



Taxation, Revenue and Utilization of Expenditures (TRUE) Commission

Wes Benwick, Chair
Jason Fischer, Vice Chair
Joe Andrews, Secretary

RESOLUTION 2011-1

REQUESTING THE CITY COUNCIL TO WITHHOLD APPROVAL OF PENDING ORDINANCE 2011-50 WHILE CONSIDERING OTHER MEANS OF PROVIDING THE BINS TO HOUSEHOLDS AT A LOWER COST.

WHEREAS, the TRUE Commission is composed of a number of citizens representing community and business interests, all of whom bring a variety of skills and perspectives to the process of reviewing and commenting upon City financial and management issues; and

WHEREAS, the Commission has reviewed pending Ordinance 2011-50 which would authorize the Director of Public Works to levy a \$13 fee for delivery of a new or replacement blue recycling bin and believes that other alternatives should be explored before this method of blue bin provision chosen; and

WHEREAS, a TRUE Commissioner has had contact with representatives of the City's Solid Waste Division, one of the recycling collection companies, and Jacksonville University and the University of North Florida regarding ways to increase the City's household recycling rate and reduce the cost of blue bin provision; now therefore

BE IT RESOLVED that the TRUE Commission hereby offers the City Council and its committees four suggestions/recommendations for cost savings and increased participation in the curbside recycling program as follows:

- 1) Suggest that the Solid Waste Division work with marketing students at one or more of the local universities to develop a marketing campaign to promote greater participation in the curbside recycling program and to explain the alternatives to charging a bin replacement fee.
- 2) Recommend pursuing a partnership with home improvement stores (similar to the JEA's program for collection of CFL bulbs) to offer recycling bins to city residents for replacement cost, requiring residents to turn in a damaged bin and sign for a new bin.
- 3) Suggest considering sales of advertising on bins to defray bin replacement costs.
- 4) Recommend deferring action on Ordinance 2011-50 until some of these cost offsetting options can be considered and evaluated.

Adopted by a unanimous vote of the Commission this 3rd day of March, 2011.

Wes Benwick, Chairman