Phi Theta Kappa Honors Society – Basketball Tournament
2. Dellwood Volunteer Fire Department
3. Mear Park Athletics – Mear Park Opening Day
4. Marianna Arts Festival – Fine Swine Dine Event
5. Panhandle Area Health Network – Drug Free Day Event
6. Jackson County Association of Retarded Citizens – May Day Celebration
7. Grand Ridge Athletics – Dixie Boys Baseball
8. World Series Softball (Mear Park)

The program totals for calendar year 2007 are detailed in the table below. A spreadsheet of the program results is attached in Appendix B.

Table 3.1 – Mobile Buy-Back Recycling Program Totals

Recyclables Collected	Weight Collected (lbs)	Revenue Share
Aluminum	310	\$155.00
Newspaper	150	\$4.50
Plastic	621	\$31.05
Cardboard	143	\$7.15
Total	1,224	\$197.70

The Jackson County Recycling Department conducted “check giving” ceremonies to each organization with their revenue share from the buy-back recycling program.

3.2 Ongoing Buy-Back Recycling Program

The ongoing buy-back program, which includes stationary drop-off recycling in state parks, churches, schools, and other non-profit organizations, was extremely successful. Overall, the ongoing buy-back program collected a total of 5,483 pounds of recyclable material during calendar year 2007, with a revenue share of \$1,035.10. Recyclable materials collected at the permanent sites included aluminum, newspaper, plastic, office paper, and cardboard. The following organizations participated in the ongoing buy-back program:

1. Department of Juvenile Justice
2. Jackson County Association of Retarded Citizens
3. Marianna Middle School
4. Partners for Pets
5. Resurrection Life Church
6. Sneads High School
7. Caverns State Park
8. Three Rivers State Park
9. Cottondale First Baptist Church
10. Cottondale High School
11. Teen Court
12. Bethlehem AME Church
13. Chipola College
14. Alford Baptist Church
15. Dayspring Christian Academy
16. 4-H
17. Holy Temple Church

The program totals for calendar year 2007 are detailed in the table below. A spreadsheet of the program results is attached in Appendix B.

Table 3.2 – Ongoing Buy-Back Recycling Program Totals

Recyclables Collected	Weight Collected (lbs)	Revenue Share
Aluminum	1,691	\$845.50
Newspaper	2,417	\$120.85
Plastic	951	\$47.55
Office Paper	424	\$21.20
Cardboard	0	\$0.00
Total	5,483	\$1,035.10

Three fund-raising sponsors, Chipola College, Dellwood Community Fire Station, and the Jackson County Association of Retarded Citizens became ongoing buy-back participants after hosting successful mobile events at their locations. The County provided Chipola College with

four domed containers, blue rolling carts for each campus building, and one multi-material drop-off trailer to expand the campus recycling program. The Dellwood Community Fire Station is now permanently collecting cardboard at its location. The tonnage collected from these sponsors was a nice addition to the program, especially in light of the County recently losing the ability to collect recyclables in schools. Because the County utilizes inmates to assist with collection, its collection crews were no longer allowed on school property. However, the County did arrange for another recycling firm to service the schools.

The winning organization of the Waste Management challenge was the Jackson County Association of Retarded Citizens with a total of 1,536 pounds of recyclables collected. They were presented a \$500 check by Waste Management and the Jackson County Recycling Department during a County Commissioners meeting in February 2008.

As noted above, the ongoing buy-back program recovered much greater quantities of recyclables than the mobile fund-raising events. Due to the success of the ongoing buy-back program, the County is continuing to work on expanding the program and has experienced significant interest from the community.

3.3 Additional Drop-Off Recycling Locations

The comprehensive education campaign was extremely successful in raising recycling awareness and interest throughout the County. As a result, the recycling program has gained significant momentum. To meet the community's growing demand for recycling, the County added six additional public drop-off locations in Jackson County and one drop-off in Gadsden County, as noted below:

1. Malone – Behind bank
2. Grand Ridge – Behind City Hall
3. Dellwood – Community Center
4. Chipola College (separate drop-off trailer from ongoing buy-back program)
5. Marianna – Grocery Outlet Shopping Center
6. Marianna – Parking lot at corner of Jefferson Street and Deering Street
7. City of Chattahoochee, Gadsden County

As a result of the extensive education and marketing campaign, the County also received several additional requests from rural communities for permanent drop-off recycling trailers. The following locations are currently being considered by County recycling staff:

1. Jacob
2. Bascum
3. Compass Lake
4. Waste Management

Additionally, Jackson County’s Recycling Department partnered with local U.S. Post Offices in Marianna and six surrounding municipalities to implement both a “behind the counter” and lobby recycling program to collect junk mail and other mixed paper. This program has been extremely successful and has generated a significant quantity of paper.

3.4 Material Recovery

As a result of recycling buy-back programs, additional drop-off sites, and a comprehensive education campaign, the County experienced a 64% increase in recycling during calendar year (CY) 2007. An added benefit of the program advertising has been an enhanced awareness of proper waste disposal. This can be seen by increases in electronics recycling and expansion of the County’s Amnesty Days program for household hazardous waste from one event per year to two events.

This 64% increase amounts to an additional 392 tons of recyclable material collected in 2007, which far exceeds the original goal of the project to increase the recycling tonnages by an additional 300 tons. The table below compares the quantities of recyclable materials collected in CY 2006 and CY 2007.

Table 3.4 – Increases in Recyclable Material Recovery

Material Marketed	2006 Weight (lbs)	2007 Weight (lbs)	% Increase
Cardboard	1,002,654	1,602,441	60%
Newspaper	83,859	160,091	91%
Office Paper	121,470	195,560	61%
Plastic	12,509	26,760	114%
Aluminum	2,459	12,800	421%
Tin	2,486	11,493	362%
Total	1,225,437	2,009,145	64%

3.5 Cost-Effectiveness

To evaluate the cost-effectiveness of the program, the additional revenue attributable to the increase in material recovery was compared with the program costs.

Table 3.5 lists the total program costs by various categories and estimates the annual costs based on the anticipated life of individual equipment and container types. The estimated annual program cost totaled \$40,459.68. The County was able to process the additional recyclables with negligible increases in labor, operations, and maintenance costs at the RMPF.

Table 3.5 – Program Costs

Category	Total Costs	Est. Annual Cost
Equipment		
16' Enclosed Trailer	\$3,700.00	\$185.00
Pro-Tainer Pro-Gravity Trailer	\$7,936.00	\$396.80
Pro-Tainer Pro-Side Trailer	\$22,936.00	\$1,146.80
Overhead Projector	\$1,100.00	\$110.00
Ford F550 Truck	\$36,832.00	\$3,683.20
4 20' Recycling Trailers (\$2,925/ea)	\$11,700.00	\$1,170.00
Total	\$84,204.00	\$6,691.80
Containers		
27 55-gal Brute Plastic Recycling Bins (\$85/ea)	\$2,295.00	\$327.86
44 50-gal Rollout Blue Recycling Bins (\$85/ea)	\$3,740.00	\$534.29
100 Recycling Bags (\$4.50/ea) & 35 Stands (\$10.98/ea)	\$834.30	\$278.10
15 Wire Panels for Recycling Bins (\$20.95/ea)	\$314.25	\$62.85
6 Igloo Recycling Bins (\$334/ea)	\$2,194.00	\$219.40
4 Bottle Shaped Recycling Bins (\$54.50/ea)	\$387.12	\$129.04
Trailer Painting	\$10,818.26	\$1,545.47
Trailer Lettering/Signs/Decals	\$3,910.54	\$782.11
Total	\$24,493.47	\$3,879.12
Supplies		
	\$1,795.35	\$1,795.35
Advertising		
Newspaper	\$11,713.20	
Radio	\$10,544.00	
Other	\$650.00	
Total	\$22,907.20	\$22,907.20
Public Education		
Brochures	\$1,667.00	
Promotional Items	\$2,925.32	
Total	\$4,592.32	\$4,592.32
Recycling Revenue Share		
	\$593.90	\$593.90
Total Costs	\$138,586.24	\$40,459.69

Total revenue in calendar year 2007 equaled nearly \$120,000. The additional 392 tons generated from this project equaled approximately 39% of the total materials recovered in CY 2007 and accounted for about \$46,000 of the revenue. Therefore, the project payback period was less than one year.

It should also be noted that the program built up significant momentum in the second half of the year. If the program maintains this level of participation, it will potentially experience even higher rates of return with limited ongoing costs. The ongoing costs of advertising and public education would total an estimated \$25,000 to \$30,000 per year, based on the current yearly expenditures of this project.

3.6 Summary and Conclusion

The rural recycling participation incentives project conducted by Jackson County, with the assistance of an FDEP Innovative Recycling Grant, well exceeded the goal of increasing the quantity of recyclables collected and processed by 300 tons annually. By providing buy-back incentives, increasing the network of recycling drop-off centers, and implementing a comprehensive marketing and education campaign, the County experienced a 64% increase in recycling rates in one year. This program proved that, with the right incentives and public education, recycling participation rates can be increased in rural counties.

It further demonstrated that increased recycling can be accomplished cost-effectively. The funds invested in this project will more than pay for themselves over the long-term. With ongoing investment in public education and marketing, Jackson County should continue to achieve a high level of recycling participation in the years to come.

The County will continue to look for additional public education opportunities to reach citizens, such as the following:

1. Update the County recycling website to include information on the buy-back program, promote special events, and instruct the public on materials recovered at each drop-off location.
2. Partner with other community groups.
3. Display a recycling exhibit booth at special and community events.
4. Include recycling information in utility bills or newsletters.

APPENDIX A

EDUCATION AND MARKETING MATERIALS

WHY DO WE RECYCLE?

Here are some interesting facts about recycling.

- In a lifetime, the average American will throw away 600 times his or her adult weight in garbage. This means that each adult will leave a legacy of 90,000 lbs. of trash for his or her children.



- Each of us generates 4.4 pounds of waste per day on average.
- Americans throw away enough aluminum every three months to rebuild our entire commercial air fleet.
- Americans use 2.5 million plastic bottles every hour.
- It takes 5 recycled two liter plastic bottles to make enough fiberfill to stuff one ski jacket.
- It takes 17 average-sized trees to make one ton of paper.
- Making one ton of recycled paper uses only 60% of the energy needed to make one ton of virgin paper.

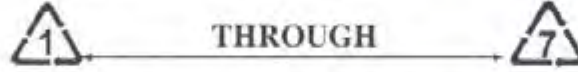
WHAT CAN BE RECYCLED

OFFICE PAPER:

- White or colored paper
- Computer paper
- Junk mail
- Manila and bleached file folders
- Shredded paper

BOTTLES, CANS & PLASTIC BOTTLES

- Juice, sauces, soda, tuna, soup, etc. cans & plastic bottles are acceptable.
- All plastic with numbers



CARDBOARD & NEWSPAPER

- Most all types of cardboard
- Newspaper
- Magazines
- Paper packaging

Items that we can not accept include:

- Household garbage or food items
- No glass products please

Here's where you can drop off your recyclable material:

WHERE TO RECYCLE

- Alford - At the City works site
- Greenwood - City solid waste collection site
- Graceville — Behind the Civic Center
- Marianna -
Crossroads Shopping Center
Agriculture building on Penn. Ave.
- Cottondale - Across from water plant
- Grand Ridge - Behind City Hall
- Sneads - At the old Health Department on Old Spanish Trail
- Malone - Parking lot behind Public Works

\$\$\$\$ It Pays to Recycle in Jackson County \$\$\$\$

Jackson County Recycling Buy-Back Program



Items that can be recycled include:
Newspaper, Aluminum drink cans
and Plastic drink bottles

Contact the Jackson County Recycling Center at 850-718-0437 for further information and to sign your organization up to participate

The Jackson County Parks & Recycling Department

Chuck Hatcher
Director

Jim Wunderly
Recycling Business Manager



A fund raising opportunity for all Not-For-Profit Organizations

\$\$\$\$

Tired of looking for that perfect fund-raiser? One that does not take a lot of time or effort?

WELL HERE IS THE GOOD NEWS

The Jackson County Parks and Recycling Department can offer your Not-for-Profit organization two really easy ways to raise that much needed cash.

PROGRAM #1



If you're having a special event, or just any kind of gathering, we will bring our Mobile Buy-Back Recycling unit to your location. All you have to do is inform your guests to bring plastic drink containers, aluminum cans or bring their newspapers from home and place them in the appropriate container in the trailer.

After the event, we will take the trailer back to our recycling center, weigh each of the materials and pay you a portion of the proceeds from those collected goods.

THAT'S IT. THAT'S ALL THERE IS TO IT.

You have no investment to make, no extra time involved and best of all, we do all the work. And the great part is you make money for your Not-for-Profit organization and help the environment too.

PROGRAM #2

You can join our year round – on going Not-for-Profit fund raising program. This one is great for Church Youth groups, Boy or Girl Scout organizations or other groups that meet year round.

HERE IS HOW IT WORKS

One of our representatives will meet with you and design a program best suited to your situation.

You could elect to save plastic drink bottles, aluminum drink cans or newspapers as your on going fund-raiser. Or you could decide to collect all three. We will supply you with the size container or multiple containers needed to assist in your efforts.

Here are some sample containers that we can supply:



Once the container is full, give us a call and we will pick the material up, take it to our recycling facility and weigh it. We will keep a running total of the weight and amount of payment. Then, once a quarter the Jackson County Board of Commissioners will issue your Not-for-Profit organization a check for the total amount.

Interested in either of the two programs and want to find out more?

That's easy. Just contact us at the Jackson County Parks & Recycling Facility – 850-718-0437.

We will discuss your needs and help you design a program best suited to your situation.

Regardless if it is a one time event or an ongoing – year round fund raiser, we can supply you with all the help and containers needed to make your project successful.

WHO CAN PARTICIPATE YOU ASK

Well that's easy to. All Not-for-Profit organizations can take advantage of this program.

Examples of organizations are:

SCHOOLS

Project graduation
Athletic sponsors
School clubs

GOVERNMENTS

Athletic programs

CHURCHES

Youth trips
Children or Senior events
Special needs fund-raisers (for families in need)

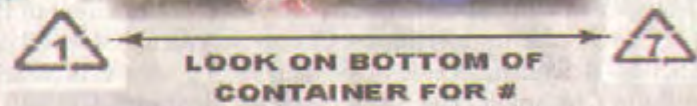
And many more. Call us. This is a proven fund-raiser, and it helps our environment to.

3/15/07

It Pay \$ to Recycle in Jackson County

Your group (Civic or not for profit organization) can raise money through our new Innovative buyback recycling program

By simply collecting newspapers, aluminum cans and/or plastic containers, your group can have a fundraiser and help the environment at the same time



For more information, call the Jackson County Park & Recycling at 850-718-0437 or E-mail us at jcrecycle@wfeca.net

FLORIDAN LIFESTYLE



It Pays to Recycle in Jackson County



Your group (Civic or not for profit organization) can raise money through our new Innovative buyback recycling program



By simply collecting newspapers, aluminum cans and/or plastic containers, your group can have a fundraiser and help the environment at the same time. For more information, call the Jackson County Park & Recycling at 850-718-0437 or E-mail us at jrcycle@wfeca.net



LOOK ON BOTTOM OF CONTAINER FOR ♻️



THIS WEEK, you can find our Mobile Recycling Unit at the Dellwood Volunteer Fire Department

3/15/07

...cevine High School students that were awarded certificates of achievement for their participation in the third annual brain bowl pictured, from left, are Drew Padgett, Kara Jumper and Quintin Echum. Drew placed 5th out of 77 school participants.

(photo by Joyce McKinnie)

Woodnam Memorial Lecture Series, the spring picnic and the spring honors convocation as



...kindle our hearts, we thank you so much, whatever the part.
The Family of Gertha Ollie Simpson

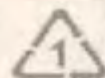
It Pay \$ to Recycle in Jackson County



Your group (Civic or not for profit organization) can raise money through our new Innovative buyback recycling program



By simply collecting newspapers, aluminum cans and/or plastic containers, your group can have a fundraiser and help the environment at the same time. For more information, call the Jackson County Park & Recycling at 850-718-0437 or E-mail us at jcrecycle@wfeca.net



LOOK ON BOTTOM OF CONTAINER FOR #



THIS WEEK, you can find our Mobile Recycling Unit at the M.E.R.E. Park, for the Baseball season opening events





It Pay \$ to Recycle in Jackson County

850-718-0437



We have the right program to fit your needs

OUR INNOVATIVE BUY-BACK PROGRAM



With our Innovative Buy-Back program, your non-profit organization can raise funds and help the environment at the same time

OUR COMPREHENSIVE DOCUMENT DESTRUCTION PROGRAM

All documents are shredded by a qualified person. A Certificate of Destruction is provided to you once all documents are destroyed.



OUR DROP-OFF RECYCLING PROGRAM

Drop-off centers located at these locations:

- MARIANNA - CROSSROADS SHOPPING CENTER (EAST SIDE OF THE PARKING LOT) BESIDE THE AG. EXTENSION BUILDING ON PENN. AVE.
- GREENWOOD - CITY SOLID WASTE COLLECTION CNTR.
- SNEADS - OLD HEALTH DEPT - SPANISH TRAIL
- MALONE - PARKING LOT BEHIND PUBLIC WORKS
- COTTONDALE - ACROSS FROM WATER PLANT
- GRAND RIDGE - BEHIND CITY HALL
- ALFORD - AT THE CITY WORKS SITE
- GRACEVILLE - BEHIND CIVIC CENTER

It Pay \$ to Recycle in Jackson County



**The Blue Springs Recreational Facility will
be opening May 26, 2007**



**The Jackson County Mobile Recycling Buy-Back unit will be
there to collect your recycleable material.**

**Please don't throw those plastic drink bottles or aluminum cans
away. Place them in our convenient recycling receptacles
located throughout the park. Proceeds will be used to enhance
your County parks**

It *Pay\$* to Recycle in Jackson County

Plastic  through 

Newspapers

Aluminum Cans

Steel Cans



Cardboard

Office Paper

Magazines

Tin Cans

850-718-0437

Jackson County Board of Commissioners

Department of Parks & Recycling

RADIO AD #1

Have you heard about Jackson County's new Innovative Recycle Program? It's a way your organization can earn money by recycling. Jackson County Recycling Department will collect the recycling materials, weigh them, and then pay your organization part of the money generated from the sale of these materials. For more information, just give them a call at 718-0437 and schedule a date for the Mobile Recycling Unit to be brought to your location.

REMEMBER!!!! It pays to recycle in Jackson County!!!!

This week the recycling mobile unit will be located at:

RADIO AD #2

Hey, don't throw that away! Haven't you heard about Jackson County's new Innovative Recycling Program? They will pay your non-profit organization for aluminum cans, newspapers and plastic containers numbered 1 – 7. How do I know if the container is 1 – 7? Just check the bottom of container or call Jackson County Recycling at 718-0437 for any information and a drop off location nearest you.

REMEMBER!!!!!! It pays to recycle in Jackson County!!!!

This Week the recycling mobile unit will be located at:



**It Pay \$ to Recycle
in Jackson County**

WHY WE RECYCLE

SOME NATIONAL STATISTICS

544 MILLION TONS OF WASTE WAS PROCESSED LAST YEAR

370 MILLION TONS (68%) WERE LANDFILLED

28 MILLION TONS (5%) INCENERATED

146 MILLION TONS (27%) RECYCLED

SOME LOCAL JACKSON COUNTY FACTS

CURRENT POPULATION --- 48,870

58,396 TONS OF WASTE WAS PRODUCED

54,735 TONS WERE LANDFILLED

3,661 TONS WERE RECYCLED

WHAT CAN BE RECYCLED

PLASTICS: Soda bottles – Water bottles – Milk jugs – Detergent bottles

PAPER: Newspaper – Office paper – Magazines – Junk mail

CARDBOARD: Cereal boxes – detergent boxes – Corrugated boxes

ALUMINUM/TIN: All aluminum cans – All tin/steel cans

RATE OF BIODEGRADABILITY



COTTON RAGS --- 1 - 5 MONTHS

PAPER ----- 2 - 5 MONTHS

ORANGE PEELS ----- 6 MONTHS

ROPE ----- 3 - 14 MONTHS

WOOL SOCKS --- 1 - 5 YEARS

PLASTIC BAGS --- 10 - 20 YEARS

PLASTIC COATED PAPER CARTONS --- 5 YEARS

NYLON



FABRIC --- 30 - 40 YEARS

ALUMINUM CANS ----- 80 - 100 YEARS

TIN CANS --- 50



- 100 YEARS

**PLASTIC
BOTTLES ---**

--- NEVER



INNOVATIVE GRANT PROGRAM

It Pay \$ to Recycle in Jackson County



Your group (Civic or not for profit organization) can raise money through our new Innovative buyback recycling program



By simply collecting newspapers, aluminum cans and/or plastic containers, your group can have a fundraiser and help the environment at the same time



← LOOK ON BOTTOM OF CONTAINER FOR # →



For more information, call the Jackson County Park & Recycling at 850-718-0437 or E-mail us at jcrecycle@wfeca.net

OUR PILOT BUY BACK PROJECT





**THE 2007 CHIPOLA COLLEGE
FCCAA STATE/NJCAA REGION III
BASKETBALL TOURNAMENT**

ASSISTING THE PHI THETA KAPPA

HONORS SOCIETY IN THEIR FUND RAISING

EFFORTS THROUGH THE INNOVATIVE

GRANT PROGRAM



THE 2007 CHIPOLA COLLEGE FCCAA STATE/NJCAA REGION III BASKETBALL TOURNAMENT





**Bins of plastic like these
were collected from the
college**



EQUIPMENT PURCHASED THROUGH THE INNOVATIVE GRANT PROGRAM



**An enclosed trailer for the collection of newspaper
And documents for destruction**

**A multiple bin trailer for the
collection of Plastic, Aluminum and paper**



**A smaller multiple bin trailer for
Collecting items at other events**

Advertisements for the Innovative Buy Back program include:

- Various newspapers throughout Jackson County



- Radio ads were aired primarily on the morning news

Total pounds of the items collected for the months of January, February and March of 2006 are:



Cardboard	-----	203,719
Newspaper	-----	36,748
Shredded paper	-----	0
Plastics	-----	4,495

Total pounds of the items collected for the months of January, February and March of 2006 are: ↓

Cardboard ----- 203,719
Newspaper ----- 36,748
Shredded paper ----- 0
Plastics ----- 0
Aluminum/Tin ----- 4,945
Total weight -----245,412

277,996 ---- Cardboard
31,437 -----Newspaper
42,666 -----Shredded paper
3,402 -----Plastics
7,349 ----- Aluminum/Tin
362,850 ---- Total weight

AN OVERALL INCREASE OF 48% FROM LAST YEAR

As a direct result of advertising through the Innovative Buy back grant program, we have collected – for these same months the above weights:

Innovative grant fundraisers already scheduled

- **March 15, 2007 ---- Dellwood Vol. Fire Department**
- **April 7, 2007 ----- Opening day at Mere park**
- **April 13/14, 2007 -- Fine Swine Dine**
- **July 21, 2007 ----- Dixie Boys, Town of Grand Ridge**
- **April 28, 2007 ----- Mere World Series Softball**

**This presentation has been
prepared by Jim Wunderly
utilizing the Power Point
program.**



APPENDIX B

BUY-BACK RECYCLING PROGRAM RESULTS

Jackson County Mobile Buy-Back Program Events

January 1, 2007 - December 31, 2008

Event	Sponsor	Dates of Event	Aluminum		Plastic		Newspaper		Cardboard		Total Lbs. Collected	Total Revenue	
			Lbs	Revenue Share	Lbs	Revenue Share	Lbs	Revenue Share	Lbs	Revenue Share			
Chipola College - Basketball Tournament	Phi Theta Kappa Honors Society	3/9/07 - 3/11/07	0	0.00	531	\$26.55	0	\$0.00	129	\$6.45	660	\$33.00	
Dellwood Volunteer Fire Department	Dellwood Volunteer Fire Department	3/15/07 - 3/23/07	162	\$81.00	0	\$0.00	60	\$0.00	14	\$0.70	236	\$81.70	
Mear Park Opening Day	Mear Park Athletics	4/6/07 - 4/13/07	No recyclable materials collected during this event									0	\$0.00
Fine Swine Dine	Marianna Arts Festival	4/13/07 - 4/14/07	No recyclable materials collected during this event									0	\$0.00
PANAP-Drug Free Day Event	Panhandle Area Health Network	4/23/07	98	49.00	51	\$2.55	0	\$0.00	0	\$0.00	149	\$51.55	
JCARC May Day Celebration	Jackson County Assn. of Retarded Citizens	5/1/07 - 5/1/07	50	25.00	39	\$1.95	90	\$4.50	0	\$0.00	179	\$31.45	
Dixie Boys Baseball	Grand Ridge Athletics	7/19/07 - 7/22/07	No recyclable materials collected during this event									0	\$0.00
Mear Park - World Series Softball	World Series Softball	7/27/07 - 7/29/07	No recyclable materials collected during this event									0	\$0.00
Total			310	155.00	621	\$31.05	150	\$4.50	143	\$7.15	1,224	\$197.70	

Jackson County Ongoing Buy-Back Program Participants

January 1, 2007 - December 31, 2007

Participant Name	Address	Aluminum		Plastic		Newspaper		Office Paper		Total Lbs. Collected	Total Revenue
		Lbs	Revenue Share	Lbs	Revenue Share	Lbs	Revenue Share	Lbs	Revenue Share		
Dept. of Juvenile Justice	Sheriff's O	168	\$84.00	0	\$0.00	0	\$0.00	0	\$0.00	168	\$84.00
Jackson Co. Assoc. of Retarded Citizens	2944 Penn	716	\$358.00	372	\$18.60	448	\$22.40	0	\$0.00	1536	\$399.00
Marianna Middle School	4144 Soutl	46	\$23.00	0	\$0.00	77	\$3.85	0	\$0.00	123	\$26.85
Partners for Pets	4033 Tech	79	\$39.50	88	\$4.40	643	\$32.15	0	\$0.00	810	\$76.05
Resurrection Life Church	Hwy 71 N	10	\$5.00	7	\$0.35	70	\$3.50	0	\$0.00	87	\$8.85
Sneads High School	1961 Lock	0	\$0.00	0	\$0.00	187	\$9.35	0	\$0.00	187	\$9.35
Caverns State Park	Marianna	184	\$92.00	208	\$10.40	37	\$1.85	0	\$0.00	429	\$104.25
Three Rivers State Park	Sneads	181	\$90.50	212	\$10.60	17	\$0.85	0	\$0.00	410	\$101.95
Cottdale First Baptist Church		84	\$42.00	2	\$0.10	0	\$0.00	0	\$0.00	86	\$42.10
Cottdale High School		37	\$18.50	32	\$1.60	683	\$34.15	422	\$21.10	1174	\$75.35
Teen Court	4012 Lafay	59	\$29.50	0	\$0.00	0	\$0.00	0	\$0.00	59	\$29.50
Bethlehem AME Church	3100 Love	30	\$15.00	26	\$1.30	201	\$10.05	0	\$0.00	257	\$26.35
Chipola College		16	\$8.00	2	\$0.10	28	\$1.40	2	\$0.10	48	\$9.60
Alford Baptist Church	1764 Caro	79	\$39.50	0	\$0.00	15	\$0.75	0	\$0.00	94	\$40.25
Dayspring Christian Academy	4685 Mead	2	\$1.00	2	\$0.10	11	\$0.55	0	\$0.00	15	\$1.65
4-H		0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Holy Temple Church	2385 Cont	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
Total		1,691	\$845.50	951	\$47.55	2,417	\$120.85	424	\$21.20	5,483	\$1,035.10

Overall Program Totals

January 1, 2007 - December 31, 2007

Recyclables Collected	Weight Collected (lbs)	Revenue Share
Aluminum	2,001	\$1,000.50
Newspaper	2,567	\$125.35
Plastic	1,572	\$78.60
Office Paper	424	\$21.20
Cardboard	143	\$7.15
Total	6,707	\$1,232.80

Mobile Buy-Back Program Totals

January 1, 2007 - December 31, 2007

Recyclables Collected	Weight Collected (lbs)	Revenue Share
Aluminum	310	\$155.00
Newspaper	150	\$4.50
Plastic	621	\$31.05
Cardboard	143	\$7.15
Total	1,224	\$197.70

Ongoing Buy-Back Program Totals

January 1, 2007 - December 31, 2007

Recyclables Collected	Weight Collected (lbs)	Revenue Share
Aluminum	1,691	\$845.50
Newspaper	2,417	\$120.85
Plastic	951	\$47.55
Office Paper	424	\$21.20
Cardboard	0	\$0.00
Total	5,483	\$1,035.10

APPENDIX B

PRESENTATION ABSTRACT

Presentation Proposal Abstract for:

**Recycle Florida Today
St. Petersburg Beach, FL
Summer Conference, June 2008**

Presentation Title: *“Increasing Recycling Drop-off Participation in Rural Counties”*

Presenter: **Charles Hatcher, Director of Parks & Recycling Department**
Jackson County Parks & Recycling
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Marianna, FL 32446
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Jackson County recently implemented an *incentive-based* project to increase participation in its drop-off recycling program. In smaller counties, where lower population densities are not conducive to and local budgets do not provide for curbside recycling, drop-off centers generally have been the best available recycling option. Jackson County set a goal of increasing the quantity of recyclable materials it collects and processes annually by 300 tons. To achieve this goal, the County utilized a three-pronged approach:

1. Provide buy-back incentives for businesses and residents to utilize drop-off recycling centers.
2. Make recycling more convenient by expanding the network of drop-off centers.
3. Develop and implement a comprehensive education and marketing campaign.

This approach proved to be a great success, achieving a 64% increase in material recovery (392 tons) in one year. This project, funded in part by a Florida Department of Environmental Protection Innovative Grant, had a payback period of less than a year. The buy-back incentives drop-off recycling program exceeded its original goal and continues to provide increased recycling revenue and public awareness.

This presentation will feature the program results, successes, and lessons learned. Additionally, a case study will be offered to all participants as a model for rural counties.

APPENDIX C

ARTICLE FOR PUBLICATION

Increasing Recycling Drop-off Participation in Rural Counties

RFT Newsletter Article – Spring 2008

By: Jessica DelGrosso, Kessler Consulting, Inc. and Chuck Hatcher, Jackson County

As with many rural counties, Jackson County has a recycling drop-off program rather than curbside recycling. To increase participation in drop-off recycling, the County recently implemented an *incentive-based* project. The goal of the program was to increase the quantity of recyclables collected and processed annually by 300 tons. To achieve this goal, the County utilized a three-pronged approach:

1. Provide buy-back incentives for businesses and residents to utilize drop-off recycling centers.
2. Make recycling more convenient by expanding the network of drop-off centers.
3. Develop and implement a comprehensive education and marketing campaign.

Buy-back programs were developed, targeting community groups, local sports teams, schools, state parks, churches, and other non-profit organizations to sponsor a mobile recycling collection trailer for fund-raising events, and stationary recycling drop-off locations. Each sponsor was entitled to a revenue share of the materials recycled. Additionally, five new permanent drop-off locations were established and four additional sites are currently being evaluated.

The education and marketing campaign developed a logo and slogan to brand the program, titled “It Pay\$ to Recycle in Jackson County.” Media advertising utilized outlets such as local newspapers, radio, flyers, and brochures. Public outreach also included conducting recycling presentations to community groups. The campaign resulted in widespread interest and participation in recycling programs countywide.

The three-pronged approach proved to be a great success, achieving a 64% increase in material recovery (392 tons) in one year. The County operates its own recovered materials processing facility, and the revenue received from the additional materials resulted in an estimated payback period for the project costs of less than a year. This project, funded in part by an FDEP Innovative Grant, proved that, with the right incentives and public education, recycling participation rates can be cost-effectively increased in rural counties.



Photo: Mobile Buy-Back Recycling Trailer

