



## Department of Solid Waste & Environmental Program Management

# Recycling Education and Outreach

**Shelby Lewis**

Recycling Coordinator

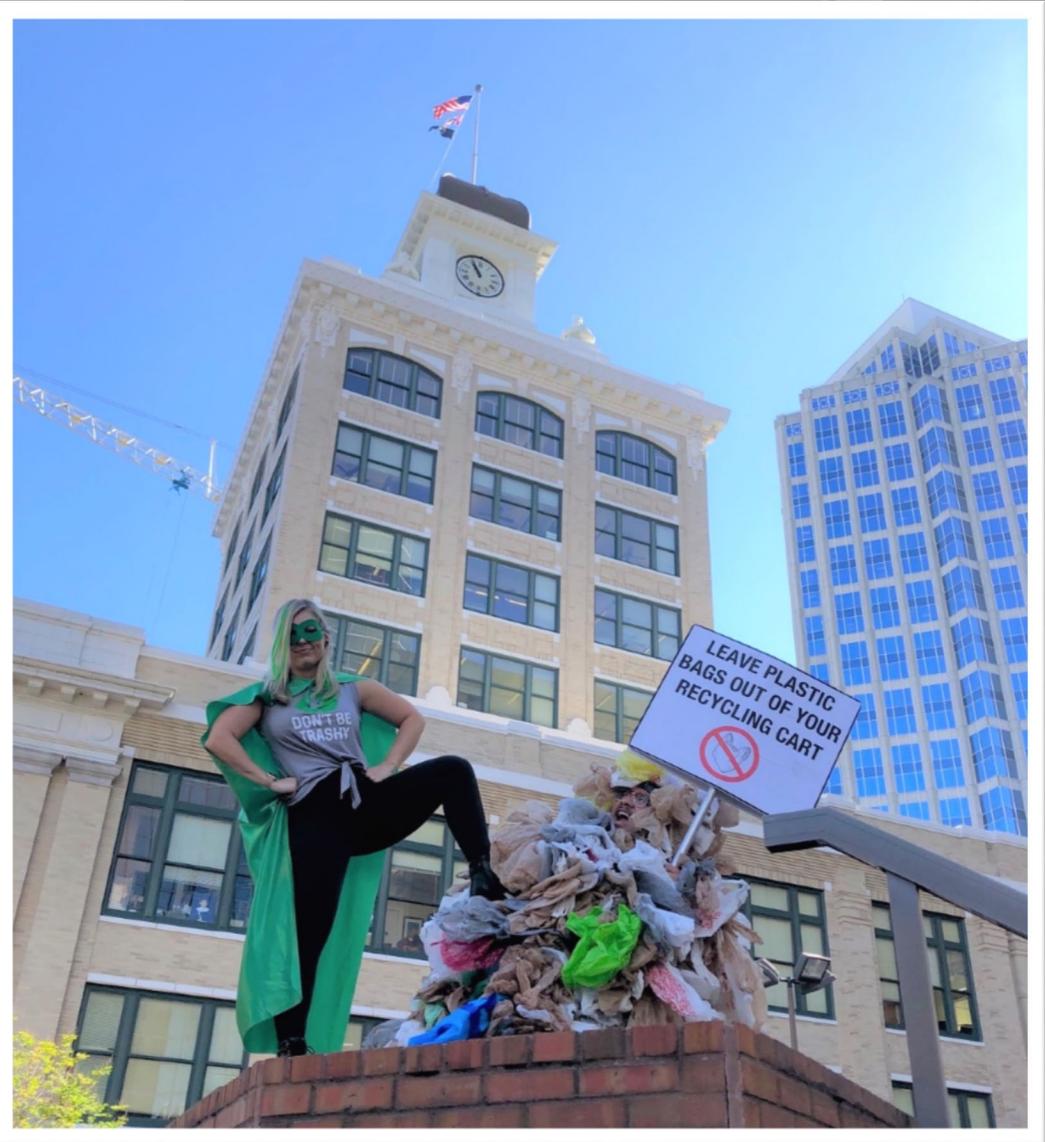
[Shelby.Lewis@tampagov.net](mailto:Shelby.Lewis@tampagov.net)

**Edgar Castro Tello**

Recycling Specialist

[Edgar.CastroTello@tampagov.net](mailto:Edgar.CastroTello@tampagov.net)

The City of Tampa Recycling Coordination team's main focus is to educate residents on every platform available and reach as many people as possible through traditional and innovative ways.



## 3 R's Art & Poetry Contest

Open to all City of Tampa K-12 students or after school programs. Students attend an educational recycling presentation on the 3R's (reduce, reuse, recycle). Participants may submit an art piece or poem conveying the 3R's message. The submitted pieces are voted on by the public through an online platform. The winning artwork is displayed on the sides of the recycling trucks for one year and are included in an annual coloring and activity book. The 2019-2020 contest had 144 submissions and over 900 votes; more than any previous year.



## 3 R's Art & Poetry Contest

In 2019, the program and its success was featured on a local FOX news' segment titled "What's Right with Tampa Bay." <https://www.fox13news.com/news/tampas-recycling-trucks-display-student-artwork>



### Kiki, Do You Recycle

Kiki, do you recycle?  
Are you putting this plastic in the recycle bin  
And we want you to recycle, for the Earth  
Can you reuse your trash, at school  
So you can make awesome things and help the Earth  
You can reduce all trash That you throw away  
Do you know You can also get money for recycling metal



City of  
**Tampa**  
Florida



## Tampa Bay Regional Partnership

In the Tampa Bay area, there is a regional partnership committee that includes the City of Tampa and solid waste professionals from surrounding cities and counties. The group meets routinely to communicate and strategically develop simple, unified relevant messages to their respective customers. The current regional ad focuses on contamination and keeping 'tanglers' out of the recycling cart. Billboards, news segments, radio ads, social media posts, website ads, and printed ads on brochures/guides have all been and continue to be released throughout the neighboring counties.



The screenshot shows a web browser window with the URL [tampabayrecycles.org](http://tampabayrecycles.org). The main image features a green recycling symbol and the text "Tampa Bay Recycles" in blue. Below it, white text reads "Together We Have Made Tampa Bay one of the Top Recycling Regions in Florida". The background image shows three people (a man, a woman, and a young girl) recycling items into a blue bin.

**Hillsborough County Florida**

*City of Tampa Florida*

**Pinellas County SOLID WASTE**

**st.petersburg**  
[www.stpete.org](http://www.stpete.org)

Local governments across Tampa Bay have teamed up to improve recycling efforts in the region. No matter which Tampa Bay area community you call home, all residential recycling programs throughout Hillsborough and Pinellas counties now recycle the same items but we all also face the same challenge of contamination – attempting to recycle soiled items or materials our programs don't accept.

Join the social media conversation, share recycling tips, and ask questions by using **#TampaBayRecycles**

## Holiday Recycling Naughty & Nice List

### NICE LIST

PLACE THESE ITEMS IN YOUR RECYCLING CART

- Wrapping Paper (paper only)
- Cardboard Boxes
- Paper Boxes
- Paper Cards & Envelopes
- Catalogs
- Paper Cartons
- Plastic Bottles & Containers
- Aluminum, Tin & Steel Cans

### NAUGHTY LIST

THROW THESE ITEMS IN THE TRASH (OR RECYCLE ELSEWHERE)

- Christmas Lights
- Garland & Tinsel
- Foil Wrapping Paper
- Ribbons & Bows
- Bubble wrap
- Plastic Air Pillows
- Styrofoam
- Plastic Utensils
- Paper Plates
- Batteries
- Plastic Bags
- Sandwich Baggies

#RecycletheHolidays








*Tangled up in the holidays?  
Don't let your recycling get tangled up too!*

THROW THESE HOLIDAY TANGLERS IN THE TRASH (OR RECYCLE ELSEWHERE):

- Christmas Lights
- Garland & Tinsel
- Foil Wrapping Paper
- Ribbons & Bows
- Bubble wrap & Plastic Air Pillows
- Plastic Bags & Sandwich Baggies

#RecycletheHolidays






TOSS THESE ITEMS IN THE TRASH (or recycle elsewhere)

- Christmas Lights
- Garland & Tinsel
- Foil Wrapping Paper
- Ribbons & Bows
- Bubble wrap
- Plastic Air Pillows
- Styrofoam
- Plastic Utensils
- Paper Plates
- Batteries
- Plastic Bags
- Sandwich Baggies

*Toss holiday tanglers in the trash -  
We'll turn them into electricity!*

#RecycletheHolidays






*Holiday shopping online?  
Make sure you recycle those shipping boxes right!*

WHAT GOES IN YOUR RECYCLING CART:

- Flattened cardboard box
- Paper-only packaging material

WHAT GOES IN THE TRASH:

- Plastic Air Pillows
- Bubble Wrap
- Styrofoam
- Plastic Bags



#RecycletheHolidays






Tampa Bay Regional Partnership Holiday Campaign

**Contaminated Recycling**

**Tangler-Free Recycling**

TampaBayRecycles.org City of Tampa Hillsborough County Pinellas County



City of Tampa

- July 25, 2018 · 🌐

Do you know what a tangler is? Tangles are items like plastic bags, clothes and cords that can wrap around our recycling equipment, shutting down the process of recycling. Help keep our recycling equipment working properly by leaving tangles and other contaminants out of your curbside recycling cart! #TampaBayRecycles

Cynthia Ferrell, Alyssa de St-Bianquat, **Most Relevant** Stephanie Watson and 2,491 others like this.

1,393 Shares

224 Comments



**Keep Recycling Tangler-Free**  
Tampa Bay

**Contaminated Recycling**

**Tangler-Free Recycling**

Plastic bags, hoses, cords, ropes, clothes and other tangles shut down the recycling process.

Recycle right and toss tangles in the trash!

TampaBayRecycles.org City of Tampa Hillsborough County Pinellas County

Tampa Bay Regional Partnership Tangler Campaign



## Facebook Live

In a pioneer, bold move, the Director and Chief of Administration of Solid Waste hosted a Facebook Live broadcast to reveal a curbside recycling load collected that morning from a Tampa neighborhood. This eye-opening approach educated viewers on clear contaminants and items that cannot be recycled (i.e. bags of garbage, fencing, etc.). Contaminants and their harmful effects were pointed out as were positive messages for correctly recycled items. The broadcast was one of the City's most viewed and successful pieces, receiving over 10,000 views, 116 likes, 114 shares, and over 40 comments. This creative, real time look at what local residents placed in their cart was received very well and garnered many positive comments. Watch it below:

<https://www.facebook.com/CityofTampaFL/videos/vb.288359155374/498259784310305/?type=2&theater>

## Monster Mash

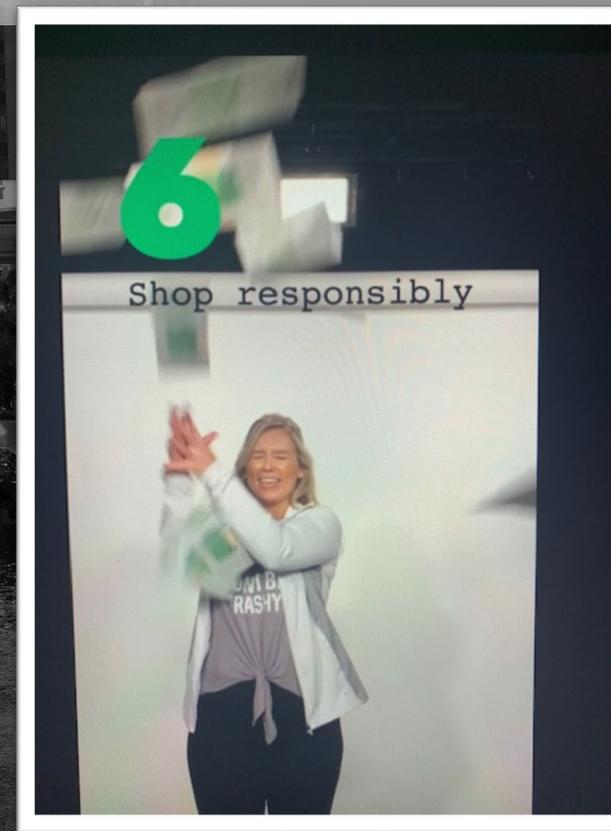
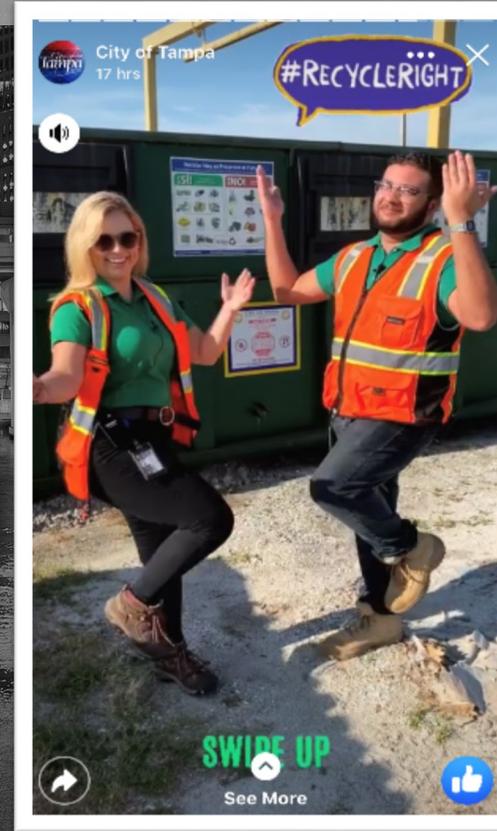
Monster Mash, a Halloween themed video, posted on Facebook featured Tampa's original "Bag Monster," a character wearing a costume made up of 500 plastic bags. The eye-catching costume was paired with the well-known song, the Monster Mash, to lightheartedly, create awareness to a huge, nationwide problem, contamination. The video displayed the proper items to recycle and some typical contaminants that can be found anytime but especially during the Halloween season. The video received over 1,800 views, 61 shares by followers, and several positive comments.

<https://www.facebook.com/CityofTampaFL/videos/vb.288359155374/2235052590127875/?type=2&theater>



## Instagram Stories

Recycling education has a large presence on the City's Instagram handle. We have put together Q&A videos, interviewed passerby's in downtown, and even thrown things at each other to get our message across. Watch them here: [DROPBOXLINK](#)



# Traditional Communications

Our program works very closely with the City's Communication and Marketing team to determine what's best for effective messaging. Standard brochures are provided in print and for download on our website. We've taken our message of buying recycled content into our brochures as they are printed on 100% recycled paper. The accepted items graphic created for the brochure is shared consistently on multiple social media platforms. Education in any way provided is key, so we also post our phone numbers and emails for those that have additional questions and would like to talk on the phone. We understand that combining traditional, tried and true ways of communicating with fun and innovative communications is key to reaching our diverse range of residents.

Recycling Coordinator, Department of Solid Waste & Environmental Prog

## Recycle Right - Know Before You Throw

With new products, technology, and waste streams, recycling rules can change. Whether you have been recycling for years or you just started, it is always best to stay up-to-date and check program rules annually. For more information on the City's program rules, please visit [tampagov.net/recycle](http://tampagov.net/recycle).

24 Feb · Subscribers of City of Tampa in 111 neighborhoods

Thank Comment 98 116 · 17915 Impressions

Jane & Rick B., Bel Mar Shores  
Dr Neighbors of Bel Mar Shores,  
Dear Board of Bel Mar Shores Neighborhood:  
Shelby spoke at my Weeder's Garden Club. She's great plus we learned a lot about what they DO and DO NOT want in our recycling. It's amazing how much

### Contacts:

**Utilities Call Center** - If you're having issues with the request forms above, please contact our Utility Call Center for service assistance at [\(813\) 274-8811](tel:8132748811).

**Recycling Coordinator**- Shelby Lewis

[\(813\) 348-1027](tel:8133481027)

Email: [Shelby.Lewis@tampagov.net](mailto:Shelby.Lewis@tampagov.net)

**Recycling Specialist**- Edgar Castro Tello

[\(813\) 348-6504](tel:8133486504)

Email: [Edgar.CastroTello@tampagov.net](mailto:Edgar.CastroTello@tampagov.net)



City of Tampa

Like This Page · November 14, 2019 ·

\*This Fall, it's okay to be BASIC...

When recycling, stick with the basics and leave non-recyclable items like disposable cups, plates, utensils, straws and stirrers out of your recycling cart.

Know before you throw: [tampagov.net/Recycle](http://tampagov.net/Recycle)  
#recycletheholidays #recyclerright

Danny NeverJaded Isla, Claudia Quinones, Luis Carbonell Rosselló and 47 others like this.

23 Shares

4 Comments



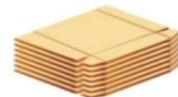
Kris Walker Wish you just stuck to the



Steel, Tin and Aluminum Cans



Plastic Bottles and Containers



Flattened Cardboard

# RECYCLING IS SO FETCH!



Keep it BASIC. Make sure you always recycle these items!

When it comes to recycling, be BASIC! Placing the proper items in your curbside recycle cart is so FETCH!

For more info on what you can & cannot put in your recycling cart, visit [tampagov.net/Recycle](http://tampagov.net/Recycle)  
#MeanGirlsDay #TampaBayRecycles #YouGoGlenCoco

Asad Alkhawaja, Carol Scurka-Vargas, Jeremy Rex and 5 others like this.



Suzanne Barker Welcome to Tampa Chris Diego Young

1y



Hillsborough County, Florida Government



## Renewing Recycling Tagging

The program is focused on eliminating contamination, educating customers and protecting our recycling program. To ensure that our recycling processor will accept recycling materials collected curbside, Tampa customers must reduce recycling contamination (prohibited items) from their recycling carts. The program is intended to educate Tampa's recycling customers on what can and cannot be collected in the curbside recycling cart and improve the quality of recycling materials. Customers with prohibited items in their recycling carts will receive a tag indicating the problematic item(s). "The Renewing Recycling program is critical to the preservation of our recycling program. Many residents put great effort into recycling properly. We simply cannot allow those who choose to not recycle right, impede their efforts and escalate costs to the point of program extinction," said Mark Wilfalk, Department Director.

# OOPS!

Los siguientes artículos son prohibidos en su contenedor de reciclaje.

|   |   |   |  |
|---|---|---|--|
| <br>Artículos Embotados,<br>Bolsas y Envolturas<br>Plásticas | <br>Bombillas                                    | <br>Desechos de Jardín       | <br>Espuma de<br>Poliestireno         |
| <br>Electrónicos y<br>Baterías                               | <br>Textiles y<br>Zapatos                        | <br>Líquidos                 | <br>Desechos de<br>Comida             |
| <br>Tanques y Latas<br>de Pintura                            | <br>Escombros de<br>Construcción y<br>Demolición | <br>Materiales de<br>Casa    | <br>Mangueras,<br>Cuerdas, y Cables   |
| <br>Partes de Auto<br>y Metal Chatarra                       | <br>Pañales                                      | <br>Plásticos<br>Misceláneos | <br>Artículos Afuera<br>de Contenedor |

Other:

Su contenedor no fue vaciado debido a contaminación notada arriba.

Por favor remueva los artículos prohibidos de su contenedor antes de su próximo día de servicio.

Falta de cumplir con la guía de reciclaje de la Ciudad de Tampa puede resultar en el removimiento de su contenedor de reciclaje.

ARTÍCULOS ACEPTADOS:

Artículos aceptados deben estar limpios y ser más grandes que el tamaño de su puño.

|   |  |
|---|--|
| <p><b>PAPEL</b><br/>Papel de oficina no triturado</p> <p><b>CARTÓN CORRUGADO</b><br/>Cajas aplanadas y secas</p> <p><b>CARTÓN</b><br/>Sin recubiertos plásticos</p> <p><b>CARTONES</b><br/>De comida y bebida; vacíos y limpios</p> | <p><b>LATAS</b><br/>De comida y bebida; vacías y limpias</p> <p><b>PLÁSTICO</b><br/>Botellas y jarras; vacías y limpias</p> <p><b>VIDRIO</b><br/>Botellas y tarros; vacíos y limpios</p> |
|---|--|



SI LO DUDAS, NO LO INCLUYAS

Si tiene alguna pregunta sobre este aviso, por favor llame al Centro de Atención al Cliente (813) 274-8811 o visite [tampagov.net/SolidWaste](http://tampagov.net/SolidWaste).

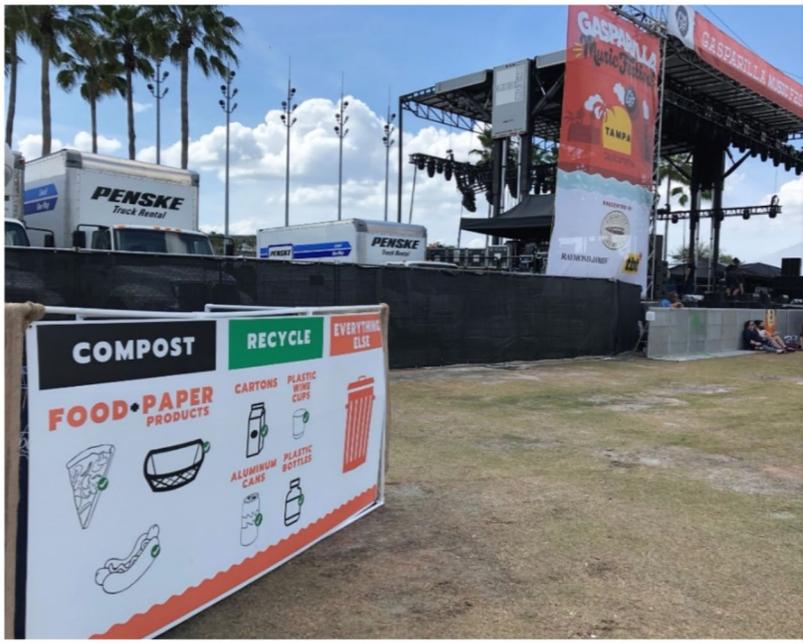
 Departamento de Residuo Sólido y Gestión de Programa Ambiental 08.2019



# Community Outreach

The Department is very active and present at city events throughout the year. This allows us to provide face-to-face recycling, waste reduction and proper garbage disposal education to thousands of people annually. Additionally, presentations are provided by the recycling coordination team to many adults and children each year; including the Great American Teach In, which reached 2,143 students from the Department's participation in 2019.





**City of Tampa**  
Jane Castor, Mayor

Department of Solid Waste &  
Environmental Program Management  
Mark C. Wilfalk, Director

### Event Recycling Guide

#### Recycling ClearStream Rentals

- The City of Tampa has ClearStream Recycling bins available for rent for your event. A refundable deposit and recycling liners purchase is required.
- There is an option for the rentals to be delivered and picked up by City of Tampa staff for a fee. You may also arrange to pick them up and drop them off yourself.
- Your event staff/volunteers will be responsible for monitoring and exchanging recycling bin bags during the event. A designated area will be determined for bagged recycling to be placed. If a dumpster is being used onsite, your event team will be responsible for quality control of recycling as well as disposal in the recycling dumpster. No contaminated recycling is to be placed in any recycling dumpster.
  - If a City of Tampa truck is picking up the recycling, City staff must dispose of the recycling in the truck. All City staff time will be represented on the service quote.
- A processing fee is applied to all recycling. The processing fee is equivalent to the City of Tampa's current rate with the contracted recycling processor.
- Recycling bins must always be placed next to a garbage bin, never on their own. This will help avoid garbage being placed in the recycling bins.
- Recycling bins should also never be placed immediately in or near food vendor areas as this leads to them being used as garbage. Garbage boxes and bags can also be purchased through the City from the Department of Solid Waste & Environmental Program Management.
- All rentals/options are subject to availability.

#### Vendor Waste Guides (required)

- The purpose of a waste guide is to provide the education needed to properly dispose of used items at the moment of acquisition.
- All vendors providing or selling product to attendees must have a waste guide to their products noticeably displayed. Each item should be clearly labeled of how to properly dispose of it: whether that is in the garbage or recycling bin with details of how it needs to be recycled.

## Event Recycling Requirements

In 2021, all events that use City of Tampa recycling services will have requirements and recommendations on how to have a more sustainable event. One requirement for events using Tampa's recycling service will be to have all vendors that produce potential waste, like food trucks, to display a waste guide at their truck/booth. Giving attendees an idea of where the materials should go at the moment they take them rather than only at the point of putting them in a receptacle. Signage on receptacles will also be required. Contamination is a real challenge at events and we are hopeful through these changes, we will see lower rate.



## RECYCLING ONLY



**NO PLASTIC BAGS, FOODS OR LIQUIDS**

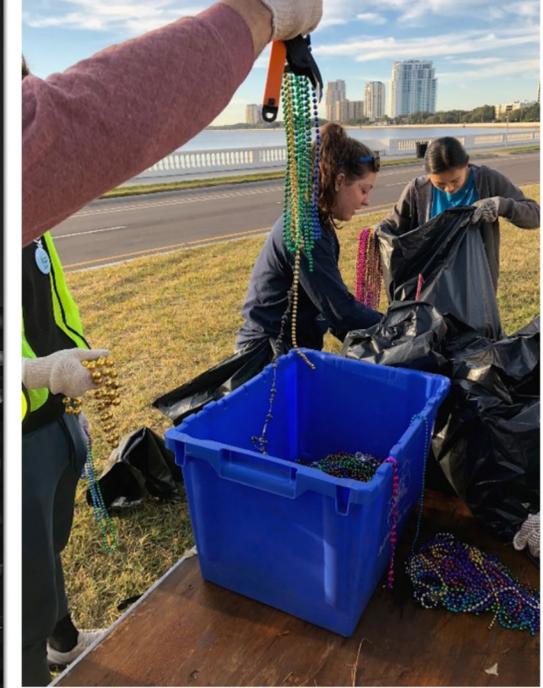
City of Tampa  
Department of Solid Waste  
and Environmental Program Management



| RECYCLING  |   | WASTE TO ENERGY<br>(Trash) |                  |
|--|---|----------------------------|------------------|
| Aluminum Can<br>Must be empty                    | Water Bottle<br>Must be empty with no cap | Paper Napkins              | Plastic Utensils |
| Juminum Beer Bottle<br>Must be empty with no cap |   | Paper Tray                 | Plastic Bag      |
|  |   | Styrofoam Tray             |                  |

## Bead Reuse Program

In 2018, the City of Tampa's Recycling Coordination team started a partnership with the non-profit organization MacDonald Training Center. There they provide resources and training to individuals with disabilities who seek technical and vocational experience. This partnership was to provide a stream for the thousands of beads that may end up on the streets and that cannot be recycled. Beads in good condition are collected at the Gasparilla Pirate Invasion post-event clean up, as well as drop-off locations in City recreation centers. In 2019, approximately 2 tons of beads were collected and sanitized to be repackaged and sold back to parade krewes for festivities.



**BEADS ONLY!**

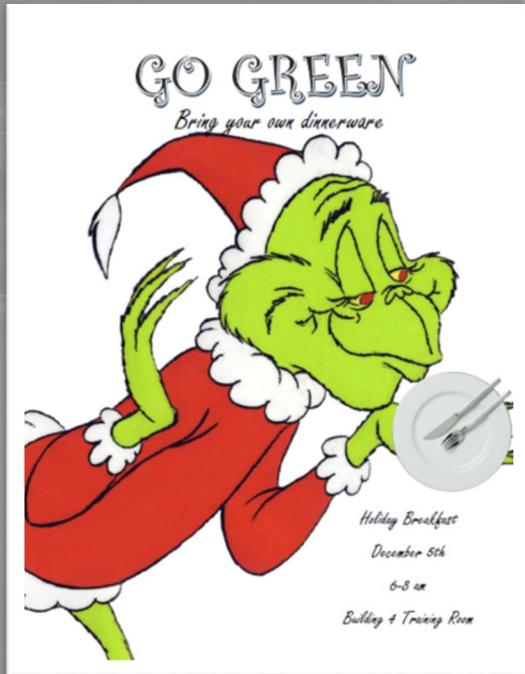
*Bead*  
REUSE PROGRAM

**Getting rid of your plastic beads?**  
Drop them here and they'll be cleaned and reused for future city events.

City of Tampa | MacDonald Training Center, Inc.  
Empowering People With Disabilities

In addition to our focus on recycling, the message of waste reduction is also a major component of our program.

In 2019, we even asked our staff to bring their dinnerware to our holiday breakfast ceremony. We had great turnout and look forward to continuing the tradition.

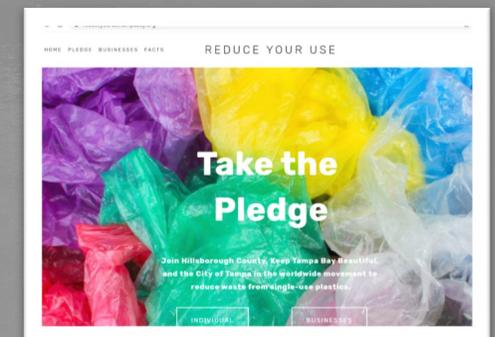


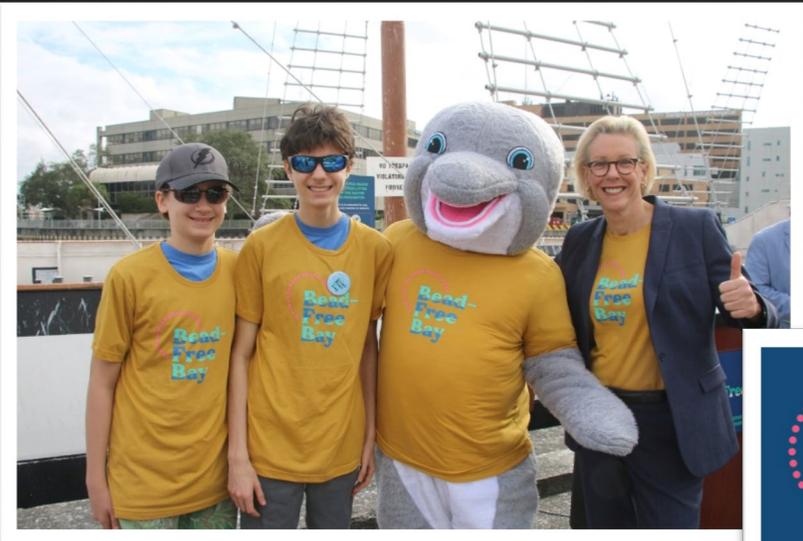
Any item we give away to students or at events have a waste reduction theme. We want our items to be practical, used often, appealing, and environmentally conscious. We always ensure there is an educational discussion before anyone receives a give away. They are always earned. If you walk away with an item, you are walking away with knowledge.



With local partnership, we have joined the Reduce Your Use Campaign, asking residents and businesses to pledge in various ways to reduce their single use plastics. The pledge gives many options of how to move away from single use plastics.

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





Florida Statute 403.413: It is unlawful for any person to dump litter in any manner or amount

**Bead-Free Bay**

**THROWING BEADS OR OTHER LITTER IN THE WATER IS PROHIBITED**

|   |  |
|---|--|
|  <p>Wildlife mistake litter for food, which poses a threat to their health and ecosystem</p> |  <p>Litter is ugly and damaging, but easily preventable</p>   |
|  <p>What ends up in our waterways could end up on your plate</p>                             |  <p>Thousands of hours in cleanup efforts are not enough to rid all the litter in our environment</p> |

## Bead Free Bay

In preparation for the City's 2020 parade season, the Mayor and the Department launched the 'Bead Free Bay' initiative. As a coastal community, the detrimental and harmful effects to our waterways resulting from micro plastics and debris found in Tampa Bay are intolerable. Post Gasparilla volunteer dive crews cleaning the waterways provided an eye-opening look at the pollution created in part from one of Tampa's most popular events, Gasparilla. The Bead Free Bay initiative was a partnership effort including the Mayor, City Departments, Parade Promoters, the Florida Aquarium, and the media to raise awareness of the harmful effects of litter and the federal, state, and local ordinances prohibiting littering the waterways.



We are a small but mighty team led by people that understand and support our views and projects. City leadership from the top down gives us the opportunity to share our passion with those in Tampa and we love doing so.