



Interoffice Memorandum

November 18, 2019

TO: Mayor Jerry L. Demings
and Board of County Commissioners

FROM: Raymond E. Hanson, P. E., Director
Utilities Department

A handwritten signature in black ink, appearing to read "Raymond E. Hanson", written over the "FROM:" field.

**SUBJECT: BCC AGENDA ITEM – Consent Agenda
December 3, 2019 BCC Meeting
First Amendment to Recycling Partnership Grant Agreement
Contact Person: David Gregory, Manager
Utilities Solid Waste Division
407-254-9622**

On March 12, 2019, the Board approved the Recycling Partnership Grant Agreement between Orange County (County) and The Recycling Partnership, Inc.

By mutual agreement, the County and The Recycling Partnership, Inc. desire to extend the agreement term from December 31, 2019 to March 31, 2020 and remove the County's and The Recycling Partnership's testing requirements of the "How-to-Recycle" label. By removing the testing requirements of the "How-to-Recycle" label, the grant funding commitment of \$13,000 for "in-home recycling infrastructure" is also removed from the grant, and the grant funding is reduced from \$193,000 to \$180,000.

This grant supports the Solid Waste Division's recycling quality improvement program to reduce contamination in the recycling carts and increase the value and quantity of collected recyclable commodities. The Recycling Partnership, Inc. is a national nonprofit organization that provides grants and technical support to local governments to enhance their recycling programs. The Recycling Partnership and the principal grant sponsor, Coca-Cola, are aware of the County's recycling quality improvement program and desire to provide the County a grant to help enhance and support the program.

Action Requested: Approval and execution of First Amendment to Recycling Partnership Grant Agreement by and between The Recycling Partnership, Inc. and Orange County, Florida to reduce the grant amount from \$193,000 to \$180,000 and extend the grant term to March 31, 2020.

All Districts.

BCC Mtg. Date: December 3, 2019

FIRST AMENDMENT TO RECYCLING PARTNERSHIP GRANT AGREEMENT

This First Amendment to Recycling Partnership Grant Agreement (“First Amendment”) is hereby made and entered into on the date last executed below, by and between The Recycling Partnership, Inc., a Virginia corporation (“Partnership”) and Orange County, Florida, a charter county and political subdivision of the State of Florida (“Grantee”), which are referred to collectively herein as the “Parties” and individually as a “Party.”

BACKGROUND

- A. Partnership and Grantee entered into that certain Recycling Partnership Grant Agreement (“Agreement”) dated March 12, 2019.
- B. The Parties wish to amend the Agreement to extend the Grant Period and remove \$13,000 in funding for in-home recycling infrastructure as set forth below.

In consideration of the promises stated in this First Amendment and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

AGREEMENT

1. **Grant Period:** Section 2 of the Agreement is amended to extend the Grant Period through March 31, 2020.
2. **Reduction in Grant Funds.** Section 4 of the Agreement is amended to reduce the Cash Grant from \$193,000 to \$180,000.
3. **Work Plan:** The Work Plan is amended and replaced with the Work Plan attached to this First Amendment as Attachment B.
4. **Effects; Conflicts.** Except as set forth in this First Amendment, all other terms and provisions of the Agreement are hereby ratified and confirmed and shall remain in full force and effect. In the event of any conflict between the provisions of this First Amendment and the provisions of the Agreement, the provisions of this First Amendment shall control.
5. **Signature Warranty:** Each of the undersigned represents and warrants that he or she is authorized to execute this First Amendment. This First Amendment may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

[SIGNATURES APPEAR ON NEXT PAGE]

Orange County, Florida
By: Board of County Commissioners

By: *Jerry L. Demings*
JLD Jerry L. Demings
Orange County Mayor

The Recycling Partnership, Inc., a Virginia corporation

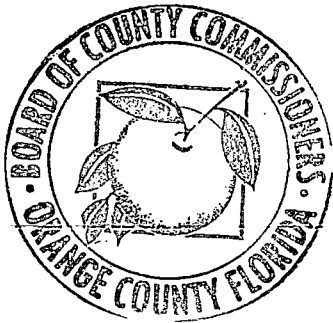
By: *Cody Marshall*
Cody Marshall
Chief Community Strategy Officer

Signed by Orange County, Florida on this date:
DEC 03 2019

Signed by The Recycling Partnership, Inc. on this date:
11/8/19

ATTEST: Phil Diamond, CPA, Orange County Comptroller
As Clerk of the Board of Orange County Commissioners

By: *Neelva P.*
for Deputy Clerk



Attachment B-Work Plan

Orange County Florida & The Recycling Partnership

Background:

Orange County, Florida (the “County”) has a modern, well-developed solid waste management system that includes recycling collection and infrastructure. The County provides weekly curbside cart-collection of recyclables, using 96-gallon wheeled carts, to more than 217,000 residential units in its unincorporated areas. Like many communities across the country, the County is encountering unwanted materials in its collection carts that can interfere with processing and recycling of the collected materials.

The Recycling Partnership (the “Partnership”) is a national nonprofit that works hand-in-hand with communities and companies to improve recycling for the environment, the economy, and families. The Partnership provides grants and technical support to local governments to enhance their recycling programs.

Unwanted materials in recycling carts, interferes with recycling processes, resulting in increased costs and reduced recovery of the recyclable commodities. For these reasons, contamination in recycling carts inhibits a community’s ability to increase its recycling rate beyond the national average of 34 percent. Additionally, unwanted materials in the recycling stream can be an impediment to attracting expanded recycling processing capacity to a region.

As an initial step in improving its recycling program, the County undertook a pilot recycling quality improvement program in the summer of 2018. During the pilot program, the quality of recyclables collected from the 643 households in the target area, was observed to increase at the individual cart level, and in the aggregated truck-load quantities delivered to the materials recycling facility (the “MRF”). Based on lessons learned during its pilot program, the County is undertaking dedicated efforts to reduce contamination in the recycling carts to increase recycling quality, increase the value of its recyclable commodities, and better position the County to attract expanded recycling capacity, which will help increase the recycling rate in the Central Florida region.

Approach:

The Partnership proposes to support a project (the “Project”) assisting the County’s recycling program by providing technical support and grant funding in furtherance of its recycling quality improvement program. The Project will include collaboratively developing a work plan, collaboratively developing and producing communication media and informational mailers, and the County performing field inspection of recycling carts that includes tagging and direct curbside feedback to the residents. It is anticipated the Project will be flexible and iterative, with the intention of measuring Project performance and making adjustments to the Project work plan as needed

The Project will address both informational and education efforts, along with field activities that include mobilizing personnel to conduct cart observations, placing informational tags on carts if contaminants are observed, providing direct curbside feedback to residents with the intention of improving recycling cart contents, and tracking activities conducted. In support of the Project, the County will conduct “Educational Events.” Each Educational Event will consist of identifying specific areas (e.g., designated portions of identified

collection routes), sending household in the areas targeted information mailers, then conducting field activities in the specific areas.

The collaborative development and implementation of the targeted and customized communications campaign is intended to reduce contamination in the County's curbside recycling stream and provide a higher quality recycling stream to the MRF. As with any good program, measurement will be a key component of this work.

Results from the project will be shared with recycling programs throughout the state of Florida and the nation to help enhance their efforts to improve the overall quality of the recycling stream state-wide and replicate the successes achieved during this project to communities across the state of Florida.

Goals

- It is a goal of the project to improve the quality of recyclables collected in targeted areas by 20 to 25 percent.
- It is a goal of the project to determine the effectiveness of the How2Recycle Label in a limited target area.
- It is a goal of the program to capture performance metrics and compile lessons learned and share this information with interested parties, to improve recycling programs across the state and the US.

Roles/Responsibilities

Orange County agrees to:

- Coordinate with The Partnership in planning and executing the Project.
- Conduct periodic meetings and teleconferences advising and consulting with the Partnership on Project execution and accomplishments.
- Submit invoices, not to exceed \$180,000, based on actual households inspected and actual costs associated with intervention program.
- Conduct the Project in collaboration with The Recycling Partnership to address material quality and contamination issues.
- Conduct Educational Events (educational campaigns coupled with field activities including cart observations, cart tagging, and direct curbside feedback) in a minimum of two (2) curbside collection zones with the goal of reaching a minimum of 36,000 households over four (4) multi-week engagement cycles.
- Attempt to expand the Educational Events to more areas, with a goal of reaching the maximum number of households the County determines to be feasible, based on staffing resources, budget, and Project deadlines.
- Conduct a broader education campaign targeting all of the households that participate in the County's curbside recycling collection program (approximately 217,000 households).
- Identify the top two (2) to three (3) contaminants in curbside recycling containers to be the subject of public outreach and activities to address contamination.
- Track metrics on the number of carts requiring tags during Educational Events and track additional detailed data, as feasible, on the nature and rate of contamination.
- Host and/or participate in a workshop on project results for an audience of other select Florida municipalities and counties.

The Recycling Partnership agrees to:

- Provide technical assistance and guidance on all elements of the Project, including scoping and details of the tagging process, training of cart-tagging subcontractor (as appropriate), development and implementation of measurement systems, and performing analysis of collected project data.
- Provide up to \$180,000, on a reimbursement basis, to the County, based upon the budget described in Table 1. titled "Proposed budget breakdown."
- Provide design assistance for production of cart tags, mailers, or other outreach materials, to include social media.
- Coordinate the involvement of Coca-Cola and other Project funders in tracking the development and deployment of the Project.
- Coordinate with Rubicon to secure hardware and software to be used by the County for data collection during the duration of the cart tagging project.

Funding and Commitments

Grant funds made available to the County: \$180,000

- Reimbursement Cash Grant for Outreach: Up to \$180,000 cash grant will be applicable to the County for Project purposes associated with the joint effort. The final production list will be determined jointly during a planning phase but will include (but not limited to) printing, signage, and/or staffing for tagging program.

Partnership in-house work effort made available to the County: \$150,000

- Partnership provided work effort: up to \$150,000 in staff and resource support from Recycling Partnership's Design and technical professionals as determined by the Partnership.

Orange County Matching Funds Total: \$30,000

- Orange County labor and expended funds in support of the Project will be considered matching funds. Matching funds will be used and allocated to the overall project management, including the development and implementation of the educational and outreach campaign, project implementation, and/or measurement strategies for sort results post program implementation.

Table 1. Proposed budget breakdown

Budget Item	Recycling Partnership Funds	Orange County Funds
Quality intervention program, including but not limited to, cart tagging labor, educational and outreach strategies and tools *	\$180,000**	\$30,000
Measurement	TBD	
TOTAL	\$180,000	\$30,000

**Final budget allocation to specific tasks will be agreed upon jointly between Orange County and The Recycling Partnership during planning phase, and such allocations may be adjusted by mutual agreement during the Project*

***Actual grant funds provided to the County will be in accordance with reimbursements as described in the Contract*

Program Elements (minimum)

The educational and engagement process will involve the following strategies:

- Observing recyclable materials placed in collection containers by residents, to determine if non-acceptable materials are being deposited into the container and direct engagement with the resident to educate them on the acceptable program items. (Grantee responsible for observations and field work).
- Developing detailed printed materials, such as educational flyers/postcards that include specific messaging regarding service collection days, acceptable material and other information.
- Developing and placing signage to educate residents.
- Development of social media messaging programs.

Estimated Timeframe:

The final schedule and timing of the project will be determined during collaborative planning by the Partnership and County. A proposed initial timeline is as follows:

- February 2019 – November 2019: Plan the details of the project.
- November 2019 – February 2020: Implementation of developed communication and tagging program.
- February 2020 – March 2020: Program results and wrap up.

Reporting and Measurement Plan:

Contamination rates:

- The Recycling Partnership has additional funding available for sorting/measurement and will work jointly with Orange County to develop a post-program recycling composition study to obtain a detailed understanding of the project impacts. The scope and scale of the sort will be determined based on staff resources and available budget and may entail a contract amendment, if appropriate.

Participation rates:

- Orange County will document and report out the participation rates of the target areas throughout the duration of the project.

Set out rates:

- Orange County will document and report out the set out rates of the target areas throughout the duration of the project.

Tagging rates

- Orange County will document and report weekly tagging occurrences throughout the duration of the project.

Tonnage

- Orange County will provide :
 - Tonnage data for the 12 months prior to program implementation.
 - Monthly tonnage data during the program implementation.
 - Tonnage data for 6 months after program implementation.