



Pinellas Partners in Recycling Meeting Notes for March 18th, 2026

Virtual

Overview and Attendance

Wei-Ting Liu, CDM Smith; Wilfred Holmes, City of Belleair; Jacolby Washington, City of Clearwater; Jonathan Campbell, City of Clearwater; Laura Valletti, City of Dunedin; Meaghan McCormick, City of Dunedin; Natalie Gass, City of Dunedin; Deanna Doss, City of Gulfport; Keely Kessler, City of Key West; Nick Le, City of Lakeland Solid Waste; Calley Pate, City of Oldsmar; Kyle Arrison, City of Pinellas Park; Colin Bartholomew, City of Safety Harbor; Marc Portugal, City of St. Pete Beach; Austin Smith, City of St. Petersburg; Joshua Sherman, City of St. Petersburg; Louie Neary, City of St. Petersburg; Vicki Fordyce, City of St. Petersburg; Tessa Coulter, City of Tampa; Holly Langston, City of Tarpon Springs; Marco Villagomez, City of Tarpon Springs; Nick Gerakios, City of Tarpon Springs; Sanitation, City of Temple Terrace; Veatrice Farrell, Digital Education Foundation; Tony Selvaggio, eSmartRecycling; Christopher Perry, Florida Dept. of Environmental Protection; Jennifer Ciaravella, Florida Dept. of Environmental Protection; Sommer Turner, Florida Dept. of Environmental Protection; Allen Starr, Goodwill Industries- Suncoast, Inc.; Tessa Jones, Goodwill Industries- Suncoast, Inc.; Angela Fama, Hillsborough County; Lisa Leseigneur, Hillsborough County; Rachel Rosenzweig, Hillsborough County; Stephanie Watson, Hillsborough County; Pat DePlasco, Keep Pinellas Beautiful; Lael Giebel, KnowBe4; Eric Morales, Manatee County Solid Waste; Melody Tuschel, Monroe County ; Rachele Dobbs, Pasco County; Ashley Wyland, 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; Phil Nichols, Pinellas County Solid Waste; Dave Lazarus, Publix; Rachel Greene, Publix; Shelby Lewis, RRS; Jennifer Angelo, Town of Indian Shores; Marissa Segundo, Transformations PR; Diane Daniel, Vacation Donations; Brenna Haggart, Waste Management; Dawn McCormick, Waste Management; Mike DeClerck, Waste Management; Daric Hunt, Waste Pro; and Andrew Mekemson, Waste Pro.

Daric Hunt, Waste Pro, recorded the notes.

Call to Order

Ashley Wyland, Pinellas County Solid Waste, called the meeting to order at 9:33 a.m.

Presentation

Rachel Green and David Lazarus, Publix

Rachel Greene is a Projects Manager on Publix's Sustainability team, where she focuses primarily on landfill diversion and developing strategies to reduce waste across the company's footprint. With a background in retail and real estate, Rachel has supported stores across multiple



markets, giving her a firsthand understanding of the operational challenges and opportunities related to waste handling in a retail environment.

Rachel values clear communication and detailed planning, both of which play a critical role in executing successful initiatives across cross-functional teams. Her on-the-ground experience, combined with her strategic approach to project management, helps her bring practical insight and organizational alignment to sustainability efforts.

Rachel lives in Lakeland, FL, and on the weekend, she loves reading at the local coffee shop.

Dave is a 27-year Publix veteran focused on finding ways to reduce the company's environmental footprint without sacrificing shareholder value. His background in industrial engineering, PMO management and strategy planning across Publix's business units helps Dave bring a unique blend of technical expertise and strategic vision to his role. Key accomplishments include the expansion of Publix's recyclability program and the integration of How2Recycle instructions on packaging, funding for several energy conservation initiatives and a pilot program for organic waste diversion from retail stores, which we'll talk about today. Dave lives in Tampa, FL with his girlfriend and their spicy orange cat, Elliott.

[Presentation Recording](#)

Presenter Contact Info

- David Lazarus - David.Lazarus@publix.com
- Rachel Greene - Rachel.Greene@publix.com

Elections of Officers

Chair and Vice-Chair

- Austin Smith, City of St. Petersburg, was nominated as PPR's new Chair for the 2026 calendar year.
- Andrew McKemson, Waste Pro, was nominated as PPR's new Vice-Chair for the 2026 calendar year.

Updates

State Updates

- Jennifer Ciaravella, Florida DEP
 - Counties are working on their Solid Waste Management Reports (SWMR), due on April 1st.
- Christopher Perry, Florida DEP
 - Tourism impact report is coming out soon.
 - No new bills currently being tracked.

Regional Updates Hillsborough County

- Angela Fama
 - Recycling Drop-off Containers
 - Hillsborough County manages five Community Collection Centers (also known as CCCs) conveniently located across the county to provide various solid waste services, including paint/battery/electronics disposal, recycling drop off, and more.
 - The recycling drop-off containers were recently updated with a fresh coat of paint and new signage displayed in English and Spanish.
 - Each month, the recycling drop-off program brings in 10-15 tons of clean recyclables.
 - This container refresher has multiple benefits, one it aligns signage displays regionally, as it's similar to Pinellas' drop-offs.
 - Additionally, city residents from Tampa, Temple Terrace, and Plant City can also use the recycling drop-off centers to drop off recyclables for free.



- Phase 1 of the Fire Prevention & Battery Recovery campaign is complete
 - The goal of the awareness campaign is to educate on the dangers of improper battery disposal and how to dispose of batteries properly.



- Since the campaign began in October 2025:
 - Every major local news TV channel covered the topic (resulting in over 10 interviews).
 - Audience – over 1.63 million.
 - Free earned media publicity – over \$64K value.
 - There's been a recorded 700% increase of Discarding Batteries webpage traffic in 2026 compared to 2025.
- In terms of Batteries Recovered
 - Prior to the campaign, it took 6 months to fill eight (8) 55-gallon drums with batteries.
 - In the last 6 months, fifteen (15) drums of batteries were filled (almost double the number of drums in the same time)!
 - For context, it takes 10,000 to 15,000+ AA batteries to fill a 55-gallon drum!
- Lessons Learned
 - For \$1,500 spend we created a YouTube ad which reached over 400,000 views.
 - For the same price, the Google Search Ad had a low number of impressions 13,000.
 - Very high click rate – almost 2 in every 10 impressions resulted in a click to our website, accounting for 14% of all webpage traffic since the campaign began.
- In Total
 - \$78,000 budget spend
 - Resulted in 14.77 million impressions
 - The average ad cost \$0.005/impression
- If you include the free publicity and impressions from local media, the campaign resulted in:
 - 16.4 million impressions
 - \$128,000 in earned media value



- Ashley Wyland
 - [How to video](#) on the new external SharePoint site
 - The two County-managed recycling drop-off centers at Fort De Soto Park (3500 Pinellas Bayway S, Tierra Verde, FL 33715) will be consolidated into a single, improved location near the boat ramp overflow parking lot.

This project is part of our ongoing efforts to enhance County services and is unrelated to recent hurricane damage or dock repairs.

To minimize disruptions, construction is scheduled during the park's least busy time of year. It may temporarily impact the boat ramp overflow parking area. Contractors will begin staging equipment at the site on March 10, 2026, and construction is expected to begin on March 16, 2026, and last 90–100 days.

The boat ramp recycling drop-off center will be inaccessible during the construction. To find another recycling drop-off center near you, [view this map](#).

For updates on the project and other improvements, visit Pinellas.gov/fort-de-soto-recycling-drop-off-center-improvements

- Free Countywide Tire Disposal Event
Pinellas County is hosting a [free tire collection](#) event on Saturday, April 18, 2026, from 9 a.m. to 1 p.m. Residents can bring up to 12 tires (no rims and no tires over 36 inches) to one of three free and convenient drop-off locations:
 - Household Hazardous Waste (HHW) North, [29582 U.S. Highway 19 N., Clearwater](#)
 - Walsingham Park, [12615 102nd Ave., Seminole](#)
 - Lealman Exchange, [5175 45th Street N., St. Petersburg](#)

This event is for residents only; tires from commercial entities will not be accepted. Government-issued ID will be required to verify Pinellas County residency.

Tires collected at this event will be transported to the Pinellas County Solid Waste Disposal Complex and processed at the [Waste-to-Energy facility](#).



Residents who cannot attend the event can use the [Where Does It Go? Search Tool](#) at Pinellas.gov/where to find year-round disposal options for their tires.

- Talkin' Trash Video Series
 - First video about Waste-to-Energy was posted on socials on 3/11 and already has 20,000+ views! Check it out [here](#).
- Jasmine Scott
 - FY26 Municipal Recycling Reimbursement Grant
 - Cities, your reimbursement requests are due to recycle@pinellas.gov at the latest by Sept. 15, 2026, but the earlier you submit, the sooner you get your money.
 - HHW Spring Cleaning
 - Pinellas County is launching a household hazardous waste spring cleaning campaign for the second year in a row!
 - This campaign encourages residents to drop off household chemicals through the County's HHW programs ahead of hurricane season. Informs residents that old chemicals can be a fire hazard and pollute their homes and neighborhoods during a storm. Targeting gasoline, batteries, and household chemicals.
 - [Special household chemical collection event](#) for the **barrier island communities** on Sat., May 30, from 9 a.m. to 2 p.m. at the Treasure Island Community Center Park located at 150 106th Ave., Treasure Island.
 - Last year, the campaign led to a 23% increase in pounds of chemicals collected, 11% more customers, and 23% more website activity compared to years without a campaign
- Leslie Caplin
 - Reach out to us if you want copies of the Recycle Guide! It is your go-to "recycle-pedia".
 - Email recycle@pinellas.gov for paper copies
 - View the digital version via www.pinellas.gov/recycle

Pinellas County Municipal Updates

City of St. Petersburg

- Vicki Fordyce
 - Green Thumb Fest, April 25 & 26
 - https://www.stpeteparksrec.org/programs__events/events/green_thumb/index.php
- Austin Smith
 - Updating all of the city's recycling education



- Will be filming videos for social media soon
- April 18, Sans Market Earth Day event – Austin will be tabling there
- Louie Neary
 - All new compost classes have been added through Feb. 2027
https://www.stpete.org/residents/utilities/residential_trash_recycling/composting_waste_reduction.php
 - Compost Consortium – UF - March 25 <https://www.eventbrite.com/e/compost-consortium-tickets-1981794656165>
 - Boyd Hill Master Gardener Lecture Series <https://www.eventbrite.com/cc/boyd-hill-master-gardener-lecture-series-3000029>
 - Every second Thursday of the month
 - Hosted of UF Institute of Food and Agricultural Sciences

City of Clearwater

- Jonathan Campbell
 - March 28th – Neighborhood Day
 - Good opportunity to get out into the community, bring equipment, answer resident questions.
 - April 4th – Touch A Truck event with Countryside Parks and Rec

City of Dunedin

- Laura Valletti
 - We wrapped up our bead collection program — 260 lbs. of beads collected and donated to the MacDonald Training Center.
 - We launched the Downtown Dunedin Market Pilot Program focused on low event waste. So far, we've collected 159 lbs. of compostable waste from vendors and market attendees, diverting it from the landfill.
 - If you are a Dunedin resident, we have an additional pilot program offering a community drop-off location at the Downtown Dunedin Market. You can apply here: <https://forms.office.com/g/R7gSbhTtMW>.

Community Updates

Keep Pinellas Beautiful (KPBB)

- Pat DePlasco



- Great American Cleanup has begun – runs March 1st, 2026, through June 30th, 2026
 - A lot of projects, cleanups, educational programs
- \$100K Grant from Volunteer Florida
 - Using to restore dunes and plant native plants in Treasure Island
- Earth, Wind & Laughter
 - Comedy fundraiser on June 25th
- Keep America Beautiful Conference in Pinellas County
 - November 18 – 20, 2026
- High School Workshops
 - June 22-26, 2026
 - July 20-24, 2026
- Upcoming events with KPB - <https://www.kpbcares.org/upcoming-events>

Vacations Donations

- Diane Daniel
 - Indian Rocks Beach Greenfest on March 21st, 2026
 - Picking up a lot of food from departing vacationers

Work Group Updates

Contract

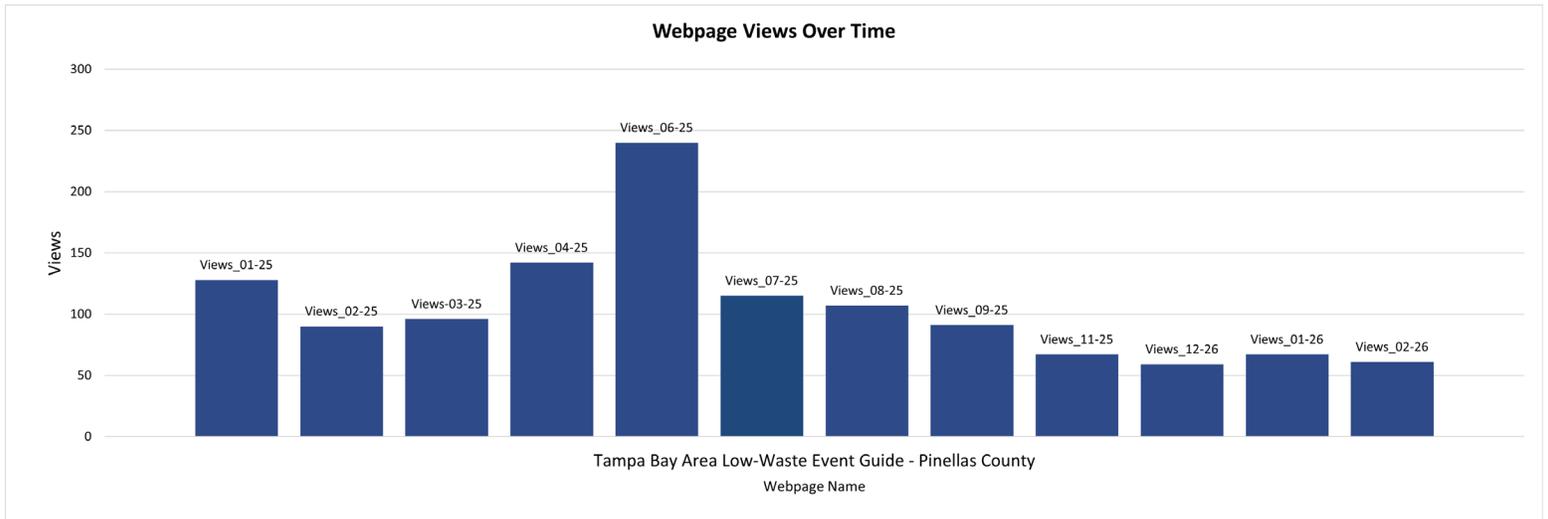
- Jasmine Scott
 - The contract database houses all the Pinellas County municipal recycling collection & processing contracts. Visit the PPR SharePoint home page, <https://pinellasgov.sharepoint.com/sites/BCCX-SW-PPR>, and find the link to the contract database under "Documents and Resources" in the top menu bar or under "Resources."

Contamination

- Ashley Wyland
 - Meeting will be scheduled in April. Hillsborough County's marketing campaign has concluded.

Low Waste Event Guide

- Jasmine Scott
 - The Low-Waste Event Guide is featured on [page 15](#) of the Pinellas County Recycle Guide. Webpage views have been sitting around 50 to 100 per month. <https://pinellas.gov/tampa-bay-area-low-waste-event-guide/>



Open Discussion

- Reminder to Pinellas County municipalities: you can work with Pinellas County Solid Waste to get Recycle Across America labels for recycling containers. We will pay for the design of the label! If interested or if you want more info, email recycle@pinellas.gov.
- If you know of a group that would want to present at PPR or if you are interested in presenting, please let Ashley know! There is also a form on the [PPR website](#). Topics can be about anything related to waste reduction, solid waste, recycling, Waste-to-Energy, composting, etc.
- Looking into renaming PPR and establishing a mission and vision. This will most likely be a new Work Group within PPR. We are looking for three (3) people to be part of the kickoff meeting to discuss specifics. Email recycle@pinellas.gov if interested!

Announcements

- Going forward, **PPR meetings will be held via Microsoft Teams** via the link provided in the original meeting invite. Ashley will be sending out updated calendar invites this week that have only the Teams meeting link available.

Adjournment

Next Meeting: May 20th, 2026 @ 9:30 am via Teams