



# Roger's Raiders Assignment Expanded Polystyrene Administrative Policy

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# INTRODUCTION

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- Roger's Raiders began October 2017
  - Mentorship
  - Luncheon Series
  - Special Projects
- Expanded Polystyrene (EPS) Administrative Policy
  - Research history and legislative action
  - Create policy and outreach plan
  - Present to City Commission
  - Policy implementation



# HISTORY

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- One of the most commonly used plastics
  - Derived from fossil fuels
- Lightweight, durable, and inexpensive
- Multiple uses
  - Packaging
  - Building material and insulation
  - Household items
  - Single-use, disposable food service articles



# IMPACTS

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- Human Health
  - Ocean food chain
  - Peer reviewed article states, “Styrene residues are found in 100% of all samples of human fat tissue.”
- Environmental Impact
  - Hallandale Beach International Coastal Clean-up data
  - Non-biodegradable
  - 500+ years to break down













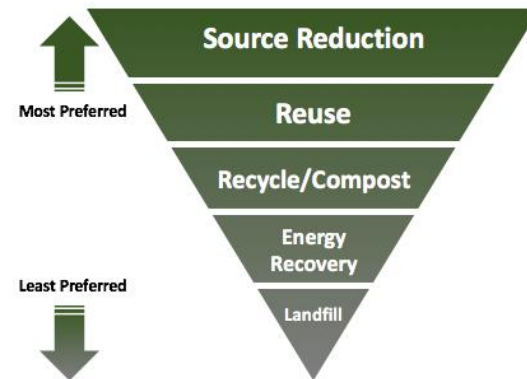
# LEGISLATIVE ACTION

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- City Policies Restricting EPS (pre-2016)
  - Bal Harbor Village
  - Bay Harbor Islands
  - Hollywood\*
  - Key Biscayne
  - Miami Beach
  - North Bay Village
  - Surfside
- Florida Preemption - HB 7007
  - Restricts municipal home rule
  - Effective January 1, 2016
  - Deerfield Beach and Coral Gables

# PREVIOUS ACTIONS

- Ordinance brought to City Commission summer 2015
  - Banning the use of EPS food service articles by contractors, beachside cafes, and temporary use permit holders
  - Prohibiting the possession, use or disposal of EPS food service articles in all City facilities, property, parks and beaches
  - Ordinance failed
    - Recyclability of EPS
- Sustainable Materials Management prioritizes minimization of materials





# PURPOSE/INTENT

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*The purpose of this Policy is to preserve and enhance the overall health and quality of the environment in the City of Hallandale Beach by restricting the use of City funds, by City employees, contractors and/or vendors, to purchase expanded polystyrene for use or sale on City property or in City facilities.*





# KEY POINTS

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- City funds
  - Employee purchasing and behavior
  - City vendors and contractors
- Effective date
- Enforcement
  - Progressive discipline
  - Employees serve as role models
  - Contractor compliance
- Fiscal Impact
  - Negligible

# OUTREACH PLAN

- Target Audiences
- Marketing Goals
- Marketing Strategy
  - Collateral Material
  - Social Media
  - Banners & Signs
  - TV Reach Program
  - City Website
  - E-blasts
  - Hallandale Happenings
  - Outreach to local schools
- Responsibility



# NEXT STEPS

- Update RFQs, RFPs, and Bids
  - Procurement
- Update website
  - Department pages
- Educate employees
  - Flyer
  - Potential workshops
  - Lead by example
- Implement Outreach Plan

