

COLLIER

PRESERVE OUR PARADISE
REDUCE, REUSE, RECYCLE

RECYCLING EDUCATION AND OUTREACH

RECYCLE FLORIDA TODAY ENVIRONMENTAL
SUSTAINABILITY AWARD APPLICATION



Collier County
Solid & Hazardous
Waste Management

PROGRAM SUMMARY

To recognize Collier County for its strategy for outstanding program for environmental sustainability. Recycling Coordinators efforts have enhanced our recycling program by increasing awareness and motivating the community to maximize recycling, waste reduction, and sustainability efforts through **education, outreach, and relatable** practices. By encouraging active community engagement and participation naming **Collier County the Best Place to Live, Work, and Play!**

DEMOGRAPHICS



Population over 400,000



Diversity English, Spanish & Creole



Median Age 53

ANNUALLY



Over 14 million residential curbside pick-ups



Manages over 350,000 tons of waste



Collects over 35,000 single-stream residential tons



Powers over 3,000 homes with renewable gas

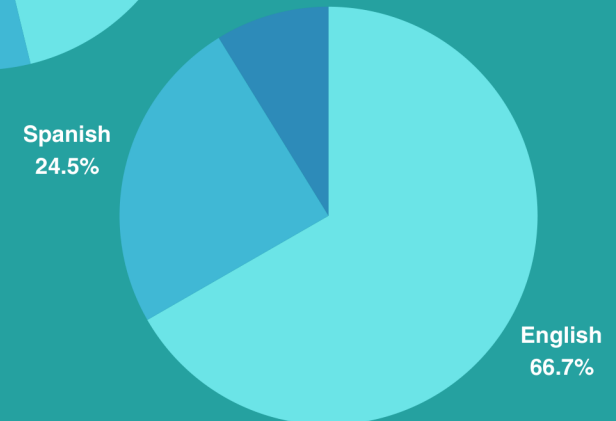
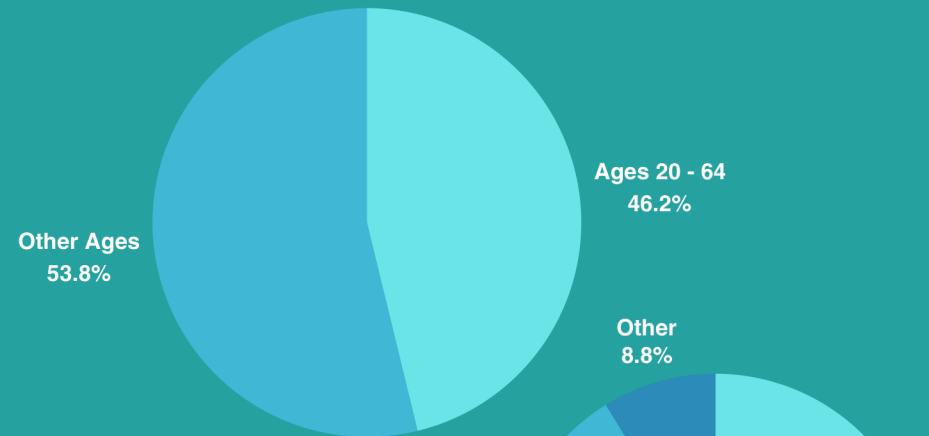


4 major Recycling Drop-Off Centers



In 2022 ranked 2nd in the state for recycling

AGE DEMOGRAPHICS



LANGUAGES SPOKEN AT HOME

ESTABLISH CLEAR GOALS & METRICS

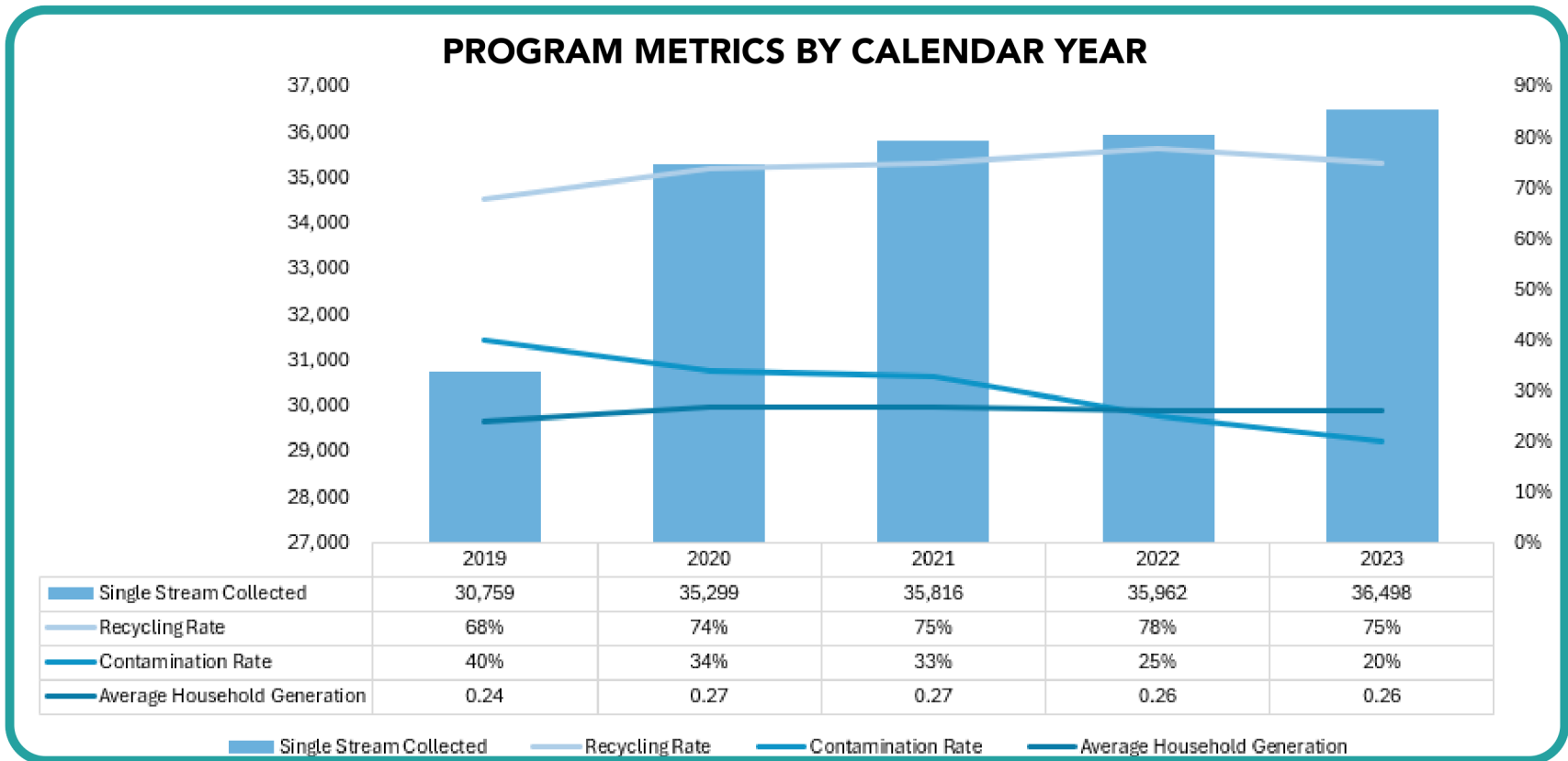
To ensure the success of our program, Collier County set clear goals and measurable metrics. Tracked progress by using metrics for recycling rates, waste reduction and community participation rates.

GOALS

- Increase recycling rate
- Increase single stream tonnage
- Reduce contamination levels

METRICS

- FDEP Recycling rate percentage
- Contamination levels
- Residential Single Stream Collected



AWARENESS CAMPAIGN

To increase awareness, we launched a comprehensive awareness campaign “**Preserve our Paradise- Reduce, Reuse and Recycle**”. As Collier County is a popular tourist destination and known for its beaches, The Everglades and other natural resources, it was essential that the team create a message that incorporates this theme and resonate with its resident. We have designed unique branding for the program and created promotional materials such as guidebooks, bags, reusable tumblers, reusable food containers, reusable utensil kits, and reusable sandwich bags. We also engage with local newspapers, radio stations, TV channels, and social media platforms to spread the word and engage our community to make Collier County the **Best Place to Live, Work, and Play!** Collier County has implemented a creative and unique approach to tackle contamination and barriers that public entities face. It has been a successful campaign that has allowed Collier County to build a better relationship with its residents and the public.

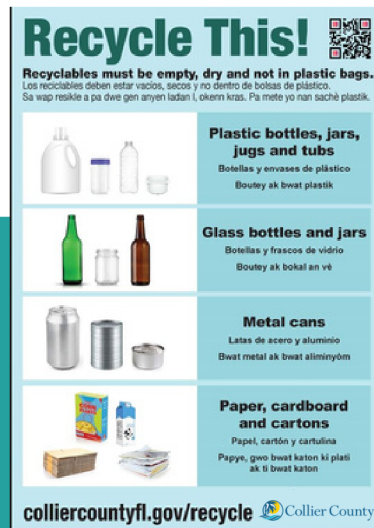
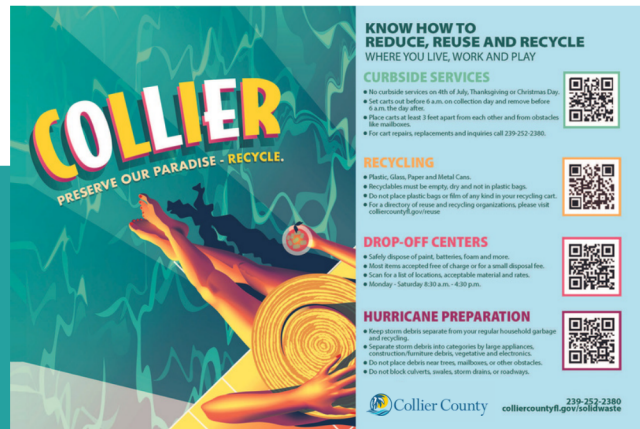


AWARENESS CAMPAIGN

MAGNETS

Collier County's All-Inclusive magnet allows residents to find information about all of Solid & Hazardous Waste Management information. The magnet includes quick information about each program: Curbside Collection, Recycling, Drop-Off Centers, and Hurricane Preparation.

Collier County's Recycling magnet includes three different languages; English, Spanish and Haitian Creole. The magnet is very photo focused with minimal wording, making it easier to read and visually appealing.



PROMOTIONAL MATERIAL

Promotional and educational material includes bags, reusable tumblers, reusable food containers, reusable utensil kits, and reusable sandwich bags. 100% of promotional products sustainable or made from recycled material.



AWARENESS CAMPAIGN

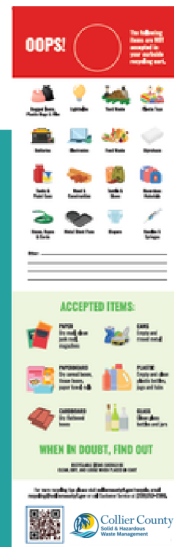
CART STICKER

Collier County's "Recycle This!" cart sticker is picture focused with minimal wording and photos consistent throughout the rest of our material. The stickers incorporate QR code to track the number of scans and for residents to have the most up-to-date information.



OOPS! TAG

The program is focused on eliminating contamination, educating customers and protecting our recycling program. The program is intended to educate residents on what can and cannot be collected in the curbside recycling cart and improve the quality of recycling materials. Residents with prohibited items in their recycling carts will receive a tag indicating the problematic item(s). The tags are front and back with the front being English and the back being Spanish.



METAL SIGN

The metal sign is to be placed near multi-family home dumpster to remind residents what goes where. It uses animated graphics to show materials and includes three different languages; English, Spanish and Haitian Creole.



VIDEOS



LIFE AFTER THE CURB

This video shows residents what happens after their recyclables are picked up from the curb. The purpose of this video is to show residents that their recyclables do not end up mixed with garbage in the Landfill.

IEWS: 2.9K

<https://www.youtube.com/watch?v=nTHX2J68Ae0>

RECYCLING DROP-OFF CENTERS

This video promotes residents to drop off materials at Recycling Drop-Off Centers. The purpose of this video is to show residents how easy and convenient it is to bring items to one of Collier County's Recycling Drop-Off Centers.





VIDEOS

RECYCLING RIGHT - THE BIG GAME

This video shows residents common waste items from house parties that can be recycled. The video also shows viewers how to properly recycle.

IEWS: 534

<https://www.youtube.com/watch?v=SMhXXcsAPWw>



RECYCLING RIGHT - HOLIDAYS

This video shows how much waste is generated around the holidays. The video shows residents can be more sustainable around the holiday season and how to recycle common holiday waste.

IEWS: 32

<https://www.youtube.com/watch?v=RsSPFH7sAF0>

TRADITIONAL COMMUNICATIONS

Our program works with local agencies to distribute our messages across all types of communication platforms to reach as many residents of all ages as possible, including TV, radio, print and social media.

SOCIAL MEDIA POST

Let's Talk Recycling

Recyclables must be empty, dry, and loose. Do not place plastic bags or film of any kind in recycling cart. Return plastic bags and film to grocery store for proper recycling.

Visit colliercountyfl.gov/recycle for more tips in English, Spanish, and Creole.

Let's talk recycling, #CollierCounty! Did you know that you can recycle plastic, glass, metal, and paper right here in our community? Visit colliercountyfl.gov/recycle for all the details on how you can make a positive impact by recycling these materials. Every small effort adds up to a cleaner, greener future for us all! #CollierRecycles #PublicUtilities

SOCIAL MEDIA VIDEO



PRINT ARTICLE

COMMUNITY | Part of Management of Collier County Solid & Hazardous Waste Management Division

ARE MY RECYCLING EFFORTS GOING TO WASTE?

Where does my recycling go?
All residential recycling that is collected at the curb is hauled to a Material Recovery Facility (MRF) located in Miami. It is owned and operated by Waste Management of Florida, Inc. At the MRF, the material is sorted, baled, and shipped to third party wholesalers. Recycled material is then processed into new material, such as clothing, bicycles, furniture, and paper.

What happens to the non-recyclable materials?
Non-recyclable materials are removed through a combination of manual labor and mechanical processes. Non-recyclable items are shipped to a disposal facility as directed by the MRF Operator, NCF, Collier County's Landfill. To learn more about how to recycle where you live, work and play, visit colliercountyfl.gov/recycle.

Who recycles the revenue generated from recycling?
The MRF operator, Waste Management of Florida, Inc., is responsible for sorting, processing, and marketing the recyclable material. They receive the revenue generated from the commodities and are also responsible for disposal associated with the non-recyclable material.

Is recycling worth it?
In Collier County, yes. Recycling does make a difference and Collier County leads by example by reaching the 70% recycling rate set by the Florida Environmental Protection, making it one of only five counties to reach this goal. Collier County recycled 1.6 million tons of the 2.2 million tons of waste that would have otherwise been landfilled. Most recyclables, like glass and plastic, do not readily decompose, taking up valuable space in the County's only active landfill. The value of recycling is in preserving our paradise. Recycling is an environmental stewardship that keeps our beaches, lakes and natural preserves pristine for future generations. The recycling industry is a commodity-driven market, subject to economic fluctuations, adapting to the supply and demand of the world markets. More commercial industries are making products from recyclable materials, thereby increasing the domestic value of these recyclables. Recycling is vital to the manufacturing supply chain.

Help preserve our environment by recycling. It's worth it!
Please contact The Solid Waste Division at 239-252-7575 for more information.

PRINT ADVERTISEMENT

COLLIER

PRESERVE OUR PARADISE... RECYCLE

LET'S TALK TRASH... AND RECYCLING

WHAT YOU RECYCLE IN COLLIER COUNTY MUST BE CLEAN, DRY AND LOOSE

Do not place newspapers in plastic bags. No plastic bags or film in recycling cart. Visit bagsoff@colliercountyfl.gov for a list of drop-off locations.

KNOW HOW TO REDUCE, REUSE AND RECYCLE

CURBSIDE SERVICES

- 70% Collier County recycling rate (4th of 14th Florida's largest cities)
- 100% of Collier County recycling is recycled
- 100% of Collier County recycling is recycled
- 100% of Collier County recycling is recycled

RECYCLING

- Plastic, Glass, Paper and Metal Cans
- Non-recyclable items: empty, dry and not in plastic bags
- Do not place newspapers in bags or film or in black or brown recycling cart
- Do not place hazardous and recycling regulations, limited to 100 lbs per household

DROP-OFF CENTERS

- Make them clean, separate from your regular household trash
- Do not place newspapers in bags or film or in black or brown recycling cart
- Do not place hazardous and recycling regulations, limited to 100 lbs per household

HURRICANE PREPARATION

- Empty them clean, separate from your regular household trash
- Do not place newspapers in bags or film or in black or brown recycling cart
- Do not place hazardous and recycling regulations, limited to 100 lbs per household

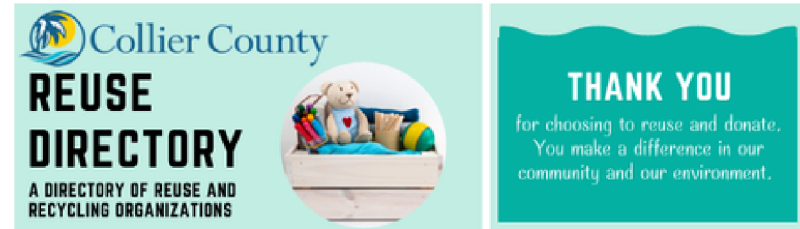
colliercountyfl.gov/recycle

RADIO COMMERCIAL



REUSE INITIATIVES

To showcase success stories of organizations significantly contributing to recycling and sustainability. Recycling Coordinators developed a four-page **Reuse Directory**. The Collier County Reuse Directory offers an invaluable resource for residents to donate items, **giving them a second life instead of discarding them in landfills**. By redirecting reusable goods to appropriate donation centers, the directory helps preserve landfill airspace, contributing to environmental sustainability. Resource is shared on social media, county website and through local print outlets.



APPLIANCES

- Bargain Box (239) 262-3802
- Goodwill (239) 450-5317
- Habitat for Humanity (239) 260-5256
- St. Matthew's House (239) 774-3315
- The Salvation Army (239) 775-0721

ARTWORK

- Avow (239) 649-0201
- Bargain Basket Thrift Store (239) 394-6640
- Goodwill (239) 417-5636
- St. Matthew's House (239) 774-3315
- The Salvation Army (239) 775-0721

BABY ITEMS

- Bargain Basket Thrift Store (239) 394-6640
- Collier Pregnancy Center (239) 262-6381
- St. Matthew's House (239) 774-3315

BICYCLES

- Bargain Basket Thrift Store (239) 394-6640
- Bikes for Tykes (239) 774-5846
- Naples Pathways Coalition (239) 777-7718
- St. Matthew's House (239) 774-0500

BOATS

- Breast Cancer Car Donations (855) 940-1380
- The Salvation Army (239) 775-0721
- The Shelter Options Shoppe (239) 434-7115

BOOKS

- Bargain Basket Thrift Store (239) 394-6640
- Believe N Books (239) 295-8302
- Collier County Public Libraries (239) 252-7350
- Goodwill Book Store (239) 592-1586
- St. Matthew's House (239) 774-3315
- The Salvation Army (239) 775-0721

CLOTHING & ACCESSORIES

- Avow Treasures Resale Shop (239) 649-0201
- Bargain Basket Thrift Store (239) 394-6640
- Bargain Box (239) 262-3802
- St. Matthew's House (239) 774-3315
- The Salvation Army (239) 775-0721

COMPOSTING

- Naples Compost Services (727) 248-0503

COMPUTERS & ELECTRONICS

- Collier County Recycling Drop-Off Centers.. (239) 252-7575
- St. Matthew's House (239) 774-3315

EXERCISE & FITNESS EQUIPMENT

- Bargain Basket Thrift Store (239) 394-6640
- Goodwill (239) 592-1586
- Habitat for Humanity (239) 775-0036
- St. Matthew's House (239) 774-3315
- The Salvation Army (239) 775-0721

FOOD (NON-PERISHABLE)

- Bargain Basket Thrift Store (239) 394-6640
- Second Act Thrift Store (239) 418-0331
- St. Matthew's House (239) 775-9447
- The Salvation Army (239) 775-0721
- YMCA-Meals of Hope Mobile (239) 537-7775

FURNITURE

- Goodwill (239) 417-5636
- Habitat for Humanity (239) 949-4409
- St. Matthew's House (239) 774-3315
- The Salvation Army (239) 775-0721
- The Shelter Options Shoppe (239) 434-7115

HANGERS

- Bargain Basket Thrift Store (239) 394-6640
- Bargain Box Thrift Store (239) 262-3802

This directory is an alphabetical listing of reuse and recycling organizations in Collier County. Listings are not endorsed or recommended and should not be considered a complete listing of services provided in Collier County. Please call the organization to confirm accepted items.

EDUCATIONAL INITIATIVES

Education is a key component of our mission. Collier program consist of a business, multi-family program, presentations and tours and outreach events on recycling, waste reduction, proper disposal of hazrdous waste and sustainability. Additionally, we partner with local schools to integrate recycling and sustainability into their curriculum through interactive lessons and tours.



COMMUNITY OUTREACH & ENGAGEMENT

Collier County's Waste Reduction & Recycling team are very active and present at the events across the county throughout the year. Community outreach and engagement is crucial for our program's success. This allows us to provide face-to-face recycling, waste reduction and proper garbage disposal education to hundreds of people annually.

Collier County also host events such as Neighborhood clean-up days. Collier County encourage local businesses to adopt sustainable practices by offering incentives and recognition. We will also create volunteer opportunities for residents to get involved in recycling and clean up projects.



RECOGNITION & AWARDS

To celebrate the outstanding contributions to our recycling and sustainability efforts, host an annual **Ready Set Challenge and Waste Reduction Award Program** to recognize businesses, and organizations that make a significant impact.

The Ready-Set-Challenge School Recycling Competition is to determine which high school, middle school and elementary school recycles the most. The schools that recycle the most will receive the title of **Champion Recyclers** and will be awarded a five-foot traveling trophy to be displayed on campus for the next school year.

The Challenge is an educational program designed to engage Collier County students and educators in the practice and benefits of proper recycling.

Each participant receives bags to collect the recyclables and a weight scale and recycle bin to measure weight of collect recyclables. Participants complete the Challenge weekly log with weight and a count of total bags collected. Whoever has collected the most weight at the end of challenge wins.



WASTE REDUCTION AWARD PROGRAM

Collier County's Waste Reduction Award Program (WRAP) recognizes exceptional recycling and sustainability efforts of establishments in Collier County.

The WRAP is awarded to establishments that promote and incorporate recycling and sustainable efforts. This can include reducing and reusing waste, donation of materials or creating an innovative recycling program. Establishments include offices, institutions, multi-family residences, temporary events, retail stores, venues and businesses. Award recipients receive a trophy, spotlight on our website and social media content.



FOSTER PARTNERSHIPS

Building strong partnerships is essential for the success of our program. Collier County collaborates with environmental organizations, local businesses, and governmental agencies to strengthen our efforts.

Collier County Solid and Hazardous Waste Management partners with Keep Collier Beautiful for amplify community engagement.

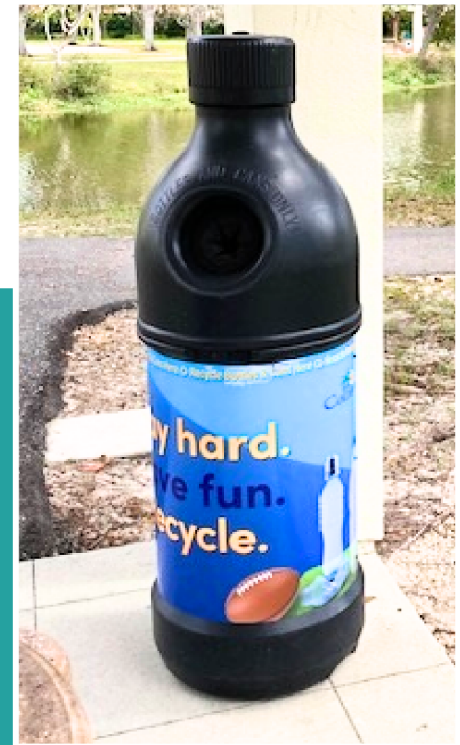
One way we partner is through hosting cleanups across the county. We help them getting volunteers and the message out about **Great American Cleanup** in April and the **International Coastal Cleanup** in September.

Another project we partner on is the **Keep Collier Beautiful Calendar Art Contest**. This contest is open to students from 1st to 12th grade to create a work of art that raises awareness about recycling, sustainability and Keeping Collier County Beautiful. Fourteen winners and twelve runners-ups will have their artwork featured in Keep Collier Beautiful calendar released each year. The front cover winner also has their artwork printed on garbage trucks.



PARKS & RECREATION PARTNERSHIP

As part of our ongoing commitment to environmental sustainability and community engagement, **#GameOnRecycle, Play Hard. Have Fun. Recycle.** was created to engage, educate, and encourage park visitors to participate actively in recycling efforts. While promoting responsible recycling practices, engaging the local community in preserving paradise while at the parks. Our initiative demonstrates our organization's commitment to sustainability, positioning us as a responsible and eco-friendly entity in the eyes of the public.



CONTINUAL IMPROVEMENT

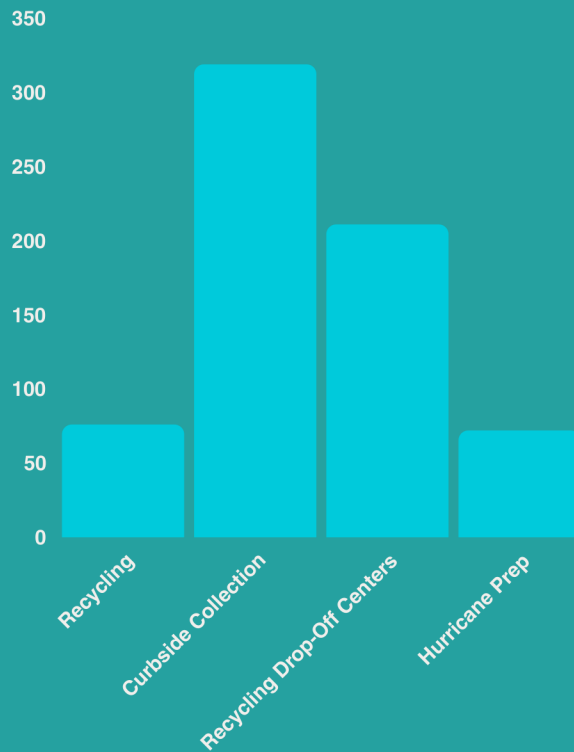
Collier County Waste Reduction & Recycling Coordinators are committed to continual improvement and staying updated on best practices and innovations in recycling and sustainability. Recycling Coordinators enhance programs by applying theory and practice to our learning and education efforts. We aim to foster a culture of continuous improvement and long-term commitment to environmental sustainability in our community by attending conferences, webinars, material processing facility tours and staying up to date on our certifications.



MONITOR & EVALUATE PROGRESS

To ensure the effectiveness of our education outreach program along with tracking metrics we implemented QR code systems to track, monitor progress and success of our community outreach and identify areas for improvement. Also during outreach events, Recycling Coordinators gather feedback from the community to understand the program's impact and make necessary adjustments.

QR CODE SCANS



CONCLUSION

Collier County Preserve our Paradise- Reduce, Reuse, Recycle campaign has created community engagement and participation naming Collier County as the Best Place to Live, Work, and Play! Collier County Recycling Coordinators are committed to increasing awareness, motivating our community, and improving our recycling rates through education, outreach, and leading by example by making Collier County second in the state for Recycling by Florida Department Environmental Protection Solid Waste Generation Report.

TOGETHER WE INVITE YOU TO JOIN US IN OUR EFFORTS TO PROMOTE ENVIRONMENTAL SUSTAINABILITY.

E-MAIL recycling@colliercountyfl.gov

WEBSITE www.colliercountyfl.gov/solidwaste



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