



Nassau County Department of Solid Waste Management

ROBERT P. McINTYRE
Director

440 S. KINGS ROAD
CALLAHAN, FLORIDA 32011

CONTRACT FOR RECYCLING AND EDUCATION PROGRAM MANAGEMENT

This contract entered into this date August 14, 2000 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, development 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 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, 2001 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 8-8-09
Kimberly S. Snyder Date
Nick D. Deonas 8/14/09
Nick D. Deonas Date
Chairman, Board of County Commissioners

Approved as to Form:

Attest:

Michael S. Mullin 8/14/09
Michael S. Mullin Date
Nassau County Attorney

Joseph M. Oxley, Jr. 8/14/09
Joseph M. Oxley, Jr. Date
Ex-Officio Clerk

**PROPOSAL FOR RECYCLING AND EDUCATION PROGRAM
MANAGEMENT IN NASSAU COUNTY, FL**

BACKGROUND:

Keep Nassau Beautiful, Inc. (KNB) is a private, not-for-profit corporation formed on July 31, 1991. KNB is an affiliate of both Keep America Beautiful and Keep Florida Beautiful. These three organizations are dedicated to educating the 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. Currently, KNB has 108 adopting groups throughout the county. 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 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 includes the concepts of reducing, reusing and recycling. The solid waste management triangle, as implemented in Nassau County, consists of reduction, recycling, 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.

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 the past 70 months 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 both Recycle Florida Today (RFT) and the 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 Rayonier, the Florida Restaurant Association Recycling Committee Chair and other interested citizens.

REQUIREMENTS AND SPECIFICATIONS OF 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 four 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 and any other interested organizations to develop programs to support recycling efforts by businesses.

KNB will coordinate 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 social studies, math, language arts and science in pre-kindergarten through 12th grade. Where necessary, KNB will assist teachers in conducting the classroom instruction. KNB will visit each Nassau County school during the first part of the school year to develop a recycling program tailored for each individual school. Currently, KNB has nine schools throughout the county participating in programs. Class trips to such facilities as the Nassau County Landfill, BFI-The Recyclery and Southeast Paper would be implemented. School projects such as the paper drives, telephone bill drives; ITW Hi-Cone Ring Leaders Recycling Program; Billion Bag Program, in coordination with Grocery Bag Council of the American Forest and 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 ongoing 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. KNB would be available to give follow-up presentations as needed and monitor all ongoing collection programs at each school. Towards the end of the school year, KNB will 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 Grants.

KNB will continue circulating the Nassau County Recycling Guide to county residents through the schools and commercial establishments. This has recently been updated and redesigned.

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, schools and not-for-profit groups.

KNB will continue to work with the Nassau County Solid Waste Director to develop and implement new recycling programs throughout the county.

BID SCHEDULE:

MAN-HOURS AND MAN-HOUR RATE: KNB will allocate an average of 15 hours 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 beginning October 1, 2000. The fee shall be paid at the rate of \$4,875 per quarter on the first of October, 2000, January, April and July 2001.

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

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. No mailouts are currently planned.
- 2) Identify KNB as the county's agent for promotion, education and information gathering related to the recycling program.



Nassau County Department of Solid Waste Management

ROBERT P. McINTYRE
Director

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CALLAHAN, FLORIDA 32011

Date: 2 August 2000

Agenda Request For: 14 August 2000

Department: Solid Waste Management Department

Fund: Recycling and Education Grant

Action requested and recommendation: Request the Board approve and authorize the Chairman to sign a renewal of the contract with Keep Nassau Beautiful for the next year.

Funding Source: 70352590-534304

Financial/Economic Impact to Future Years Budgeting Process or Effect on Citizens: None

Is this action consistent with the Nassau County Comprehensive Land Use Plan?:
N/A

Reviewed by:

Legal _____

Finance _____

Coordinator *[Signature]* _____

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