

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

Project Information (on applicant letterhead)

1) Applicant Name: City of Tampa Department of Solid Waste

2) Primary contact person: Nina Stokes

3) Complete Address:

**City of Tampa
Department of Solid Waste
4010 W. Spruce Street
Tampa, Fl 33607**

4) Telephone Number(s) (including SunCom number): 813-348-6507

5) E-mail address: Nina.Stokes@TampaGov.net

**6) Project Title: Race to Recycle: Recycling at Outdoor Road Races, Walks, Concerts
and Special Events**

7) Grant Request Amount: \$76,500

8) Length of project (months): 1.5 years

Authorizing Signature

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)

Numerous outdoor events - road races, walks, concerts and special events are hosted annually in the City of Tampa. Typically bottled water and/or soda are distributed in vast quantities (e.g. The Gasparilla Distance Classic races distributed 30,000 bottles of water in February 2006 and The American Heart Walk (November 2006) distributed 12,000 bottles of water) and these recyclables are all ending up in the trash. This Project aims to capture these recyclables and divert them from the waste stream. The practice of recycling generates positive publicity for event organizers, as well as reducing waste disposal costs. It also generates goodwill among attendees - the public likes recycling at events. Funds will be used to hire consultants to survey events in the City of Tampa occurring on an annual basis and identify those which present opportunities for capturing large numbers of recyclables (preliminary research has failed to identify any events in the City of Tampa that currently recycle). Ten events will be chosen and their waste stream compositions evaluated. Event organizers will be surveyed to determine their current knowledge level regarding recycling and its benefits and to determine their receptivity to implementing recycling at their event(s). Data obtained from the surveys will then be utilized to develop a marketing plan to overcome identified barriers to recycling at events. Funds will also be used procure portable containers to be used at events as well as for the design and production of marketing and educational pieces to be included in pre-event packets (where applicable) and for distribution at events.

PROJECT DESCRIPTION

(1 page)

The City of Tampa generates approximately 360,000 tons of solid waste annually that are processed at the McKay Bay Refuse-to-Energy Facility. The Waste Reduction and Recycling Division is responsible for implementing, tracking and administering the Department of Solid Waste's recycling program. Tampa is host to numerous road races, walks, concerts, art festivals and other outdoor events that occur annually in the City, some of which generate huge numbers of recyclables. Preliminary observations have revealed that currently few, if any of these events are recycling. Typically bottled water and/or soda are distributed in vast quantities (e.g. The American Heart Walk November 2006, distributed 12,000 bottles of water) and large quantities of cardboard are also generated. These recyclables are all ending up in the trash. This project aims to capture these recyclables and divert them from the waste stream. Initial approaches have resulted in positive outcomes and enthusiasm from Race/Walk Organizers and a wish to continue recycling at their events for the foreseeable future. In order to effectively encourage event organizers to implement recycling at their events, it is crucial to understand the barriers to participation. Principles of marketing show that an environmental analysis and diagnosis can help us assess the barriers and benefits to recycling as perceived by event organizers that are resistant to participating.

This Project will:

- Survey outdoor events occurring on an annual basis and identify ten which present opportunities for capturing the greatest numbers of recyclables.
- Survey event organizers to determine current knowledge level regarding recycling and its benefits and to determine their receptivity to implementing recycling at their event(s).
- Evaluation of event waste stream compositions.
- Develop a marketing plan to overcome identified barriers to recycling at events based on data obtained from event organizer surveys.
- Design and production of marketing and educational pieces to be used to educate and inform event organizers and staff, to be included in pre-event packets (where applicable) and for distribution at events.
- Purchase of portable containers and signs.

Recycling at events will only be successful if event organizers are supportive and fully-onboard. They have numerous complex tasks to accomplish and if recycling is perceived as an extra chore and inconvenience, then participation is highly unlikely. Education of event organizers and staff will also be a key component.

Criteria 1: TECHNOLOGIES or PROCESSES

(1 page)

(do not delete the instructions on this page)

(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-criteria.

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

A literature review included a search of reports, periodicals and the Internet for information pertaining to recycling at road races, walks and other outdoor special events in Florida. Although there were numerous documented examples of recycling at events in other states, to our knowledge, no previous grant money has been awarded to research this area and there have been no published reports in Florida.

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

Although research is available on the implementation of recycling at outdoor events such as road races and walks in other states, Florida has a dearth of such information. Also Tampa is an ethnically rich commercial and residential urban area with very high diversity, all of which will influence barriers to recycling participation. Given the changing population trends in Florida, it is important for recycling staff to understand factors that pose barriers to recycling as well as those that motivate.

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

A marketing plan will be designed and developed based on research findings. This project involves both qualitative (survey of event organizers) and quantitative (waste stream composition) research methods of evaluation to identify the barriers and benefits to recycling participation. Results of this study will be used to develop a marketing plan focusing on removing barriers to participation while highlighting and enhancing its benefits. A win-win situation for all parties involved must exist for successful recycling implementation at events.

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.

In Florida, the Commercial/Industrial sector comprises more than 51% of the overall waste stream¹. The importance of this section cannot be ignored if the City is to achieve greater diversion. This proposal will identify the barriers to participation by businesses, organizations and institutions responsible for hosting large outdoor annual events in the City resulting in the generation of large amounts of recyclables that are currently ending up in the trash, through survey methods and education.

Currently the City offers the C/I sector the opportunity to recycle the following materials:

- Corrugated cardboard
- Office paper
- Aluminum cans
- Glass containers
- Plastic containers

¹ "Solid Waste Management in Florida 2000," Florida Department of Environmental Protection, Bureau of Solid and Hazardous Waste, Division of Waste Management, page 7.

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-criteria.

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

- **Methodology**

Surveys will identify events at which vast numbers of recyclables are being discarded, (some event organizers reporting that many end up in local waterways), as well as other solid waste management issues that are of concern. Based upon those findings a marketing plan will be developed to overcome identified barriers to recycling, and event coordinators and staff will be educated about the importance of recycling and waste reduction. Evaluations of event waste stream composition will also be conducted and where appropriate, event organizers will be asked to consider product substitutions such as serving all beverages in cans or bottles, and choosing cups made out of recyclable plastic.

- **Toxicity**

The City's brochure, "*A Citizen's Guide to Clean Neighborhoods*," which highlights safe handling and disposal of hazardous household chemicals and electronics, as well as information regarding the City's Solid Waste Enhanced Environment Program (S.W.E.E.P) for bulk trash items and debris removal, will be made available to event participants and will be included in event registration packets where applicable.

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

By recycling, event organizers may be able to reduce their level of trash service. By increasing recycling participation and reducing contamination issues, recycling processing and disposal costs should also be reduced. Revenues from the sale of recycling commodities should be greater due to both the improved quality and quantity of recyclable materials being generated for collection.

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

Cost Reduction: By recycling, event organizers may be able to reduce their level of trash service and possibly frequency of collection if the event extend over 2-3 days. Through education and increased recycling participation, there should be a reduction in contamination issues, recycling processing and disposal costs. Revenues from the sale of recycling commodities should be greater due to both the improved quality and quantity of recyclable materials being generated for collection.

Payback period: The City of Tampa already provides collection and devotes significant ongoing resources to collection within the City. The increase in recycling participation and associated increase in the quality and quantity of materials collected will result in making the recycling program more cost-effective.

Cost-effective use of vendors: Businesses within the City are also potential sponsors for marketing the recycling program and could serve as effective conduits for providing information on recycling within their community.

Criteria 4: SUSTAINABILITY:

(1 page)

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

Tampa is committed to increasing recycling participation wherever possible and through effective marketing and education, the goal of making recycling more cost-effective and sustainable will be achieved. The City will incorporate pickup of recyclables from events as part of its ongoing collection program. The buy-in achieved from the event organizers and the institutions, organizations and businesses they work for, through the community-based marketing plan, should be sustainable. In addition, the events targeted all occur on an annual basis so there will always be a need for recycling. Participation at many of these events continues to grow from year-to-year and as communities realize that waste reduction is a huge concern for everyone, the pressure to recycle and ensure that events are run in an environmentally- conscious manner will increase, encouraging even those who are most resistant to implementing recycling.

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).

As communities seek to reduce waste disposal, interest in, and receptivity to diverting waste generated at public events has grown. Most communities have numerous special events that occur over the course of a year and if barriers to recycling participation at these events can be overcome, a win-win situation can be created with event organizers benefiting from added positive publicity as well as a reduction in disposal costs. The public is very positive about recycling at events and often expresses a desire for recycling if the opportunity is not currently available. Recycling at special events is growing and remarkable successes have been documented around the United States².

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

Results of the project have statewide applicability and will provide invaluable insights into the most effective methods to encourage event organizers to implement recycling at their events. Barriers and benefits to recycling will be identified and used to design and develop a marketing plan. A Powerpoint presentation summarizing this project will be offered at the annual Recycle Florida Today's Issues Forum and also at SWANA's Florida Sunshine Chapter Conference. Electronic versions of the entire project report including survey results will be offered to statewide recycling coordinators and event organizers and will be available for download from the City's Web site. Articles summarizing the results of the research will be published in trade and industry periodicals and journals. In addition, the City is willing to mentor any other cities wishing to implement a similar program, or individual event organizers interested in recycling at their event.

² "Recycling at Special Events: A Model for Local Government Recycling and Waste Reduction," California Integrated Waste Management Board, Publication #310-02-009, July 2002.

Criteria 5: 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.

- **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:

City of Tampa Department of Solid Waste, Barbara Heineken, Waste Reduction Manager
4010 W. Spruce Street, Tampa, FL 33607
In-kind Support (\$42,000)

For this proposed project, the City of Tampa will provide in-kind support for the following project components:

- Supply staff coordination and management of project components and overall project management.
- Provide operations staff and equipment for pickup of event recyclables for the foreseeable future.
- Provide existing hazardous waste educational materials and other outreach materials to be distributed at events.
- Provide technical assistance and review of survey responses.
- Track participation data and tonnages.
- Procure portable recycling containers and signage for use at events.
- Identify and enlist the support of businesses, neighborhood and community organizations.
- Prepare quarterly and final reports as well as reimbursement requests.

We are looking toward the following local businesses to provide additional monetary support:

FL Coca Cola Bottling Company, Michele A. Holcomb, Vice President of Public Affairs, 2050 Maryland Circle, Tallahassee, FL 32303, (850) 580-4346

Publix Super Markets Inc., Darrel Roberts, Projects Manager, P.O. Box 407, Lakeland, FL 33802, (813) 688-1188

Anheuser Busch Recycling Division, Bonnie Bartlett Janson, Region Manager, 3636 S. Geyer Road, St. Louis, MO 63127, (314) 957-9322

Pepin Distributing, Bill Geisking, 4121 N 50th St., Tampa, FL 33610, (813) 626-6176

Sweetbay Supermarket, Nicole Lebeau, Communications Manager, 3801 Sugar Palm Drive, Tampa FL, 33619, (813) 620-1139

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).