



Pinellas Partners in Recycling Meeting Notes for July 24, 2024

Virtual

Overview and Attendance

Wei-Ting Liu, CDM Smith; Wilfred Homes, City of Belleair; Jonathan Campbell, City of Clearwater; Bill Pickrum, City of Dunedin; Natalie Gass, City of Dunedin; Savannah Bunch, City of Dunedin; Deanna Doss, City of Gulfport; Nick Le, City of Lakeland; Shauwn Clark, City of Largo; Ben Cegelski, City of Oldsmar; Amanda Ergler, City of Pinellas Park; Colin Bartholomew, City of Safety Harbor; Kaitlyn Roy Nielsen, City of St. Pete Beach; Vicki Fordyce, City of St. Petersburg; Marco Villagomez, City of Tarpon Springs; Nick Gerakios, City of Tarpon Springs; Melinda Gonzalez, Coastal Waste & Recycling; Amy Suida, Eckerd College; Jennifer Ciaravella, Florida Dept. of Environmental Protection; KS Moore, Florida Dept. of Environmental Protection; Perry Christopher, Florida Dept. of Environmental Protection; Jabbar Buggs-Graham, Goodwill Industries Suncoast, Inc; Danny Gallagher, Hillsborough County; Stephanie Watson, Hillsborough County; Stephanie Lawler-Ellington, Keep Pinellas Beautiful; Jeanne Detweiler, Manatee County; Mary Oquendo, Manatee County; Eric Morales, Manatee County Solid Waste; Rachele Dobbs, Pasco County; Kelsey Grentzer, Pinellas County Communications; Ashley Wyland, Pinellas County Solid Waste; Emily LeMay, Pinellas County Solid Waste; Jasmine Scott, Pinellas County Solid Waste; Jordan Luscier, Pinellas County Solid Waste; Kiana Sladicki, Pinellas County Solid Waste; Leslie Caplin, Pinellas County Solid Waste; Kaitlyn O'Connor, Renuable (Florida); Xavier Deroos, Renuable (Florida); Jay Leshefsky, Serious Lock; Alita Kane, The Recycling Partnership; Marissa Segundo, Transformations PR; Diane Daniel, Vacation Donations; Daric Hunt, Waste Pro; Ed Farmer, Waste Pro.

Daric Hunt, Waste Pro recorded the notes.

Call to Order

Vicki Fordyce, PPR Chair called the meeting to order at 9:30 a.m.

Review of May 15, 2024 PPR Meeting Notes

No objections to notes as written.

Introductions

New members that introduced themselves included: Jay Leshefsky, Serious Lock; Jordan Luscier, Pinellas County Solid Waste; Leslie Caplin, Pinellas County Solid Waste. Welcome, all!

Presentation

Xavier DeRoos & Kaitlyn O'Connor, Renuable

The Renuable Community Compost Program was founded in 2021 with the mission to divert organics from our community's restaurants, businesses and homes from ending up trapped in landfills. Renuable operations consist of East and West coast teams that operate in the greater Tampa/St. Petersburg area as well as the Miami/Broward region. They have successfully diverted millions of pounds of compostable



materials from landfill since 2021. Their goal is to provide infrastructure and services to help anyone in Florida start composting easily and safely.

Xavier's contact information: xavier@liverenueable.com

More information: <https://liverenueable.com/>

[A recording of the presentation is available on the PPR SharePoint site.](#)

Updates

State Updates

- Chris Perry: Florida Department of Environmental Protection published the 2023 Solid Waste Management Report (<https://floridadep.gov/waste/waste-reduction/content/2023-solid-waste-management-report>). Launched the Take Charge battery campaign (<https://floridadep.gov/waste/waste-reduction/content/take-charge-florida>). USDA offering Composting and Food Waste Reduction (CFWR) Pilot Project Grant (<https://grants.gov/search-results-detail/354813>). EPA & SWIFR Grants (<https://www.epa.gov/infrastructure/solid-waste-infrastructure-recycling-grants-communities>).

Regional Updates

Pinellas County

- Emily LeMay: FDEP certified our recycling rate: 70% overall and 49% traditional. 4th in state. Municipalities, if you recycle or divert anything from landfill, please track weight and share when we request SWMR data. A group toured Veransa's Seffner facility on June 26. Veransa expressed interest in sharing information on compost testing standards. Could be helpful for businesses/municipalities to ensure your materials generate a quality compost for contract writing.
- Ashley Wyland: Email recycle@pinellas.gov for paper copies of the 2024. Kicked off the 2025 Recycle Guide. Charity Free Disposal applications are due August 1, 2024.
- Jasmine Scott: Disposal fee increasing to \$54.50/ton – If the Board of County Commissioners approves the budget in September, the disposal fee for MSW, commercial waste and yard waste will increase by 6.8% on Oct. 1 from \$51 to \$54.50 per ton. In addition, the Out-of-County Waste Surcharge will increase to \$54.50. Solid Waste has a communication plan to aid in the announcement of the fee increase. The 2024 Residential Recycling Awareness Survey (<https://pinellas.gov/educational-resources-garbage-and-recycling/>) is available on the website.
 - o The surveys give us an insight into the recycling behaviors and habits of Pinellas County residents over time. The surveys ask them if, how, and why they recycle, about the resources they use and seek, and more. These surveys help us make informed decisions and identify opportunities for improvement and outreach. The survey is representative of Pinellas County residents
 - o Key survey findings. 96% of people who live in single-family homes recycle and 69% of people who live in multi-family homes recycle. The most cited reason why people recycle is to "protect the earth." 32% of all survey respondents use recycling drop-off centers. The majority (57%) of respondents prefer online resources for recycling



education. 72% of residents correctly noted that plastic bags should never be put into the recycling bin. Rechargeable Batteries: 36% of respondents “recycle” their rechargeable batteries (up from 1% in 2020), though it’s unclear whether this means they take them to a battery drop-off or if they place them in their mixed recycling bin. 62% of residents correctly noted that rechargeable batteries should never be put in the recycling bin, while 97% correctly noted that they should never be placed in the garbage. This speaks to the importance of careful messaging for proper rechargeable battery disposal. Residents could misinterpret the message to simply “recycle” batteries. Instead, our Contamination WG’s battery ads say to “drop off” rechargeable batteries at a drop-off center.

Hillsborough County

- Stephanie Watson: Hillsborough County's Summer Recycling Art Contest is open now through 8/31/24 <https://hcfi.gov/residents/property-owners-and-renters/trash-and-recycling/summer-recycling-art-contest>. Completed solid waste master plan up to 2065. More details to be shared soon.

Pinellas County Municipal Updates

City of Dunedin

- Savannah Bunch: The City plans to apply for the USDA’s Composting and Food Waste Reduction (CFWR) Pilot Project Grant (<https://grants.gov/search-results-detail/354813>)

City of St. Petersburg

- Vicki Fordyce: City added new [compost workshop](#) dates through 2025 (20-25 participants per class). Touch-a-Truck events for children’s recycling education. The City is hosting a household chemical collection event at the SPC Allstate Center, [3200 34th St. S.](#), on Sept. 28 from 9 a.m. – 2 p.m.

Community Updates

Keep Pinellas Beautiful

- Stephanie Lawler-Ellington: Completed Great American Clean Up. International Coastal Clean Up upcoming. Annual Threshers Fundraiser on August 22, 2024. Upcoming KPB Events (<https://www.kpbcares.org/upcoming-events>).

Work Group Updates

Contract

- Jasmine Scott: Contract WG keeps a database of Pinellas County municipalities’ recycling collection and processing contracts. Will reach out to municipalities to request the status of contracts and updated documents. Pinellas Partners in Recycling – Guidance for Developing Recycling Collection, Processing & Commodity Marketing Contracts (<https://pinellas.gov/pinellas-partners-in-recycling-guidance-for-developing-recycling-collection-processing-commodity-marketing-contracts/>).

Contamination



- Ashley Wyland: Battery ads are complete and being shared. Website story, Solid Waste encourages residents to properly dispose of rechargeable batteries to keep employees safe: <https://pinellas.gov/story/solid-waste-encourages-residents-to-properly-dispose-of-rechargeable-batteries-to-keep-employees-safe/>. Met on July 18.

Low Waste Event Guide

- Emily LeMay: Jasmine reviewed the draft, reimaged the organization, reduced text and pointed out areas where additional information (resources, photos, etc.) are needed. Met on July 19. Team is reviewing the updated draft and will provide feedback by 8/9. The guide will be placed on Pinellas County (PPR) website (<https://pinellas.gov/boards-councils-and-committees/pinellas-partners-in-recycling/>). Team agreed to link directly to Pinellas website and not upload the PDF directly to their own websites. Will also create a PDF that will be housed on Pinellas website.

Open Discussion

There were no topics brought up for discussion.

Announcements

None.

Adjournment

Next meeting is September 18, 2024 via Zoom at 9:30 a.m.