



Pinellas Partners in Recycling Meeting Notes for November 20th, 2024

Virtual

Overview and Attendance

Wei-Ting Liu, CDM Smith; Wilfred Holmes, City of Belleair; Jonathan Campbell, City of Clearwater; Savannah Bunch, City of Dunedin; Deanna Doss, City of Gulfport; Ben Cegelski, City of Oldsmar; Colin Bartholomew, City of Safety Harbor; Vicki Fordyce, City of St. Petersburg; Marco Villagomez, City of Tarpon Springs; Nick Gerakios, City of Tarpon Springs; Joe Munoz, City of Temple Terrace; Amy Suida, Eckerd College; Chris Perry, Florida Dept. of Environmental Protection; Jennifer Ciaravella, Florida Dept. of Environmental Protection; Karen S Moore, Florida Dept. of Environmental Protection; Angela Fama, Hillsborough County; Stephanie Watson, Hillsborough County; Victoria Durand, Hillsborough County; Pat DePlasco, Keep Pinellas Beautiful; Lael Giebel, KnowBe4; Mary Oquendo, Manatee County; Jeanne Detweiler, Manatee County; Eric Morales, Manatee County Solid Waste; Mark Barasch, NuCycle Energy; Rachelle Dobbs, Pasco County; Kelsey Grentzer, Pinellas County Communications; Ashley Wyland, Pinellas County Solid Waste; Catherine Eichner, Pinellas County Solid Waste; Emily LeMay, Pinellas County Solid Waste; Jasmine Scott, Pinellas County Solid Waste; Kiana Sladicki, Pinellas County Solid Waste; Leslie Caplin, Pinellas County Solid Waste; Paul Sacco, Pinellas County Solid Waste; Charles Mills, Regenoplast Materials LLC; McKenzie McClure, St. Petersburg College; Kaitlyn Roy Nielsen, St. Pete Beach Public Works; Sarah Soteroff, Too Good To Go; Marissa Segundo, Transformations PR; Tim Bowers, Waste Management; Mike DeClerck, Waste Management; Daric Hunt, Waste Pro; Kathryn Mihalek, ; Greylyn Davenport, ; and Seamus Henry.

Daric Hunt, Waste Pro recorded the notes.

Call to Order

Vicki Fordyce, PPR Chair called the meeting to order at 9:31 a.m.

Review of September 18th, 2024, PPR Meeting Notes

No objections to notes as written.

Introductions

Angela Fama, who introduced Victoria Durand, the new Waste Reduction and Recycling Specialist from Hillsborough County Solid Waste. Mark Barasch from NuCycle Energy reintroduced himself after a year away, expressing support for the organization's initiatives. Chuck Mills from Regenoplast attended to learn about Pinellas County's efforts and expressed interest in future presentations.

Presentation

Sarah Soteroff, Too Good To Go

Too Good To Go (TGTG) is the social impact company behind the world's largest marketplace for selling surplus food. TGTG connects businesses directly to consumers via their marketplace to sell food at a discount so that it does not go to waste. This helps businesses recoup what would otherwise be lost revenue, helps consumers save money on food items they'd otherwise pay full price for and helps everyone to positively contribute to the fight against food waste and rising temperatures.

Sarah will give an overview of the food waste volume and impact globally and with specific reference to the US. TGTG's solution works to lessen food waste at the retail level with specific benefits for businesses and the consumer appeal for users. Sarah will showcase TGTG's growth since launching in 2016 and later coming to the US in 2020. TGTG now operates in 19 countries, and given that this is a global issue without borders, the impact of global collective action is important.

Presentation Notes:

- 40% of all food is wasted globally (see chart below of where it's coming from) and accounts for 10% of the worlds greenhouse gas emissions.



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- About 50% of that food is wasted at the household level. \$2K worth of food wasted per year per person.



- TGTG is a for-profit company, the businesses make money, has help customers save \$168M worldwide.
- Founded in Denmark in 2016.
 - Problem: Hard for businesses to donate food because of liability (except FL has Good Samaritan Law)
- Came to Miami in 2021 and expanded to more areas of FL in Nov. 2023.
 - Since launching in the US, the app is available in 30 states.
- TGTG sells a surprise bag: Food waste is unpredictable – a business isn't going to know exactly what they have. Food businesses always create extra food b/c they don't want to turn anyone away. Target: too small for donations, but too big that feels bad to throw away.
- Benefits to businesses: additional revenue, additional marketing and exposure to consumers, customers also may buy more than the TGTG bag when they pick up the bag.
- 23% of edible food that goes to waste is because of the best buy date.

Updates

State Updates

- Karen Moore, FDEP: nothing new going on with the state.

Regional Updates

Pinellas County

- Emily LeMay: Pinellas County's master plan refresh in the works and a waste composition study is scheduled for early 2025.
- Ashley Wyland: Provided overview of the 2025 Recycle Guide. If interested in copies, email recycle@pinellas.gov.
- Jasmine Scott: Provided details about the allocation of a \$500,000 budget for the Municipal Recycling Grant across 24 municipalities for FY24. Sent out the Intent to Participate form for FY25. FY26 MRG reimagination was presented at the November TMC meeting for municipal input.

Hillsborough County

- Angela Fama
 - Hillsborough County is working on their Recycle Guide as well.
 - Travis Barnes presented on hot loads and proper batter disposal.
 - Hillsborough County received 3rd award from Florida Recycling Partnership for Goodwill program.



- Hillsborough doing a holiday recycling podcast. Running a Tampa Bay holiday recycling ad.
- Updating the regional recycling website.

Pinellas County Municipal Updates

City of St. Petersburg

- Vicki Fordyce
 - Presented at two schools for the Great American Teach-In & sent a truck to an elementary school. Presented on why waste reduction and recycling are important.
 - Have been seeing a lot of contamination in recycling bins due to storms – residents using recycling bins for garbage.
 - Still dealing with storm debris. Contract collected 867K cubic yards of vegetative debris that is being ground into reusable mulch. Collected 300K cubic yards of c & d.
 - Monthly compost program – delivered 20 bins over the past couple of months.
 - Updated [Good Neighbor Guide](#) for urban agriculture. Partnered with local farms on education and awareness for composting, farming and urban agriculture.

City of Clearwater

- Jonathan Campbell
 - Working on removing storm debris, getting back to a sense of normalcy.
 - Participated in the Great American Teach-In & brought a truck for touch-a-truck event.
 - Going to high school career fair to promote careers in the solid waste and recycling industry.

City of Dunedin

- Savannah Bunch
 - 100K cubic yards of storm debris collected.
 - Re-opened recycling drop-off centers last week – still experiencing some illegal dumping.
 - Applied for a USDA composting grant – haven't heard back yet.

City of Temple Terrace

- Joe Munoz: the city has completed vegetation cleanup from storms. Contractors are turning that debris into mulch.



Keep Pinellas Beautiful

- Pat DePlasco
 - Jane Goodall event was a huge success!
 - KPB's open house is on Friday, December 20 from 8:30 a.m. to 11:30 a.m. at their main office: 5090 66th Street N.
 - Luncheon will be held at a different venue next year—we outgrew the church!
 - KPB won another award – congratulations KPB!
 - Check out upcoming events at www.kpbcares.org/upcoming-events.

Waste Pro of Florida

- Daric Hunt from Waste Pro confirmed the availability of transfer stations for storm debris.

Work Group Updates

Contract

- No updates at this time.

Contamination

- Ashley Wyland presented the group's battery ads at the Resource Recycling Conference in Louisville, KY on November 13. Next meeting TBD.

Low Waste Event Guide

- Jasmine Scott previewed the Low Waste Event Guide on Pinellas.gov. Will send out once published.

Open Discussion

Announcements

- 2025 schedule has been decided on – calendar invites will be sent out soon.

Adjournment

- Vicki Fordyce, PPR Chair adjourned the meeting at 10:53 a.m.