

# Nassau County Department of Solid Waste Management

Robert P. McIntyre  
Director

440 South Kings Road  
Callahan, Florida 32011

## Contract For Recycling and Education Program Management

This contract entered into this date June 23, 2003 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, and 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 monthly report of activities, pertaining to this contract, to the Director for Solid Waste Management.
6. KNB will submit a bill to the County quarterly for the above-mentioned services at a rate of \$4,875.00 per quarter.


Recycling and Education Program Management Contract

7. The county will direct County Staff to research ordinance development and other procedures to assist with recycling and education programs.
8. The County within budgetary constraints may provide educational and informational materials.
9. This contract expires on September 30, 2004 unless either party gives written notice thirty (30) days before date of termination.
10. 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.**

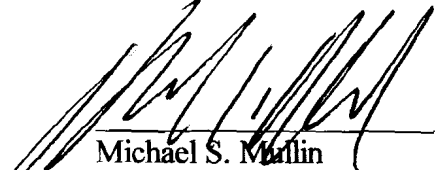
**Board of County Commissioners**

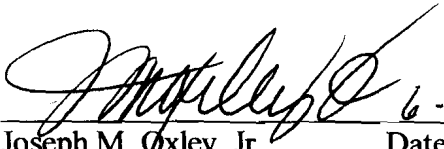
  
\_\_\_\_\_  
Todd E. Duncan      Date  
Executive Director      6/25/03

  
\_\_\_\_\_  
Vicki Samus      Date  
Chairman, Board of County Commissioners      6-23-03  
Vickie Samus

Approved as to Form:

Attest:

  
\_\_\_\_\_  
Michael S. Mullin      Date  
Nassau County Attorney      6/24/03

  
\_\_\_\_\_  
Joseph M. Oxley, Jr.      Date  
Clerk of Courts      6-23-03

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

**BACKGROUND**

Keep Nassau Beautiful, Inc. (KNB) is a private, not-for-profit corporation formed on July 32, 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 117 adopting groups throughout the county. KNB also promotes beautification through its Adopt-A-Spot and other planting programs countywide. 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 land filling. KNB has embarked on an aggressive self-education plan to become an authority in these three parts of solid waste management.

KNB has a track record of public speaking to citizens groups throughout the county on the issues of land filling, recycling, conservation, and citizen involvement.

**RESOURCES:**

KNB has two persons on staff available to support this contract. They are accomplished public speakers and have backgrounds in training, significant organizational skills and experience in dealing with the public.

KNB's Executive Director works with the recycling program and is qualified to field questions from county residents and to give presentations as necessary. He is attending training sessions held by Keep America Beautiful, Florida Department of Environmental Protection, and Keep Florida Beautiful. 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.

#### 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 two groups per month. Letters and press releases will be prepared to announce this service to the community. KNB will work with both Chamber's 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 teaching of social studies, math, language arts, and science in pre-kindergarten through 12<sup>th</sup> 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 or revise the existing recycling program. 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 milk drives, 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 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 BFI and Southeast Paper. KNB would be available to give follow-up presentations 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.

KNB will visit commercial and industrial entities to promote community support through participation, recycling, reusing, reducing, and purchasing recycled products.

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.

BIND 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, 2002. The fee shall be paid at the rate of \$4,875 per quarter on the first of October 2002, January 2003, April 2003, and July 2003.

SPECIFIC CONDITIONS AND EXCEPTIONS TO REQUIREMENTS AND SPECIFICATIONS.

Nassau County will be responsible for the following:

- 1) Printing and distribution costs such as postage for countywide mail outs. No mail outs are currently planned.
- 2) Identify KNB as the county's agent for promotion, education, and information gathering related to the recycling program.

### **Great American Cleanup-Required**

**Goal:** To increase awareness, reduce litter, and improve the appearance of Nassau County, Florida

**Objective:** To increase awareness, reduce litter, and improve the appearance of Nassau County, Florida by empowering citizens through active participation within the community.

Keep Nassau Beautiful, Inc. (KNB) will participate in the Great American Cleanup in March through May of 2004. KNB will provide all volunteers with trash bags, gloves, and any other supplies needed. KNB will track the number of volunteers, hours spent, locations cleaned, dates, times, and the amount and type of trash picked up. KNB will recognize all volunteers with a Great American Cleanup T-shirt. KNB will recognize volunteers and accomplishments in the local newspapers. KNB will submit all reports to KAB as required. KNB will publish KAB's results in local newspapers.

### **Litter Prevention Community Presentations-Required**

**Goal:** To increase awareness and prevent litter in Nassau County, Florida.

**Objective:** To increase awareness and prevent litter in Nassau County, Florida through litter prevention education.

Keep Nassau Beautiful (KNB) will provide presentations for businesses, organizations, groups, etc. using Keep America Beautiful's (KAB) "Why People Litter", "Litter-Known Facts", and "What Can I Do?" in order to promote litter prevention in Nassau County. KNB will provide resources and materials for litter prevention education. KNB will conduct an annual KAB Litter Index and publish the results in KNB's newsletter and website. KNB will publish an ad in the local newspapers using KAB's "Why People Litter", "Litter-Known Facts", and "What Can I Do?" to promote litter prevention within the community.

### **Adopt-A-Highway Promotion-Required**

**Goal:** To reduce litter removal cost and improves the appearance of State Highways in Nassau County, FL.

**Objective:** To reduce litter removal cost and improves the appearance of State Highways in Nassau County, Florida by promoting the Florida Department of Transportation's Adopt-A-Highway Program.

Keep Nassau Beautiful, Inc. (KNB) will promote the Florida Department of Transportation's Adopt-A-Highway program by making available informational handouts/pamphlets to the community. These handouts/pamphlets will be available at both Chambers' of Commerce offices, KNB's office, various county/city offices, public library branches, tag agency, and other various business locations. KNB will assist in managing the Adopt-A-Highway program. KNB will include all Adopt-A-Highway participants in the Great American Cleanup and any other cleanup activities. KNB will include all Adopt-A-Highway participants in any KAB systems mailings.

### **Adopt-A-Shore-Required**

**Goal:** To increase litter free coastline in Nassau County, Florida

**Objective:** To increase litter free coastline in Nassau County, Florida by empowering citizens.

Keep Nassau Beautiful's (KNB) Adopt-A-Shore program allows businesses, organizations, and individuals to adopt one mile of coastline. The party agrees to do quarterly cleanups for a period of two years. The party also agrees to complete a quarterly report on the amount of trash pick up, the type of trash picked up, the number of volunteers, hours spent, location, date, and time of cleanup. KNB will provide the volunteers with trash bags, gloves, and any other supplies needed. KNB will work in partnership with local garbage haulers to have the litterbags removed. KNB will provide recognition of the party by providing Adopt-A-Shore signs at public entrances to the coastline, stating the adopting party's name and placing an ad in the local newspapers.

### **Florida Coastal Cleanup**

**Goal:** To Clean and promote awareness of litter on our local coastlines.

**Objective:** To promote awareness of litter and clean both fresh and salt water coastlines in Nassau County, Florida through participation in the Florida Coastal Cleanup.

Keep Nassau Beautiful, Inc. (KNB) has participated in the Florida Coastal Cleanup by cleaning one area of our local beach known as Main Beach. This past year, 2003, KNB increased the area of coastline to include two additional areas of public beach. KNB will continue to increase the areas in the next Florida (International) Coastal Cleanup to include more of our local fresh water rivers. Each year the coastal areas cleaned will be expanded until all coastlines in Nassau County are being cleaned.

### **Local Adopt-A-Road**

**Goal:** To increase litter free awareness in Nassau County.

**Objective:** To increase litter free awareness in Nassau County, Florida by empowering citizens.

Keep Nassau Beautiful, Inc.'s (KNB) Adopt-A-Mile program allows businesses, organizations, and individuals to adopt a one-mile county roadside. The party agrees to do quarterly cleanups for a period of two years. The party also agrees to complete a quarterly report on the amount of trash picked up, the type of trash picked up, the number of volunteers, hours spent, location, date, and time of cleanup. KNB will provide the volunteers with trash bags, gloves, and any other supplies needed. KNB will work in partnership with local garbage haulers to have the litterbags removed. KNB will provide recognition of the party by providing litter control signs in both directions of traffic stating the adopting party's name, placing an ad in the local newspapers.

### **Adopt-A-Spot**

**Goal:** To increase litter free awareness and improve the appearance of community shared access areas in Nassau County.

**Objective:** To increase litter free awareness in Nassau County, Florida by empowering citizens.

Keep Nassau Beautiful, Inc.'s (KNB) Adopt-A-Spot program allows, businesses, organizations, and individuals to adopt county-shared access areas, such as parks, ball fields, and trails. The party agrees to do quarterly cleanups for a period of two years. The party also agrees to complete a quarterly report on the amount of trash picked up, the type of trash picked up, the number of volunteers, hours spent, location, date, and time of the cleanup. KNB will provide the volunteers with trash bags, gloves, and any other supplies needed. KNB will work in partnership with local garbage haulers to have the litterbags removed. KNB will provide recognition of the party by providing litter control signs at the entrance to the contracted area, stating the adopting party's name, and placing an ad in the local newspapers.

### **Business/School Recycling**

**Goal:** To promote recycling of newspapers within the community.

**Objective:** To promote the proper collection of and recycling of newspaper in Nassau County, utilizing the public school system.

Operation Reprint is a program that will promote recycling of newspaper in our local schools and allow each participating school to earn extra income. Keep Nassau Beautiful, Inc. (KNB) will present the program to each of the schools. Once the school has agreed to participate, S.P. Recycling provides a newspaper collection container(s). S.P. Recycling will pay the school \$25.00 per ton of newspaper collected. KNB will encourage each school to spend the money on recycling educational materials and/or school beautification projects.

KNB will provide each school with a flyer for each student to take home to notify parents of how they can become involved by sending their newspapers to school with their student to be recycled. KNB will provide support to the school staff by providing recycling educational materials, classroom activities, and annual recognition. KNB will recognize any outstanding school, classroom, teacher, and/or student with an article in the local newspapers. Our standing individual participants will also be rewarded with a group activity and a token of appreciation for each individual.

### **Recycling Education**

**Goal:** To increase recycling awareness in Nassau County, Florida.

**Objective:** To increase recycling awareness in Nassau County, Florida utilizing recycling education materials/resources.

Keep Nassau Beautiful, Inc. (KNB) is currently under contract with Nassau County as the county's Recycling Education Agent. As recycling agents, KNB agrees to promote recycling through education in the public school system, public speaking to various organizations,



developing and distributing the Nassau County Recycle Guide, working closely with the Nassau County Solid Waste Director, participating as an active member of Nassau County's Solid Waste Task Force, and providing various trainings/seminars through both Chambers' of Commerce. KNB is contracted to work an average of 15 hours weekly on recycling education. The educational materials currently used are Florida Department of Education's *4R's* and Keep America Beautiful's *Waste in Place* and *Waste: A Hidden Resource*. KNB will be adding additional education materials from "Project Learning Tree" for both elementary and secondary schools. KNB's Program Coordinator is a trained "Project Learning Tree" facilitator.

### **Waste in Workplace Education**

**Goal:** To Promote proper handling of solid waste in the workplace.

**Objective:** To educate and promote the proper handling of solid waste in the workplace.

Keep Nassau Beautiful, Inc. (KNB) in partnership with the Nassau County Solid Waste Director and Nassau County Solid Waste Task Force will conduct *Waste in Workplace* seminars through both Chambers' of Commerce. These seminars will be held as often as requested. These will be open to all Chamber of Commerce members. KNB will advertise *Waste in Workplace* in our newsletter and on our website. Upon request, KNB will conduct the waste audit for any business in Nassau County.

### **Graffiti Abatement**

**Goal:** To reduce graffiti in Nassau County

**Objective:** To reduce graffiti in Nassau County through education and beautification.

Keep Nassau Beautiful, Inc (KNB) will provide teacher training of the Keep America Beautiful's *Graffiti Hurts* program and educational materials upon request. KNB's Beautification Committee will identify areas within our community where graffiti is a problem. Once an area has been identified, the Beautification Committee will work to restore and beautify the area. Pictures of before and after will be published in local newspapers.

### **Website/E-mail**

**Goal:** To educate and increase community accessibility through Internet access.

**Objective:** To educate and inform Nassau County, Florida residents by increased accessibility via the Internet.

Keep Nassau Beautiful, Inc (KNB) will maintain current website including, but not limited to information on KNB's name, address, telephone numbers, and email address; KNB's Board of Directors; KNB's mission statement; KNB's current programs; Recycling information' recycling hints and tips; Great American Cleanup, Adopt-A-Highway, Adopt-A-Shore, and Adopt-A-Mile programs; Current Litter Index; and links to key supporting agencies. KNB will publish its email addresses and website address. KNB will update website to include current events. KNB plans on publishing its newsletter online. KNB plans on listing event volunteers and organizations in program updates.

**Agenda Request For:** June 11,2003

**Department:** Solid Waste Management

**Fund:** Recycling & Education Grant

**Action requested and recommendation:** Request the Board approve and authorize the Chairman to sign the renewal of the Recycling & Education Contract between Keep Nassau Beautiful and Nassau County for an additional year beginning September 30,2003 and ending September 30,2004.

**Background:** This is an Annual contract for Recycling & Education services; it complies with the specific conditions of our Recycling & Education Grant.

**Funding Source:** 70357590

**Financial/Economic Impact to Future Years Budgeting Process or Effect on Citizens:** Contingent on continuation of Recycling & Education Grant.

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

**Reviewed by:**

**Legal**

**Finance**

**Coordinator**

**APPROVED**

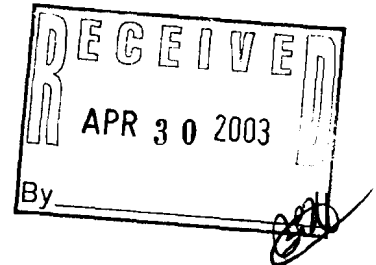
DATE 6-23-03 JKB



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FAX (904) 548-0163  
www.keepnassaubeautiful.org

April 29, 2003

Nassau County  
Board of County Commissioners  
P.O. Box 1010  
Fernandina Beach, FL 32035



Dear Board of County Commissioners:

This letter is to request the continued renewal of the Recycling and Education Program Management Contract between Keep Nassau Beautiful, Inc. and Nassau County for an additional year.

We look forward to an even more successful year as the county's agent for promotion, education, and information resource for the recycling program.

Sincerely,

Todd Duncan  
Executive Director



**Agenda Request For:** June 23, 2003

**Department:** Solid Waste Management

**Background:** This is an annual contract for Recycling & Education it complies with the specific conditions of our Recycling & Education Grant.

**Financial/Economic Impact to Future Years Budgeting Process or Effect on Citizens:** Contingent on continuation of Recycling & Education Grant.

**Action requested and recommendation:** Request the Board approve & authorize the Chairman to sign the renewal of the Recycling & Education contract between Keep Nassau Beautiful and Nassau County for an additional year beginning September 30, 2003 and ending September 30, 2004.

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

**Funding Source:** 70368590

Reviewed by:

Legal:

Finance:

Management Committee:



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COUNTY CLERK  
OFFICE