



“Recycling Right” / City of Margate, FL

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**Government Affairs Manager
Waste Management Inc. of Florida**



Margate is Working Together to “Make it Great”

- Margate recycles about 3,600 tons per year!
- As of October 2019 (43 samples) the YTD contamination rate is 46.8%
- Can Margate do better? Yes .
 - Almost **1 of every 2 items** in Margate’s recycling containers is **garbage.**





Most Common Contaminants

Keep these common contaminants OUT of your recycling bin.



NO Recyclables in Plastic Bags

Empty loose recyclables in bin but leave the plastic bag out.



NO Food & liquids

Compost instead! Otherwise, it belongs in the trash.



NO Electronics & Small Appliances

Donate if in good condition, or schedule a bulky item pickup, if available. Check earth911.com for a local drop off site.



NO Textiles, Bedding, Rugs & Carpet

Donate these items if they are in good condition. Large quantities may require special disposal.



NO Hoses, Holiday Lights, Hangers & Extension Cords

They wrap around equipment and can shut down an entire facility! They all go in the trash.



NO Plastic Bags, Film/Sheeting & Flexible Film Packaging

Take plastic bags back to a local grocer to keep bags clean and dry, and prevent them from shutting down recycling facilities. Visit plasticfilmrecycling.org to find a drop off location near you.



NO Paper Napkins, Plates, Cups & Tissues

Compost if possible, and remember to recycle the cardboard tube.



NO Polystyrene Foam

Foam and plastic to-go containers are not recyclable curbside. Find drop off programs for items like foam packing peanuts at earth911.com.



NO Tires, Auto Parts & Scrap Metal

(Not in recycling or trash) Can damage equipment & are safety hazards. Contact local scrap recyclers or retail tire stores for recycling options, or check earth911.com for a drop off center near you.



NO Concrete, Wood & Construction Debris

Can damage equipment & are safety hazards. You may be able to schedule a bulky item pickup – otherwise throw it in the trash or order a roll off bin by contacting Waste Management Customer Service.



NO Yard Waste & Wood

Compost or put in your yard waste cart, if available. Otherwise, it belongs in the trash.



NO Non-Recyclable Plastic

Not everything that is plastic is recyclable! Recycle only food & beverage bottles, jugs and tubs.

For more information on recycling, visit RecycleOftenRecycleRight.com

Contamination = Garbage

Margate residents are well-intentioned and conscientious.

But many do not know how to recycle right! Instead, residents tend to “wish-cycle”.



Examples of Contamination in Margate Containers



RECYCLING RIGHT



PAPER

Magazines
Office Paper / Newspapers
Milk & Juice Cartons
Flattened Cardboard
Flattened Paperboard



PLASTIC

Bottles
Jugs
(Remove Caps)



METAL

Food Cans
Beverage Cans
(Aluminum, Steel & Tin)



*All recyclables should be **CLEAN**, **DRY** and **LOOSE**!
Empty and rinse recyclables to prevent contamination.*

www.margatefl.com/recycling

Margate's
"Back to
Basics"
Recycling /
Simple
Message

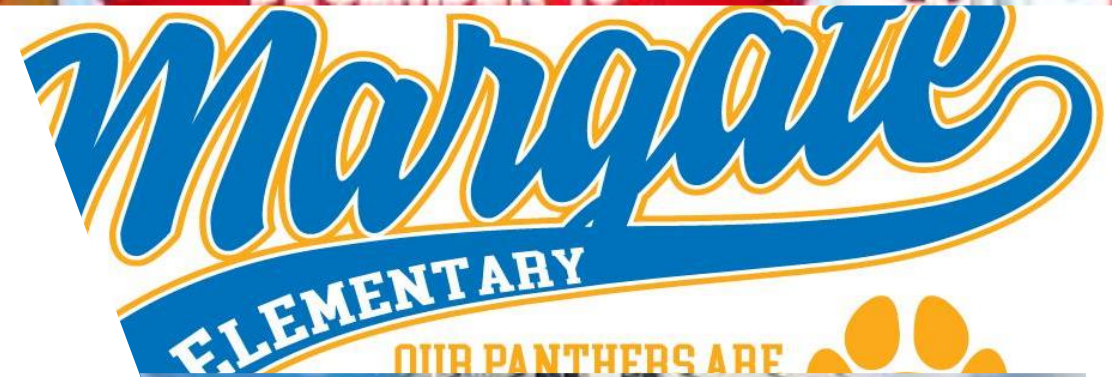
How To Get Out the “Recycle Right” Message

- **Targeted messaging / Citywide survey**
 - A survey will reveal the recycling “know how” of Margate’s residents and break it down by community.
 - Target the message of “**getting back to basics**” and “**recycling the right things.**”
- **Increase Margate’s Aggressive Social Media Campaign**
 - **Consistent, simple** messaging.
 - Easy to find information on front page.
 - Use WM’s resources!
 - (i.e. @green_broward, RORR.com).



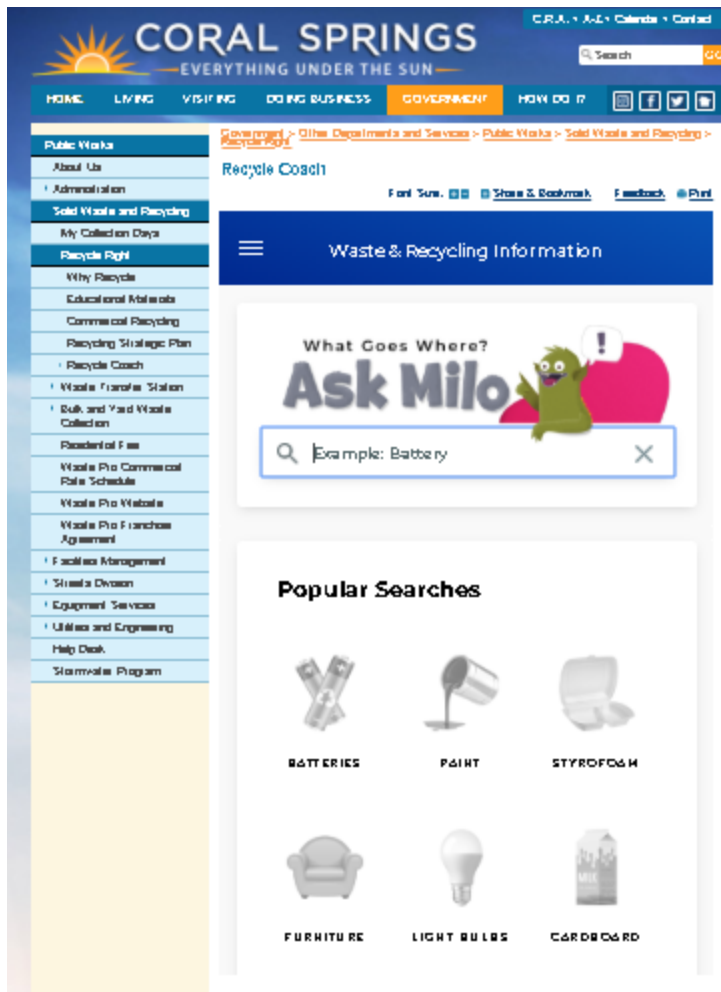
Using WM's “Personal Touch”

- Presentations to HOA's throughout the City.
- Educating Margate's school children.
- Public outreach at several of Margate's community events.
- Regular updates to the City Commission and Community Boards.



What are Other Cities Doing?

- City of Coral Springs (Similar to Margate's Waste Wizard)



- City of Deerfield Beach

DFB Recycling Version 2.0



The City of Deerfield Beach is excited to kick off *DFB Recycling Version 2.0*. The relaunched curbside recycling collection program will focus on bringing recycling back to its basics, and keeping it clean through the elimination of contamination.

On Monday September 3rd, the City will resume curbside residential recycling collection. Multifamily and commercial recycling collections will also resume. Recycling collection schedules will be the same as it was prior to the suspension of the City's recycling collection programs. Residents will also use the same blue recycling bins. For a map of collection schedules, [click here](#).

DFB Recycling Version 2.0 will no longer tolerate contaminants like plastic bags, pizza boxes, and other food-contaminated items. The City will be regularly monitoring collection routes for these items.

Enforcement Efforts for Proper Recycling

Some cities are
tagging
contaminated
containers so
that **they** are
not collected.

DRAFT

OOPS!

The following items are not accepted
in your curbside recycling cart.

Bagged Items, Plastic Bags & Film	Lightbulbs	Yard Waste	Liquids
Batteries	Electronics	Food Waste	Styrofoam
Tanks & Paint Cans	Wood & Construction	Textiles & Shoes	Toxic Materials
Hoses, Ropes & Cords	Tires, Auto Parts & Scrap Metal	Diapers	Needles & Syringes

Other: _____

Your cart was not serviced today due to contamination.
Please remove the items noted above to have your cart serviced
on your next collection day. If you are unable to remove the items,
a garbage pickup can be arranged by calling (813) 274-8811.

**Failure to comply with City of Tampa's Curbside Recycling Program
guidelines may result in the removal of your recycling cart.**

ACCEPTED ITEMS:

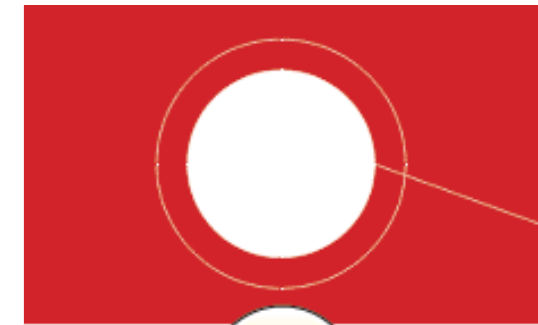
PAPER Dry mail, non-shredded office paper, magazines	CANS Empty and rinsed aluminum and steel
PAPERBOARD Dry cereal boxes, tissue boxes, paper towel roll	PLASTIC Empty and rinsed bottles and household containers
CARDBOARD Dry flattened boxes	CARTON Empty beverage and food containers

WHEN IN DOUBT, LEAVE IT OUT

If you have any questions regarding this notice, please contact the
Customer Call Center at (813) 274-8811 or visit tampagov.net/SolidWaste.



Department of Solid Waste and
Environmental Program Management



Your recycling has garbage in it.
Hay basura en su reciclaje.

We found one or more of the following items:
Encontramos uno o más de los siguientes artículos:

- ☐ Recyclables bagged in plastic bags
Artículos reciclables en bolsas de plástico
- ☐ Loose plastic bags
Bolsas de plástico sueltas
- ☐ Dirty/wet items (like food and liquids left in your recycling)
Artículos mojados y/o sucios (no deje alimentos o líquidos en sus artículos reciclables)
- ☐ Non-recyclable items (like garden hoses or propane tanks)
Artículos no reciclables (como mangueras de jardín o tanques de gas propano)
- ☐ Other *Otro:* _____

When in doubt, leave it out.
Si tiene alguna duda, déjelo afuera.

Your Waste Management Driver • Su conductor de Waste Management

- | | |
|---|---|
| <input type="checkbox"/> As a courtesy, we picked up your recycling. Please keep garbage out to avoid service interruptions or penalties.
<i>Como cortesía, recogimos su reciclaje. Por favor manténgale la basura fuera para prevenir interrupciones de servicio o penalizaciones en el futuro.</i> | <input type="checkbox"/> We had to leave your recycling behind. Please sort out the garbage and we'll try again on your next service day.
<i>No pudimos recoger su reciclaje. Por favor manténgale la basura fuera para prevenir interrupciones de servicio o penalizaciones en el futuro.</i> |
|---|---|

Customer Service
Servicio al Cliente

Please Insert Here • Por favor recorte esta sección

ADDRESS DIRECCIÓN

DRIVER CONDUCTOR

ROUTE # NO. DE RUTA

DATE FECHA

Enforcement Efforts (Cont.)

- Other cities, such as the **City of Tampa**, are strictly enforcing their no contamination rules:
 - **“3 Chances Program”**
 - Residents are notified of violations.
 - After the 3rd violation, the recycling container is removed and the resident is suspended from the recycling program.
 - Resident is then required to complete recycling education offered by the City.



CITY OF TAMPA

Bob Buckhorn, Mayor

Department of Solid Waste &
Environmental Program Management

Mark C. Wilfalk, Director

Date , 2018

Mr. and Mrs. Jones
1222 Columbia Street
Tampa, FL 33607

RE: Recycling Violation Warning

Dear Mr. and Mrs. Jones,

On (insert date) the recycling material placed for curbside collection at (insert address) contained one or more materials that cannot be recycled. Unfortunately, because of the prohibited materials your recycling was contaminated and we were unable to collect it.

Prohibited, or contaminated, material is not recyclable, shuts down equipment at recycling facilities and creates safety hazards for workers. In addition, contamination causes collection delays in other areas and forces us to handle the material several times, which is inefficient and financially wasteful. You can find a list of the materials that can be recycled in the enclosed brochure.

While we appreciate your recycling efforts, when the recycling material is contaminated, it is considered garbage and all the material collected (the entire recycling trucks load) is rejected by the recycling facility. A typical recycling truck carries approximately 7.5 tons. Because this is your first violation, this letter is being sent as a warning. If your cart is found to be contaminated again, however, further consequences will occur. Ultimately, your cart may be removed and your ability to participate in our recycling program will be suspended until you complete a recycling education course offered by the City.

Properly recycled material can be used to create new products, reducing our environmental impact. Contaminated material increases our environmental impact. If you feel that you are recycling correctly and have received this letter in error, please review the enclosed brochure to confirm you are recycling the correct materials. For questions or concerns, please contact: Recycling Coordinator, Alita Kane, by phone (813) 348-1027 or email alita.kane@tampagov.net or Recycling Specialist, Edgar Castro Tello, by phone (813) 348-6504 or email edgarcastrotello@tampagov.net.

Sincerely,

Alita Kane, Recycling Coordinator

4010 W. Spruce Street • Tampa, Florida 33607 • www.tampagov.net/dept_Solid_Waste



Options and Recommendations for the City to Consider:

- 1. Targeted, simple messaging.
- 2. Aggressive social media education campaign.
- 3. Education through community outreach.
- 4. Enforcement efforts to minimize and/or eliminate contamination.

Recommendation:

A combination of education AND enforcement initiatives to minimize contamination and promote a sustainable recycling program in the City of Margate.



Thank You!

