



Hillsborough
County Florida



Keep
Tampa Bay
Beautiful
KEEP AMERICA BEAUTIFUL AFFILIATE



Reduce Your Use Tampa Bay

ReduceYourUseTampaBay.org

Overview

Hillsborough County is partnering with [Keep Tampa Bay Beautiful \(KTBB\)](#) for the [“Reduce Your Use Tampa Bay” campaign](#) and the associated [“Businesses for the Bay”](#) program.

The **overarching theme of the campaign:**

Waste avoidance and reduction of single-use plastics focusing on three plastic items in particular:

- **Bags**
- **Styrofoam® (Polystyrene)**
- **Straws**



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**BE PART OF
THE SOLUTION
TO PLASTICS
POLLUTION**

Overview

The goal is to educate and inform the public and businesses about the environmental impacts of single-use plastic products and the simple ways they can help combat the problem.

Message:

‘Every small step to reduce single-use plastics helps the environment. Be part of the solution to plastics pollution’.

Target Audiences in Hillsborough County:

- **Venues/Attractions**
- **Business owners and operators**
- **Residents**

Why Target Single-Use Plastics?

- Plastics make up almost 90% of trash in the oceans.
- More than 40% of plastic is used just once, then tossed.
- 18 billion pounds of plastic trash flows into the oceans every year from coastal regions. That is the equivalent of 5 grocery bags of plastic trash sitting on every foot of coastline around the world.
- 500 million straws are used in the U.S. every day.
- Every year, the U.S. uses enough straws to wrap around the earth 2.5 times.
- Americans use more than 100 billion plastic bags each year, more than 300 bags per person per year.
- Plastic bags are used for an average of 12 minutes
- Plastics break down into smaller and smaller pieces but remain in our environment forever.

Plastic in Our Oceans

In 2016, plastics production totaled around 335 metric tons. Approximately 50% of plastics produced annually are used to manufacture single-use products such as plastic bags, straws and polystyrene.

These lightweight plastic products often never make it through the recycling process or into the landfill. They are easily transported by wind and weather to end up in our oceans. An estimated 8 million metric tons of plastic waste ends up in the world's oceans every year (Jambeck, 2015).

The quantity of plastic waste available to enter our oceans is anticipated to increase exponentially if we do not make improvements to our waste management infrastructure and changes to our current production strategies. If we don't act now, by 2050 plastics in the ocean will outweigh the fish.



Gateway Action

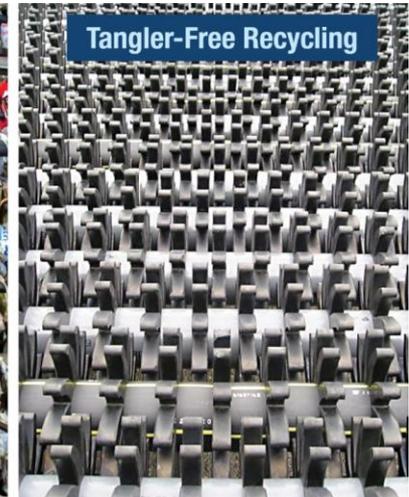
Although some people may feel that targeting individual products misses the mark and results in a shift in focus away from waste collection and management, others acknowledge that although plastic straws are only a small part of the plastic pollution problem, these campaigns represent a “gateway” to get people involved and raise awareness. Awareness campaigns are an easy way for people to get started on reducing their plastic use and to increase the likelihood they’ll embrace reduction of other materials too.



Lightweight single-use plastics like straws, bags and Styrofoam® are also among the most visible forms of plastic pollution and this makes them a good target that the public can relate to on a personal level.

Plastic Bags

Although plastic bags are convenient and low cost, their environmental cost far exceeds the cost retailers are currently paying to provide them to customers. This does not have to be the case. There are a plethora of alternatives available such as reusable and biodegradable single-use shopping bags. These are already used in many stores throughout the U.S.



Plastic bags are not acceptable for recycling in most curbside programs as they tangle in the sorting equipment causing shut downs and serious safety issues when staff have to get into the machine and cut out the bags (and other tangles) by hand.

Changing Our “Throw-away” Culture



In Life magazine in 1955, an American family celebrates the dawn of “Throwaway Living,” thanks in part to disposable plastics.

Single-use plastics have brought great convenience to people around the world, but they also make up a big part of the plastic waste that’s now choking our oceans.

LIFE PICTURE COLLECTION/GETTY IMAGES

Creating a Circular Economy

Our current, “throw-away” culture must be changed. The “single-use” way of thinking needs to be abandoned. We are all stakeholders in this effort whether we believe it or not.

Behavior change doesn’t happen overnight and:

- **Consistent requirements**
- **Continuous education and outreach**
- **Messaging**
- **Incentives & disincentives**
- **Peer pressure**

all play a part. Voluntary efforts represent the first step.

Program Roll-Out



12/4/18: A “Soft Launch”/Advance Introduction of the campaign occurred at the Keep Tampa Bay Beautiful annual awards breakfast, where it was formally announced that KTBB will be partnering with the County to implement the waste reduction campaign. Individuals and businesses in attendance were encouraged to consider how they could participate in the campaign and example pledge cards were left at tables for attendees to commit to taking actions to reduce their use of single use plastics.



REDUCE YOUR USE TAMPA BAY

PLEDGE CARD

Name: _____

Organization: _____

Email (Optional): _____

Make a personal commitment to reduce waste associated with single-use plastics:

I pledge to:

- Use reusable bags instead of plastic bags.
*(1 reusable bag = 170 plastic bags)**
- Use a reusable water bottle instead of buying a plastic bottle.
*(1 reusable water bottle = 156 plastic water bottles)**
- Pass on straws in restaurants, or bring my own reusable straw.
*(1 metal straw = 540 plastic straws)**
- Ask my favorite restaurant to work to help reduce (plastic) waste and be more eco-conscious.
- Double check the Recycling Guidelines for the County to make sure I'm recycling correctly.
HCF LGov.net/Recycling

The people who make the biggest difference are the ones who do little things consistently. Thanks to your support, we are one step closer to a plastic waste-free planet.

*These figures are based on the consumption of the average American over the course of 1 year.



Official Launch

The County formally launched the campaign in early March 2019 at the Gasparilla Music Festival as part of Hillsborough County's Waste Reduction and Recycling Sponsorship of the event. County staff setup a public education and outreach tent at the event to promote the campaign to festivalgoers, recruit residents to take the individual pledge, and spread awareness about how people and businesses can get involved. Public service announcements were also made from the stage to promote the campaign to the over 20,000 people in attendance.



Gasparilla Music Festival

The 2019 Gasparilla Music Festival (GMF), held March 9th and 10th in Curtis Hixon Park in Tampa pursued an innovative waste reduction program aimed at educating attendees on how to 'Recycle Right' and work towards goals of waste reduction, rather than only recycling, by sharing the message of 'Reduce Your Use' and providing site-wide compost collection.

Hillsborough County provided key support to move the festival's waste reduction and recycling initiatives forward with the provision of waste education stations, as well as hosting an outreach booth on site to assist attendees with any questions about recycling properly at home-another example of GMF's efforts making an impact beyond the festival's two days.



Hillsborough County Commissioner Mariella Smith:

“The Gasparilla Music Festival continues to implement strategies to engage festival-goers, event vendors, and the local community in waste reduction and recycling efforts. Hillsborough County is excited to partner with the City of Tampa and GMF to provide a template for how other large events can also reduce their environmental impact while demonstrating the importance of incorporating environmental stewardship where we live, work, and play.”

Reduce Your Use Tampa Bay: Program Components

Dedicated web site (www.ReduceYourUseTampaBay.org):

Featuring: Individual and Business pledge pages.

Volunteers (coordinated by KTBB) are approaching businesses to ask them to join the campaign.

Single-Use Plastic Reduction Kits are given to business owners as a part of “the approach” including a metal straw (and cleaning brush) and a bamboo cutlery set, all presented in a reusable lunch bag.

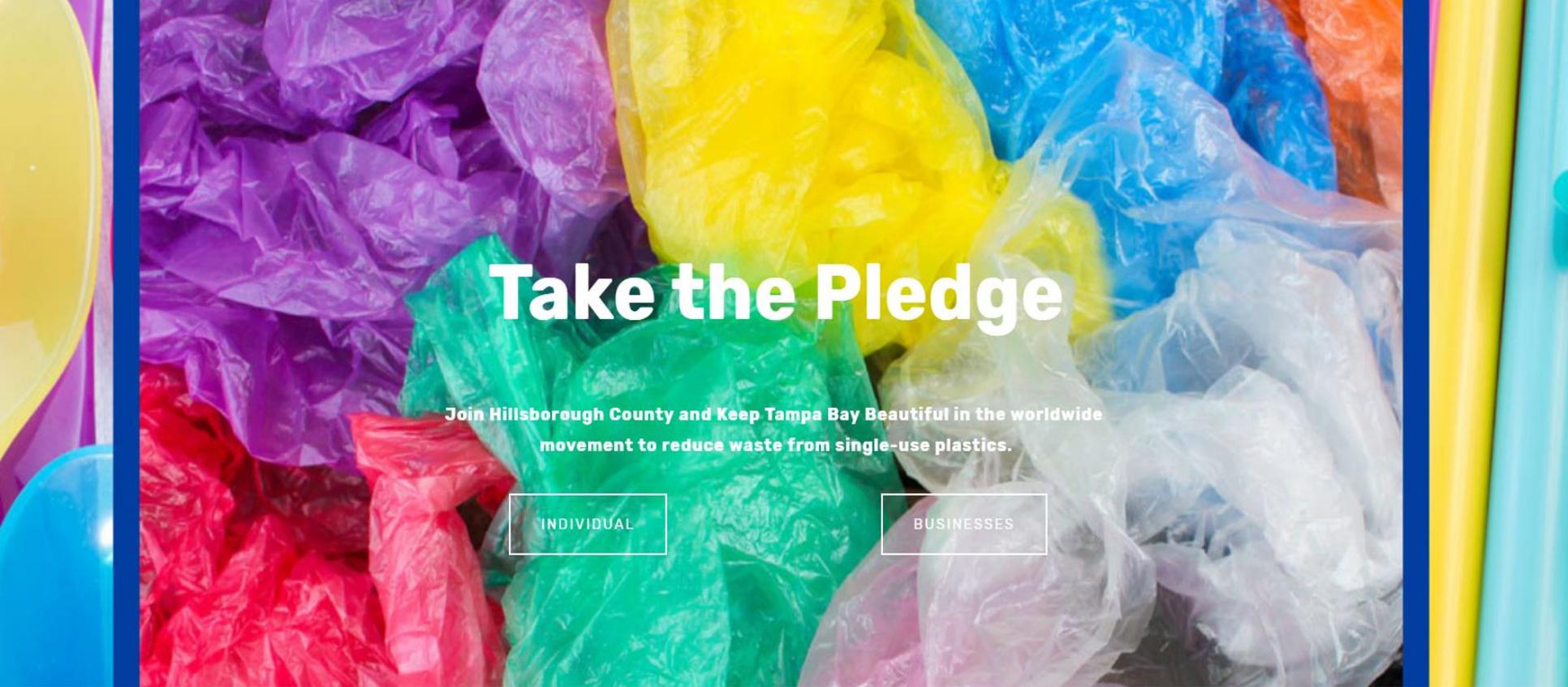
Communication Pieces (Customizable)

- Table Tents
- Posters
- Window Decals
- Business Cards for individuals to leave at their favorite restaurants asking them to pledge to become a Businesses for the Bay partner and reduce their use of single-use plastics.

Program Components – **Dedicated Web Site**

HOME PLEDGE BUSINESSES FACTS

REDUCE YOUR USE



Take the Pledge

Join Hillsborough County and Keep Tampa Bay Beautiful in the worldwide movement to reduce waste from single-use plastics.

INDIVIDUAL

BUSINESSES

Communication Pieces



Table Tent

Window Decal



Poster



Business Card



Communication Pieces



HELP REDUCE POLLUTION FROM SINGLE-USE PLASTICS

Team up with Hillsborough County and Keep Tampa Bay Beautiful in the worldwide movement to reduce waste from single-use plastics.

As a “Businesses for the Bay” partner, you can demonstrate your commitment and leadership to reduce single-use plastics to your customers and the Hillsborough County community.

The Problem:

According to the Ocean Conservancy, six of the top 10 contributors to marine debris are single-use, or disposable, plastic products. They include food and beverage container caps and lids, beverage bottles, plastic bags, food wrappers, cups, plates, cutlery, and drinking straws.

What You Can Do:

Become a “Businesses for the Bay” partner by sharing what your business is currently doing to reduce the use of disposable (single-use) plastics or commit to taking specific actions to reduce plastic waste.

There is no cost to participate. Businesses are simply asked to register to join the campaign at the link below and to share what steps they are voluntarily taking to reduce waste. By sharing a variety of waste reduction actions that businesses and residents are taking, together we can educate, change behavior, and move one step closer to a plastic waste-free planet – one business, one customer at a time.

Join the Campaign at: hcflgov.formstack.com/forms/BusinessesfortheBay

Partner Benefits:

- **Website:** Your business name and location will be recognized on the campaign webpage ReduceYourUseTampaBay.org, including a link directly to your website and the information you provide about how you are reducing single-use plastics.
- **Social Media:** Identify your business and reach followers on campaign partners’ social media platforms by sharing pictures and stories using #PollutionSolutionHC.
- **Window Decal:** You will receive a peel-off window decal or a certificate that states you are participating in the campaign to show your customers your commitment. If desired, informational table tents and posters will be provided to help educate customers and answer any questions they might have.
- **Local Media:** Articles and press releases about the campaign participants will be completed as time and availability allow.

Interested in reducing single-use plastics at your business but you need some ideas?

Visit ReduceYourUseTampaBay.org for more information.



Hillsborough County Florida

Businesses for the Bay



Keep Tampa Bay Beautiful

Program information flyer for prospective “Businesses for the Bay” partners.



Individual Pledge



Pledge to Reduce Single-Use Plastic Pollution

Join Hillsborough County and Keep Tampa Bay Beautiful in the worldwide movement to reduce waste from single-use plastics. You can be part of the *Reduce Your Use Tampa Bay* campaign by sharing how you are reducing pollution from disposable plastic products.

* I pledge to be part of the solution to plastics pollution by: (select all that apply)

- Using a reusable bag instead of a disposable plastic one. *(1 reusable bag = 170 plastic bags)*
 - Passing on plastic straws in restaurants, or bringing my own reusable straw. *(1 metal straw = 540 plastic straws)*
 - Bringing my own cup or mug instead of using disposable paper, plastic, or Styrofoam cups. *(1 reusable cup = 500 coffee cups)*
 - Passing on disposable flatware, or bring my own reusable utensils.
 - Passing on disposable take-out boxes, or bring my own reusable container.
 - Carrying a reusable water bottle instead of buying bottled water. *(1 reusable water bottle = 156 plastic water bottles)*
 - Other
- Asking my favorite restaurant to help reduce plastic waste and be more eco-conscious.
 - Educating 5 friends about the *Reduce Your Use Tampa Bay* campaign and sending them a link to [ReduceYourUseTampaBay.org](https://www.reduceyourusetampabay.org) to complete this online pledge.
 - Sharing my success stories on social media using **#PollutionSolutionHC**
 - Checking my local recycling guidelines at [TampaBayRecycles.org](https://www.tampabayrecycles.org) to make sure I'm recycling correctly.
 - Visiting [ReduceYourUseTampaBay.org](https://www.reduceyourusetampabay.org) for more information about single-use plastics.



Individuals can indicate which actions they are already taking to reduce their use of single-use plastics as well as selecting additional actions they feel they can commit to doing.



Note: Reduction figures above are based on the consumption of the average American over the course of one year.



Individual Pledge

Hillsborough County attends numerous events and visitors are provided with the opportunity to pledge online using our iPads or on their phones by scanning the QR code.



PLEDGE HERE!

ReduceYourUseTampaBay.org

We have contacted many organizations who have agreed to distribute emails to their staff introducing the campaign and calling for them to pledge. In some cases, we have provided bamboo cutlery sets or reusable metal straws as incentives. **To date we have almost 700 individual pledges!!!**

Business Pledge

REDUCE YOUR USE

Businesses for the Bay

Is your business taking steps to reduce single-use plastics? We want to help you let everyone know. By participating in the Businesses for the Bay single-use plastics reduction campaign, we will provide your business with a window decal or certificate of participation, educational table tents, and posters. We will also add your business to our campaign website and share your commitment on social media.

No costs, bans, or mandatory reduction actions are required to join. By sharing a variety of actions that can be taken we hope to educate, change behavior, and move one step closer to a plastic waste-free planet - one restaurant, one customer at a time.

JOIN BUSINESSES FOR THE BAY

<https://www.reduceyourusetampabay.org/businesses>

Businesses can indicate which actions they are already taking to reduce their use of single-use plastics as well as selecting additional actions they feel they can commit to doing.



Business Pledge Page

Join Hillsborough County and Keep Tampa Bay Beautiful in supporting the worldwide movement to reduce waste from single-use plastics.

Become a Businesses for the Bay partner by sharing what your business is currently doing to reduce the use of disposable (single-use) plastics or commit to taking one or more of the actions below.

Please indicate below the actions you are taking or pledge to take in the future to reduce waste from single-use plastics.

We will use this information to recognize your efforts on the campaign website, [ReduceYourUseTampaBay.org](https://www.reduceyourusetampabay.org), and may highlight your business in campaign marketing and outreach activities.

Provide plastic straws only upon request

- Doing Now
- Pledging to Do

Use alternative material straws, such as paper, bamboo, glass, silicone, metal or cornstarch/grain options

- Doing Now
- Pledging to Do

No plastic bags offered for take-out/to-go orders

- Doing Now
- Pledging to Do

Provide customers cloth or reusable bags made from recycled materials

- Doing Now
- Pledging to Do

Offer incentive or discount for customers to bring their own reusable bags

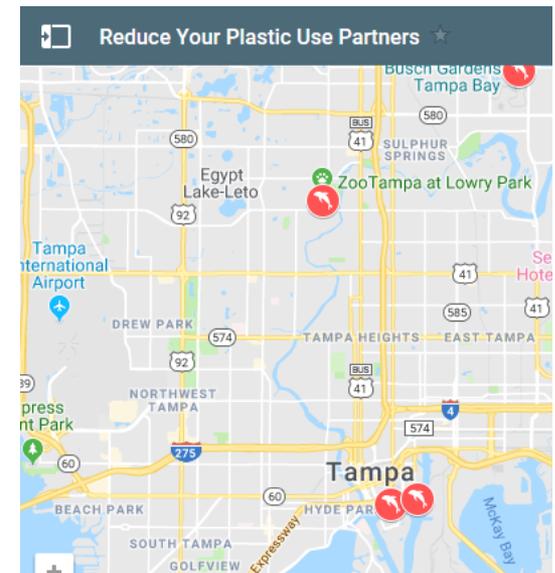
- Doing Now
- Pledging to Do

Businesses for The Bay

Once a business has signed up to participate (by pledging their support and committing to specific actions they are willing to take to reduce single-use plastics in their business (via the **online pledge form**), they will receive table tents and posters to display (which they can customize to incorporate their own branding), as well as a window decal to identify their participation in the program.

High profile partners so far include Amalie Arena, Busch Gardens/Adventure Island, Zoo Tampa and the Florida Aquarium.

Participating businesses are recognized on the web site in order to promote and spread awareness about the steps they are taking to reduce single use plastics in their operations.



Businesses for the Bay - Partner Perks

Website:

Business partner names and locations are placed on the campaign page with a direct link to their websites and the information they provide about how they are reducing single-use plastics.

Social Media:

- The County will use its reach to promote partner businesses to our followers.
- Pictures and stories can be shared using [#PollutionSolutionHC](#) so individual commitment can be shared with the County's social media followers.

Window Decal:

Partners are provided with a peel-off window decal or a certificate of participation. If desired, literature, such as table tents and posters, will be provided to answer their customer questions.

Local Media: Articles and press releases about the campaign have been written and disseminated.

Businesses For the Bay

The campaign also shares what actions participating businesses are taking to reduce single-use plastics in their operations as a means of providing other businesses with ideas on how they can take similar actions.



- Uses no plastic straws and only provides paper straws on request
- No plastic bags are utilized for any merchandise purchases; recycled paper bags are offered or customer must utilize reusable bags
- Replaced all polystyrene foam with products made from 100% recycled materials
- Using a commercial recycling program



- No plastic bags or Styrofoam offered for take-out/to-go orders
- Offering incentive or discount for customers to bring their own reusable cup or container
- Utilizing a commercial recycling program



- Plastic straw and drink stirrer ban
- Using only reusable tableware for onsite dining
- Utilizing a commercial recycling program
- Plan to ban plastic bags provided by retail operations by 2020



Has a [Skip the Straw Challenge](#)
No plastic bags or Styrofoam offered for take-out/to-go orders
Provides customers cloth or reusable bags made from recycled materials
Utilizes a commercial recycling program

Earned Media

[Gasparilla Music Festival Expands Its Sustainability Program](#)



[Reduce Your Use Campaign Targets Single Use Plastics](#)

POSTED May 21, 2019 | 3:19 PM

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Reduce Your Use Campaign Targets Single-Use Plastics

Businesses and residents are asked to pledge to "Reduce Your Use" of single-use plastics

Hillsborough County, Fla. (May 21, 2019) -- Hillsborough County is partnering with Keep Tampa Bay Beautiful (KTBB) for the "Reduce Your Use Tampa Bay" campaign and the associated "Businesses for the Bay" program. The goal is to educate and inform the public and businesses about the environmental impacts of single-use plastic products and furnish them with the tools needed to help combat the problem.

Food-service wares, like single-use plastic cutlery, straws, lids, plastic bags, and take-out containers are a significant threat to marine wildlife because they take hundreds of years to fully break down in the environment. These items may make their way to oceans, bays, rivers, and streams where they can be mistakenly ingested by wildlife.

Hillsborough County businesses are being recruited to take the pledge as well as make it easy for their customers and employees to reduce their use. KTBB volunteers will contact businesses to encourage them to join the campaign. The volunteers will provide them with posters, table tents, and window clings to inform the community about their support of the campaign and to spread the word about the impacts of single-use plastics.

[New Education Program Aims to Reduce Waste From Single-Use Plastics](#)



NEWS

POSTED March 11, 2019 | 5:37 PM

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Be the Solution to Plastic Pollution

New education and recognition program aims to reduce waste from single-use plastics

Residents and business owners are invited to join Hillsborough County and Keep Tampa Bay Beautiful (KTBB) in the worldwide movement to reduce waste from single-use plastics. The County and KTTB have partnered to launch a community education initiative to inform residents, visitors, and businesses about the environmental impacts of single-use plastic products and ways they can help combat the problem.

The program includes new online resources at ReduceYourUseTampaBay.org.

Social Media

#pollutionsolutionhc

#pollutionsolutionhc Instagram photos and videos

#vegancattampa #starbucks cup



@hillsboroughfl / 56 likes / 3 comments / 28 days ago

Daenerys didn't have the only out of place #starbucks cup! Leave your cup out of the blue bin. 🌱 Find out how you can make smarter choices at the Reduce Your Use link in our bio!



@vegancattampa / 46 likes / 1 comments / 2 months ago

Using this awesome reusable stainless steel cup from the City of Tampa. Filled with a delicious green tea from Teer tea cart 🌱❤️🌱 #pollutionsolutionhc #vegancattampa 🌱

Pictures and stories can be shared using [#PollutionSolutionHC](https://www.instagram.com/pollutionsolutionhc) so individual commitment can be shared the County's social media followers.

<http://hotsta.net/tag/pollutionsolutionhc>

Program Sustainability

We plan to continue growing the Reduce your Use Tampa Bay Campaign and to add new “Businesses for the Bay” partners, expanding our reach to restaurant chains and local restaurants, as well as to more venues and attractions.



During the numerous events we attend throughout the year, we continue to actively promote the program and offer attendees the opportunity to pledge onsite.

We also plan to disseminate our “lessons learned” and “best practices” nationally via conference presentations and industry publications, to serve as a model for other municipalities interested in implementing similar programs.

The recycling industry is in a state of rapid flux and it will be essential to work to continuously enhance and adapt the program so that it stays relevant and responds to evolving industry needs.

Thank you for your consideration!

*'Every small step to
reduce single-use plastics
helps the environment'*



*'Be a part of the
solution to
plastics pollution'*

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