

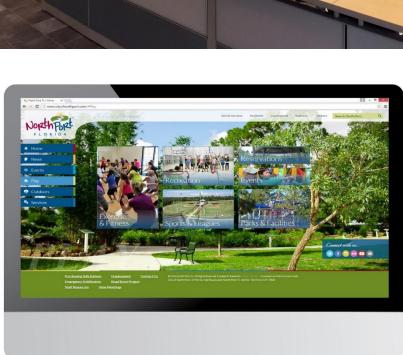
#### ACHIEVE ANYTHING

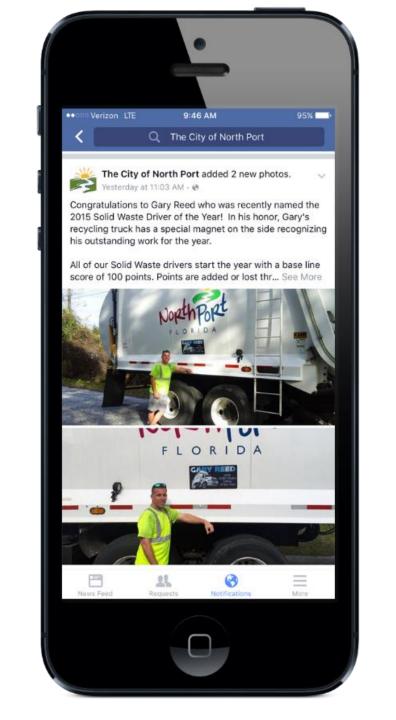


Presented To: 2016 Joint Summit

How to Dig through Garbage and Increase Recycling Rates









#### Christmas Video



- ✓ 371,000 views.
- ✓ Spread worldwide & throughout the industry.
- ✓ FREE Local & Regional publicity





Sebring, \$6,549.

#### Record warmth for Christmas

Forget the Yule Log unless you want to sweat this Christmas Eve in the eastern U.S. Records could be shattered Christmas Eve in several cities.

Looking for something?



Florida news...... USA TODAY PAGE 9 Weather .....USA TODAY PAGE 11 Stocks .....USA TODAY PAGES 10-11

AMERICA'S BEST COMMUNITY DAILY

TUESDAY DECEMBER 22, 2015

www.sunnewspapers.net

\$1.00

#### LIFE STORIES

Edition of the Sun

L. 123 NO. 356

an behind e on wall

L. Loranger's life story first 92 years — fills a cardboard file box on of his Palmer Ranch apartment.

Folder 1 is Early Years. Then comes he Military, Fire pors, Pella, Trips, the way through 9 and Art List. Il goes to plan, n will comis book next memoir, not an aphy,

fe that irpristhe

n't verify

### City's viral video spreads holiday cheer

By MADISON HEID

STAFF WRITER

NORTH PORT — When a "viral video" comes to mind, most think of clips featuring cats, kids or celebrities. In this particular case, a video showcasing North Port Solid Waste workers lip-syncing a holiday song is spreading cheer across the world via

social media.

It features several Solid Waste Division employees lip-syncing the song "All I Want for Christmas is You" by Mariah Carey, and many donned Santa hats and pulled out their best dance moves in front of garbage trucks for the roughly three-minute video.



PHOTO PROVIDED BY THE CITY OF NORTH PO

Solid Waste equipment operator Gary Reed poses on top of recycline bins while lip-syncing "All I Want for Christmas is You" in the video Solid Waste Department posted on the City of North Port's Facebook

Since it was posted on the city's Facebook page Friday, the video has garnered about 7,500 shares, 3,600 Likes, almost 279,000 views and a reach of 1.3 million

as of late Monday afternoon. The clip is the brainchild of Public Wo Outreach Coordinator

## Christmas spirit





### Think Different

# How can we increase recycling in North Port?



## We can send brochures...

## We can post on social media...

### Focus

#### Street at a Time



- ✓ Started in July, 2015.
- ✓ The goal of the program is to educate residents about everyday items that can be recycled.
- ✓ Supervisors took 2-3 hours of their morning for program.





## City's recycling education continues, 'A Street at a Time'

By ROBIN GARDNER

SUN CORRESPONDENT

NORTH PORT — Don't be alarmed if you see someone investigating your garbage. It's not the media or the National Security Agency - it's just one of three supervisors from the city's Solid Waste Division. The city of North Port launched a program on July 27 called "A Street at a Time" to increase and educate the community on recycling. Every week, 30 streets in the area are visited, and fliers are left for residents explaining what can and cannot be recycled.

"It's a friendly reminder. We are just trying to educate those residents on items that should have been recycled or maybe items we saw in the ... (recycle) bin that



PHOTO PROVIDED BY THE CITY OF NORTH PORT

A North Port resident's impressive recycling effort. If you need extra bins at your home, Solid Waste will deliver them at no additional cost. Call Public Works at 941-240-8050 to schedule a delivery.

Used motor oil should be placed in a 1-gallon-or-under container and "used motor oil" should be

seven, but cannot accept plastic containers with the number six, because they have Styrofoam in its solid waste in the Sarasota County landfill, and saves, according to information provided

#### List of Questions



- ✓ Do you put out a garbage tote with zero recycling bins?
- ✓ Do you place recyclable items in your garbage?
- Are you placing yard waste (tree clippings, weeds, branches) in your garbage tote?





### City of North Port DEPARTMENT OF PUBLIC WORKS SOLID WASTE DIVISION 941-240-8050



Date:					
Dear Resid	dent,				
		inder that recycling is mar d be placed in your recycl		North Port.	Today, we noticed
☐ Paper	☐ Metal	☐ Plastic ☐ Cardboard	Glass	☐ Aluminum	All listed

We've added a breakdown of how to recycle on the back of this letter. If you would like more recycling bins, we can provide them at no additional cost. Simply call our Customer Service staff and we'd be happy to deliver them on your next pick up day. The more recycling bins you use, the better. Your recycling efforts help us:

- Save thousands of dollars
- Keep your assessment fees low
- Become a healthier and more sustainable community

If you have any questions about recycling, please give us a call at 941-240-8050. Thank you for making a difference in North Port!









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We provide two recycling bins, one for paper products and one for commingled glass, plastic, and cans:

#### Bin #1:

PAPER – Newspaper, computer paper, brown paper bags, magazines, catalogs, brochures, mail and telephone books.

PAPERBOARD – Cereal, cracker and other food boxes. Soda cartons, shoe boxes, tissue containers, and paper towel rolls.

CARDBOARD – Household cardboard can be flattened and cut down to fit in the recycling bin.





#### Bin #2:

CANS - Steel, tin and aluminum. Please rinse.

PLASTICS - #1, 2, 3, 4, 5 and 7. Plastic #6 is NOT accepted.

GLASS – Food and beverage containers. Please rinse.





#### What were the results?



- Evaluate traditional recycling rate.
- √ 1.15% increase in August.
- ✓ Recycling bin deliveries: 26% increase.
- ✓ Passed the eye-test.
- ✓ SAAT < 10% of streets.



### Challenges

### 35 Streets

### 2,400 Streets

### 68 Weeks





#### Upset Residents



- √ 90% positive.
- We always performed program with multiple staff members.
- ✓ Educational approach.
- ✓ Didn't try to convince anyone. Moved on to next home.



### Benefits









#### SAAT Status



- ✓ Led us into RAR.
- ✓ We will be picking it back up.
- ✓ Extended time period will yield more results.



## Recycling education must continue.

## Value in hands on research.

## Think different. Try new ideas.



#### ACHIEVE ANYTHING

### Thank you!