

CITY COUNCIL RESEARCH DIVISION

LEGISLATIVE SUMMARY



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Bill Type and Number: Ordinance 2022-654

Introducer/Sponsor(s): Council President at the request of the Mayor

Date of Introduction: August 24, 2022

Committee(s) of Reference: F, TEU

Date of Analysis: August 23, 2022

Type of Action: Appropriation and designation of oversight agency

Bill Summary: This bill is an appropriation of \$1,120,000 (a \$560,000 grant from The Recycling Partnership, Inc. and a \$560,000 local match from the City of Jacksonville) to fund a residential recycling education and outreach campaign. In addition to providing grant funds, The Recycling Partnership, Inc. will also provide an in-kind contribution in the form of dedicated technical assistance and resources for the campaign valued at \$125,000. The Public Works Department, Solid Waste Division will provide oversight for the project and the grant.

Background Information: The purpose of this legislation is to provide funds for a city-wide recycling education and outreach campaign, with the goal of reducing residential curbside recycling contamination (the City of Jacksonville currently experiences a 19.49% contamination rate in collected residential curbside recyclables) and increasing recycling participation. Campaign outreach will include: a direct-to-citizen feedback campaign to reinforce proper recycling through use of direct mailers; issuance of "Oops Tags"; rejection of improperly prepared materials. The inspection and tagging portion of the campaign will focus on approximately 280,000 households.

Policy Impact Area: Residential recycling outreach and education

Fiscal Impact: Appropriation of \$1,120,000 as initiated by B.T. 22-114

Analyst: Hampsey