

**Florida Department of Environmental Protection
FY 2007-08 INNOVATIVE GRANT APPLICATION FORM**

- 1) **Applicant Name:** Collier County Solid Waste Management
- 2) **Primary contact person:** Dave Jaye, Senior Project Manager
- 3) **Complete Address:** 3301 Tamiami Trail East, Building H, Naples, Florida 34112
- 4) **Telephone Number(s) (including SunCom number):** 239-732-2508
- 5) **E-mail address:** davidjaye@colliergov.net
- 6) **Project Title:** Seasonal and Year Round Commercial 'How to Recycle' Videos.
- 7) **Grant Request Amount:** \$79,732.
- 8) **Length of project (months):** one year production and distribution, then ongoing.

Authorizing Signature

Chairman, Board of County Commissioners
Title

November 14, 2006
Date

ATTEST:
DWIGHT E. BROCK, Clerk

By: _____
Deputy Clerk

Approved as to form and legal sufficiency:

Thomas C. Palmer,
Assistant County Attorney

PROJECT ABSTRACT

(No more than 20 lines. Every word over 20 lines will constitute a one point deduction.)
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The project consists of two parts: a 'How to Recycle' training video for Florida Year Round businesses and a 'How to Recycle' training video for Florida Seasonal-Hospitality industry workers.

A. Year Round Business 'How to Recycle' Training Video

Approximately 65% of Collier County's Solid Waste that is buried in the landfill is generated by businesses. However, the business recycling compliance rate to Collier County's mandatory commercial recycling ordinance can be improved. Businesses can save money by recycling and Collier needs to divert recyclables and save our valuable landfill airspace. We propose to build on Mecklenburg County's (around Charlotte, North Carolina) award winning video that highlights how four businesses have complied with the mandatory commercial recycling program and implemented a seven step waste reduction program.

B. Seasonal Business "How to Recycle" Training video

Florida's Seasonal industry employs many workers who come from counties and or regions that do not have a culture of recycling. Hospitality workers have a variety of formal education levels, communication skills and Seasonal Industry experience which sometimes can be a barrier to learning how to comply with Collier County's mandatory commercial recycling ordinances. Some may not have had a chance to learn which paper, plastic, glass and metal materials are recyclable. Some may not have had a chance to learn about the proper disposal of Fats, Oils, Grease (FOG) and organic waste. There also is a large turn over in employees, managers and even owners employers in Seasonal Businesses of Restaurants, Landscaping, Bars, Hotels, Construction Industry and Cleaning and Delivery Services.

PROJECT DESCRIPTION

(1 page)

Hospitality & Seasonal Industry Recycling Training video

Florida's Hospitality and Seasonal industries employ many workers who come from counties and or regions that do not have a culture of recycling and some have low levels of English which can be a barrier to learning how to comply with Collier County's Mandatory commercial recycling laws. Some workers have low levels of literacy in their own language. Employee turnover is very high in hotels, restaurants, bars, golf courses, landscaping, cleaning and delivery companies due to seasonal nature of our tourism as many people lose their jobs during the summer and fall low season. About 96% of all restaurants are single-establishment companies that account for around 62 % of total table service restaurant sales. Most small businesses lack formal employee training programs and videos. Most restaurants close within three years. A recycling training video for low level English Seasonal workers will be a great help for Florida's hospitality companies, their employees, their customers and our environment. We will video tape which paper, plastic, metals and glass are and are not recyclable. We will video tape seasonal employees modeling proper recycling procedures on the job. We will create pictures, hand around examples and a brochure to help quickly teach employees how to recycle at work.

Year Round Commercial 'How to Recycle' Training video

Approximately 65% of Collier County's Solid Waste is generated by businesses. However the business recycling compliance rate to Collier's mandatory recycling ordinance could be improved. Business can save money by recycling and Collier needs to divert recyclables from our valuable Landfill airspace. We propose to build on Mecklenburg County's (around Charlotte, North Carolina) award winning video that highlights how four businesses have complied with the mandatory Commercial recycling program. The first part of the Mecklenburg video shows how recycling is part of employees' every day routine and habits for a bank, snack factory, utility company and a two person office that although exempt, chooses to participate. The second half of the video explains how to implement a seven step commercial recycling program. Our video will add a short company visit by our enforcement staff explaining Collier's mandatory recycling ordinance and how businesses can save money with a waste audit. We will video tape employees who are modeling best recycling practices including construction, medical clinics, finance services, assisted living, retail stores and large communities.

The final segment of both versions will feature Collier's single stream recycling in apartments, condos, traditional neighborhoods, ethic neighborhoods and schools. The penalties for dumping auto oil, paint and littering in our community will be highlighted. We will show the locations of County Recycling Centers for Household hazardous waste and contact information for proper Commercial hazardous waste disposal. The recycling training videos will be in English with Spanish, Creole and perhaps other language translations appendix for use by those companies and employees who need it. We will make the recycling workshop training video available free of charge to Collier Employers, churches, schools, day job locations and job employment agencies. A short segment showing Lee County's two source separation system for commingled paper and commingled bottles will be useful as many Collier workers live in Lee County and vice versa. The last segment will show people how lucky we are to live, work and go to school in an environmentally healthy Florida. Both videos will be produced on one disk.

Criteria 1: TECHNOLOGIES or PROCESSES

(1 page)

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(20 points) The range of scoring is between 0 and 20 points, with up to 10 points for meeting one of the following sub-criteria, up to 15 points for meeting two, and up to 20 points for meeting all three. Note: applicant may adjust space used to address each sub-criterion.

Sub-criteria 1 – Not in common use in Florida.

A review of the Recycling Industry literature and extensive survey of recycling professionals at the October 22 to 25, 2006 National Recycling Coalition 25th National Convention in Atlanta, Georgia revealed there are no recycling videos targeting low English level workers. Recycling brochures written both in English and Spanish have limitations. Some immigrants are illiterate in their own language. Many recent immigrants and some native born Americans do not have a culture of recycling. Therefore a video showing them what kinds of glass, paper, plastic and metal to recycle and prohibited items will help businesses comply with Collier County mandatory and other county's voluntary commercial recycling laws at work and at home. We will video record housekeepers, dishwashers, stock people, landscapers, cleaners and others modeling proper disposal of recyclables and non recyclables. Proper disposal of Fats, Oils and Grease (FOG) will save our waste water treatment costs. We will video record residents of apartments, hotels, mobile homes and traditional neighborhoods modeling proper recycling at home. We will show proper paper, beverage container recycling at schools. We will focus on illegal dumping of paint, auto oil and trash and the financial and jail penalties for littering. A segment of a cop arresting a person throwing a cigarette or bottle on the beach, dumping oil down a sewer drain will hopefully motivate people to avoid financial penalties and legal arrest as we motivate people to adopt recycling for altruistic reasons about an ending video of families enjoying Florida's clean waterways, beach and wild life. These two videos will have nation wide utility and use as the immigrant population is increasing nation wide and northern USA also has summer seasonal workers.

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

Seasonal and Year Round Commercial 'How to Recycle' Videos use existing technology to teach people by visual motion and picture examples. A picture is worth a thousands words and more to illiterates. We will also create hands on displays of what and what not to recycle. We have photographs of the resulting problems of contamination in paper and glass recycling plants which also employ immigrants.

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

Seasonal and Year Round Commercial 'How to Recycle' Videos overcomes English illiteracy as well as people who are illiterate in their own Spanish, Creole or other languages. The video introduces the culture of recycling in Florida. The Legal, Financial and Altruistic reasons to recycle are discussed. The video shows and trains both illiterate and literate immigrants and native born Americans who are not educated on what paper, plastic, glass and metal can be and must be properly recycled. The video will also show the results of recycling bin contamination to recycling equipment in a Materials Recovery Facility and glass recycling foundry which both happen to employ many new immigrants.

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, Hurricane Debris, Pay-As-You-Throw and 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.

These videos target the Seasonal/Hospitality and Year Round Commercial sectors with 'How to Recycle' Videos. The commercial sectors generate 65% of Collier County's Waste Stream. Collier County Solid Waste Department and our contractors will visit the major employers of seasonal and year round businesses to film employees demonstrating proper and improper recycling methods. For the Seasonal/Hospitality workers we will film housekeepers, restaurant workers, grounds keepers, commercial cleaners, landscapers, delivery people and construction industries. We will visit large communities to show proper recycling and improper at apartments, mobile home parks and traditional neighborhoods. For Year Round Businesses we will video tape Banks/Finance offices, Medical Clinics, Assisted Living, Real Estate, Construction, Light Industrial, strip mall and small offices who are exempt from recycling but may choose to recycle voluntarily. We will demonstrate the mail back pouches for printer cartridges, cell phone and lithium batteries. We will video tape improper littering on the beach and road and improper dumping of oil and paints and legal consequences. We will videotape illegal dumping of trash in recycling bins and trash placement and legal consequences. Many people live in Lee County and work in Collier County. Therefore we will video tape the proper recycling in both Collier's single stream and Lee's dual stream recycling. We will show where the recycling centers are located and some businesses which collect used motor oil and batteries.



Education & assistance

- Waste reduction information
- Waste audits by haulers
- Vendors list
- Buy recycled information
- Business to Business mentoring



Criteria 3: BENEFITS/ Cost-Effectiveness

(1 page)

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(25 points) Demonstrate the potential economic, environmental, and cost-effectiveness of the program's approach.

Note: applicant may adjust space used to address each sub-criterion.

Sub-criteria 1 - Environmental Benefits (5 points).

- Methodology

Collier County Solid Waste Department will conduct a business setting classes describing the Dos and Don'ts of recycling. We will bring photos, illustrations and hand around materials to demonstrate what is and is not recyclable. We will identify of the map Collier County's Recycling Centers for House Hold Hazardous Waste and the locations and procedures for Commercial Hazardous waste disposal.

- Toxicity

Our program will show how dangerous work place chemicals are to the water and solid waste system. Mercury incandescent lamps, oils, lithium batteries, pesticides, paints, cleaning solvents and other commercial hazardous waste will be discussed. House hold hazardous waste site drop off will be mentioned for employees to drop off hazardous waste. The importance in limiting contamination in the fiber and container recycling bins will be stressed. Seasonal businesses have a constant challenge of new employees to train each year. New businesses owners and managers need to be trained each year due to high failure rates of restaurants.

Sub-criteria 2 – Economic Benefits (5 Points).

Commercial recycling is cost effective as the program promotes source separation at the business location. Many businesses can reduce their waste disposal cost by implementing a waste reduction plan. A visit by Collier County's Solid Waste Management Department to businesses will show the benefit of a waste audit in saving company money. Creating recycling habits in employees, employers and customers benefits the community and encourages workers and employers to educate and motivate their children to recycle at school, parks and the community. The economic benefits to our county will be significant as the commercial sector generates 65% of our solid waste. Collier County will save valuable landfill airspace if more businesses and residents recycle. Marketable recyclable material will increase and sold by Waste Management Inc at its MIRF and other commercial solid waste recycling operations. We may also see an increase in recycling at our multi Housing units where most of the seasonal workers live.

Sub-criteria 3 – Cost-Effectiveness (15 Points).

Collier County Commercial Recycling totaled 22,518.79 tons in 2005. Malcomb Pirnie, Environmental Engineers, advised us to use \$64 a ton tipping fees as the contingency disposal cost at Okeechobee Landfill. A 10% increase in recycling would be 2,250 times \$64 avoided landfill costs of recyclables saving \$144,000. The savings is higher due to the market value of the recyclables. A 5% increase in recycling would be 1,125 times \$64 is \$72,000. The total grant cost is \$103,829. Therefore we predict the grant will pay for itself in between 9 and 16 months. Producing the Seasonal and Year Round Commercial 'How to Recycle' Videos are very cost effective as a one time production cost project. The DVD videos can be used by every Florida county and most USA areas that have similar seasonal-hospitality and/or similar year round businesses. One disk will have both the Seasonal and Year Round Businesses 'How to Recycle' Videos in English, Spanish and Creole languages.

Criteria 4: SUSTAINABILITY:

(1 page)

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(25 points) Demonstrate the sustainability of the proposed program.

The Season Commercial Recycling program will be launched during September of each year, as new employees are being hired and businesses are ramping up for the Winter Season. The Year round Commercial Recycling program will be launched in April of each year before School lets out and summer vacations begin. Businesses will be encouraged to form peer consulting environmental teams. An annual County WRAP award for the recycling business will encourage business competition to adopt Green Marketing. Finally, businesses are legally required to recycle under Collier County's mandatory commercial recycling ordinance. Our Solid Waste Department staff annually visits, monitors and enforces businesses to encourage compliance with the mandatory recycling code. Collier County continues to focus on commercial solid waste to save our scarce landfill space since the Commercial sector generates about 65% of Collier County waste. Collier county staff will contribute staff time to introduce and sustain this Seasonal-Hospitality and Year Round Commercial 'How to Recycle'. Our Recycling Coordinators with assistance from Utility Billing and Customer Services and Pollution Control visit businesses each week. Our Recycling Coordinators provide waste reduction and recycling audits to help businesses determine how much they can save by recycling.

Here's A Tip For You.



Start a recycling program. It's all about **cost, efficiency, and doing the right thing.** Save your business valuable resources, do something good for the community and avoid costly fines. It's easy to do... just **Sort. Recycle. Save.** Sort your waste paper and cardboard from the rest of your trash. Business recycling. It just makes cents.




Sort. Recycle. Save.


For more information on how to make recycling work for your business or to find out more about Mecklenburg County's Business Recycling Ordinance, call 704-432-3200 or visit SortRecycleSave.charmeck.org



Measurable Savings.




It's all about **cost, efficiency, and doing the right thing.** Sort your waste office paper and cardboard from the rest of your trash. It's easy to do... just **Sort. Recycle. Save.** By starting an office recycling program, your business can save valuable resources, do something good for the community and avoid costly fines. Business recycling. It just makes cents.



Sort. Recycle. Save.

For more information on how to make recycling work for your business or to find out more about Mecklenburg County's Business Recycling Ordinance, call 704-432-3200 or visit SortRecycleSave.charmeck.org



Suite Deal.



It's all about **cost, efficiency, and doing the right thing.** Sort your waste paper and cardboard from the rest of your trash. It's easy to do... just **Sort. Recycle. Save.** By starting a recycling program, your business can save valuable resources, do something good for the community and avoid costly fines. Business recycling. It just makes cents.



Sort. Recycle. Save.

For more information on how to make recycling work for your business or to find out more about Mecklenburg County's Business Recycling Ordinance, call 704-432-3200 or visit SortRecycleSave.charmeck.org



Criteria 5: TRANSFERABILITY

(1 page)

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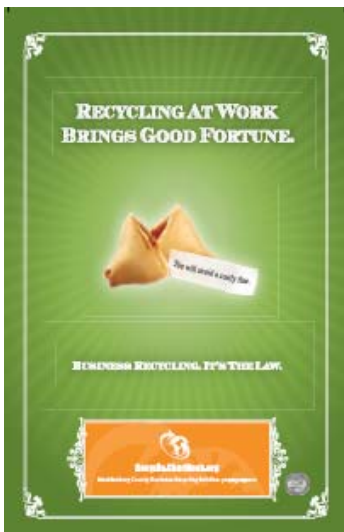
(10 Points) Demonstrate transferability of technology and processes and specify how the project will promote transferability. Note: applicant may adjust space used to address each sub-criterion.

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

The lessons learned by implementing a Seasonal and Year Round Commercial ‘How to Recycle’ Videos will be easily transferable by mail to other Florida and USA communities. We have budgeted time and money to make video copies to mail to interested parties. We budgeted time and money to hold various how to workshops locally and around Florida for interested parties.

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

This program has budgeted money to hire a professional Video company that will produced additional CD disks and we have budgeted money to mail the disks to Florida’s County Solid Waste Departments and interested municipalities. Our application also budgets \$5,500 to produce a Power Point, case study materials and training and travel to implement Seasonal and Year Round Commercial ‘How to Recycle’ programs in other communities. The \$5,500 out reach segment includes a workshop at Collier County Solid Waste Management including visits to companies and a review of our program’s successes and lessons learned. This outreach also includes a presentation at future SWANA and Florida recycling conferences. Businesses will be encouraged to begin a waste reduction and recycling program and training after they see success stories with companies similar to their Florida business. Businesses will be increasingly pressured to recycle as more communities begin to encourage, adopt and enforce mandatory recycling ordinances. Increased tipping fees, fuel prices and collection costs will encourage businesses to recycle. Increase prices for recycled paper, containers and metals will create markets and more demand for business recycling. Finally more consumers are targeting their spending to green companies.



Recycling saves businesses money and preserves landfill airspace.

Criteria 6: LOCAL SUPPORT

(1 page)

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(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. (Points will be allocated for only those contributors located within the jurisdiction of the applicant.)

- **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**

Collier County in kind staff support:	\$24,097
Total Project cost:	\$103,829
Total Innovation grant request:	\$79,732

\$24,097/103,829 = 23% qualifies for three points.

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/InnovativeGrants2007-08.htm.

See Attached State DEP budget templates.