

CONTRACT FOR RECYCLING AND EDUCATION PROGRAM MANAGEMENT

This contract entered into this date August 24, 1999, by and between Nassau County Board of County Commissioners (County) and Keep Nassau Beautiful, Inc.(KNB).

The parties agree as follows:

1. KNB will provide promotion of the County's total recycling program through public education and information, developing of a County motto, mascot and theme, development of a Countywide school program and development of educational and informational materials.
2. KNB will collect and tabulate to determine Countywide recycling rates, quantities and qualities of materials and total program effectiveness.
3. KNB will keep abreast of new and innovative recycling technology and keep the County informed by attending local, regional and statewide seminars and conferences.
4. KNB will research, develop and recommend markets for recycling commodities to determine determine commodities to be collected, processed and marketed. KNB will develop a local "recycling content" procurement strategy for the county.
5. KNB will submit a bill to the County quarterly for the above-mentioned services at a rate of \$4,875.00 per quarter.
6. The County will direct County staff to research ordinance development and other procedures to assist with recycling and education programs.
7. Educational and informational materials may be provided by the County within budgetary constraints.
8. This contract expires on September 30, 2000 unless either party gives written thirty (30) days before that date.

9. This contract is for one year with the Board of County Commissioners having the option to renew for successive consecutive twelve-month periods. Either party may terminate or modify the agreement by giving 30 days written notice.

KEEP NASSAU BEAUTIFUL, INC.

BOARD OF COUNTY COMMISSIONERS

Kimberly S. Snyder - 9-21-99 J.H. Cooper 9/13/99
Kimberly S. Snyder Date J.H. "Pete" Cooper Date
Chairman, Board of County Commissioners

Approved as to Form:

Attest:

Michael S. Muffin 9/13/99
Michael S. Muffin Date
Nassau County Attorney

Joseph M. Oxley, Jr. 9/15/99
Joseph M. Oxley, Jr. Date
Ex-Officio Clerk



Nassau County Department of
Solid Waste Management

RECEIVED
9/1/99 Bm

ROBERT P. McINTYRE
Director

440 S. KINGS ROAD
CALLAHAN, FLORIDA 32011

TO: Board of County Commissioners
FROM: Robert McIntyre *Robert McIntyre*
SUBJECT: Recycling Promotion and Education Management
DATE: August 21, 1999

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Request the Board approve and authorize the chairman to sign the annual contract for Recycling Promotion and Education Management proposed by Keep Nassau Beautiful. The cost of this service is \$19,500 for 780 hours. This is an increase of \$1.00 per hour and the first increase since 1997.



1939 South 8th Street, Suite 4
Fernandina Beach, FL 32034
(904) 277-2701
FAX (904) 321-4132

July 30, 1999

Mr. Robert McIntyre
Director of Solid Waste, Nassau County
440 South Kings Road
Callahan, FL 32011

Dear Mr. McIntyre:

Attached is Keep Nassau Beautiful's proposal for the 1999-2000 Recycling Promotion and Education Management. The proposal outlines how Keep Nassau Beautiful would provide the services to the Nassau County Solid Waste Department for the twelve months starting October 1, 1999.

Keep Nassau Beautiful is a private, not-for-profit corporation governed by a board of directors made up of citizens of Nassau County. Keep Nassau Beautiful would complete this project with no joint venture partners or sub-contractors.

Please let me know if there is anything else I need to do to assist you in meeting the tasks at hand.

Sincerely,

Kim Snyder
Executive Director



An Affiliate of
Keep America Beautiful, Inc.



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recycled paper



**PROPOSAL FOR RECYCLING AND EDUCATION MANAGEMENT
IN NASSAU COUNTY FLORIDA**

BACKGROUND

KEEP NASSAU BEAUTIFUL, INC. (KNB) is a private, not-for-profit corporation formed on July 31, 1991. KNB is an affiliate of Keep America Beautiful (KAB) and Keep Florida Beautiful (KFB). These three organizations are dedicated to educating the American public on the solid waste issues facing the country and to promoting integrated procedures to manage waste.

KNB manages Adopt-a-Highway, Adopt-a-Mile, and Adopt-a-Shore programs to increase public awareness about litter and enhance community pride. KNB also promotes beautification through its Adopt-a-Spot and other planting programs county-wide. KNB has sponsored tree and plant sales to raise public awareness, promote beautification, and raise funds.

KNB has successfully worked to nurture private/public partnerships to accomplish its goals with the added benefit of providing an opportunity for community service. KNB has established relationships with and has access to the major employers in the county and has their significant support in reaching community goals. KNB has established relationships with Nassau County School Board administrators and several principals who are looking for innovative methodologies to prepare students for life.

A comprehensive integrated solid waste management program includes the concepts of reducing, reusing, and recycling. The solid waste management triangle, as implemented in Nassau County, consists of reduction, recycling and reusing, and landfilling. KNB has embarked on an aggressive self-education plan to become an authority in these three parts of the solid waste management.

KNB has a track record of public speaking to citizen groups throughout the county on the issues of landfilling, recycling, conservation, and citizen involvement. In 1996, 1997 and 1998, KNB was the recipient of the Keep Florida Beautiful/Keep America Beautiful Systems Award and was named the top affiliate in our population category.

RESOURCES

KNB has one person on staff available to support this contract. She is an accomplished public speaker, has a background in training, significant organizational skills, and experience in dealing with the public.

KNB's Executive Director has been working with the recycling program for almost five years and is fully qualified to field questions from county residents and to give presentations as necessary. She has attended training sessions held by Keep America Beautiful, the Florida Department of Environmental Protection, Keep Florida Beautiful and Recycle Florida Today. KNB is a member of Recycle Florida Today (RFT) and Solid Waste Association of North America (SWANA).

KNB possesses an extensive library of information related to recycling and maintains subscriptions to various periodicals to remain current in the field. KNB has the reputation for being the local expert in matters related to solid waste and specifically recycling.

The Board of Directors and committees are KNB's greatest resources, bringing together a diverse group of Nassau County residents, representing all facets of the county, to focus on recycling issues. These individuals' expertise covers the gamut of environmental issues, volunteer management and involvement, financial experience, corporate leadership, small business ownership, education and communication skills. Both the private and public sectors are represented. This group of workers is committed to the reduce, reuse, recycle concept and possess the added benefit of wide ranging community contacts and resources.

KNB's Solid Waste Committee is the prime group of volunteers that would oversee KNB's performance in the Recycling Promotion and Education Program. This committee's membership includes the Southeast Environmental Director of the Rayonier Corporation, a former Marine Corps recycling program manager, a former Board Member of Keep Florida Beautiful and other interested citizens.

REQUIREMENTS AND SPECIFICATIONS FOR SERVICE:

PROMOTE THE COUNTY'S TOTAL RECYCLING PROMOTION AND EDUCATION PROGRAM -

15 hours per week

KNB will provide a speakers bureau to speak to civic groups. The objective is to speak to five groups per month. Letters and press releases will be prepared to announce this service to the community. KNB will work with both Chambers of Commerce, the Restaurant Association, and any other interested organizations to develop programs to support recycling efforts by businesses.

KNB will continue developing the use of the Nassau County Solid Waste Department Recycling Program mascot and theme, Miss Lesswaste and the 3 Re's, in all facets of the program.

KNB will continue coordinating its efforts with the Nassau County School Board to promote the

use of the existing Florida environmental curricula, focusing on recycling, in the schools. This curriculum entitled the 4R's, stands for Reduce, Reuse, Recycle and Recover. The 4R's provide supplementary activities on solid waste and can be used in the teaching of math, social studies, language arts and science in pre-kindergarten through 12th grade. Where necessary, KNB will assist teachers in conducting the classroom instruction. KNB will continue monitoring and where needed make adjustments in the ongoing school recycling programs. Currently 10 schools are participating in various recycling initiatives which were started three years ago. For the non-participating schools, KNB will visit each school during the first part of the school year to develop a recycling program tailored to each individual situation. The initial contact would be a general presentation on recycling; to include the importance of recycling, how and why to recycle; materials which can be recycled in Nassau County and general knowledge of the workings of the Nassau County Solid Waste Department. Depending on the needs and wants of each school, different product collections may be integrated at different schools. Class trips to such facilities as the Nassau County Landfill and B.F.I.-The Recyclery would be implemented. School projects such as Operation Re-Print; ITW Hi-Cone Ring Leader Recycling Program; Billion Bag Program, in coordination with the Grocery Bag Council of the American Forest & Paper Association; and the Great Aluminum Can Round-up, in coordination with the Can Manufacturers Institute, would be implemented so that each school would have the opportunity to win cash and prizes and be rewarded for their efforts. Recycling educational initiatives such as these can be on-going and are supported by Keep America Beautiful, Keep Florida Beautiful and Recycle Florida Today. KNB has an established working relationship with B.F.I. and Southeast Paper Recycling Corporation. KNB would be available to give follow-up presentations as needed and monitor all on-going collection programs at each school. Towards the end of the school year, KNB would revisit each school, chart their progress and determine if any changes need to be made. KNB has and will continue to support the Learn & Serve Recycling grant program currently in progress at Callahan Middle School, Fernandina Beach High School, Yulee Middle School and the Hilliard Middle-Senior High School.

KNB will continue circulating the Nassau County Recycling Guide to county residents through the schools and commercial establishments. An updated version has been developed.

KNB will visit commercial and industrial entities to promote recycling and buying recycled in their programs.

KNB will continue the county recycling awards program to recognize outstanding performance by businesses in categories based on the number of employees and among Nassau County schools, businesses and not-for-profit groups.

KNB will help implement an Amnesty Program for county residents and work with the Solid

Waste Department, Code Enforcement Board and the County Coordinator to develop an eight page informational and educational tool to be distributed to all county residents as previously discussed.

KNB will also work to develop a program with the rental property agents to distribute the County Recycling Guide to visitors staying in rentals to inform them of where to take their recyclables.

KNB will also work to develop a "Build America Beautiful" program with builders in the county. This is a Keep America Beautiful program which targets builders and seeks to make builders and contractors aware of the importance of keeping a clean worksite.

BID SCHEDULE:

MANHOURS AND MANHOUR RATE

KNB will allocate an average of 15 manhours per week to this contract at a rate of \$25 per hour. The hourly rate includes the cost of office space, telephone, supplies, insurance, travel and postage. The total hours allocated to this contract are 780.

FEE

KNB's fee for service is \$19,500 for the twelve months starting October 1, 1999. The fee shall be paid at the rate of \$4,875 per quarter on the first of the month beginning October 1, 1999, January, April and July, 2000.

KNB is available to perform other tasks beyond the scope of this agreement as assigned at a rate of \$25 per hour.

This contract is for one year with the Board of County Commissioners having the option to renew for successive consecutive twelve month periods. Either party may terminate or modify the agreement by giving 30 days written notice.

SPECIFIC CONDITIONS AND EXCEPTIONS TO REQUIREMENTS AND SPECIFICATIONS

Nassau County would be responsible for the following:

- 1) Printing and distribution costs, such as postage for county wide mailouts.
- 2) Identifying KNB as the county's agent for promotion, education and information

gathering related to the recycling program.

KEEP NASSAU BEAUTIFUL, INC.

Linn Snyder

ITS: EXECUTIVE DIRECTOR