

**Florida Department of Environmental Protection
FY 2006-07 INNOVATIVE GRANT APPLICATION FORM**

Project Information (on applicant letterhead)

- 1) **Applicant Name:** Jackson County
- 2) **Primary contact person:** Margaret Baudoin
Assistant Director, Community Development
- 3) **Complete Address:** Jackson County Recycling Center
3530 Wiley Drive
Marianna, FL 32446
- 4) **Telephone Number(s) (including SunCom number):** (850) 718-0437
- 5) **E-mail address:** adir@jacksoncountyfl.com
- 6) **Project Title:** Providing Incentives for Recycling Drop-off
Participation in Rural Counties
- 7) **Grant Request Amount:** \$200,000
- 8) **Length of project (months):** 18 months

Authorizing Signature

Assistant Director of Community Development
Title

PROJECT ABSTRACT

(No more than 20 lines. Every word over 20 lines will constitute a one point deduction.)
(do not delete the instructions on this page)

The more convenient, affordable and better advertised the recycling program, the higher the participation rate and recycling diversion achieved. In larger counties, this is generally accomplished through curbside collection. 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 option. However, drop-off centers typically achieve much lower diversion results than curbside collection programs. DEP's 2002 solid waste report clearly demonstrates this discrepancy. Statewide, 79% of all single-family residences and 67% of multi-family units have access to curbside recycling. Those figures drop to 21% and 27%, respectively, in the 27 counties that have fewer than 50,000 residents. Although the statewide recycling rate in 2002 was 28%, the rate for the smallest 27 counties was only 15% – about half of the statewide average.

This Jackson County project will take an innovative, multi-level approach to providing incentives for businesses, institutions and residents to utilize drop-off centers. First, the County will acquire a mobile aluminum can buy-back trailer that it will transport to the various drop-off centers on an advertised schedule. The mobile trailer will make buy-back opportunities more convenient to businesses, institutions and residents (currently the only buy-back is the County's RMPF), and also will draw more users to the drop-off centers. Second, the County will establish additional drop-off locations in areas of the greatest need and anticipated use. Third, we will partner with high school clubs and youth organizations to help promote the program, including advertising the aluminum recycling trailer at local sporting and other community events that draw large crowds. Fourth, we will implement a marketing campaign aimed at educating all businesses and residents about the recycling collection centers, as well as other waste reduction opportunities, including source reduction, donation centers, waste exchanges and environmentally preferable purchasing.

PROJECT DESCRIPTION

(1 page)

The goal of this project is to increase waste reduction and recycling in Jackson County by providing additional incentives to utilize drop-off centers in the form of buy-back opportunities and promotional activities, and by making recycling more convenient by expanding the network of drop-off centers. Jackson currently has six recycling drop-off centers that serve businesses and residents throughout the 942 square mile rural county. We also operate a recovered materials processing facility (RMPF) that added an aluminum can buy-back center in April 2005. To achieve the goal of this project, the following activities will be included.

Acquire and utilize a mobile aluminum can buy-back trailer and truck

To make the aluminum can buy-back program more convenient to businesses, institutions and residents, a mobile buy-back trailer will be purchased and transported to the various drop-off centers on a planned and well-publicized schedule. Providing an opportunity to receive compensation for aluminum cans gives an incentive for users to visit the drop-off centers more often, and to recycle more of the other recycling materials already being accepted at these locations. The buy-back trailer likely will be equipped with a legal-for-trade scale and if feasible, a can crusher to increase the storage capacity inside the trailer.

Expand the recycling drop-off network

We will establish at least two additional recycling drop-off centers. County staff currently provide adequate coverage for our service area and will evaluate placement of both the existing and proposed new center locations, to achieve greater usage and correspondingly higher materials recovery. Typically, we locate recycling drop-off centers in shopping centers, on school or college campuses, and in other more heavily trafficked areas. These locations are convenient for residents, but also frequented by businesses and the school/college. All collected recyclables will be transported to the County owned and operated RMPF for processing. In addition to aluminum cans, we accept newspaper, office paper, magazines, junk mail, cardboard, paperboard, steel cans and plastic bottles for recycling.

Partner with school environmental clubs and youth organizations to promote the program

To help promote and generate countywide interest in the program, we intend to partner with school environmental clubs, and other youth organizations, such as the 4-H. These groups will benefit by taking advantage of the mobile buy-back center for fundraising activities. The County will benefit by having area youth promote the recycling program. For example, football games at the six Jackson County high schools draw thousands of spectators who consume lots of bottled water and other beverages. We will work with our student partners to advertise the program at these games and other public events, request soft drink company sponsorships and greatly increase beverage container collection.

Develop and implement a comprehensive marketing campaign

The marketing campaign is critical to the success of this project. We will develop and disseminate promotional and educational materials to target businesses, institutions and residents. These will include the locations, days and hours of operation for the drop-off centers, the schedule for the mobile buy-back trailer, and also promote source reduction, reusing items through local donation centers and charities, waste exchanges, etc. We anticipate using local media outlets as well as direct mailings to businesses and residents. We also will pursue the assistance of Waste Management, our current collection franchisee, to assist with distribution of educational materials and ask business groups, such as the Chamber and soft drink companies, to partner with us.

Criteria 1: TECHNOLOGIES

(1 page)

(do not delete the instructions on this page)

(35 points) 0-15 points for meeting one of the following sub-criteria, up to 10 more points for meeting two, and up to 10 more points for meeting all three. Note: applicant may adjust space used to address each sub-criteria.

Sub-criteria 1 – Not in common use in Florida

Use of a mobile buy-back trailer to encourage participation at recycling drop-off centers is not common in Florida. Most aluminum can buy-back operations are at stationary locations, similar to the recently established one at Jackson County's RMPF. We believe the financial compensation that users will receive for aluminum cans will encourage them to come to the drop-off centers more often and to recycle more of the other materials we accept. By making the buy-back mobile, we can transport it to each of our drop-off locations on an advertised schedule, thereby serving as an incentive at each of them on a rotating basis. The aluminum can buy-back trailer also can be used at parades, sporting events, fairs and other local activities for increased visibility and participation in the recycling program.

Sub-criteria 2 – Novel application of an existing technology or process.

Small counties need *practical* solutions to increase our recycling rates – high-tech equipment and elaborate processes are neither affordable nor sustainable. This project takes an innovative approach to using available, low-tech equipment in order to achieve appreciable, real-world results. By trucking a mobile trailer and incorporating buy-back facilities with a legal-for-trade scale, we are combining low-tech equipment into a novel application that will have winning results for Jackson County.

Sub-criteria 3 – Overcoming obstacles to recycling/waste reduction in new or innovative ways

This project is intended to overcome three of the most significant obstacles to recycling in Jackson County – convenience, cost and know-how.

Convenience: Transporting aluminum cans to the County's RMPF, to take advantage of the buy-back center, has proven inconvenient for many businesses and residents. A mobile unit will overcome barriers posed by the rural nature of the county and the large geographic area - 942 square miles. By making this operation mobile, we will be taking it closer to our customers, making it more convenient for them to participate. Convenience will also be increased by establishing additional drop-off centers in strategic under-served county locations.

Cost: Businesses, institutions, and residents are not as likely to participate in recycling if there is a cost associated with it. Conversely, if some financial benefit can be derived, the likelihood of participation tends to increase. This project will provide that needed incentive to recycle by paying users for aluminum cans, but will also encourage them to take advantage of other recycling opportunities that the County's recycling centers offer.

Know-how: This project will allow us to take a fresh look at how we promote our recycling program. Past activities have included presentations to civic organizations and packets for schools. Through this project, we will take a two-pronged marketing approach: (1) developing a mutually beneficial partnership with school and other youth groups to help raise awareness within the schools - at school-sponsored events such as football games, and at other highly frequented public events and fairs; and (2) marketing through direct mailings to businesses and residents.

Criteria 2: TARGETS

(1 page)

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(10 Points) Demonstrate innovative processes to collect and recycle or reduce these targeted materials/sectors: Construction and Demolition Materials, Commercial/Institutional Sectors, Waste Tires. Note: if the proposed project also includes materials/sectors other than those targeted by this criteria, the project will receive less than the maximum 10 points allocated for the criteria.

This project targets all commercial businesses and institutions in Jackson County. They will be targeted both in the decision-making process on where to locate the new drop-off centers and in the recycling marketing campaign. We will reach out to schools, community youth organizations and to businesses through direct mail-outs and other marketing opportunities.

Jackson County's drop-off centers recycle #1 and #2 plastic bottles, newspaper, office paper, magazines and junk mail, as well as cardboard and paperboard, and tin/steel cans. The County offers Amnesty Days for white goods and household hazardous wastes several times a year. A key objective of this project is to significantly increase access to recycling in Jackson County by expanding the network of drop-off locations and providing a financial incentive, from aluminum cans, for businesses and residents to recycle more. The planned marketing campaign will also promote and encourage source reduction, reuse through internal business processes, local donation centers and charities, waste exchanges, Amnesty Days and environmentally preferable purchasing.

Criteria 3: BENEFITS

(do not delete the instructions on this page)

(35 points) Demonstrate the potential economic, environmental, and cost-effectiveness of the program's approach. Note: applicant may adjust space used to address each sub-criteria.

Sub-criteria 1 - Environmental Benefits (15 points)

- Methodology

By expanding the network of drop-offs, driving distances and the associated fuel and emissions impact will be reduced. Recycling aluminum saves 95% of the energy required to make cans from virgin ore. Littering is a community concern; the emphasis on can and beverage container recycling may also reduce countywide litter problems. The planned marketing campaign also will promote source reduction, reuse, local donation centers, Amnesty Days for white goods and household hazardous waste, and environmentally preferable purchasing.

- Toxicity

By educating customers about Amnesty Days, we will recover greater quantities of white goods and ensure proper management of the Freon they contain. The Amnesty Days, for household hazardous wastes, provide a great opportunity to promote environmentally preferable purchasing and effectively manage toxic materials.

Sub-criteria 2 – Economic Benefits (10 Points)

Various sectors will benefit economically from this project. The mobile buy-back program will benefit businesses, institutions and residents that sell their aluminum cans, and also the County by increasing the tonnage of this valuable commodity. School clubs and community groups that agree to be partners will benefit from the fund-raising opportunities provided. In addition, businesses and institutions that recycle other materials as well and reduce the amount of waste they dispose of will be able to realize a cost savings by adjusting their refuse collection frequency or container size, i.e., right-sizing their service.

Last fiscal year, the County recovered over 842 tons of materials and generated revenue in excess of \$80,000; the operating costs of the recycling program exceeded \$191,000. Our goal is to increase collection by an additional 300 tons. We will process and market this material through the existing RMPF, and do not anticipate needing any additional labor or other resources to do so. Based on an average market value of \$95.00 per ton, it is estimated that an additional \$28,500 in revenue could be generated.

Sub-criteria 3 – Cost Effectiveness (10 Points) Includes, but not limited to cost reduction, payback period, sustainability, and cost-effectiveness.

This project should significantly increase the cost-effectiveness of Jackson County's recycling program by increasing the tonnages of materials recovered. It will provide the needed incentive to recycle by paying users for aluminum cans, and also encourage them to take advantage of other recycling opportunities that the County's recycling centers offer. Because no additional staff will be needed at the RMPF to process the increased tonnage of materials, the processing cost per ton will actually decrease and the overall operating efficiency and cost-effectiveness of the RMPF will increase. Assuming this project achieves our goal of diverting an additional 300 tons of per year, we anticipate a payback period of three years for the equipment. These changes will increase the overall efficiency of our recycling program, thereby making it a sustainable part of our solid waste management system.

Criteria 4: TRANSFERABILITY

(1 page)

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(10 Points) Demonstrate transferability of technology and processes and specify how the project will promote transferability. Note: applicant may adjust space used to address each sub-criteria.

Sub-criteria 1 – Transferability of technology and processes (5 points)

The results and lessons learned from this project will be especially transferable to all small, rural counties, but will also be useful to any county utilizing drop-offs. Rural areas, such as Jackson County, are seeking effective alternatives to curbside recycling. Drop-off centers generally have been the best available option, but with poorer diversion results than curbside collection programs. DEP's 2002 solid waste report documented that discrepancy. Statewide, 79% of all single-family residences and 67% of multi-family units have access to curbside recycling. However, in the 27 counties with fewer than 50,000 residents those figures drop to 21% and 27%, respectively. As a result, although the statewide recycling rate in 2002 was 28%, the recycling rate for the smallest 27 counties was only 15%. Jackson County encompasses a vast land area of 942 square miles with a population of less than 50,000. This project is an attempt to take recycling closer to our customers – the businesses, institutions and residents of the County – without the expense of curbside recycling. The mobile aluminum buy-back trailer and the planned marketing campaign will provide valuable lessons on creating incentives to increase drop-off participation. A pilot phase of the mobile buy-back trailer will operate for at least six months, during which time we will track the quantity of materials recovered and program operating costs. A cost-benefit analysis will be conducted to evaluate the program's overall diversion rate and cost-effectiveness.

Sub-criteria 2 – How project will promote transferability (5 points)

Jackson County has already proven itself a leader in solid waste management initiatives by owning and operating our own RMPF and looking to provide innovative options for our businesses and residents to recycle more. We also believe we can lead and assist other small, rural counties in how to provide cost-effective recycling incentives to increase participation and usage of drop-off centers. We will prepare a case study from the findings of this project. In addition to traditional outlets such as Recycle Florida Today, we also will transfer this information by sending the case study directly to the smallest counties in Florida. Furthermore, we will act as a mentor by being available to respond to any questions other counties may have about this project. We plan to invite other communities to see our program firsthand and offer them a tour of our RMPF.

Criteria 5: LOCAL SUPPORT

(1 page)

(do not delete the instructions on this page)

(10 Points) Demonstrate local support for the proposed project in commitment of cash or in-kind matching funds. Please provide the name, address and phone number of ALL contributors.

- **00 points** **0% up to and including 1% of total project cost**
- **01 points** **Greater than 1% up to and including 10% of total project cost**
- **02 points** **Greater than 10% up to and including 20% of total project cost**
- **03 points** **Greater than 20% up to and including 30% of total project cost**
- **04 points** **Greater than 30% up to and including 40% of total project cost**
- **05 points** **Greater than 40% up to and including 50% of total project cost**
- **06 points** **Greater than 50% up to and including 60% of total project cost**
- **07 points** **Greater than 60% up to and including 70% of total project cost**
- **08 points** **Greater than 70% up to and including 80% of total project cost**
- **09 points** **Greater than 80% up to and including 90% of total project cost**
- **10 points** **Greater than 90% up to and including 100% of total project cost**

Primary Supporters:

In-kind Support from Time (\$79,700)

- (1) **Jackson County**, Rick Pettis, Director of Community Development and Margaret Baudoin, Assistant Director of Community Development

For this proposed project, Jackson County will provide in kind support for the following project components:

- Supply staff coordination and overall project management and oversight;
- Develop collection plan and schedule;
- Procure equipment;
- Provide labor and fuel to transport, collect and process recyclable materials;
- Track results; and
- Submit program and final reports as well as reimbursement requests.

Secondary Supporters:

It is likely that some in-kind contributions will be provided by the franchised hauler:

- (1) **Waste Management**, Achaya Kelapanda, District Manager, (850) 527-0251

Local support will total at least \$79,700, which is 28.49% of the total project budget of \$279,700.

BUDGET

(1 page using Budget Table Template)
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Describe the project's budget allocated by task and budget categories per the Budget Table Template available from DEP's Innovative Grants web site in Microsoft Excel digital format (www.dep.state.fl.us/waste/categories/recycling/pages/InnovativeGrants2006-07.htm).

Applicant: JACKSON COUNTY					Project Title: Providing Incentives for Recycling Drop-off Participation in Rural Counties						
Budget											
(1) Tasks	Categories								Local Match		(12) Total Grant Request
	(2) Personnel	(3) Travel	(4) Equipment	(5) Supplies	(6) Contractual	(7) Construction	(8) Other	(9)* Total Budget	(10) In-Kind Match	(11) Cash Match	
1. Project kickoff & coordination	\$2,600.00				\$2,000.00			\$4,600.00	\$2,600.00		\$2,000.00
2. Develop collection plan & schedule	\$3,200.00				\$5,000.00			\$8,200.00	\$3,200.00		\$5,000.00
3. Develop education campaign	\$3,200.00				\$5,000.00			\$8,200.00	\$3,200.00		\$5,000.00
4. Procure equipment	\$3,200.00		\$85,500.00		\$2,000.00			\$90,700.00	\$3,200.00		\$87,500.00
5. Design and implement education campaign	\$10,000.00				\$60,000.00			\$70,000.00	\$10,000.00		\$60,000.00
6. Initiate collection & processing	\$40,000.00			\$5,000.00	\$5,000.00			\$50,000.00	\$40,000.00		\$10,000.00
7. Track & analyze results	\$7,500.00				\$7,500.00			\$15,000.00	\$7,500.00		\$7,500.00
8. Develop case study	\$1,000.00				\$3,500.00			\$4,500.00	\$1,000.00		\$3,500.00
9. Project administration	\$5,000.00				\$7,500.00			\$12,500.00	\$5,000.00		\$7,500.00
10. Progress & final reports	\$4,000.00				\$12,000.00			\$16,000.00	\$4,000.00		\$12,000.00
TOTALS	\$79,700.00	\$0.00	\$85,500.00	\$5,000.00	\$109,500.00	\$0.00	\$0.00	\$279,700.00	\$79,700.00	\$0.00	\$200,000.00

* NOTE: Column 9 is the total of columns 2 through 8. It also should equal the total of columns 10 through 12

Percentage Match 28.49%