

1 Introduced by the Council President at the request of the Mayor:

4 **ORDINANCE 2022-654**

5 AN ORDINANCE APPROPRIATING \$1,120,000,
6 INCLUDING A \$560,000 GRANT AWARDED BY THE
7 RECYCLING PARTNERSHIP, INC. WITH A \$560,000
8 LOCAL MATCH FROM THE CITY OF JACKSONVILLE FOR A
9 RECYCLING EDUCATION AND OUTREACH CAMPAIGN, AS
10 INITIATED BY B.T. 22-114; PROVIDING FOR
11 OVERSIGHT BY THE PUBLIC WORKS DEPARTMENT;
12 PROVIDING AN EFFECTIVE DATE.

13
14 **BE IT ORDAINED** by the Council of the City of Jacksonville:

15 **Section 1. Appropriation.** For the 2021-2022 fiscal year,
16 within the City's budget, there is hereby appropriated the indicated
17 sum(s) from the account(s) listed in subsection (a) to the account(s)
18 listed in subsection (b):

19 (B.T. 22-114, attached hereto as **Exhibit 1** and incorporated herein
20 by this reference)

21 (a) Appropriated from:

22 See B.T. 22-114 \$1,120,000

23 (b) Appropriated to:

24 See B.T. 22-114 \$1,120,000

25 (c) Explanation of Appropriation:

26 The funding above represents an appropriation of
27 \$1,120,000, including a \$560,000 grant from The Recycling
28 Partnership, Inc. and a \$560,000 local match from the City
29 of Jacksonville to fund a residential recycling education
30 and outreach campaign.

31 **Section 2. Purpose.** The purpose of the appropriation in

1 Section 1 is to provide funding for a city-wide recycling education
2 and outreach campaign with the goal of reducing residential curbside
3 recycling contamination and increasing recycling participation among
4 Duval County residents. Currently, the City of Jacksonville
5 experiences a 19.49% contamination rate in collected residential
6 curbside recyclables. This campaign is one tool to help in improving
7 this rate while also engaging new customers for the recycling program.
8 Campaign outreach will include a direct-to-citizen feedback campaign
9 to reinforce proper recycling through use of direct mailers, issuance
10 of "Oops Tags", and rejection of improperly prepared materials. The
11 inspection and tagging portion of the campaign will focus on
12 approximately 280,000 households. In addition to providing grant
13 funds, The Recycling Partnership, Inc. will also provide an in-kind
14 contribution in the form of dedicated technical assistance and
15 resources for the campaign valued at \$125,000.

16 **Section 3. Oversight.** The Public Works Department, Solid
17 Waste Division, shall oversee administration of the grant and the
18 Project described herein.

19 **Section 4. Effective Date.** This Ordinance shall become
20 effective upon signature by the Mayor or upon becoming effective
21 without the Mayor's signature.

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23 Form Approved:

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25 _____
26 Office of General Counsel

27 Legislation prepared by: Mary E. Staffopoulos

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