



Pinellas Partners in Recycling Meeting Notes for 9/16/2026

Virtual

Overview and Attendance

Wei-Ting Liu, CDM Smith; Jonathan Campbell, City of Clearwater; Kervin St. Aimie, City of Clearwater; Laura Valletti, City of Dunedin; Deanna Doss, City of Gulfport; Keely Kessler, City of Key West; Calley Pate, City of Oldsmar; Colin Bartholomew, City of Safety Harbor; Louis J. Neary, City of St. Petersburg; Joshua Sherman, City of St. Petersburg; Vicki Fordyce, City of St. Petersburg; Edgar Castro Tello, City of Tampa; Tessa Coulter, City of Tampa; Natalia Rivera, City of Tampa; Holly Langston, City of Tarpon Springs; Marco Villagomez, City of Tarpon Springs; Richard Coupland-Presenter, CPGroup; Allen Starr, Goodwill Industries- Suncoast, Inc.; Tessa Jones, Goodwill Industries- Suncoast, Inc.; Timothy Felder, Goodwill Industries- Suncoast, Inc.; Angela Fama, Hillsborough County; Lisa Leseigneur, Hillsborough County; Stephanie Watson, Hillsborough County; Pat DePlasco, Keep Pinellas Beautiful; Melody Tuschel, Monroe County ; Ashley Wyland, Pinellas County Solid Waste; Emily LeMay, Pinellas County Solid Waste; Jasmine Scott, Pinellas County Solid Waste; Leslie Caplin, Pinellas County Solid Waste; Philip Nichols, Pinellas County Solid Waste; Doris S Heitzmann, Pinellas County UF/IFAS Extension; Dave Lazarus, Publix; Daniel Penn, Resident; Nadim Mahnoor, Resident; Shelby Lewis, RRS; Lynn St. Vil, St. John's County; Marissa Segundo, Transformations PR; Brenna Haggard, Waste Management; and Mike DeClerck, Waste Management.

Jasmine Scott, Pinellas County Solid Waste, recorded the notes.

Call to Order

Ashley Wyland, Pinellas County Solid Waste, called the meeting to order at 9:30 a.m.

Review of July 29, 2026, PPR Meeting Notes

No objections to notes as written.

Introductions

- Natalia Rivera, Recycling Specialist at the City of Tampa

Presentation

Richard Coupland, CP Group

Mr. Coupland is the Senior Vice President of Strategy and Growth for the CP Group, responsible for sales and strategic business planning. He has a combined 30 years of experience leading complex systems and technology programs in the defense industry and managing municipal contracts for Republic Services.



For nearly five decades, CPG has been a leader in the waste and recycling industry, specializing in designing, manufacturing, installing, and servicing innovative material recovery facilities and sorting machinery. Renowned for superior engineering, innovative designs, and high-quality machinery, CPG offers turnkey solutions for both new installations and retrofits.

[Presentation Slides](#)

[Presentation Recording](#)

Presentation Notes

- Mike DeClerck, Director of Recycling Ops FL, WM. Shout-out for CPG on behalf of WM for their machinery at their new MRFs in FL and nationally. CPG did machinery at Sinbrook Pines in South Florida, a MRF that opened last year and is processing an average of 900 tons/day average single stream. CPG is doing machinery at Tampa MRF, installation starting in January.

Innovation Advancing the Recycling Processing Industry

- History:
 - CPG began over 50 years ago with the "Can Pack," the original aluminum can condenser." Has morphed through multiple buy-outs and acquisitions throughout the years.
 - Headquarters in San Diego, Nashville and London
- CPG designs, manufactures and delivers MRF machinery.
- "CP Labs" is where the company designs new machinery to capture materials. They then partner with an "Innovation Partner" MRF to pilot the new machinery. CP Labs will work to perfect it, then officially launch it as a product.
- MSW Processing is one of these projects in the CP Lab and Innovation phase. MSW Processing is the attempt to sort through MSW trash to sort out materials of value, like PP, HDPE Color, HDPE Natural, PET, UPC and ferrous.
- Bag Opening Innovation Projects is another project in the CP Lab. One major issue at MRFs is material in plastic bags, which are considered contamination and often end up directly in the residue pile/uncaptured. CPG is testing a piece of machinery that is capable of breaking up these bags so the material inside can further be processed. CPG is also testing similar machinery but for a different use, MSW processing.
- Sentry is an X-ray technology that using AI to identify hazards, like batteries, and remove those items.



- AI in this industry is applied in a couple ways. One is by watching the material flow and creating an inventory of what was seen. AI is the technology for seeing. The physical separation is a different technology.
- CPG will be rolling out an operational-intelligence platform that uses all sensor inputs from various machines that monitors operations of a MRF and provides predictive maintenance and automates controls.

Q&A:

- What is the process for where CP Labs gets their ideas for what's needed out there, and how do they get pitched and chosen to move forward?
 - Ideas need to come from all directions: one-on-one meetings with customers, conferences. Monitoring themes in the industry: what are the biggest challenges?
- Have you seen any customers interested in or investments in the recovery of textiles?
 - The technology to make a pile of textiles, or really anything, exists because of the innovation of AI. The question is: what do I do with the pile? There needs to be a market for the bale

Updates

State Updates

- N/A

Regional Updates

Hillsborough County

- Angela Fama
 - Recycling Education Campaign
 - New MRF steel raising event will be in December 2026 for a limited in-person audience and will be in the news. The \$88M MRF is on track to open on November 1, 2027. The 229,000-square-foot facility is rated to process 50 tons per hour.
 - We're developing a recycling campaign with the goal of reducing the contamination rate in residential recycling collection and increasing the volume of program recyclables.
 - Some target metrics will be:
 - Focusing on three routes with higher rejection rates and providing focused education based on community needs.
 - Reducing the recycling contamination rate by at least 2% in two years.



- We're developing collateral to support the campaign, including:
 - 15-20 second ad video/corresponding script featuring River & Binny (recycling mascots) discussing accepted program recyclables.
 - Updating recycling education cart tags.
- Where Does It Go? Guide
 - Created a new [commercial WDIG Guide](#) to connect businesses with disposal options.
 - Currently focused on materials that cause fires like batteries, large batteries, propane tanks, fertilizers and pesticides.
 - Added a [survey](#) for customers to suggest new residential and commercial items
- Planning Phase 2 of the Fire Prevention & Battery Recovery Campaign
 - Continuing the momentum of Phase 1 of the campaign, we're planning Phase 2 of the campaign with an \$80,000 budget to purchase TV, radio, podcast, and social media ads. We're looking at new advertising mediums, including bus benches and shelters, digital billboards, mobile display, and gas station TV ads. Targeting fall 2026 to begin Phase 2.
 - New goal is to focus on commercial collection fire prevention
 - Since the end of Phase 1, residential collection vehicle fires have decreased while commercial fires have increased. Thus, commercial collection needs a fire prevention campaign with focus on proper disposal of batteries, chemicals, and tanks.
- Waste Reduction & Recycling Art Contest Recognition Event
 - On Saturday, August 1st, the Recycling team hosted the 3rd annual Waste Reduction & Recycling Art Contest Recognition Event to celebrate the three 2025 winners. By representing our theme "Small Acts, Big Impact", the winners were recognized with having their artwork displayed on three Solid Waste transfer trailer trucks.
 - These moving billboards drive across the county over the next year to recognize winners and to promote the Art Contest.
 - See the student's art on display: [Solid Waste Unveils Winning Waste Reduction & Recycling Art Contest Entries](#).
 - 4th annual Art Contest Theme: Reduce, Reuse, Recycle
Hero! Hillsborough County students in 3rd-12th grade can submit



their unique heroes until 4/30/2027. Visit [HCFL.gov/ArtContest](https://www.hcfl.gov/ArtContest) for rules and eligibility.

- Art Contest promotional flyer seen below:



City of Tampa

- Tessa Coulter
 - New Recycling Specialist Natalia Rivera
 - Updated cart tags and brochures

WARNING!
The marked items below are not allowed in your green recycling cart.

ESPAÑOL →



Items prohibited from all curbside collections.
For safe disposal, visit tampa.gov/HHW.

Collection Guidelines

- Cart must not exceed 50 lbs.
- Place cart out by 6am
- 4ft clearance on all sides
- Cart handles facing house
- Keep lid fully closed
- No items outside of cart

STICK TO THESE ACCEPTED ITEMS!
All items must be **unbagged and loose**.

Dry: Paper items, flattened cardboard, and paperboard items

Empty: Plastic bottles/jugs, metal food/beverage cans, and glass bottles/jars

Click tampa.gov/Recycle or call (813)274-8811

Download the app: **TAMPA** Trash and Recycling

Unaccepted items must be removed for collection. Failure to comply with the City of Tampa's Curbside Recycling Program guidelines may result in the removal of your recycling cart.

City of Tampa Department of Solid Waste & Environmental Program Management

Accepted Items | All items must be larger than the size of your list, clean, empty, and dry.

Paper
Junkmail, office paper, newspaper, magazines, paper bags, postcards, or paperback books
NO shredded paper, paper cups or plates, hardcover books, receipts or napkins/towels

Paperboard
Paper towel rolls, toilet paper rolls, boxes, or egg cartons
NO plastic-lined items such as beverage cartons or ice cream tubs

Cardboard
Flattened and loosely inside of cart (jammed in boxes may not fall out for collection)
NO wet cardboard, foam/plastic packaging, or pizza/food boxes

Plastic Bottles
Beverage, condiment, hygiene, or cleaning products

Plastic Jugs
Beverage, detergent, or cleaning products
NO caps/lids, food/liquid residue, spray nozzles/pumps, or other plastic items

Metal Cans and Bottles
Beverage and food
NO food/liquid residue, aerosol cans, or other metal items of any kind

Glass Bottles and Jars
Beverage and food
NO caps, lids, corks, food/liquid residue, or other glass items of any kind

When in Doubt, Leave it Out!

Don't worry about the little numbers on products or if it has the recycling symbol. If it's not included in this guide, don't put it in your cart.

Avoid wishcycling: tossing questionable items in your cart and hoping it will be recycled.

All items collected are sorted locally and sent to different manufacturers to be made into new products! Recycling supports local economies, conserves energy, and saves natural resources.

Unaccepted Items can hurt the recycling process, never place these in your green cart:

- Plastic bags & bagged items
- Food, liquids, & grease
- Foam & plastic packaging
- Plasticware & single-use plastic
- Clothes, cords, & other strands
- Batteries & electronics

What if I put an unaccepted item in?

Unaccepted items in recycling can decrease efficiency, increase program costs, and ruin good recyclables. A warning tag may be left to clarify how you can improve your recycling. Repeated failure to comply with City of Tampa's recycling guidelines may result in the removal of your green cart.

Some unaccepted items are more dangerous than others. Do not dispose of Household Hazardous Waste (HHW), like batteries and electronics, in either of your curbside carts. These are toxic, corrosive, or reactive products that could create safety hazards for workers and the environment. Visit tampa.gov/HHW to learn more.

Wait... that goes where?

The Tampa Trash & Recycling App is your go-to resource for any questions about disposal. Use the "What Goes Where?" tool to look up how to get rid of any item.

TAMPA Trash and Recycling
DOWNLOAD THE APP TODAY!
Google Play | App Store

Recycling Program Requirements

- Items must be unbagged and tossed loose in your cart.
- Carts must have a 4-foot clearance on all sides.
- Ensure cart lid is closed to prevent items from getting wet. Damaged cart replacements are available upon request.
- All material must be inside the cart for collection.
- Place cart at the curb the night before or by 6 a.m. of your service day. Cart must be removed from the curb by end of service day.

Beware of Greenwashing

Greenwashing is the act of making false or misleading statements about the environmental benefits of a product or practice. For example, labeling an item as "recyclable," despite it not being accepted in most local recycling programs.

Recycling Drop-off

McKay Bay
114 S 34th St.
Tampa, FL 33605

Mon, Tues, Thurs, Fri
7am to 5:30pm
Wed & Sat
7am to 3:30pm

For More Recycling Information:
(813) 274-8811
tampa.gov/Recycling

CITY OF TAMPA
RECYCLING
GUIDELINES



Know before you throw!

City of Tampa Solid Waste & Environmental Program Management
This brochure is made from 100% recycled content. Please recycle.

Pinellas County

- Ashley
 - Charity Free Allowance Program
 - Allowances are being calculated for the eight (8) charities that applied and will be presented at the Technical Management Committee meeting next week
 - Charities will receive their letters after the allowances are reviewed and approved
 - Upcoming Tire Disposal Fee Waiver for Residents



- At this time, several cases of the mosquito-borne illness, dengue fever, have been confirmed in the Tampa Bay area, including Pinellas County. Tires stored on the exterior of residential properties are known to hold standing water, which can breed and sustain mosquito larvae.

To incentivize residents to dispose of tires stored on their property, between September 28, 2026, and October 30, 2026, residents can bring their tires to the Solid Waste Disposal Complex for waived disposal fees, under the following conditions:

- Must be a resident of Pinellas County
 - No tires from businesses
 - Tires will be accepted during the Solid Waste Disposal Complex's normal business hours
 - Tires shall be brought as a segregated load and not mixed with other trash or waste.
 - No more than four (4) tires per load.
 - Tires may be on a rim/wheel
 - Tire size shall be less than 36" diameter
- Businesses **are not** eligible for the disposal fee waiver.
- Additional communication will be sent out to PPR members once the Communication Plan is finalized.
- Jasmine
 - FY27 Disposal Fee Increase
 - Pending Board approval, Pinellas County Solid Waste's disposal fee for municipal solid waste, commercial waste and yard waste will increase by 8% on Oct. 1 from \$58.86 to \$63.57 per ton.
 - The [fees](#) for cars, pickup trucks and vans, special handling service, contractor surcharge and Christmas trees remain the same.
 - The following additional fee increases will take effect Oct. 1:
 - The out-of-county waste surcharge is applied at \$63.57 per ton in addition to the per-ton rate of \$63.57.
 - The tire fee will increase from \$180.00 to \$210.00 per ton (for loads containing five or more waste tires; reweigh is required).



- Personal protective equipment (PPE) will increase from \$20.00 to \$22.50 per kit.

Pinellas County Municipal Updates

City of St. Petersburg

- Louis Neary and Vicki Fordyce
 - Austin has been working on informational guides and calendars for the new year.
 - Participating in Great American Tech In.
 - The city is in the process of selecting a new contractor for yard waste grinding.

City of Clearwater

- Jonathan Campbell
 - Great American Teach In invites sent out to cities.
 - Routeware smart footage installed on trucks and city is actively using this data for cart audits throughout the city.
 - Updating cart tags for this program.
 - Working on a neighborhood survey for recycling.
 - The communications department is working on a day in the life of a recycling driver for social media.
 - Residents like seeing the employees and what they do.

City of Oldsmar

- Calley Pate
 - Kicking off the city's recycling assessment to gather recycling data.

Community Updates

Keep Pinellas Beautiful

- Pat DePlasco
 - Recently kicked off the International Coastal Cleanup
 - Have areas that need attention or a cleanup? Reach out to KPB.
 - <https://www.kpbcares.org/upcoming-events>

Transformations PR

- Marissa Segundo



- Catch Jasmine and me at SWANA RCON in St. Louis, MO, Sept 29-Oct 2!
<https://swana.org/events/rcon2026>
 - Jasmine is presenting with Marissa Segundo of Transformations PR, Howard Lee of Alexandria, VA and Katie Fournier of Michigan Recycles.
[Leveraging Strategic Communication to Drive Program Participation](#)

Work Group Updates

Contamination – Ashley

- No future meetings scheduled at this time.
- Hopeful to be able to do the bigger ads during the next fiscal year (bus stops, billboards).
- Working on a postcard to be handed out at the Scalehouse and looking into providing stores that sell batteries with them as well.
- Business Waste Assessment Team is working on a Guide to Managing Batteries brochure for businesses. This will be handed out during inspections and added to the website with the other material guides - [Guide to Recognizing Hazardous Waste - Pinellas County](#).
- Hillsborough County is working on Phase 2 of their battery awareness campaign.

Open Discussion

- Ashley Wyland
 - If you have a vendor or company in mind to present at PPR, or if you would like to present, please contact me directly (awyland@pinellas.gov) or complete the [PPR presenter request form](#)

Announcements

- N/A

Adjournment

- Next Meeting: Wednesday, November 4, at 9:30 a.m. via Teams