



City of Hallandale Beach  
Administrative Policy

DATE OF ISSUE: \_\_\_\_\_

NO: 2009.002R0

EFFECTIVE DATE: \_\_\_\_\_

SUBJECT: Expanded Polystyrene Administrative Policy

REVISION DATE: \_\_\_\_\_

APPROVED: \_\_\_\_\_

Roger M. Carlton, City Manager

I. PURPOSE/INTENT

*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.*

To read a more in depth explanation of the rationale for this Policy refer to Exhibit I.

II. DEFINITIONS

For purposes of this Policy only, the following definitions shall apply:

- (1) City contractor means a contractor, vendor, lessee, concessionaire of the city, or operator of a city facility or property.
- (2) City facility includes, but is not limited to, any building, structure, park, or beach owned, operated or managed by the city.
- (3) City property includes, but is not limited to, any land, water, or air rights owned, operated or managed by the city.

(4) Expanded polystyrene means blown polystyrene and expanded and extruded foams that are thermoplastic petrochemical materials utilizing a styrene monomer and processed by any number of techniques including, but not limited to, fusion of polymer spheres (expandable bead foam), injection molding, foam molding and extrusion-blown molding (extruded foam polystyrene).

(5) Expanded polystyrene food service articles means plates, bowls, cups, containers, to-go containers, lids, trays, coolers, ice chests and all similar articles that consist of expanded polystyrene.

### III. POLICY/PROCEDURES

#### a) Policy Scope

##### *City Funds*

City funds may not be expended to purchase EPS food service articles for use or sale in City facilities or on City property. For the purposes of this Policy, food service articles include the following:

- Plates
- Bowls
- Cups
- Containers (including to-go boxes)
- Trays
- Lids
- Coolers
- Ice chests
- All similar items that consist of EPS

First and foremost, the City prioritizes the use of reusable food service items whenever possible. If disposable items must be used, the City encourages the use of unbleached, non-coated, fiber based food service articles that contain recycled content (paper, cardboard or other renewable alternatives). Recyclable items are encouraged, as are compostable products if the user has access to a composting facility.

##### *City Contractors and Vendors*

EPS food service articles will no longer be permitted to be sold or used in City facilities or on City properties by City contractors or vendors that are paid with City funds. However, the City will allow for an exemption to this Policy for pre-packaged food (filled and sealed prior to purchase by City contractor), containers used to store raw meat, pork, fish

etc. The City Manager or his/her designee may wave this policy for a short period of time in the event of a natural or manmade disaster that requires employees to be involved in disaster recovery efforts and fed.

b) Effective Date

Prior to the creation of this Policy, City staff have been following an informal directive to avoid using City funds to purchase EPS food service articles.

This Policy is effective immediately upon signature by the City Manager.

c) Enforcement

*City Funds*

City employees that continually utilize City funds to purchase EPS food service articles may be subject to progressive discipline (verbal warning, written warning and suspension).

Employees that bring an EPS food service article into City facilities or on City property will be educated about the City's EPS Policy and asked to identify an alternative product/practice to avoid EPS use in the future (ex: bringing a reusable coffee mug to the establishment where they typically purchase coffee and request that the server pour coffee directly into their mug). It is important that City staff serve as positive role models for those that do business with and those that reside within the City.

The goal of the Policy is to create an atmosphere that celebrates and promotes positive environmental behavior change throughout the City. Fellow employees will be encouraged to inform one other of the benefits of this policy.

*City Contractors and Vendors*

This EPS Administrative Policy places restrictions on the direct use of City funds to purchase or use EPS food service articles by City contractors and vendors in City facilities or on City property. Upon written notice, the contractor or vendor must discontinue use or sale of EPS food service articles within a reasonable period of time. Failure to do so within a reasonable amount of time may lead to discontinuation of the contract. This Policy does not have the authority to prohibit indirect use of City funds to purchase EPS food service articles (ex: City contractors bringing EPS food service articles to City property during a lunch break).

**IV. ADDITIONAL INFORMATION, REQUIREMENTS & RESPONSIBILITIES**

a) Fiscal Impact

This Policy is not expected to produce a large fiscal impact to the City; however, the Green Initiatives Coordinator will evaluate the annual impacts of the Policy.

b) Education

An educational campaign will accompany the implementation of this Policy. All City staff members will receive a flyer explaining the Policy. This flyer will also be posted on the City's webpage and social media pages. Procurement forms and documents, such as RFQs, RFPs and Bids, will be updated to include boilerplate language outlining the terms of this Policy. Furthermore, City contractors will be made aware of the Policy when they enter into a contract with the City.

This Policy does not address the use of EPS food service articles by permit holders, residents or private businesses. The State of Florida currently preempts EPS prohibitions of this scope. However, the City recognizes the value in educating these stakeholders about the contents of this Policy.

For a more in-depth explanation of the associated outreach and education campaign, please refer to the EPS Administrative Policy Outreach Plan (Exhibit II).

This Policy shall be kept current by the City's Green Initiatives Coordinator and approved by the City Manager.

# Exhibit I

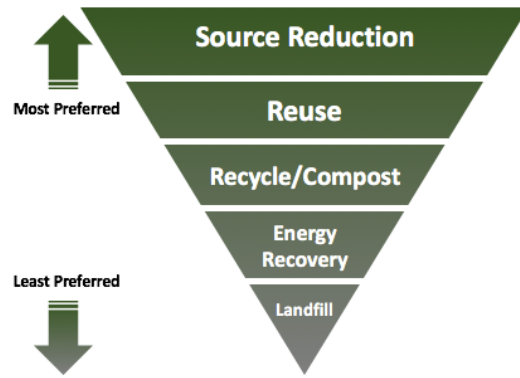
Expanded polystyrene (EPS), more commonly known as Styrofoam, is one of the most commonly used plastics in the world. Plastics are derived from fossil fuels, therefore are created by a non-renewable process. EPS is lightweight, durable and is relatively inexpensive (from a monetary standpoint) to produce. It is oftentimes used in packaging, but also functions as a building material and is used in electrical appliances and household items. EPS is also commonly used as a single-use, disposable food container due to its lightweight, cost effective and bacteria resistant nature. However, EPS poses a large negative impact to human health and the environment.

EPS is not easily recycled and is not accepted by most curbside materials recovery facilities (recycling centers that accept municipal recycling). It is estimated that EPS takes hundreds of years to break down in the landfill. Furthermore, EPS foam is 95% air and highly mobile. Therefore, many EPS containers can escape from garbage bins and enter the natural environment. EPS is not able to be broken down by the activity of living organisms (it is non-biodegradable), but instead breaks down into smaller and smaller fragments as it is exposed to light (photodegradation). Data from the 2016 Hallandale Beach International Coastal Cleanup shows that Styrofoam fragments were the second most common form of pollution found on the City's beach. These small fragments are toxic to wildlife and studies are beginning to explore the possibility of these toxins making their way up the food chain, potentially negatively impacting human health (ex: a fish ingests EPS fragments and is then ingested by human).

The City Commission first considered banning the use of City funds to purchase EPS products and banning the use of EPS food service articles by its beach concessions contractors during the late spring/early summer of 2015. This Ordinance failed in large part due to the successful efforts of the EPS industry in advocating for the recyclability of EPS to the City Commission. However, since 2015 it has become clear that there is a distinct lack of successful, large scale EPS recycling services available to municipalities in South Florida.

Furthermore, the City Commission will consider adopting the City's first Sustainability Action Plan (SAP) during the Spring of 2018. The SAP includes language and projects that will guide the City down the path of embracing *Sustainable Materials Management* (SMM) in the future. The U.S. EPA defines SMM as, "an approach to serving human needs by using/reusing resources most productively and sustainably throughout their life cycles, from the point of resource extraction through material disposal. This approach seeks to minimize the amount of materials involved and all the associated environmental impacts, as well as account for economic efficiency and social considerations".

SMM first prioritizes the minimization of materials. This is also known as source reduction. The solid waste hierarchy on the following page offers a visual depiction of this concept.



Moving forward, reducing the amount of materials used by the City is the top priority. Reuse is the second and recycling is the third most desirable option. Therefore, the argument for the recyclability of EPS will no longer fit within the City's vision moving forward after the adoption of the 2018 Sustainability Action Plan. The City realizes that achieving a source reduction of disposable EPS food service products from the outset negates the need to recycle this material in the future. This is the most environmentally friendly and desirable option moving forward.

# Exhibit II

## Expanded Polystyrene (EPS) Administrative Policy - Outreach Plan

### Summary:

The purpose of this outreach plan is to organize and outline the avenues that the City of Hallandale Beach will utilize to accurately and effectively disseminate all information regarding the Expanded Polystyrene (EPS) Administrative Policy. The goal of this outreach plan is to reach all City of Hallandale Beach employees, constituents, contractors, and visitors to best ensure cooperation and understanding. The City recognizes the importance of educating these stakeholders about the harmful effects of EPS products, providing information about alternative and affordable materials, and discussing the benefits associated with this Policy as they relate to human health, wildlife, the environment, and economy. The goal is to focus on the positive aspects of the EPS Policy and make clear that its purpose is not to inconvenience City stakeholders, but instead is to encourage behavior change for the benefit of the City as a whole.

### Target Audiences:

- City residents and stakeholders
- Internal audiences, including elected officials and City employees
- Governments, including state, county and other municipalities in the area that could be impacted by City operations
- City Contractors and Vendors

### Marketing Goals:

- Provide vendors and contractors that receive City funds to perform work on City property with accurate and timely information about the EPS Administrative Policy.
- Clearly outline the timeline for the Policy roll-out, including the educational period and effective date.
- Increase general awareness about the harmful effects of EPS products and what City stakeholders can do to minimize their impact. Provide examples of alternative and affordable materials.
- Minimize resident and stakeholder concerns about the Policy through providing information about alternatives, and clearly stating the expectations of the Policy.
- Effectively communicate the Policy's expectations to all City employees. Emphasize the importance that employees have as role models and in setting a positive example by abiding by the Policy.
- Educate residents and stakeholders to the benefits in reduction of EPS products to humans, wildlife, the environment, and economy.
- Motivate and excite the public to embrace the actions laid out in the Policy not only in City facilities but also in their own homes.

- Utilize Collateral Material, Social Media, Banners and Signs, the TV Reach Program, the City's Website, and Email lists to distribute information.
- Emphasize the importance and prioritization of source reduction as the main goal of the Policy.
- Outline the enforcement mechanisms included in the Policy.

### Marketing Strategy:

- Outline timeline for distributing Policy, educational flyers, educational workshops, etc. with the avenues listed below.
- Familiarize staff with the content of the Policy, and empower them to play an active role in educating constituents.
  - Ex. Encourage Parks & Recreation and Ocean Rescue employees to take an active role in educating patrons of the City parks/beaches about the negative impacts that EPS has on the environment.
- Ensure proper communication between existing and new Vendors/Contractors to make all parties aware of the City's Policy.
- Impacted departments will update documents with pertinent information to reflect changes.
  - Procurement: RFQs, RFPs, and Bids for contracted Vendors
- Utilize existing avenues to distribute information.

#### A. Collateral Material

- Two flyers with information on the new Policy will be created, one for internal employees, and one for the public.
- Flyers will be distributed to all Parks and Recreation facilities, the post office, library, the Hepburn Center, and PAL.

#### B. Social Media

- Facebook: Post flyers, fun facts, and updated information on the roll out of the City's EPS Administrative Policy. Departments will be asked to share posts to increase the audience range. Include a segment on a Friday Facebook Live episode. Parks Page: ([www.facebook.com/HBParksRec](http://www.facebook.com/HBParksRec)), City Page: ([www.facebook.com/CityOfHallandaleBeach](http://www.facebook.com/CityOfHallandaleBeach))
- Twitter: Post tweets about the Policy. Parks: ([www.twitter.com/HBParksRec](http://www.twitter.com/HBParksRec)), City: ([www.twitter.com/MyHBeach](http://www.twitter.com/MyHBeach))
- Instagram: Post pictures of flyers to promote the Policy, as well as pictures of alternative materials, benefits that are occurring due to the reduction, and positive messages to increase participation.

#### C. Banners & Signs

- Post approved snipe signs, a-frames, and banners at facilities to increase awareness of the City's Policy.

#### D. TV Reach Program



- TV's are located in the lobby of the Cultural Community Center, where there is high foot traffic. A TV is also located in Foster Park and OB Johnson Park lobbies.
- Update Reach program to reflect flyers of the City Policy and acceptable alternate materials.

#### E. City Website

- Website ([www.hallandalebeachfl.gov](http://www.hallandalebeachfl.gov), also accessible at [www.cohb.org](http://www.cohb.org)).
- Any important dates regarding the Policy's roll-out will be posted on the master calendar of the City's Website.
- Information regarding the Policy will be posted on relevant Departmental webpages.
  - Procurement: Vendors
  - Public Works: #KeepHBClean and Green Initiatives pages

#### F. Civic Send, Notify Me, and E-blasts

- Utilize subscribed listservs to disseminate information.

#### G. Media Releases

- The Public Information Officer (PIO) will handle all media releases related to this matter.

#### H. Hallandale Happenings

- Hallandale Happenings is produced and distributed to each City residential address, four times each year. An article with information on the City's Policy will be featured.

#### I. Outreach to local schools

- Workshops will be conducted at schools and outreach flyers will be distributed. Guidance will be offered to local schools if they wish to pursue a shift away from EPS on their own campuses

### **Responsibility:**

The City's Green Initiatives Coordinator is responsible for implementing the Outreach Plan, with approval of the City Manager. The Green Initiatives Coordinator is also responsible for educating Directors of the changes and acting as a liaison for questions and information. The Directors will then distribute this information to supervisors and department personnel. It is the responsibility of all City employees to abide by the Policy, communicate changes to their vendors and contractors, and to provide enforcement and education when the EPS Policy is violated. Cooperation from all City employees is necessary in order for this campaign to be successful.