

FLORIDA

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RECYCLE

FLORIDA TODAY

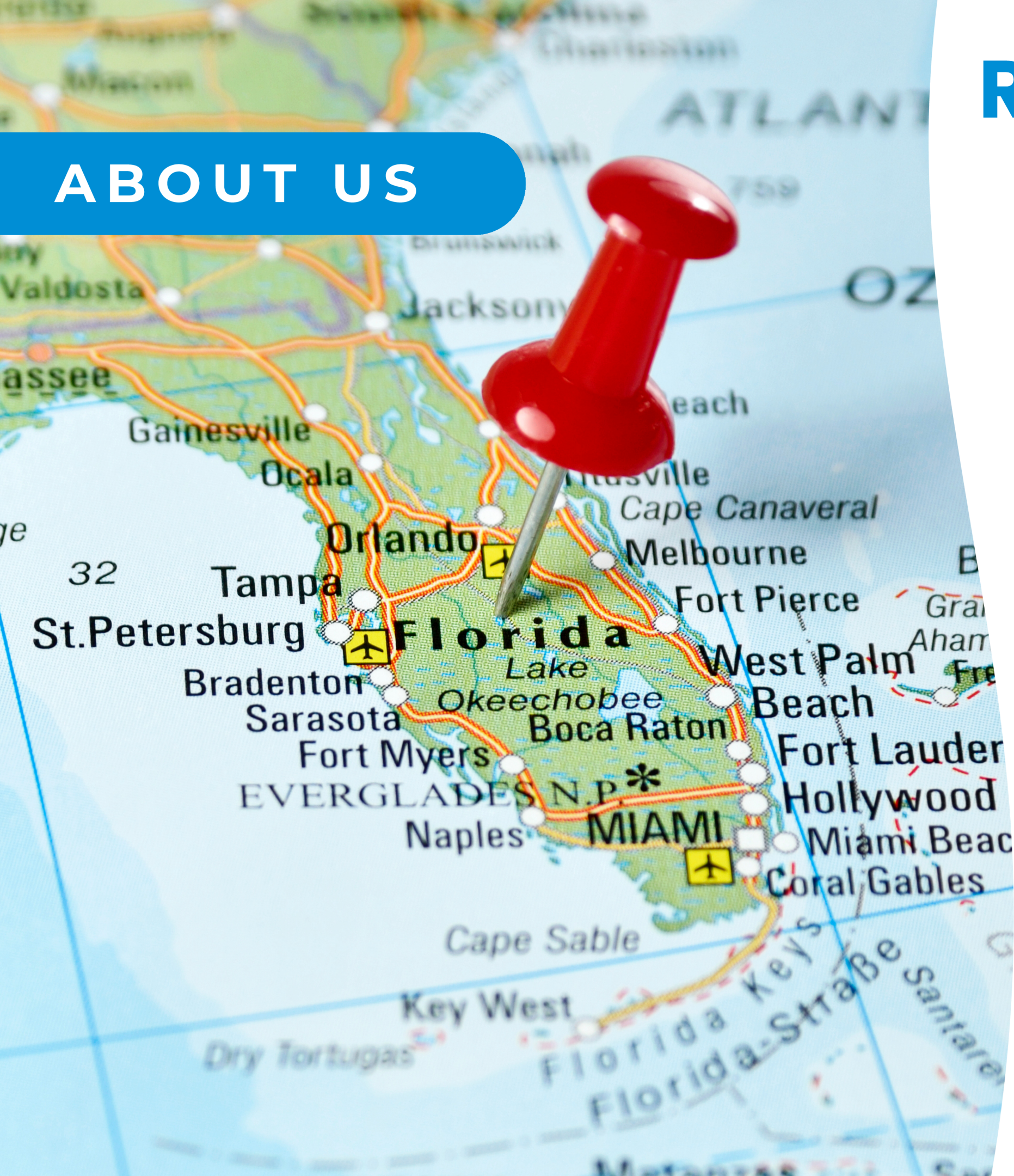
FOR A SUSTAINABLE TOMORROWSM

E

SPECIALTY

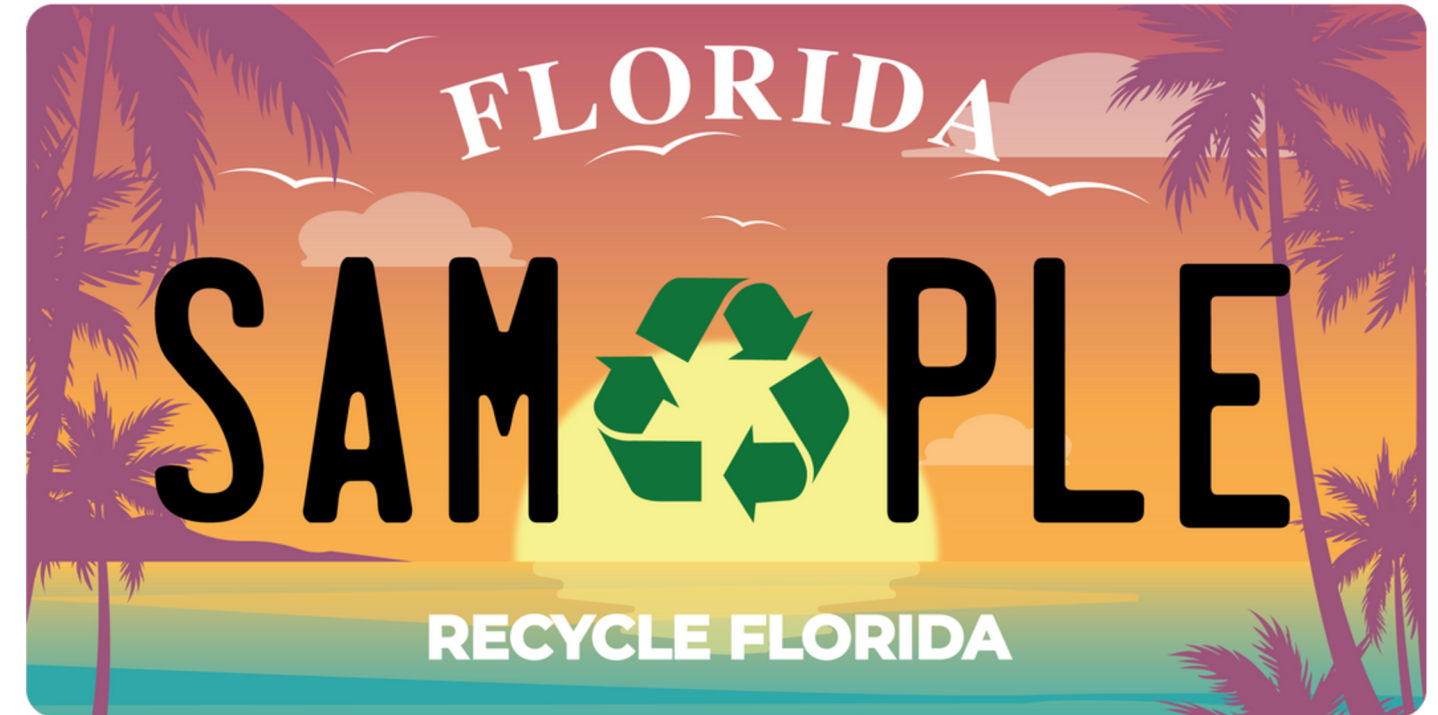
LICENSE PLATE

Promotion and Marketing Presentation Toolkit



ABOUT US

Recycle Florida Today, Inc.



Recycle Florida Today, Inc. (RFT) is Florida's state recycling organization and premier association representing recycling and environmental professionals throughout Florida from the public, private non-profit, and institutional sectors. RFT was formed to be a driving force to help Florida implement its recycling goals and objectives. RFT continues to provide educational and networking opportunities about recycling for all Floridians as well as support to local and state elected officials on laws and regulations affecting the recycling industry.

ABOUT US

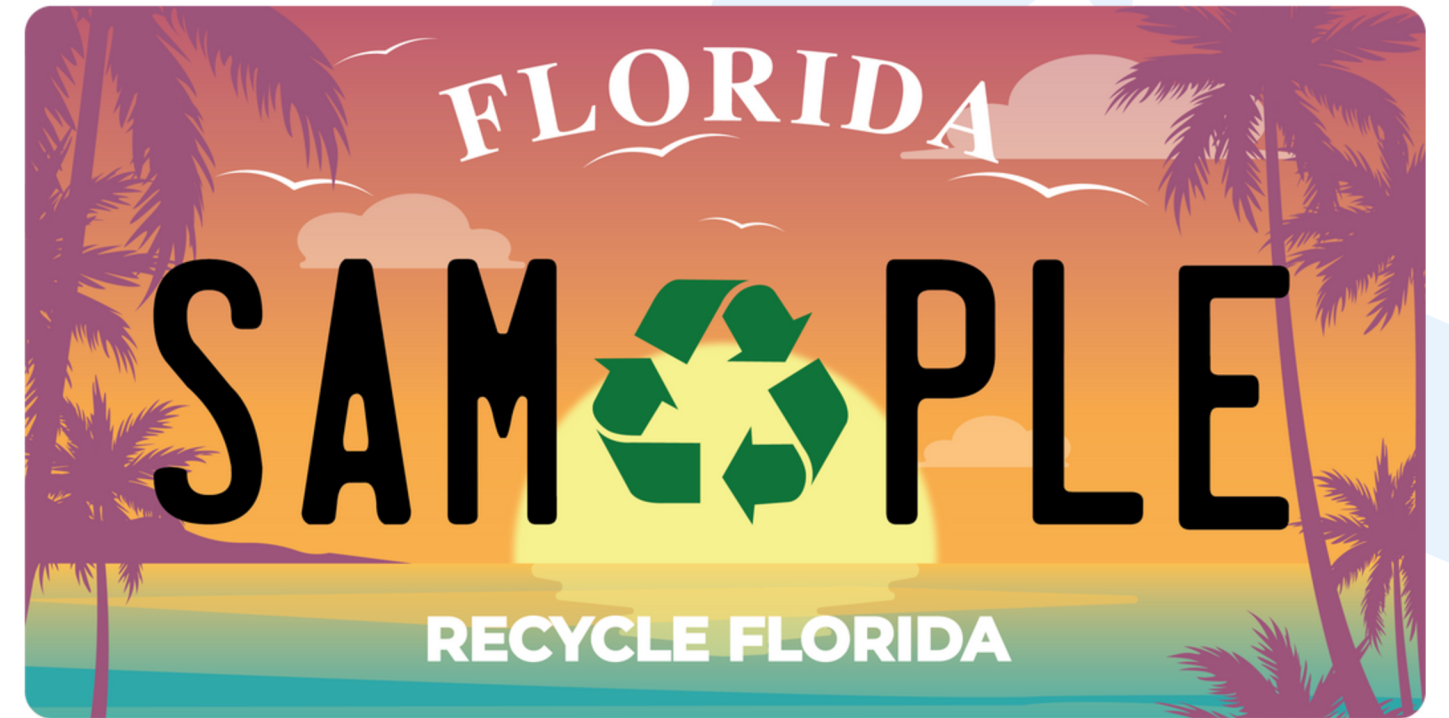


Recycle Florida Today Foundation, Inc. is organized to serve and support the professional development and related objectives of source reduction and waste prevention, reuse, recycling, composting, reduction of wasted food, and sustainability professionals through education, grants, research, and certifications.

The purposes for which the Foundation is organized are to serve and support the professional development and related objectives of association management professionals through education, grants, research, and certification initiatives and are exclusively charitable and educational within the meaning of SECTION 501(c)(3) of the Internal Revenue Code of 1954 (and as amended 1986 and subsequently) or the corresponding provision of any future Federal tax code.



CONCEPT



Issue

Our Industry Lost State Funding

Money that was deposited into the Solid Waste Management Trust Fund and used for recycling grants was diverted several years ago for other uses.

Solution

Bring Funding Back

To reestablish a source of **funding for recycling grants** through our Recycle Florida Today Foundation, Inc. and specialty plate.

IMPLEMENTATION

IMPLEMENTATION

The process required legislative action through an approved bill. We began the process in 2022, establishing a Foundation, advocated for legislative support, established an Outreach Committee within the association to educate, promote, and market the specialty plate.



The process took 2-years to gain legislative action and approval.

IMPLEMENTATION

IMPLEMENTATION



House Bill 403 (2024) - The Florida Senate

Identical bill Companion bills that are identical word-for-word, not including titles. However, Resolutions...

[flsenate.gov](https://www.flsenate.gov)

CS/CS/HB 403: Specialty License Plates

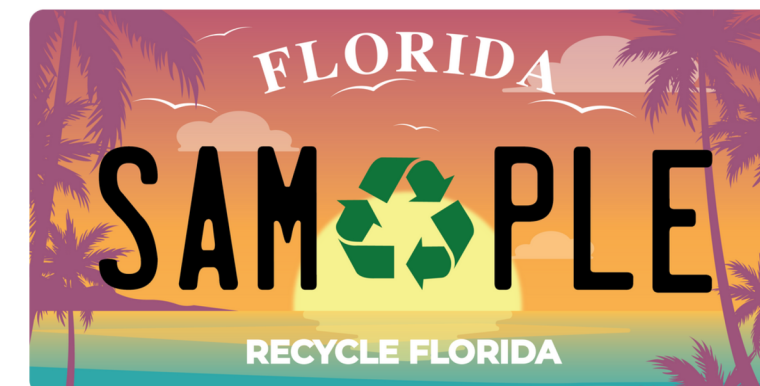
GENERAL BILL by Infrastructure Strategies Committee ; Transportation & Modals Subcommittee ; Chaney ; (CO-INTRODUCERS) Bankson ; Bell ; Berfield ; Caruso ; López, J. ; Michael ; Mooney ; Skidmore ; Waldron ; Yarkosky

Specialty License Plates; Exempts collegiate license plates from certain discontinuation & presale voucher requirements for specialty license plates; requires DHSMV to reauthorize previously discontinued collegiate license plates; renames & revises words appearing on certain plates; directs DHSMV to develop specified plates; provides for distribution & use of fees collected from sale of plates.

Effective Date: 10/1/2024

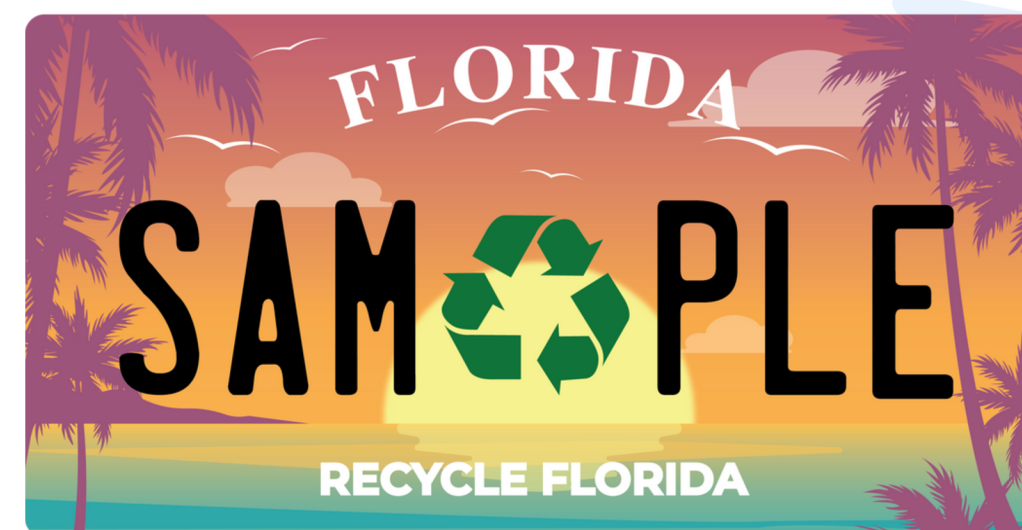
Last Action: 6/28/2024 - Chapter No. 2024-270

<https://www.flsenate.gov/Session/Bill/2024/403>



LEGISLATIVE ADVOCACY

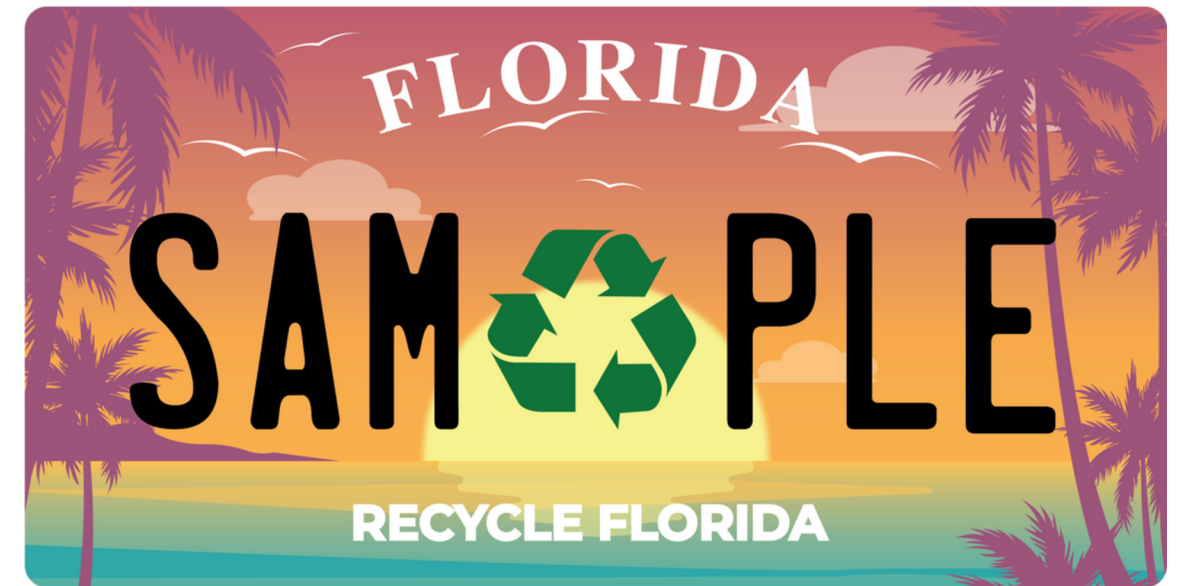
Legislative Advocacy and education meetings with legislative leaders such as Representative Holcomb, Representative Brannan, Representative Buchanan, Senator Gruters, Representative Roach, Senator Stewart, and Senator Baxley.



BENEFITS

Innovative Project Benefits

Drivers may elect to purchase the new plate for an additional cost of \$32.50, plus fees. \$25 from the sale of each plate will benefit the RFT Foundation. To get the specialty plate, drivers will need to have their Florida driver's license, vehicle registration, and apply in person at an FLHSMV office once the voucher is available.



The Foundation must presale 3,000 vouchers to move the plate to the production phase.

The **Foundation will use the donations** to further recycling and waste reduction throughout Florida through recycling grants to increase public awareness about the importance of recycling, resource conservation, and environmental stewardship; to promote robust, comprehensive, and sustainable recycling programs; and to support the professional development of persons employed in fields relating to recycling, conservation, and sustainability.

BENEFITS

Innovative Project Projected FINANCIAL IMPACTS

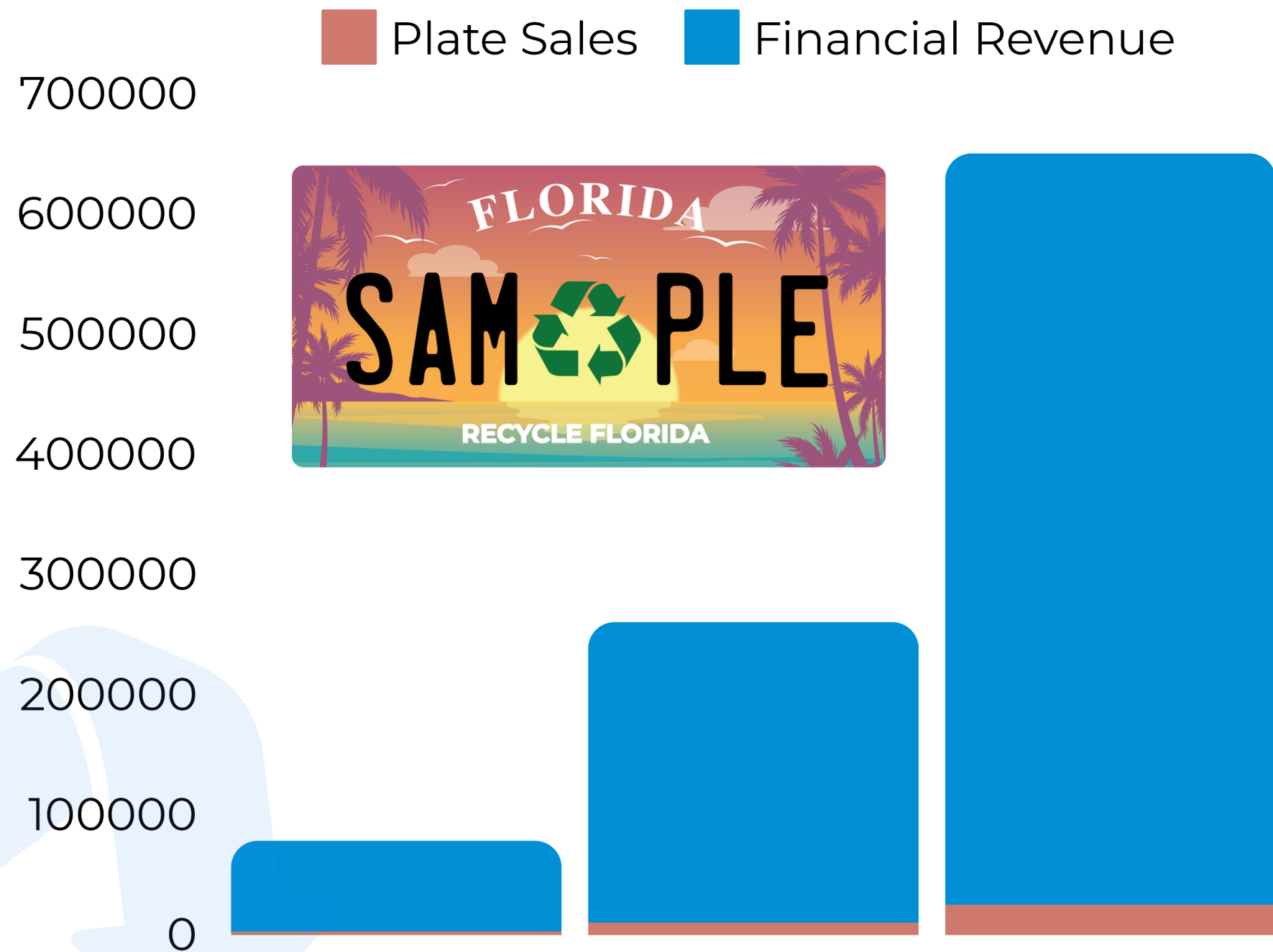
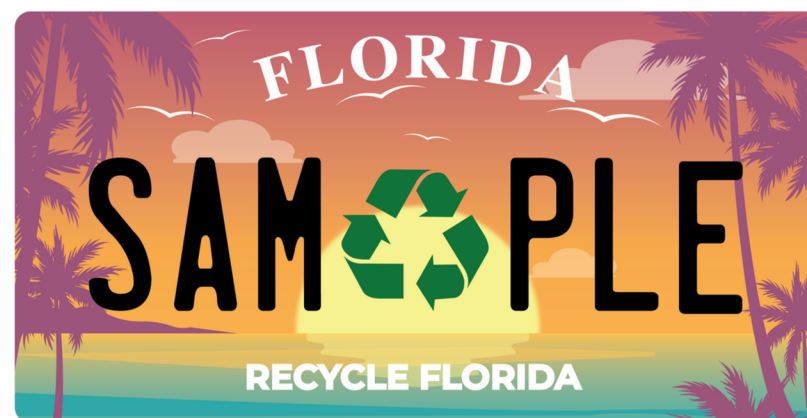
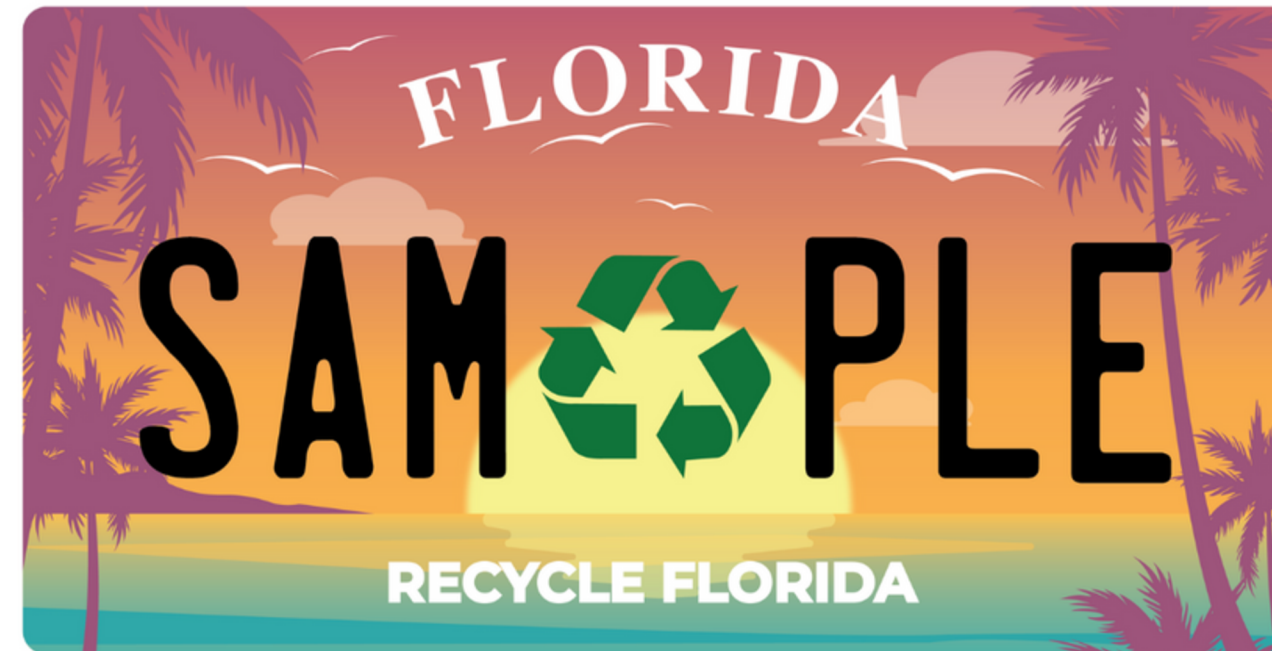


Plate Sales	Projected Financial Revenue
3,000	\$75,000
10,000	\$250,000
25,000	\$625,000

The Foundation will receive \$25 from the sale of each specialty plate.

Outreach

MARKETING



The Foundation is marketing this innovative project through our member and community partners, websites, QR code, newsletters, social media, commercials, meetings, and events.

PRESS

DIGITAL MEDIA

PRESS

<https://www.wtsp.com>

<https://www.clickorlando.com>

<https://www.tampabay.com>

<https://www.axios.com>

<https://www.tallahassee.com>

<https://www.heraldtribune.com>

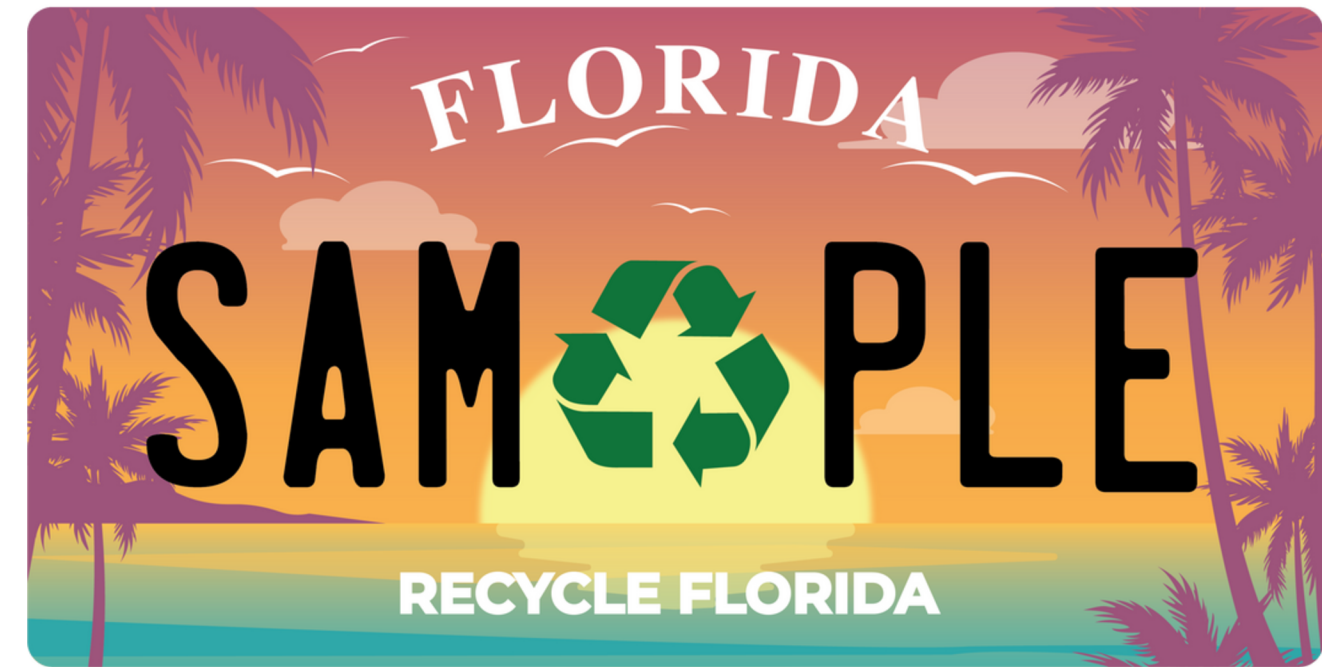
<https://www.palmbeachdailynews.com>

<https://resource-recycling.com>

<https://www.wqcs.org>

<https://floridapolitics.com>

Live links -

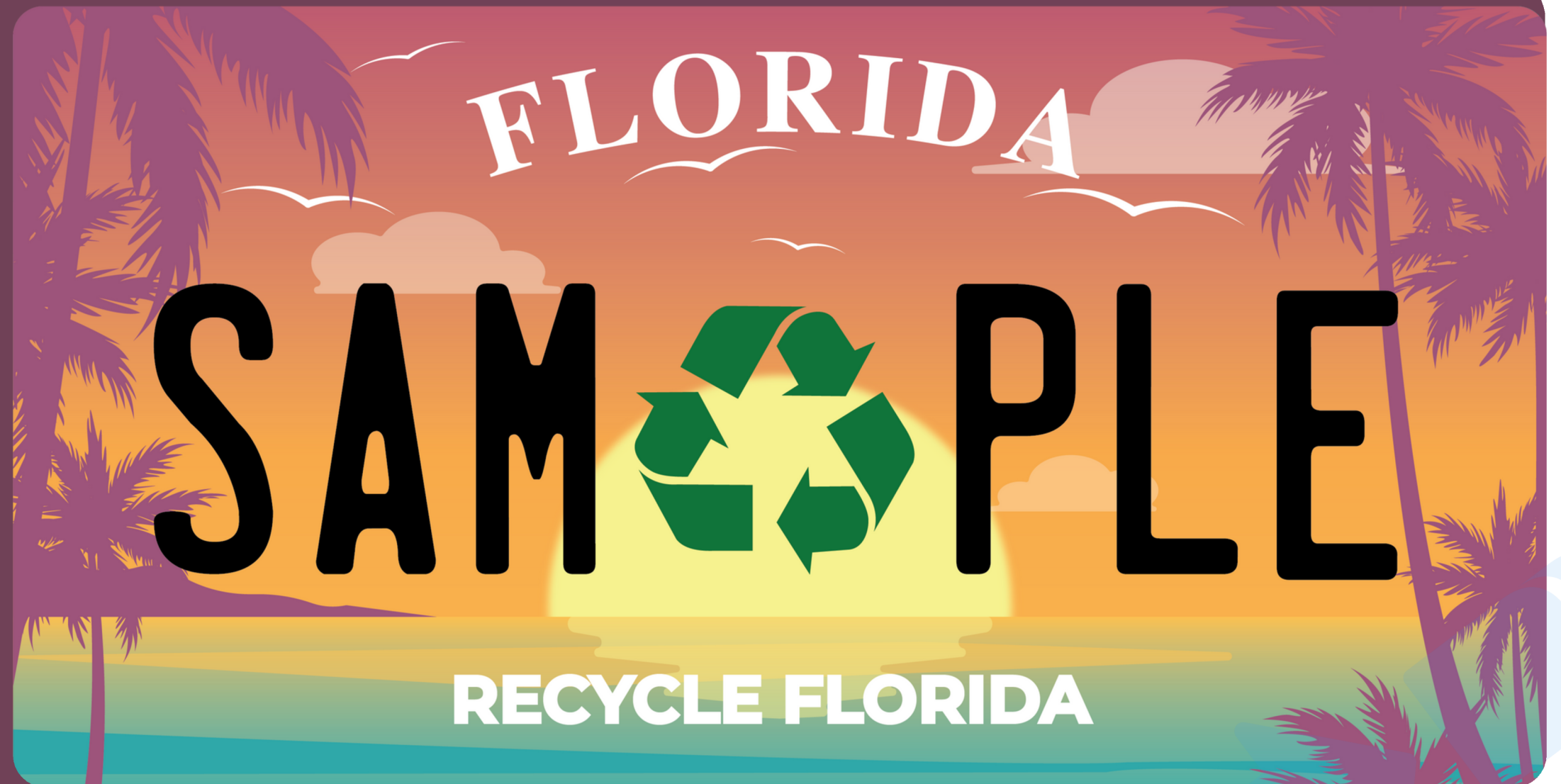


CONTACT

Thank You

Heather Armstrong,
Executive Director

Vote for RFT as a winner for
FFEA's 2024 Innovative
Project.



(850) 907-1278



www.recyclefloridatoday.org



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