

CITY OF PORT ST. LUCIE SOLID WASTE SUPPLEMENTAL DOCUMENTATION

F M C A



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Coordinated 92 Media Stories

- <https://www.tcpalm.com/story/news/2022/07/07/recycling-port-st-lucie-collection-wont-resume-until-september/7727042001/>
- First week of FCC trash overhaul main topic on PSL city council meeting docket
- Port St. Lucie's new trash collection company making progress clearing excess garbage
- FCC already behind on Port St. Lucie collection; hopes to clear Waste Pro backlog in 2 weeks Olivia McKelvey Treasure Coast Newspapers
- Port St. Lucie residents relieved trash is finally being picked up Residents will receive \$36 credit on next month's waste bill Jon Shainman Posted at 4:53 p.m., Sept. 6, 2022, and last updated 7:50 p.m., Sept. 6, 2022
- Port St. Lucie city leaders: All leftover trash to be collected by next Friday Steve King Reporter | 7:36 p.m. Sept. 6, 2022
- WPBF Channel 25 ABC New Port St. Lucie trash collection company begins its garbage routes Steve King Reporter | Updated 7:36 p.m. Sept. 5, 2022
- New Port St. Lucie trash collection company starts Labor Day
- WPTV Channel 5 NBC New trash pickup service starts in Port St. Lucie
- WPTV Channel 5 NBC Port St. Lucie's new waste contractor officially begins Monday
- WPEC Channel 12 CBS Port St. Lucie's new, large trash bins bring mixed reactions from residents Dylan Huberman | Monday, Sept. 5 2022
- WPTV Channel 5 NBC 'Erroneous' bills sent to Waste Pro customers in PSL Up to 50 customers have complained to the city this week Meghan McRoberts Posted at 6:56 p.m., Sept 1, 2022, and last updated 6:56 p.m., Sept. 1, 2022
- WQCS 88.9 FM City will verify validity of past-due notices sent by Waste Pro to PSL residents
- WPBF Channel 25 ABC Port St. Lucie residents to see trash trouble relief earlier than expected Tara Jakeway Reporter | Updated 7:49 p.m. Sept. 1, 2022
- TCPalm Trash turnover: Port St. Lucie hopes to end garbage woes as FCC begins collections Monday Olivia McKelvey Treasure Coast Newspapers



Coordinated 92 Media Stories

- TCPalm [Letters to the editor: Consumers seem to get a big bunch of nada in proposed solid waste contract](#)
- WQCS 88.9 FM [FCC will begin trash pickups Thursday, three days earlier than contracted WQCS](#) | Published Aug. 31, 2022, at 7:16 a.m.
- WQCS 88.9 FM [Recycling will resume in Port St. Lucie the week of Sept. 5 WQCS](#) | Published Aug. 25, 2022, at 12:43 p.m.
- WQCS 88.9 FM [PSL Open House to explain transition from manual to automated garbage collection](#), Monday, Aug. 29 WQCS | Published Aug. 23, 2022, at 11:41 a.m.
- WQCS 88.9 FM Port St. Lucie: [What to expect during the last weeks of Waste Pro's contract WQCS](#) | Published Aug. 9, 2022, at 3:37 p.m.
- [Hometown News New garbage cart deliveries begin, new easier schedule](#) For Hometown News | Aug 4, 2022, updated 18 hours ago
- WQCS 88.9 FM Port St. Lucie: [New garbage cart deliveries begin, waste collection schedule announced WQCS](#) | Published Aug. 1, 2022, at 8:37 a.m.
- [treasurecoast.com Learn more about PSL's future solid waste collection at two open houses Cyndi](#) | July 22, 2022
- Hometown News [PSL recycling on hold until September City officials acknowledge inability of Waste Pro to return to full solid waste pickup services Donald Rodrigue](#) | July 21, 2022, Updated 19 hours ago
- TCPalm [Port St. Lucie recycling will stay on hold until September; Waste Pro denies being behind Olivia McKelvey Treasure Coast Newspapers](#)
- TCPalm Photos: [Trash piled up waiting for Waste Pro pickup along Cherry Hill Road in Port St. Lucie](#) *** THE PHOTOS IN THIS GALLERY WERE TAKEN JUNE 29, 2022 ***
- WPTV Channel 5 NBC [Port St. Lucie budget proposal includes one-time trash credit](#)
- TCPalm [Port St. Lucie eyes \\$36 residential solid waste assessment reduction for next fiscal year](#)
- Hometown News [PSL, Waste Pro, playing legal tit for tat](#)
- WPBF Channel 25 ABC [Port St. Lucie city council 'making progress' on improving trash collection Ari Hait Reporter](#) | Updated: 7:23 a.m. June 28, 2022



Coordinated 92 Media Stories

- WPEC Channel 12 CBS [Reinforcements brought in to help with trash woes in Port St. Lucie](#)
- WPTV Channel 5 NBC [Waste Pro sends cease and desist letter to Port St. Lucie leaders](#) Stephanie Susskind
Posted at 4:22 p.m., June 27, 2022, and last updated 5:52 p.m., June 27, 2022
- TCPalm [Garbage collection relief coming to Port St. Lucie City leases 9 garbage trucks](#) Monica Magalhaes
- TCPalm [Port St. Lucie likely to give credits to property owners for Waste Pro's poor services](#) Olivia McKelvey
Treasure Coast Newspapers
- WQCS 88.9 FM [PSL City Council considering compensating residents for Waste Pro's 'poor service'](#) WQCS |
Published June 15, 2022, at 8:17 a.m.
- TCPalm [St. Lucie County cuts off payments to PSL amid recycling halt; Waste Pro to pick up the slack](#) Olivia
McKelvey Treasure Coast Newspapers
- TCPalm [Waste Pro remains behind on trash pickups in Port St. Lucie; FCC set to replace in September](#) Olivia
McKelvey Treasure Coast Newspapers
- TCPalm [Port St. Lucie's waste woes are a cautionary tale for Treasure Coast neighbors | Our View Editorial Board](#)
TCPalm/Treasure Coast Newspapers
- TCPalm [Port St. Lucie residents demand answers on Waste Pro, trash collection at virtual Q&A session](#) Olivia
McKelvey Treasure Coast Newspapers
- WPBF Channel 25 ABC ['It's outrageous!' Port St. Lucie residents wait for garbage removal as city tries to provide answers](#)
- WPTV Channel 5 NBC [Port St. Lucie leaders to discuss trash concerns](#)
- TCPalm [Circuit Court judge orders Waste Pro to continue trash pickup in Port St. Lucie](#) Olivia McKelvey Treasure
Coast Newspapers | Published 4:58 p.m. May 27, 2022; updated 6:53 p.m. May 27, 2022
- WQCS 88.9 FM [Judge orders Waste Pro to continue garbage collection in Port St. Lucie until a waste hauler begins service in September](#)
- [Hometown News Judge orders Waste Pro to pick up garbage](#)
- WPTV Channel 5 NBC [Port St. Lucie to host Q&A session about garbage pickup for residents](#) Derek Lowe Posted
at 8:05 a.m., May 31, 2022



Coordinated 92 Media Stories

- TCPalm [Life after Waste Pro might actually be bleaker for Port St. Lucie residents](#) | Opinion Blake Fontenay Treasure Coast Newspapers
- Hometown News [PSL Council chooses new waste hauler Marathon hearing characterized by staff presentations, citizen complaints and last-minute accusations](#) by Waste Pro Donald Rodrigue | 20 hours ago
- Hometown News [City Council approves contract with new solid waste hauler New contractor aims to improve collection services in PSL](#) For Hometown News | May 20, 2022, updated 23 hours ago
- WPEC Channel 12 CBS [Curbside recycling on hold in Port St. Lucie](#) Gary Detman and Luli Ortiz | Monday, May 23, 2022
- WPTV Channel 5 NBC [Recycling services suspended indefinitely in Port St. Lucie City to focus on trash collection as it transitions from Waste Pro](#) Derek Lowe Posted at 8:37 a.m., May 23, 2022, and last updated 10:18 a.m., May 23, 2022
- TCPalm [Rates to jump nearly 50%, pickups to be cut in half under new Port St. Lucie trash contract](#) Olivia McKelvey Treasure Coast Newspapers
- WPTV Channel 5 NBC [Port St. Lucie City Council approves new solid waste collection contract](#)
- WPEC Channel 12 CBS [Port St. Lucie inks deal with new trash service](#)
- TCPalm [Port St. Lucie halts recycling beginning Monday; Here's what you need to know](#) Olivia McKelvey Treasure Coast Newspapers
- WPTV Channel 5 NBC [Port St. Lucie to select new waste provider Wednesday Residents can request which size cart they would like](#) Derek Lowe Posted at 9:43 a.m., May 16, 2022, and last updated 9:43 a.m., May 16, 2022
- WPTV Channel 5 NBC [Citywide automated waste collection service coming to Port St. Lucie Service will begin in September](#) Monica Magalhaes Posted at 8:10 p.m., May 12, 2022, and last updated 9:53 p.m., May 12, 2022
- WQCS 88.9 FM [Trash collection in PSL will be cut back to once-a-week; will be automated](#)
- treasurecoast.com [Delivery of 96-gallon garbage cart begins in August, smaller cart option now available](#)



Coordinated 92 Media Stories

- Hometown News [PSL seriously talking trash City Council agrees to simultaneous negotiations with five companies to expedite process of replacing Waste Pro](#) Donald Rodrigue, May 12, 2022
- WQCS 88.9 FM [PSL City Council authorizes negotiations to begin with chosen bidders seeking to replace Waste Pro](#) Kevin Kerrigan Published April 28, 2022 at 5:17 p.m.
- WPTV Channel 5 NBC [What will trash collection look like in Port St. Lucie after dumping Waste Pro?](#) Derek Lowe Posted at 5:52 a.m., April 26, 2022
- WPTV Channel 5 NBC [Judge tells Port St. Lucie, Waste Pro officials to 'roll up your sleeves'](#) Jon Shainman Posted at 3:54 p.m., April 25, 2022
- WQCS 88.9 FM [New garbage carts coming soon for Port St. Lucie residents Delivery of the new carts to 81,000 households will begin in August](#) WQCS Published April 13, 2022 at 11:26 a.m.
- WQCS 88.9 FM [Port St. Lucie seeking new solid waste vendor](#) WQCS Published April 6, 2022 at 8:32 a.m.
- Hometown News [Port St. Lucie prepping for life without Waste Pro The Port St. Lucie Council approved significant changes to waste hauling if Waste Pro abandons city in September](#) Donald Rodrigue | March 24, 2022 | Updated 22 hours ago
- [Cape Coral Breeze Waste Pro sues city of Cape Coral](#) Valarie Haring March 22, 2022
- WQCS 88.9 FM [PSL City Council authorizes emergency steps to ease trash woes](#) Kevin Kerrigan WQCS Published March 22, 2022 at 3:05 p.m.
- TCPalm [Waste Pro may be out as Port St. Lucie's trash, yard-waste hauler by September](#) Olivia McKelvey Treasure Coast Newspapers
- WPTV Channel 5 NBC [Changes coming to Port St. Lucie trash collection](#)
- WPEC Channel 12 CBS [Port St. Lucie approves solutions that address trash troubles](#)
- WFLX Channel 29 Fox [Changes coming to Port St. Lucie trash collection](#)
- TCPalm [Time for Port St. Lucie to kick Waste Pro to the curb](#) | Opinion Blake Fontenay Treasure Coast Newspapers



Coordinated 92 Media Stories

- TCPalm [Waste Pro threatening to sever ties with Port St. Lucie, but has it followed through?](#) (This is an updated version of Tuesday night's story.) Olivia McKelvey Treasure Coast Newspapers
- WQCS 88.9 FM [Port St. Lucie files 'breach of contract' complaint against Waste Pro](#) Kevin Kerrigan Published March 9, 2022 at 4:25 p.m.
- WPEC Channel 12 CBS [Legal battle intensifies between Port St. Lucie and WastePro after record complaints](#) Denise Sawyer Wednesday, March 9 2022
- TCPalm [Waste Pro threatens to sever ties with Port St. Lucie; is it still picking up trash, recycling?](#) Olivia McKelvey Treasure Coast Newspapers
- WPEC Channel 12 CBS [Legal battle intensifies between Port St. Lucie, Waste Pro after record complaints](#)
- treasurecoast.com [City of Port St. Lucie updates lawsuit against Waste Pro for breach of contract](#)
- Newsbreak.com [City of Port St. Lucie updates lawsuit against Waste Pro for breach of contract](#)
- WPTV Channel 5 NBC [Trash service complaints pile up in St. Lucie County](#) Jon Shainman Posted at 3:34 p.m., March 8, 2022, and last updated 6:49 p.m., March 8, 2022
- WFLX Channel 29 Fox [Trash service complaints pile up in St. Lucie County](#)



19 Videos

- 1.2/14/22 Holiday recycling: Here's a list of what's recyclable and what's not <https://youtu.be/cpnniiv5INk> -- 158 views
- 2.11/21/22 Tips to make solid waste collection quicker, easier for everyone <https://youtu.be/m6YbQljA138> - 505 views
- 3.9/13/22 Solid Waste Collection Update - <https://youtu.be/T8FEhPgIV9o> -- 143 views
- 4.9/7/22 How to properly place your garbage, recycling carts curbside to avoid pickup delays <https://youtu.be/P-B6yPI9aHY> -- 4585 views
- 5.8/29/22 Positive change is coming to Port St. Lucie's waste collection service <https://youtu.be/Kiz7yYOICLc> -- 7510 views
- 6.8/23/22 Solid Waste Collection Update - <https://youtu.be/afgFzJwxyq0> -- 160 views
- 7.8/11/22 Solid Waste Collection Update - https://youtu.be/_eGWqYwqUgM -- 279 views
- 8.8/9/22 Easy-to-remember trash pickup schedule begins Sept. 5 in Port St. Lucie <https://youtu.be/qRboQzMXzHs> -- 3258 views
- 9.7/25/22 Solid Waste Collection Update - <https://youtu.be/Njonlgoe5hM> -- 432views
- 10.7/20/22 Solid Waste Collection Update - <https://youtu.be/g-OtKiz98-0> -- 255 views



How to properly place your garbage, recycling carts curbside to avoid pickup delays

CityPortStLucie • 4.7K views • 5 months ago

Summer Burdick with the Neighborhood Services Department shares tips about how to properly place your City-issued garbage cart and recycling carts curbside to avoid pickup delays and ensure...



Positive change is coming to Port St. Lucie's waste collection service

CityPortStLucie • 7.5K views • 5 months ago

Positive change is coming to waste collection in the City of Port St. Lucie. Starting Sept. 5, FCC Environmental Services Florida will bring consistent, reliable solid waste service back to...



19 Videos

- 1.7/11/22 Solid Waste Collection Update - 07/11/2022 <https://youtu.be/QXUcrWUqBcE> -- 312 views
- 2.6/27/22 Solid Waste Collection Update - 06/27/2022 <https://youtu.be/pTwmsz7yEEw> -- 239 views
- 3.6/13/22 Solid Waste Collection Update - 06/13/2022 <https://youtu.be/cKxhuM90rg8> -- 377 views
- 4.6/06/22 Solid Waste Collection Update - 06/06/2022 <https://youtu.be/roosmeiuqTs> -- 570 views
- 5.6/01/22 Solid Waste Collection Update - 05/31/2022 <https://youtu.be/YktRpIVzIwl> -- 1064 views
- 6.5/23/22 96-gallon garbage carts to be delivered to Port St. Lucie solid waste customers https://youtu.be/00_6AH_PhWA -- 1356 views
- 7.4/13/22 Voluntary bulky, yard waste drop-off center open 7 days a week for Port St. Lucie residents <https://youtu.be/DmhkP-qCyJo> -- 884 views
- 8.9/16/21 Port St. Lucie staff, leaders assisting Waste Pro in helping to remove yard debris <https://youtu.be/c1pjZvMdSIM> -- 401 views
- 9.7/09/21 A Message about Waste Collection <https://youtu.be/RV1qC7pRUAI> -- 8467 views



96-gallon garbage carts to be delivered to Port St. Lucie solid waste customers

CityPortStLucie • 1.5K views • 9 months ago

Beginning in September, garbage, recycling and yard waste will be collected once a week. This new service requires all customers use new, City-issued garbage carts. A 96-gallon cart will be...



Tips to make solid waste collection quicker, easier for everyone

CityPortStLucie • 713 views • 3 months ago

To help facilitate waste collection, remember these tips for curbside placement of solid waste carts, including keeping carts 3 feet from each other and other obstructions and limiting bulk...



PSLTV20 - Government Channel

- Waste Pro PSA - aired 2,357 times
- Bulky Waste PSA - aired 666 times
- 96 Gallon Container Promo PSA - aired 116 times
- Solid Waste Collection Update (5/31/2022) - aired 19 times
- Solid Waste Collection Update (6/6/2022) - aired 18 times
- Solid Waste Update/City Council Meeting (6/13/2022) - aired 22 times
- Solid Waste Update/City Council Meeting (6/27/2022) - aired 13 times
- Solid Waste Update/City Council Meeting (7/11/2022) - aired 18 times
- Solid Waste Update/City Council Summer Retreat (7/20/2022) - aired 10 times
- Solid Waste Update/City Council Meeting (7/25/2022) - aired 27 times
- Solid Waste Update/City Council Meeting (8/8/2022) - aired 24 times
- Solid Waste 30 second PSA - aired 192 times
- Solid Waste Update/City Council Meeting (8/22/2022) - aired 25 times
- Solid Waste Explainer PSA - aired 38 times
- Solid Waste Update/City Council Meeting (9/12/2022) - aired 11 times
- Solid Waste Placement, walk & Talk Explainer PSA - aired 479 times
- Holiday Recycling Do's and Don'ts PSA - aired 175 times

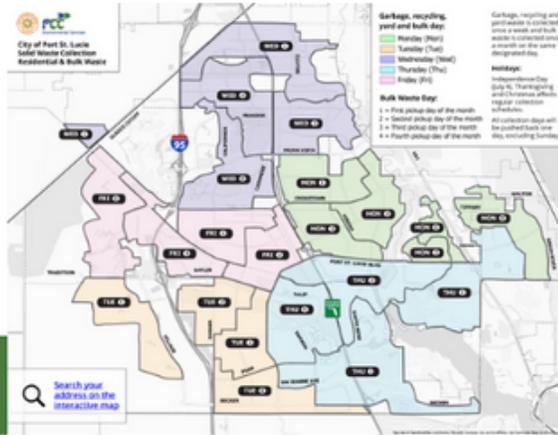


Website

www.CityofPSL.com/SolidWaste

Dispose Garbage, Recycling, Yard & Bulk Waste

Waste Collection Schedule & Map



Learn your collection day

Collection Schedule

Garbage, recycling and yard waste will be collected once a week and bulk waste will be collected once a month on the same designated day.

- [Search your address on the interactive Collection Map to learn your collection](#)
- [Download PDF Version](#)

What happens if my pickup day falls on a Independence Day (July 4), Thanksgiving and may affect regular collection schedules. If a days will be pushed back one day, excluding

★ Service guidelines

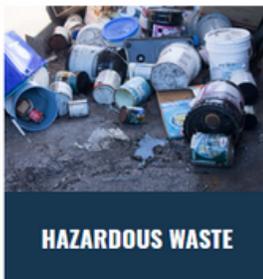
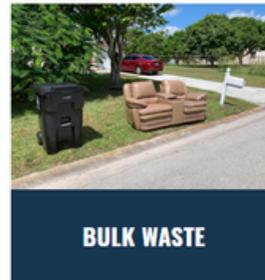
Here are a few tips

Text and phone alerts

Report a disruption

★ Service guidelines

Here are a few tips



Frequently Asked Questions

Website

- Solid waste webpage had 313,092 pageviews
- 4th most viewed page in all of the website
- 11 emergency bar messages



http://www.cityofpsl.com
www.cityofpsl.com

Go to report [🔗](#)

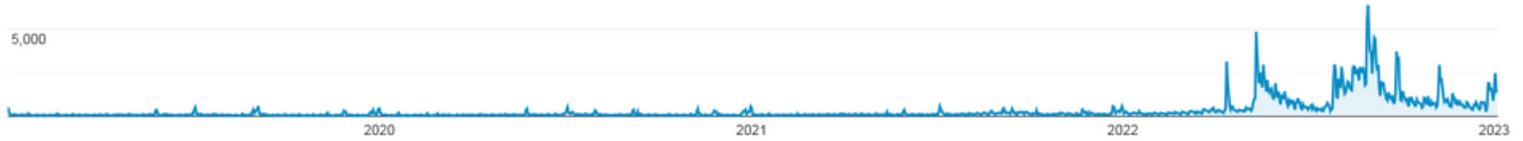
Pages

All Users
100.00% Pageviews

Jan 1, 2019 - Jan 4, 2023

Explorer

Pageviews
10,000



Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	491,062 % of Total: 3.23% (15,197,533)	399,673 % of Total: 3.20% (12,499,978)	00:02:14 Avg for View: 00:01:35 (41.20%)	252,859 % of Total: 3.73% (6,783,425)	64.24% Avg for View: 56.38% (13.94%)	54.42% Avg for View: 44.64% (21.92%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /government/departments/neighborhood-services/solid-waste-program	313,092 (63.76%)	246,260 (61.62%)	00:02:20	169,346 (66.97%)	63.99%	54.88%	\$0.00 (0.00%)
2. /government/departments/neighborhood-services/solid-waste-program/garbage-waste	45,121 (9.19%)	38,214 (9.56%)	00:01:55	25,576 (10.11%)	54.01%	48.27%	\$0.00 (0.00%)
3. /government/departments/neighborhood-services/solid-waste-program/bulky-waste	29,418 (5.99%)	25,211 (6.31%)	00:02:30	11,050 (4.37%)	71.89%	57.57%	\$0.00 (0.00%)
4. /government/departments/neighborhood-services/solid-waste-program/recycling	23,089 (4.70%)	19,680 (4.92%)	00:02:02	8,091 (3.20%)	62.59%	48.54%	\$0.00 (0.00%)
5. /government/departments/neighborhood-services/solid-waste-program/yard-waste	16,099 (3.28%)	14,060 (3.52%)	00:02:30	4,484 (1.77%)	71.88%	53.85%	\$0.00 (0.00%)
6. /government/departments/neighborhood-services/solid-waste-program/single-stream-recycling	8,157 (1.66%)	6,783 (1.70%)	00:01:58	2,543 (1.01%)	67.95%	51.81%	\$0.00 (0.00%)
7. /government/departments/neighborhood-services/solid-waste-program/refuse-collection-schedules	4,452 (0.91%)	3,902 (0.98%)	00:02:31	209 (0.08%)	69.38%	49.64%	\$0.00 (0.00%)
8. /government/departments/neighborhood-services/solid-waste-program/-utm_source-QR Code/-utm_medium-Solid Waste e/-utm_campaign-Solid Waste	4,248 (0.87%)	3,740 (0.94%)	00:02:43	3,695 (1.46%)	69.42%	68.29%	\$0.00 (0.00%)
9. /government/departments/neighborhood-services/solid-waste-program/household-hazardous-waste	2,946 (0.60%)	2,617 (0.65%)	00:01:38	414 (0.16%)	64.49%	33.71%	\$0.00 (0.00%)
10. /index.html?splash=https://www.stlucieco.gov/departments-services/a-z/solid-waste/single-stream-recycling&__isexternal=true	2,170 (0.44%)	1,827 (0.46%)	00:01:56	59 (0.02%)	55.93%	47.28%	\$0.00 (0.00%)



Two Open Houses



Positive change is coming to PSL's waste collection.



Learn more at two Solid Waste Open Houses

Aug. 2, 6-8 p.m. at Tradition Town Hall

Aug. 29, 6-8 p.m. at the PSL Community Center

www.CityofPSL.com/SolidWaste

Melissa and Communications Director Sarah Prohaska spearheaded logistics for the Aug. 2 solid waste open house where an estimated **200 residents** talked with City staff and FCC representatives about the new solid waste changes. Communications Liaison Maritza Diaz-Ott gathered phone numbers and emails of residents at the open house to be included in the City's new texting system.



Two Open Houses



The City held its second Solid Waste Open House on Aug. 29 from 6-8 p.m. at the Community Center. Staff from Communications, Neighborhood Services Dept., Finance and the Office of Management Budget and representatives from the City's new waste hauler, FCC Environmental Services Florida (FCC), were on hand to answer residents' questions regarding the new collection schedule and offer tips to maximize the benefits of the new automated service. The majority of residents were informed but wanted clarification. Some residents were so prepared that they arrived with a list of questions staff happily answered. Some stats from the night include:

- Approximately **300 residents** attended.
- About 115 people signed up for the new solid waste text/phone alert system; we signed up 44 people at the first Open House.
 - The City collectively distributed more than 1,500 pieces of outreach materials such as bags, rubber ducks, pens, frisbees, flyers, pocket maps and brochures.
 - WPTV & St. Lucie Voice covered the event interviewing staff and residents: <https://www.wptv.com/news/treasure-coast/region-st-lucie-county/port-st-lucie/new-port-st-lucie-solid-waste-pick-up-starts-in-one-week>



Hosted Two Facebook Live Updates



Communications organized two Facebook Live events to share updates with residents about the current solid waste situation and upcoming changes to automated collection. For both events, Communications Director Sarah Prohaska put together a panel of experts, including City Manager Russ Blackburn, Solid Waste Project Manager Dave Peters, Deputy City Attorney Sebastian Poprawski and two representatives from the City's new solid waste hauler, FCC Environmental Services LLC. Sarah also moderated both events.

Social Media Coordinator Maureen Kenyon answered viewers questions in the comments section of Facebook, with assistance from Creative Team Leader Melissa Yunas. Digital Technology Coordinator Gus Nadasi manned the control room.

The May 31 aired for 1:09:20, with **271 peak live viewers**. The video also performed 10.7 times higher than other videos on the City's Facebook page and garnered 31.2 time more comments and 4.3 times more average views than other videos.

The June 6 update peak live viewers. The video also performed 5.3 times higher than other videos on the City's Facebook page and garnered 10 times more comments and 3.1 times more average views than other videos.

Residents also could watch at www.cityofpsl.com/tv or tune in to PSL TV on Comcast (Channel 20) and Blue Stream Fiber (Chanel 20) and U-Verse (Channel 99).

Both updates are now available to view on the City's YouTube channel, www.youtube.com/CityPortStLucie



Public Service Announcements

- The ads were presented **610,652** times to adults 18+ from 8/21 – 9/10 through WPTV-TV and Major Providers via Streaming Commercials
- WPTV - **544,200** Impressions to A18+
- Streaming - **66,452** Impressions to A18+ Top programs played: Samsung TV, WPTV, Pluto, AMC, NBA, Lifetime, Sundance TV, Discovery, Xumo, MSNBC, Court TV, DIRECTV, Tubi, MLB, FOX Sports

Summary Performance KPI's

The City of Port St. Lucie's Ads about Solid Waste Services were Presented **610,652 Times** to Adults 18+ from 8/21 – 9/10 through WPTV TV and Streaming Commercials.

WPTV – 544,200 Impressions to A18+

WPTV News	M-F 5a-6a	1x/ per week
NBC Today Show	M-F 7a-9a	1x/ per week
WPTV News	M-F 11a-12n	3x/ per week
Treasure Coast News	Sat 7p-730p	1x/ per week
WPTV News	Sun 7a-8a	1x/ per week



Public Service Announcements



IRSC Public Media

3209 Virginia Avenue
Fort Pierce, FL 34981-5596

MELISSA YUNAS
CITY OF PORT ST. LUCIE
121 SW PORT ST. LUCIE BLVD
PORT ST. LUCIE, FL 34984

Spot Title	
Contract	30-00551531-002
Contract Date	8/29/2022

Please carefully read the details of your flights below before signing.
SOLID WASTE 2022

Description	Day	Date	Time	Copy	Status
Morning Edition- AM Drive	Tue	8/30/2022	06:43:00 A	118866	Assigned
	Wed	8/31/2022	07:43:15 A	118866	Assigned
	Fri	9/2/2022	08:29:15 A	118866	Assigned
	Mon	9/5/2022	07:49:50 A	118866	Assigned
	Tue	9/6/2022	07:06:00 A	118866	Assigned
	Thu	9/8/2022	08:43:00 A	118866	Assigned
Total Spots for Flight 6					
All Things Considered PM Drive	Mon	8/29/2022	04:48:15 P	118866	Assigned
	Tue	8/30/2022	06:49:00 P	118866	Assigned
	Mon	9/5/2022	03:29:15 P	118866	Assigned
	Wed	9/7/2022	05:19:00 P	118866	Assigned
Total Spots for Flight 4					
Weekend Bonus	Sat	9/3/2022	01:58:30 P	118866	Assigned
	Sun	9/4/2022	11:39:45 A	118866	Assigned
Total Spots for Flight 2					
WQCP 6a-7pm	Mon	8/29/2022	05:59:15 P	118866	Assigned
	Tue	8/30/2022	08:00:15 A	118866	Assigned
	Wed	8/31/2022	08:39:15 A	118866	Assigned
	Thu	9/1/2022	05:39:15 P	118866	Assigned
	Fri	9/2/2022	11:59:15 A	118866	Assigned
	Mon	9/5/2022	09:19:15 A	118866	Assigned
	Tue	9/6/2022	05:59:00 P	118866	Assigned
	Wed	9/7/2022	07:39:30 A	118866	Assigned
	Thu	9/8/2022	11:59:30 A	118866	Assigned
	Fri	9/9/2022	04:39:15 P	118866	Assigned
Total Spots for Flight 10					
WQCP Weekend Bonus	Sat	9/3/2022	03:59:15 P	118866	Assigned
	Sun	9/4/2022	09:19:15 A	118866	Assigned
Total Spots for Flight 2					
Total Number of Spots 24					

Underwriting is a business donation to your local public radio station. In return, your business receives an on-air underwriting announcement as a thank you for your support. The firm's name and address, telephone number and a slogan or product line can be included. All announcements must meet FCC guidelines for non-commercial radio stations. On occasion, due to timely events and other programs, some announcements in a series may be re-scheduled or cancelled. The underwriter will receive credit for all announcements not broadcast due to cancellation. This agreement may be terminated by either party upon third (30) days written notice.

Graphics - made hundreds of graphics

- Web banners (dozens of web banners)
- Pull-up banners
- Automated garbage collection (April 2022)
- Positive change is coming (July 2022)
- Law suit (June 2022)
- Banners Citywide hanging
- Positive change is coming
- Drop Off Site
- 3-foot distance
- Mailers
- Solid Waste & COVID, we understand your frustration - postcard (June 2021)
- City Manager's message 1 on trash pick up (Sept. 2021)
- Utility Mailer (Sept. 2021) same as above
- City Manager's message 2 Do's & Don'ts (Oct. 2021)
- Positive change is coming (June 2022)
- Flyers/Brochures:
 - Recycling - recycle this, trash that guide (Aug. 2022)
 - Open Houses (July 2022)
 - Take me for disposal tags (Aug. 2022)
 - Recycling Roundup (Sept. 2022)
 - Door Hangers
 - Yard waste (Dec. 2021)
 - Recycling (Nov. 2020) English & Spanish
 - Drop-off Sites
 - TV20 sliders
 - Lawsuit banners
 - OOPS tie tags (Aug. 2022)
 - Bulk Waste
 - Recycling
 - Yard Waste
 - Holiday Recycling - Tis' the season to recycle press release
 - Holiday schedules
 - Thanksgiving
 - Christmas
 - July 4th
 - Promotional Items:
 - Sticker - 3-feet apart cart (Dec. 2022)
 - Grocery bag (Dec. 2022)
 - Pocket map (Nov. 2022)
 - Water bottle (Nov. 2022)



Graphics - a few of our favorites

Utility Miler in three languages - English , Spanish & Creole

WWW.CITYOFPSL.COM/SOLIDWASTE To report a service issue, call 772-873-6317

Due to labor shortages and equipment production delays, Waste Pro has not been able to keep pace with service requirements. The City recognizes that the service is unacceptable.

WHAT THE CITY OF PORT ST. LUCIE IS DOING:

- Residents will not pay an increased solid waste assessment this year. City Council voted to utilize Waste Pro's accrued fines for poor performance under the contract to pay for the customer contractual adjustment.
- PSL staff is picking up and removing residential vegetative yard waste. Be on a lookout for fifteen, two-person City crews assisting Waste Pro to get back on schedule.

WHAT WASTE PRO IS DOING:

- Waste Pro continues to hire licensed, professional drivers by increasing its presence at local job fairs and launching retention and new-driver referral bonuses. Those interested in attending a job fair can call 772-595-9390.
- Waste Pro has established yard and bulky waste drop-off locations (6-days per week) as a **free** option to use rather than continuing to wait for service.

WHAT YOU CAN DO:

- Consider timing projects that generate high volumes of trash and debris until Waste Pro is caught up.
- If you are using a landscape contractor, require them to remove waste from your property.



SCAN ME



WWW.CITYOFPSL.COM/SOLIDWASTE Para informar un problema de servicio, llame al 772-873-6317

Debido a la escasez de mano de obra y los retrasos en la producción de equipos, Waste Pro no ha podido mantenerse al día con los requisitos del servicio. La Ciudad reconoce que el servicio es inaceptable.

LO QUE LA CIUDAD DE PORT ST. LUCIE ESTÁ HACIENDO:

- Los residentes no pagarán un aumento de residuos sólidos evaluación este año. El Ayuntamiento votó a favor de utilizar Waste Las multas acumuladas por Pro por desempeño deficiente en virtud de la contrato para pagar el ajuste contractual del cliente.
- El personal de PSL está recogiendo y retirando vegetación residencial desechos de jardín. Esté atento a quince, ciudad de dos personas equipos que ayudan a Waste Pro a volver al programa.

QUÉ ESTÁ HACIENDO WASTE PRO:

- Waste Pro sigue contratando profesionales con licencia conductores aumentando su presencia en ferias de empleo locales y el lanzamiento de la retención y la remisión de nuevos conductores bonificaciones. Los interesados en asistir a una feria de empleo pueden llame al 772-595-9390.
- Waste Pro ha establecido desechos voluminosos y de jardín ubicaciones de entrega (6 días a la semana) como opción gratuita utilizar en lugar de seguir esperando el servicio.

LO QUE PUEDES HACER:

- Considere programar proyectos que generen grandes volúmenes de basura y escombros hasta que Waste Pro esté al día.
- Si está utilizando un contratista de jardinería, solicítele que elimine los desechos de su propiedad.



SCAN ME



Graphics - a few of our favorites

Positive change is coming to PSL's waste collection



Going automated

The City's new waste hauler, FCC Environmental Services Florida LLC, uses automated trucks that streamline service. This will make pickup easier and far more reliable than the old rear-loader trucks and requires less labor. FCC will begin collecting trash in September.



New garbage cart

Your new garbage cart has a larger capacity than a standard cart, two wheels for easy maneuvering and a lid to keep things tidy.



Simplified schedule

You'll only need to remember one day. Garbage, recycling and yard waste will be collected once a week on the same designated day.

Bulky waste will be collected once a month on the same designated day.

Learn more at

www.CityofPSL.com/SolidWaste



We're suing
Waste Pro
on behalf of
our citizens

Help us help us in our lawsuit by documenting poor service with providing evidence of your lack of service, including photos.

Email us at
WasteProLawsuit@CityofPSL.com

Learn more at
www.CityofPSL.com/SolidWaste

Pull up banners placed in lobbies of all buildings and brought to events



Graphics - a few of our favorites

With the change in service, many residents have asked “What do I do with my old garbage containers?” There are three options available:

1. Repurpose the old can as a yard waste can or as a storage container for yard/garden tools, sports equipment, pool toys or pet supplies.
2. “Take Me” away at the curb on your designated bulk waste day. Residents can print a “Take Me” tag off the City’s website (or tape a note to the can), and it will be collected for disposal from the curb. The tag will be available at www.cityofpsl.com/solidwaste, beginning Sept. 5.
3. Garbage Can Recycling Roundup: As recycling collection resumes with the new service, residents are encouraged to recycle their old garbage can. Take the cans, emptied and rinsed, to the Voluntary Drop-off Center on Saturday, Sept. 17 or Saturday, Sept. 24, from 7:30 a.m. to 6:30 p.m., at the northeast corner of Cameo Boulevard and Crosstown Parkway, behind the green, fenced-in area, just west of the turnpike.

**TAKE
ME
FOR
DISPOSAL**



Attach this tag to your old garbage cart and place it curbside on your designated bulk waste day. Before you throw it out, consider repurposing it for yard waste disposal or as a storage container. Port St. Lucie's new, simplified waste collection schedule (that starts Sept. 5) is now available online at www.CityofPSL.com/SolidWaste.



Graphics - a few of our favorites



Help keep our city safe, clean and beautiful



Example of proper bulk item placement

A reminder from the City of Port St. Lucie

Let's work together so your **bulk items** are collected correctly next time. Please turn over this card over to learn more ...



SCAN ME



CALL IPSL:
772-871-1775

www.CityofPSL.com/SolidWaste



Item is not accepted curbside:

- Contractor-generated waste
- Bagged household garbage
- Hazardous materials such as fertilizers, herbicides, pesticides, sharps/needles, gasoline and oil, stains, thinners, solvents, biological waste and radioactive waste, including smoke alarms/detectors
- Automotive, boat, RV or trailer parts
- Engines
- Gas-powered equipment that must have the fuel drained
- Propane, acetylene and helium tanks
- Oil paint (Latex must have lids off and paint dry/hardened.)



Pile is co-mingled with yard waste.



2 cubic yards



Bulk waste exceeds the 2 cubic yard limit. (One cubic yard is equivalent to a front load washing machine or a standard oven.)



Other:

Waste Ordinance: Sec. 50.06
Residential collection at curbside

You can hire a hauler of your choice or arrange an additional pick up with FCC Environmental Services Florida at a negotiated rate of \$18.50 per cubic yard. The City's Voluntary Drop-Off Center, located at the corner of Cameo Boulevard and Crosstown Parkway, is available for disposal of these items at no additional cost.

Tie tags - this educational tool is tied to the improper items placed curbside. There are 3 versions - Bulk waste, carts (recycling & garbage) and yard debris.



Robocall/On-Hold



Robocall

The City needed another way of communicating to its residents. Our messaging did not qualify for Alert St. Lucie, so our staff researched and implemented a PSL's automated call system.

- Began in Aug. 2022
- Call list came from PSL's utility system and St. Lucie West's utility system call lists.
- Sent Voice Calls - **460,891**
- **90-95% of the contacts we have are successfully called.**
- **6,881** residents subscribed to texting. We texted to 36,701 residents.

On hold

Due to the average wait time for 1PSL increased and an effort to help the 1PSL navigators, staff recorded multiple on-hold messages in the system. The main message reminded residents that most of their answers can be found on www.cityofpsl.com/solidwaste and to please have patience.



Social media

2022 FACEBOOK STATS

43 POSTS ABOUT SOLID WASTE

588,499 REACH

126,183 ENGAGEMENT

FEB. 24

4,307 REACH

559 ENGAGEMENT

MARCH 11

3,770 REACH

611 ENGAGEMENT

MARCH 18

1,951 REACH

306 ENGAGEMENT

MARCH 27

28,051 REACH

3,242 ENGAGEMENT

APRIL 5

747 REACH

314 ENGAGEMENT

APRIL 14

100,042 REACH

27,060 ENGAGEMENT

APRIL 16

2,264 REACH

123 ENGAGEMENT

APRIL 21

4,374 REACH

296 ENGAGEMENT

APRIL 28

2,637 REACH

722 ENGAGEMENT

MAY 7

11,341 REACH

1,932 ENGAGEMENT

MAY 19

9,981 REACH

2,055 ENGAGEMENT

MAY 24

22,321 REACH

4,818 ENGAGEMENT

MAY 26

10,544 REACH

1,753 ENGAGEMENT

MAY 27

2,494 REACH

898 ENGAGEMENT

MAY 31

4,142 REACH

1,746 ENGAGEMENT

JUNE 6

4,626 REACH

642 ENGAGEMENT

JUNE 8

4,443 REACH

209 ENGAGEMENT

JUNE 14

6,352 REACH

2,931 ENGAGEMENT

JUNE 20

5,187 REACH

1,252 ENGAGEMENT

JUNE 23

14,129 REACH

4,172 ENGAGEMENT

JULY 19

33,572 REACH

5,471 ENGAGEMENT

JULY 27

11,809 REACH

4,224 ENGAGEMENT

AUG. 1

4,075 REACH

990 ENGAGEMENT

AUG. 9

15,566 REACH

7,469 ENGAGEMENT

AUG. 22

21,021 REACH

6,599 ENGAGEMENT

AUG. 25

21,666 REACH

5,696 ENGAGEMENT

AUG. 28

2,267 REACH

136 ENGAGEMENT



Social media- continued

2022 FACEBOOK STATS

43 POSTS ABOUT SOLID WASTE

588,499 REACH

126,183 ENGAGEMENT

AUG. 31

41,006 REACH

10,796 ENGAGEMENT

SEPT. 4

26,249 REACH

6,990 ENGAGEMENT

SEPT. 6

8,132 REACH

2,236 ENGAGEMENT

SEPT. 7

7,036 REACH

1,669 ENGAGEMENT

SEPT. 14

41,730 REACH

7,361 ENGAGEMENT

SEPT. 28

16,510 REACH

1,293 ENGAGEMENT

SEPT. 28

19,785 REACH

1,766 ENGAGEMENT

SEPT. 29

12,875 REACH

652 ENGAGEMENT

OCT. 3

7,033 REACH

976 ENGAGEMENT

NOV. 7

2,521 REACH

247 ENGAGEMENT

NOV. 8

10,365 REACH

754 ENGAGEMENT

NOV. 10

17,207 REACH

3,969 ENGAGEMENT

NOV. 10

1,865 REACH

78 ENGAGEMENT

NOV. 21

1,586 REACH

118 ENGAGEMENT

NOV. 23

1,977 REACH

217 ENGAGEMENT

DEC. 19

5,648 REACH

835 ENGAGEMENT



Press Releases

55 press releases sent out & posted on the website

- [The holiday season will affect PSL's solid waste schedule \(12/19/22\)](#)
- [Tis the season to recycle \(12/14/22\)](#)
- [Thanksgiving holiday affects solid waste \(11/21/22\)](#)
- [Advisories Tropical storm Nicole \(1-5\) main concerns for residents is garbage](#)
- [Advisories Hurricane Ian \(1-4\) main concerns for residents is garbage](#)
- [Join our Garbage Can Recycling Roundup \(9/15/22\)](#)
- [Solid waste update as of Friday, Sept. 9, 2022 \(9/9/22\)](#)
- [Solid waste update as of Thursday, Sept. 8, 2022 \(9/8/22\)](#)
- [Solid waste update as of Wednesday, Sept. 7, 2022 \(9/7/22\)](#)
- [Solid waste update as of Tuesday, Sept. 6, 2022 \(9/6/22\)](#)
- [Statement from the City of Port St. Lucie addressing Waste Pro's "Past Due Notices" \(9/1/22\)](#)
- [FCC brings additional relief before its contracted start date \(8/30/22\)](#)
- [PSL prepares for new residential bulk trash collection program \(8/29/22\)](#)
- [Recycling to resume in Port St. Lucie week of Sept. 5 \(8/25/22\)](#)
- [FCC debuting its new automated side-loader truck at PSL's second Solid Waste Open House \(8/23/22\)](#)
- [Here's what to expect during the last weeks of Waste Pro's contract with PSL \(8/4/22\)](#)
- [New garbage cart deliveries begin, and waste collection schedule announced that's simpler, easier-to-remember \(7/28/22\)](#)
- [Learn more about PSL's future solid waste collection at two open houses \(7/20/22\)](#)
- [Statement: We want to thank FCC Environmental Services Florida \(7/19/22\)](#)
- [A message to businesses from your new solid waste hauler \(7/7/22\)](#)
- [City Manager's proposed budget recommends property tax rate reduction \(6/30/22\)](#)
- [City leases nine garbage trucks to provide collection relief \(6/23/22\)](#)
- [City files a Motion for Contempt against Waste Pro \(6/22/22\)](#)
- [Statement from the City of Port St. Lucie regarding Waste Pro's Notice of Intent to Appeal \(6/17/22\)](#)
- [City Council requests options for customer credit for Waste Pro's poor service \(6/14/22\)](#)
- [Join us for a solid waste collection update featuring the City's future waste hauler \(6/2/22\)](#)
- [Judge orders Waste Pro to pick up garbage \(5/27/22\)](#)
- [Solid waste collection update via Facebook Live to be held May 31 \(5/26/22\)](#)



Press Releases

55 press releases sent out & posted on the website

- [Port St. Lucie pauses recycling pickup service, so Waste Pro can handle garbage collection \(5/19/22\)](#)
- [City Council approves contract with new solid waste hauler \(5/19/22\)](#)
- [Port St. Lucie City Council to discuss solid waste contract negotiations at special meeting \(5/17/22\)](#)
- [Delivery of 96-gallon garbage cart begins in August, smaller cart option now available \(5/12/22\)](#)
- [PSL to begin negotiations with solid waste collection companies \(4/28/22\)](#)
- [Port St. Lucie City Council to discuss the Solid Waste Request for Proposals \(4/27/22\)](#)
- [Answers to questions about waste service in PSL \(4/14/22\)](#)
- [Let's get rolling Port St. Lucie: New garbage carts are coming soon \(4/13/22\)](#)
- [City seeking new solid waste vendor \(4/5/22\)](#)
- [Additional yard and bulky waste contractor to provide citywide relief \(3/30/22\)](#)
- [City Council approves plan, priorities to address solid waste collection \(3/21/2022\)](#)
- [Watch the meeting and download supporting document](#)
- [Task Force PowerPoint Presentation](#)
- [Solid waste update as of Friday, March 18, 2022](#)
- [City of Port St. Lucie updates lawsuit against Waste Pro for breach of contract \(3/08/2022\)](#)
- [City staff mobilizing to relieve waste collection delays \(2/24/2022\)](#)
- [New COVID wave impacting yard debris, waste pick-up in Port St. Lucie \(1/04/2022\)](#)
- [Port St. Lucie seeking candidates for new Solid Waste Task Force \(9/24/2021\)](#)
- [Solid Waste Task Force is accepting applications \(9/23/2021\)](#)
- [Port St. Lucie's homeowners will not incur a solid waste assessment increase this year \(9/14/2021\)](#)
- [Yard waste relief has arrived and additional Waste Pro collection trucks are on their way \(9/01/2021\)](#)
- [Waste Pro update on Sept. 13, 2019 \(9/13/2019\)](#)
- [City of PSL working with Waste Pro to remedy missed weekend pickups \(9/09/2019\)](#)



Emails

60 emails sent out to 2,850,000 residents with an average 50% open rate.

Sent **Solid Waste Update: City files a Motion for Co... Waste Pro**

Details Reporting Heat Map



Preview

Subject **Solid Waste Update: City files a Motion for Contempt against Waste Pro**

From name **City of Port St. Lucie**

Sent **June 22nd 2022 at 5:48 pm EDT**

From Address **Sent Solid Waste Update: City files a Motion for Co... Waste Pro**

Details Reporting Heat Map

Reply to address

Email Performance
See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Lists

Sent	Open Rate	Click Rate
53577	51.1%	0.4%

Email link

Opens	27061	Clicks	208
Sent	53577	Did Not Open	25875
Bounces	641	Unsubscribed	44
Successful Deliveries	52936	Spam Reports	10
Desktop Open Percentage	93.2%	Mobile Open Percentage	6.8%

Sent **Solid waste update as of Thursday, Sept. 8, 2022**

Details Reporting Heat Map



Preview

Subject **Solid waste update as of Thursday, Sept. 8, 2022**

From name **City of Port St. Lucie**

Sent **September 8th 2022 at 2:15 pm EDT**

From Address **Sent Solid waste update as of Thursday, Sept. 8, 2022**

Details Reporting Heat Map

Reply to address

Email Performance
See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Lists

Sent	Open Rate	Click Rate
70679	49.4%	5%

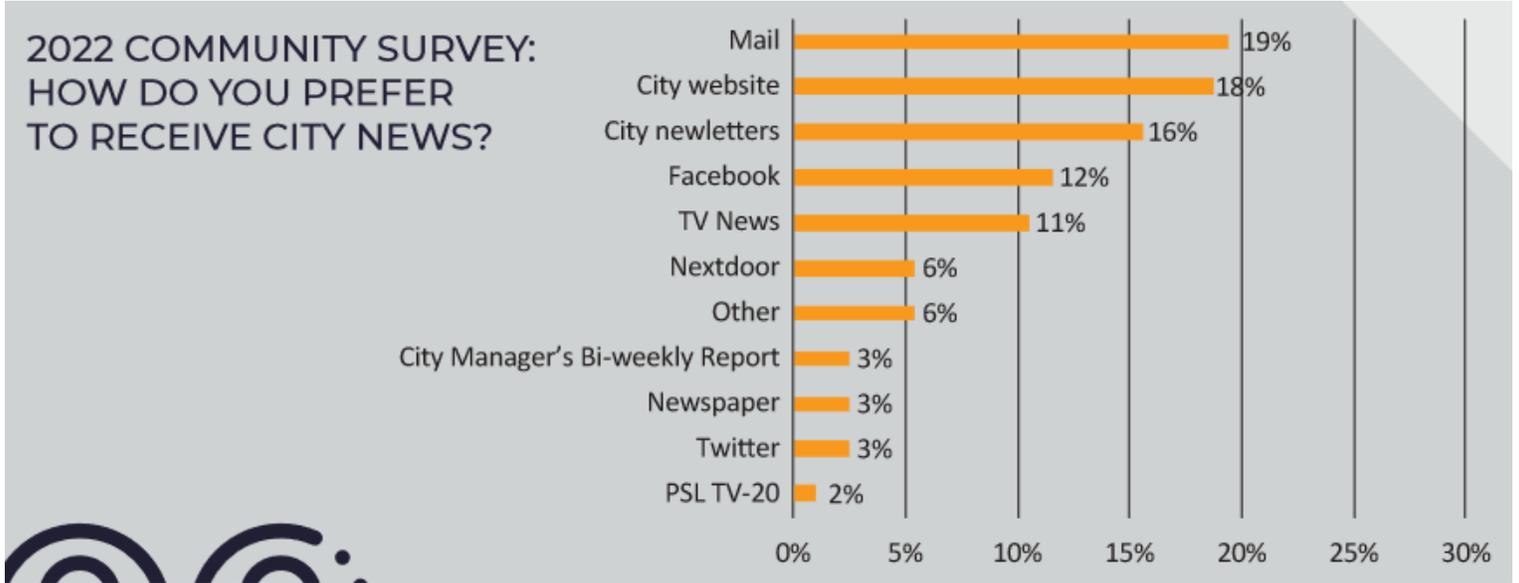
Email link

Opens	34279	Clicks	3469
Sent	70679	Did Not Open	35112
Bounces	1288	Unsubscribed	44
Successful Deliveries	69391	Spam Reports	5
Desktop Open Percentage	91.4%	Mobile Open Percentage	8.6%



Direct Mailers - a few examples

6 large postcards mailed to residents
 According to the 2022 Community Survey,
 residents prefer information to be mailed to them.



New Solid Waste Service Coming Soon to PSL

Citywide automated waste collection service will begin in September.

A 96-gallon cart will be delivered to your home.
 *You may request a smaller 64-gallon cart by June 10, 2022. Please see reverse side for more information.



What is NEXT for solid waste services in Port St. Lucie?
 Beginning in September:

- Garbage, recycling and yard waste will each be collected once a week on a designated day.
- Bulky waste will be collected once a month on a designated day.

LEARN MORE AT www.CityofPSL.com/SolidWaste

WHY ONCE-A-WEEK PICKUP?

Automated service will streamline collection and provide consistent service for our growing City. Garbage will be picked up mechanically by the truck, the same way our recycling is currently collected. This service requires all customers to use the City-issued garbage cart.

To achieve a cost-effective rate for new solid waste service, the City's Solid Waste Task Force recommended once-a-week pickup.

- Once-a-week pickup is not unusual, and is utilized by many cities, including:
- Stuart
 - Jacksonville
 - Tallahassee
 - Cape Coral
 - Orlando
 - Lakeland
 - Kissimmee
 - St. Cloud
 - North Port
 - Gainesville
 - DeLand
 - Ocala
 - Fort Myers
 - Pensacola
 - St. Augustine



A 96-GALLON CART BECAUSE: This cart is **three times larger** than a typical trash can. The 96-gallon cart provides a similar capacity to what most households use for the current twice-per-week service. All trash must fit into the cart (and the lid should be closed) to be picked up by the automated trucks.

- Keep it clean**
Durable with a lid to keep water out and odor in.
- Animal proof**
Secure lid keeps critters out.
- Safety first**
Safer than lifting heavy bins.
- Roll with it**
Easy to roll with a wide-grip handle and two large wheels.
- Similar cart**
The 96-gallon cart has a similar design to your 64-gallon green recycling cart. You'll continue to use your current recycling cart.

Cart delivery will begin in August. All households will receive a 96-gallon cart unless you request a smaller 64-gallon cart by June 10, 2022. To request the 64-gallon cart, please fill out the form at www.CityofPSL.com/SolidWaste or call 1PSL at 772-871-1775.

If your HOA regulates the placement and size of garbage carts, please reach out to your HOA to confirm the size of the cart the HOA will require for your neighborhood.



SCAN ME

Direct Mailers - a few examples

WHAT IS BULKY WASTE?

Bulky waste includes boxes, barrels, crates, furniture, mattresses, wood, exercise equipment, swing sets and basketball goals (broken down), refrigerators, stoves and other household appliances.



DO'S



- Use our **FREE** bulky-waste drop off site at Crosstown and Cameo Boulevards.
- Reuse or donate unwanted items.
- Stack bulky items neatly.



DON'TS



- Don't leave out items such as construction materials, household hazardous waste, propane, acetylene and helium tanks.
- Don't stack bulky items near mailboxes, fire hydrants and vehicles that can hinder collection.
- Don't exceed bulk waste piles of more than 2 cubic yards, which is the size of a large refrigerator.

Code Compliance works in partnership with Waste Pro and citizens to ensure, improve and maintain safe and desirable PSL neighborhoods. While public education is our default process, violators of the solid waste code may receive warnings or monetary citations depending on the severity of the issue.

Bulky Waste Do's and Don'ts

CITY MANAGER'S MESSAGE ON WASTE PICK-UP

- Large piles of bulky waste can be the source of slow downs, disruptions and delays in waste collection routes.
- If one household on a street leaves out a large amount of bulky waste, it may fill the truck, which could mean a delay for their neighbor's pick up.

While Waste Pro is experiencing delays in service because of equipment and personnel shortages, we can all work together by keeping bulky waste to a minimum to eliminate further setbacks. The City continues to work daily with Waste Pro to bring our waste collection services back to an acceptable level.

www.CityofPSL.com/SolidWaste

Russ Blackburn
Russ Blackburn, City Manager

WASTE PRO
Caring for Our Communities

SCAN ME

Solid Waste + COVID-19

We understand your frustrations with recent waste collection service.

City staff is diligently working with Waste Pro to address service issues as quickly as possible. The COVID-19 pandemic has impacted waste collection services in Port St. Lucie causing abnormal delays.

It has caused:

- Increased volume of waste
- Staff shortages
- Difficulty filling positions
- Services delayed 1-2 days

Please be patient while Waste Pro works through this difficult situation and leave all debris, neatly stacked, containerized and bagged when possible for pickup. The City is working closely with Waste Pro to increase the timeliness and quality of its service. We appreciate your understanding during this unprecedented time.

WASTE PRO
Caring for Our Communities



Giveaways

Pocketmap

Waste Hauler Guidelines

- All trash must fit into the black, City-issued cart.
- Due to automated collection, trash bags outside the City-issued cart cannot be collected.
- Personal cans may be used for yard waste.
- Residents should use their existing green recycling carts for all recyclables.
- Recyclables must be loose, not bagged, inside the green cart.
- Place carts at the curb no later than 7 a.m. on your pickup day, but no earlier than 6 p.m. the evening before collection.
- Make sure the handle faces your house and the lid openings face the street.
- On the same day, after service, all carts must be removed from the curb.
- To ensure service, place all different types of debris 3 feet apart curbside.

WEEKLY YARD DEBRIS

Yard waste is debris from routine yard maintenance only. It could include shrub and tree trimmings, grass clippings, palm fronds and branches. Limbs, logs and stumps cannot exceed 6 inches in diameter or 4 feet in length and cannot exceed 50 pounds per piece.

Please do not put yard debris in plastic bags.

Yard waste is limited to 4 cubic yards per week. This is equivalent to two standard size refrigerators.



Weekly yard waste limit:
4 cubic yards

WEEKLY RECYCLING

Plastic
(Bottles, tubs, jugs and jars) empty and rinsed, no pumps

Metal
(All cans) empty and rinsed

Glass
(Bottles and jars) empty and rinsed

Paper
(Paper, cartons and cardboard) flatten cardboard

NO GARBAGE

NO STYROFOAM

NO PLASTIC BAGS



WEEKLY GARBAGE



Only use your City-issued garbage cart. Do not put garbage in old cans, on the ground or on the lid of your new cart.



Automated garbage trucks lift up your new cart and empty its contents into the truck. This makes collection more efficient and cost effective and also improves services and reduces injuries.



MONTHLY BULK WASTE

Bulk trash will be collected once per month. Items accepted for bulk trash pickup include appliances, furniture, carpet, mattresses and toys.



YES! Recycled nearly a complete ton from 2 cubic yards.

NO! Not nearly recycled over the 2 cubic yard limit.



HOUSEHOLD HAZARDOUS WASTE COLLECTION

Household hazardous waste cannot be picked up with regular household garbage. Properly dispose HHW by:

- The St. Lucie County Sanitary Landfill (6120 Glades Cutoff Road, Ft. Pierce) is a 331-acre site that receives and processes solid waste products from residents and commercial properties year-round in St. Lucie County. Call 772-462-1768 for hours and for information about what will be accepted.
- St. Lucie County and the City's Public Works Department host a free Hazardous Household Waste Collection Day twice a year. The department also has free drop-off sites at city buildings for rechargeable batteries (cell phones, etc.) Call 772-871-5100 for more information.

Help protect our ground water and drinking water by properly disposing of household hazardous waste (HHW).

All information on HHW can be found at www.CityofPSL.com/SolidWaste

UNACCEPTABLE BULK ITEMS

- Materials from commercial waste haulers and contractors
- Land-clearing debris
- Bagged household garbage
- Hazardous materials such as fertilizers, herbicides, pesticides, sharps/needles, gasoline and oil, spray paint, stains, thinners, solvents, biological waste and radioactive waste, including smoke alarms/detectors
- Automotive, boat, RV or trailer parts
- Engines
- Any gas-powered equipment that must have the fuel drained
- Propane, acetylene and helium tanks
- Oil paint (Latex must have lids off and paint dry/hardened.)

STAY INFORMED ABOUT PSL!



Additional yard & bulk waste pickup
Call 1PSL at 772-871-1775 and press 5 to schedule an additional yard or bulk waste pickup for a fee. For free, voluntary residential drop off, visit the site at Crosstown Parkway and Cameo Boulevard.
For hours of operation, visit cityofpsl.com/solidwaste.

Excess trash and can't close the lid?
Call 1PSL at 772-871-1775 and press 5 to request an additional cart. Monthly fee increase includes cart, delivery and service.

MY BULK WASTE IS COLLECTED ONCE PER MONTH ON THE

1st pickup DAY	2nd pickup DAY	3rd pickup DAY	4th pickup DAY
MONDAY	TUESDAY	WEDNESDAY	THURSDAY

Want to learn more? Visit our website for all your solid waste needs at:
www.CityofPSL.com/SolidWaste



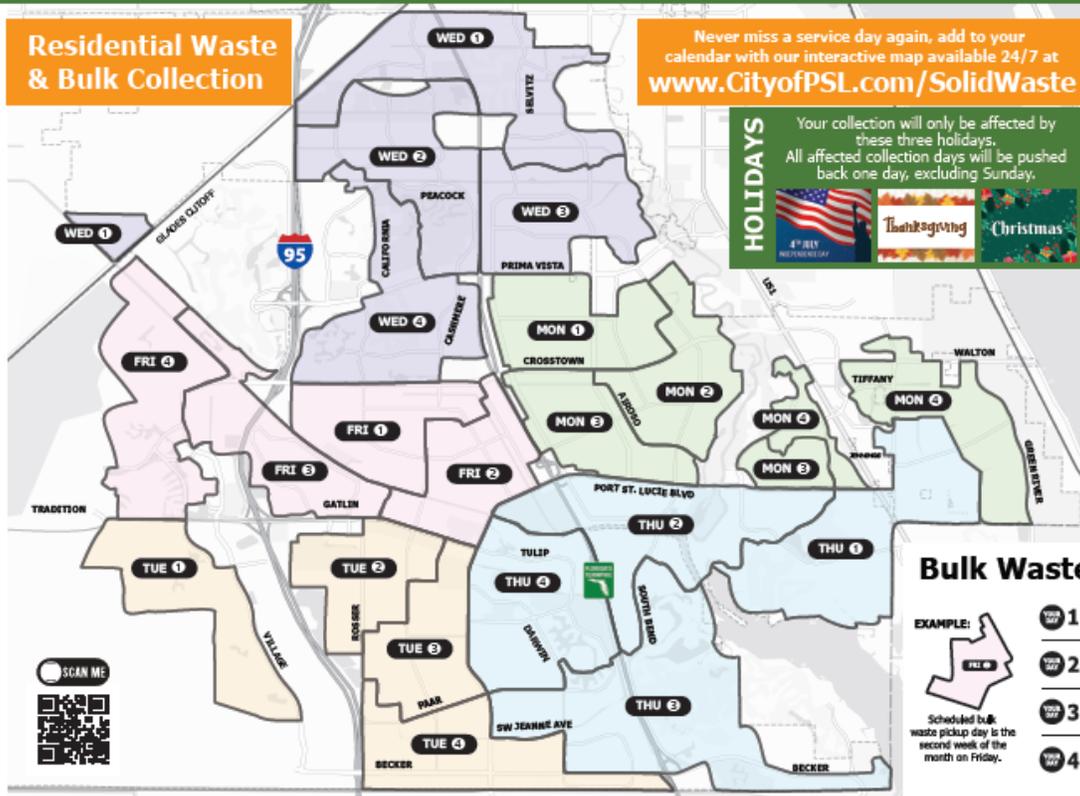
Residential Waste & Bulk Collection

Never miss a service day again, add to your calendar with our interactive map available 24/7 at www.CityofPSL.com/SolidWaste



Garbage, recycling and yard waste is collected once a week.

Bulk waste is collected once a month on your designated day.



Giveaways

Magnet

Do you know your **BULK WASTE DAY?**

Stop by the front desk at City Hall to pick up a magnet to help keep track of your bulk waste pick up day.

PICK UP YOUR MAGNET AT:



121 SW Port St. Lucie Blvd.
City Hall • Building A
Monday-Friday 8 a.m.-5 p.m.



At events or if residents come in City Hall lobby, a staff member will look up a resident's bulk waste day and circle the day on the magnet.

MY BULK WASTE IS COLLECTED ONCE PER MONTH ON THE

1st 2nd 3rd 4th

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY



Place items curbside no later than 7 a.m. on your pickup day, but no earlier than 6 p.m. the evening prior to collection.



Acceptable bulk waste: Furniture, mattresses, large toys, exercise equipment, appliances.



No bagged garbage.

What's the limit?

The limit is 2 cubic yards per month, which is compared to a larger refrigerator.



www.CityofPSL.com/SolidWaste

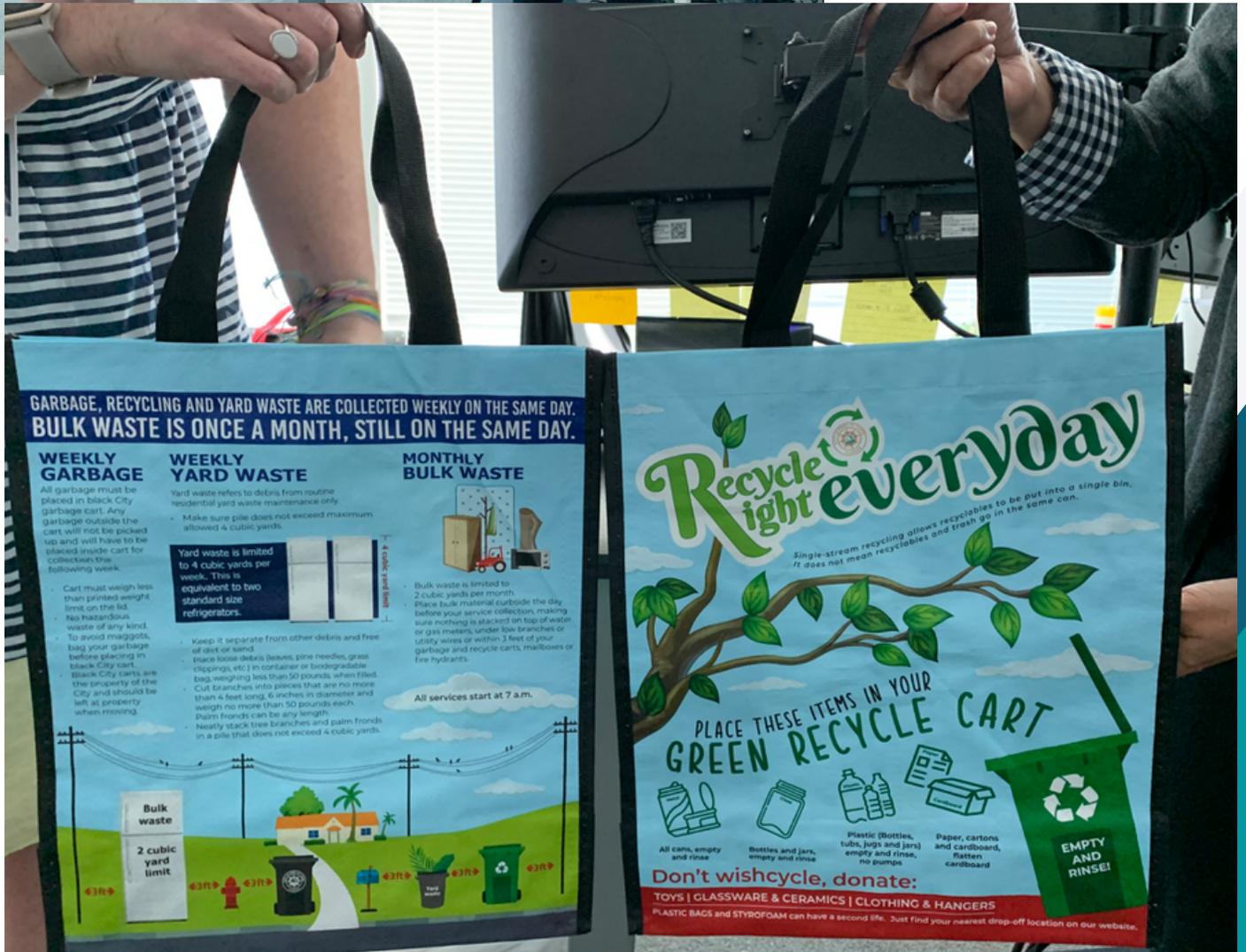
Giveaways

Grocery bag



This sturdy bag will be handed out at events. So far, over 800 bag were passed out at the 2023 Citizen Summit.

The public loved the bag.



Budget

Solid waste marketing materials		Quantity	Cost
Direct Mail:			
6/15/2021	Postcard - solid waste & covid	102,295	\$18,322.16
9/22/2021	Mailer 1 Waste Pro	102,294	\$18,321.16
10/11/2021	Mailer 2 Waste Pro	102,295	\$18,322.16
4/21/2022	Utility Mailer - Drop Off Center	1,000	\$1,700
5/5/2022	Mailer - Change is coming soon	102,295	\$39,034.00
7/18/2022	Mailer - Positive change (FCC)	102,296	\$39,035.00
9/24/2022	Utility Mailer - Waste Pro	1,000	\$1,700.00
1/26/2023	Mailer 3 - Bulk Waste Day	85,498	\$44,617
Handouts/Flyers/Brochures:			
1/19/2022	Yard waste doorhanger	500	\$360
6/22/2022	Brochure on new carts	85,000	\$23,775
8/11/2022	Recycle brochure	85,500	\$10,612
8/1/2022	Old garbage cart - Take me tag	5,000	\$1,500
8/1/2022	Open House advertisement	5,000	\$1,500
7/18/2022	Positive change (FCC)	5,000	\$1,500
8/22/2022	Bulk Waste Tie Tag	15,000	5,000
8/22/2022	Garbage/Recycling Tie Tag	15,000	5,000
8/22/2022	Yard Waste Tie Tag	15,000	5,000
9/15/2022	Garbage Cart Recycling Roundup	5,000	\$1,500
10/14/2022	Service Day Map	5,000	\$1,500
2/13/2023	Postcard for new residents	500	\$900
Pull up banners:			
6/28/2022	City is suing Waste Pro	7	\$2,100
4/12/2022	New carts	7	\$2,100
7/18/2022	Positive change (FCC)	7	\$2,100
2/7/2023	Bulk waste	1	\$300
Giveaways:			
6/17/2022	Magnet	500	\$560
1/12/2023	Magnet	500	\$560
2/8/2023	Grocery bag	5,000	\$4,990
1/23/2023	Pocketmap	5,000	\$2,859
Citywide banner program:			
44650	Voluntary drop-off center	7	\$960
44740	City is suing Waste Pro	7	\$960
7/18/2022	Positive change (FCC)	7	\$960
9/16/2022	cart spacing 3-ft apart	7	\$960

Budget - continued

Billboard		
7/18/2022	Positive change	1 \$0
Public Service Announcements		
9/16/2022	Radio - Indian River State College	\$1,050
9/16/2022	Radio PSL Broadcasters	\$1,000
8/5/2022	WPTV 30-sec ad	\$6,881
1/27/2023	NPR/WQCS	\$2,100
Social Media Paid Ads		
Jan. 2022	Yard waste	\$200
Feb. 2022	New carts	\$150
Mar-22	Recycling	\$300
Apr-22	Old garbage cart - Take me too	\$200
May-22	Open House advertisement	\$200
Jun-22	Positive change (FCC)	\$150
Jul-22	Bulk Waste new methods	\$300
Aug. 2022	Garbage/Recycling new methods	\$300
Sept. 2022	Yard Waste	\$150
Oct. 2022	Garbage Cart Recycling Roundup	\$100
Nov. 2022	Service Day Map	\$200
Dec. 2022	Bulk Waste new methods	\$200
Holiday messaging- social media paid ads:		
11/16/2022	Thanksgiving animation	\$100
12/6/2022	Thanksgiving schedule	\$200
11/22/2022	Christmas animation	\$100
12/6/2022	Christmas schedule	\$200
Robocalls		
8/1/2022	VoiceNT (subscription & calls)	\$14,000
Contractor		
NOTE:	Crises Consultant came out of the City Manager budget	
1/25/2022	Behavioral Insights Team	\$26,535
TOTAL COSTS		\$313,223.57

1PSL Call Center Analytics

