

# Exhibit 2 - Single-Stream Recycling Grant Update

April 16, 2013

The City has three projects in progress under the RRB Grant. Each is structured to employ a three stage strategy:

- (1) **Generate excitement** about recycling, **and make it possible** for citizens to participate, by provisioning the necessary containers, working with vendors to improve collections processes, and providing basic instructions for what and how to recycle;
- (2) **Identify obstacles** to reaching goals and use that information **to craft and deliver education** materials targeted to improving the amount and quality of recycling; and,
- (3) **Implement compliance procedures and track participation**, with continued follow up to increase tonnage and decrease contamination, until City and State goals are reached.

Each of the three projects is at a different stage of completion, but all are on target and on budget. Details on the three projects are shown below.

## Project 1: Residential Single Stream Recycling

<p style="text-align: center;"><b>Cart Provisioning</b></p> <ul style="list-style-type: none"> <li>- No service disruption</li> <li>- Fast-track roll-out</li> <li>- Generate excitement</li> </ul>	<p style="text-align: center;"><b>Education &amp; Outreach</b></p> <ul style="list-style-type: none"> <li>- Before-During-After</li> <li>- Expand the Brand</li> <li>- Use New Technology</li> </ul>	<p style="text-align: center;"><b>Compliance</b></p> <ul style="list-style-type: none"> <li>- Utilize volunteers and vendor</li> <li>- Staged communication</li> </ul>

This project was our first effort under the grant, began approximately 18 months ago, and is in the final stages of execution. The main goal is to convert our curbside residential program to the use of wheeled carts in order to increase recycling yields and program revenues, while streamlining collection and decreasing associated costs. A secondary goal is to begin the socialization of a Zero-Waste Attitude in the City of Fort Lauderdale by emphasizing the use of the “blue” (recycling) cart over the “black” (garbage).

The project is founded on the purchase and deployment of 40,000 65-gallon recycling carts with ultra high-frequency Radio Frequency Identification (RFID) tags. With delivery of those carts we launched a robust marketing effort to educate residents to increase the quantity and quality of their participation in recycling. As a result, there is now a need in the community for larger carts to be provisioned (via a swap system) to qualifying households. In March of 2013, we purchased 750 95-gallon carts and are beginning their distribution upon request.

As of this writing we have completed deployment of carts to over 38,600 sanitation account holders within the budget and timeline specified in our last reports. Initial cart delivery took place beginning June 18, 2012 and wrapped up on July 20, 2012 with the departure of most vendor delivery crews. One crew remained for an additional week to assist us with “clean-up” and to provide duplicity during operational integration. We are pleased to report that during this deployment our error rate (e.g., missed deliveries, damaged carts, complaints) hovered at one percent. This is excellent performance for a project of this type and, together with our adherence to timing and budget, sets the bar very high for the remainder of the Grant period.

We have completed 90% of the steps on our original workplan. These include 100% each of Branding; Cart Manufacture, Assembly and Delivery; Policy and Procedure Update; External Communications; Internal Communications; and, Customer Service Training.

We are continuing our work on Resident Education; Benchmarking; RFID Systems (use and interface); Content Management System Development; and, Management, Administration and Planning—all while continuing to service our customers’ specific questions about their new carts and recycling service. These steps do have extended timelines, but are being executed simultaneously with, and in support of the other two grant projects.

The first of our three projects, the Mix it Curb it Residential Single Stream program, is furthest along, and we have excellent results to report. As of this report, we have a half year of data to examine since the completion of the cart roll-out. In August, we had an increase of 276 tons over the same period in the previous year, representing a 41% increase. Data for September showed solid performance as well, with more than 866 tons collected for a 33% increase over the 652 tons collected in the previous year. October data showed even better performance, and by November we saw our first month ever with over 1,000 tons of recycling recovered. Over the course of the months since then, we’ve been averaging about 1,000 tons per month, an increase in tonnage of just under 40%. We are pleased that we continue to see dramatic results that mirror national trends for similar implementations.

Ongoing Resident Education includes continued HOA presentations and outreach through our GYR volunteer network, sponsorship and participation in an annual America Recycles Day

special event, as well as development of increasingly comprehensive and sophisticated print and online materials.

In specific, we have a number of deliverables in production with projected release dates of Fall 2013. These include:

- An update to our Sanitation Services Brochure (primarily targeted to new residents).
- A “How and What to Recycle” video focusing on the top contaminants. The video will be distributed via our FLTV (Channel 78), on our website, through our GYR Volunteers, run at events, and shown in the course of our presentations to HOAs and civic organizations.
- A new Sustainability (Green Your Routine) web portal. This will be linked from our main website, has been designed specifically to address citizens’ questions about “living green,” and will have a large section dedicated to Recycling and Waste Reduction. Through it, we will be able to speak more specifically with various audience groups in the City (homeowners, apartment dwellers, businesses, students and teachers, etc.), target education specifically to them, and provide access to helpful materials in real time without utilizing costly and environmentally taxing paper-based materials. The website will also allow citizens to conduct recycling “business” online, such as ordering a cart, requesting a vacation start/stop, or reporting contamination.
- An A to Z Waste Disposal Directory, to be a feature of the new website, including listings for reducing, re-using and recycling hundreds of materials from common household items to construction materials to HHW and more.
- Expansion of our GYR Volunteer Network through:
  - Recruitment of additional neighborhood representatives. Currently we have representatives from 27 neighborhoods, about half of all of our officially recognized neighborhoods. All of the larger HOAs are involved,
  - Outreach to local colleges and universities to recruit GYR volunteers who can get involved on campus and in our events.
  - Creation of a High School Community Service element. Students will be trained to deliver our basic “How to” presentation, and also will be provided specialized materials (electronic format) targeted at utilizing the power of teens to educate their families.
  - Continued enrichment of our lower elementary and middle-school education materials by working through our Neighbor Services Office to partner with BCPS and local educational institutions, aftercare programs and student organizations.

Our partnership with our Collections Vendors continues. They have been instrumental in the implementation of our Residential Compliance program. The three-step process includes: (1)

Delivery of an “Uh Oh” Notice upon the first discovery of improper recycling; (2) delivery of a Recycling Cart Contamination Notice upon the second instance of improper recycling; (3) a home visit by the Recycling Program Coordinator or designee upon the third instance; and, (4) removal of the recycling cart after all efforts to educate the customer have failed. The compliance process was implemented in the Fall of 2012.

Project 2: Public Spaces Single Stream Recycling

This project is our second effort under the grant and began just this past Fall. Since our last report, we are in receipt of the \$735,000 in funding to support this project. The main goal is to expand our public spaces program recycling yields, decrease contamination in existing recycling containers and reduce overall waste disposal. The project uses the same three-stage strategy: provision, education, compliance.

To date we have:

- Selected specific container makes and models for each of the five types.
  - Bus route containers are concrete with waste and recycling liners combined into one body (a dual container) for both a smaller footprint and guaranteed availability of recycling at waste locations. We are working closely with Broward County, who will acquire some of these containers with their grant funds to place on our City streets as well.



- Parks with upscale waste containers in good condition will receive matching recycling containers in the same style to create a unified look throughout each park.
- Recycled plastic dual waste and recycling containers will be placed at some parks.

- Dugouts will receive ErgoCan containers, a set of waste and recycling containers with custom GYR branding to encourage players to recycle.
- Compacting Solar Bellies with matching recycling units will be received from Broward County and placed along bus routes or in high volume locations on Fort Lauderdale sidewalks.
- Adapted the GYR brand to the design for each container. (See attached design for bus stop containers.)
- Worked with GIS to take inventory of our current containers, including where each is specifically located and its condition.
- Determined which of the old containers need to be repaired, and which need to be repurposed or recycled
- Created a timeline for completing removals/relocations, repairs and new installations.
- Ordered a 2013 International Terrastar 8-yard rear packer with a cart tipper that can maneuver in most of our parks to collect recycling from permanently placed containers, as well as from event carts when utilized.

As with the residential project, a core component of the public spaces program is a robust marketing effort to educate citizens to increase the quantity and quality of their participation in recycling in our public spaces. This will primarily be achieved through strategic branding of the containers and attractive, instructional signage, and we will make full use of all marketing tools available to us through the City's Public Information Office. In addition, we have begun planning a targeted campaign to be implemented at Bus Stops and on city-routed buses in cooperation with Broward County Transit.

### Project 3: Multi-Family Unit Single Stream Recycling

This project is our third effort under the grant and began at year's end. The main goal is to increase the number of multi-family properties that provide single-stream recycling programs, and encourage recycling participation by tenants and unit owners, thereby increasing recycling yields.

Again, we are employing our three-pronged strategy.



The project has four main components: (1) Creation of a Recycling Program Implementation Toolkit and an educational workshop to be available to multi-family unit owners; (2) an audit to determine the level of code compliance in our City's multi-family dwellings, followed by communication and action to correct non-compliance; (3) a matching rebate incentive program to encourage non-participating properties to sign-up for recycling services, and (4) an analysis to determine potential expansion of City services to multi-family units larger than four units. We will engage a study to determine whether that cut-off should be increased, potentially up to 10 units. The results of the study will produce a recommendation for maintaining or expanding our curbside pick-up service, along with associated capital costs and analysis of impact on our current fee structure.

As of this writing, we are in receipt of \$170,000 in funding towards the above, and have begun development work. We have:

- Run reports to determine the exact location and size of each MF building within City limits, and segmented that list to determine the timing of our program communications.
- Communicated with commercial haulers to determine the type of recycling services provided to each building, and to identify buildings without recycling service.
- Conducted Best Practices research to gather viable ideas that can be funneled to help building owners overcome obstacles and to encourage recycling amongst MF residents.
- Updated our education presentation for MF owners, managers and residents.
- Begun designing the MF Recycling Toolkit.
- Investigated options for compliance tracking.

We anticipate beginning to conduct MF Workshops and activate the rebate program in the summer of 2013. Our plan is to deliver four workshops, one in each Commission District, and then to make the workshop available via FLTV and online.