



Legislation Text

File #: 17-1426, **Version:** 1

TO: Honorable Mayor & Members of the North Port Commission

FROM: Peter D. Lear, CPA, CGMA, City Manager

TITLE: Presentation of the 2017 Best Recycling Public Education Program Award for Exemplifying Excellence in Recycling or Sustainability Public Education Programs

Recommended Action

Presentation of the 2017 Best Recycling Public Education Program Award for Exemplifying Excellence in Recycling or Sustainability Public Education Programs.

Background Information

On October 24, 2017, the Solid Waste Division accepted the Best Public Education Program Award given by the National Waste & Recycling Association. This award is received by the public, private and non-governmental organizations that exemplify excellence in recycling or sustainability public education programs.

The City of North Port's Solid Waste Division has received a nationally recognized award with their winning outreach strategies. North Port has used innovative communication strategies on social media, video and direct mailings to raise awareness in the community over the past two years. As a result, North Port Solid Waste has seen growth in social media engagement and, an increased amount of support from our residents. While most organizations have a "press release" and "playing defense" mentality - North Port stays on the offense, using outreach strategies to connect with residents. Whether it's our viral videos that reach millions of people or our weekly social media posts, awareness is part of who we are.

Our campaigns focus on educating residents about recycling and our overall Solid Waste program.

Strategic Plan

City of Greatness: Safe, Fun, Kind with Hometown Feeling
Environment and Natural Resources

Financial Impact

Not applicable

Procurement

Not applicable

Prepared by: Frank Lama, Solid Waste Manager

Department Director: Juliana B. Bellia