

PINELLAS COUNTY UTILITIES

A History of

Innovation *and* Conservation

An Overview of
Programs that Enrich,
Protect, and
Conserve the Natural
Resources that
Our Community
Depends on.



TABLE OF CONTENTS

I. INTRODUCTION TO PINELLAS COUNTY	1
Overview	1
II. WATER CONSERVATION	2
Groundwater Guardian Community.....	2
Irrigation Restrictions.....	2
Landscaping Regulations	3
Shallow Well Requirements	3
Water Saving Plumbing Facilities, Water Conservation Act	3
Commercial & Industrial Water Use Program.....	3
Alternate Water Sources Rebate Program.....	4
Community "Water-Wise" Awards	4
Ultra Low Flow Toilet Program.....	4
Water Saving Kits	5
Conservation Bill Stuffers and Messages	5
Free Indoor Plumbing Retrofit Kits	5
Hotel/Motel Conservation Initiatives.....	5
Public Service and Information Newsletters	5
III. SOLID WASTE RECYCLING	6
Household Electronics & Chemical Collection Center (HEC ₃)	6
Mobile Collection.....	6
Haz-to-Go Mobile Collection Trailer.....	6
Swap Shop.....	7
Used Oil Recycling Program	7
Reef Construction Program.....	7
Cutting Waste at Work	8
School Waste Audits	8
Recycling Drop-Off Centers	8
Recyclin' Roadie	8



TABLE OF CONTENTS continued

IV. COMMUNITY OUTREACH INITIATIVES.....9

Facility Tours.....	9
South Cross Bayou Water Reclamation Facility.....	9
Cross Bar Ranch Visitor Center.....	9
Florida Friendly Landscaping 101.....	10
PCU Website.....	10
Speakers' Bureau.....	10
Water C.H.A.M.P. (Conservation Hotel and Motel Program).....	10
Activity Booklets.....	11
Conservation through Performing Arts.....	11
Enterprise Village Curriculum.....	11
In-Service Teacher Training Opportunities.....	11
AWWA Drinking Water Week.....	12
Expos, Festivals and Fairs.....	12
Pinellas Recycles Day.....	12
Recycle Regatta.....	12
Tampa Bay Envirothon.....	13

IV. RESULTS.....13

Water.....	13
Solid Waste.....	14
Recognition.....	14

INTRODUCTION TO PINELLAS COUNTY UTILITIES

Overview

Our Mission Statement: We continually strive to be the industry leader in providing utility services to our customers, the residents of Pinellas County.

Pinellas County is a peninsula on the central west coast of Florida on the Gulf of Mexico. With a population of almost one million residents, Pinellas is the most densely populated county in Florida with 3,289 people per square mile. There are 24 municipalities in the County and a governing body for the unincorporated areas which comprise almost half of the County.

The staff of over 600 well-trained Utilities personnel is responsible for the administration, operation and maintenance of the County's water, wastewater, and solid waste operations.



Pinellas County Utilities provides water and wastewater service to over 110,000 metered retail customers as well as wholesale water and sewer accounts. Utilities supplies an average of 66 million gallons of drinking water, day after day, from our facilities to over 600,000 citizens which equals two-thirds of county residents. The water system encompasses 1,874 miles of pipeline.

The wastewater component serves approximately 240,000 customers and collects, pumps and disposes of all wastewater generated in areas not served by municipal water systems. Utilities maintains 1,438 miles of sewer pipeline and an expanding reclaimed water distribution system currently serving approximately 19,000 homes and businesses.

Utilities manages the operation of the County's waste-to-energy plant, which burns almost a million tons of garbage annually to produce electricity and utilizes an integrated approach to solid waste management. Solid waste disposal services are provided to all of the county.

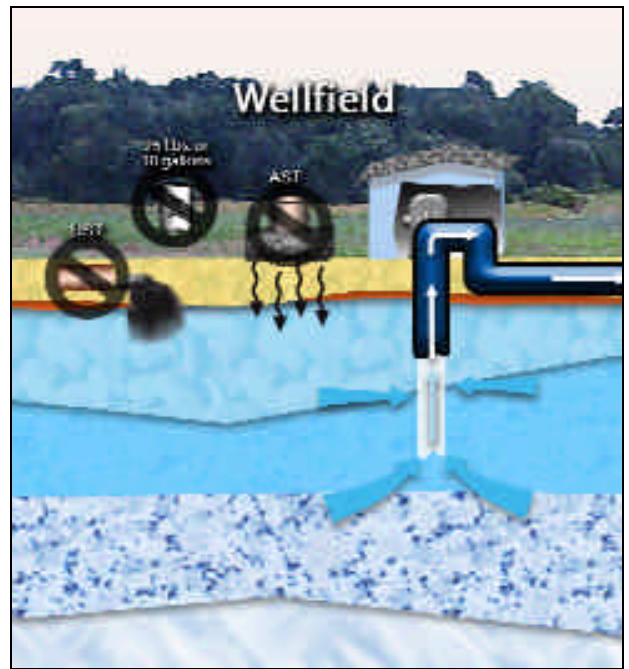


As part of its mission, Pinellas County Utilities has aggressively developed and promoted numerous conservation programs and initiatives for customers. These programs have included educational outreach efforts as well as incentives and special events designed to highlight the importance of conservation and waste reduction. Additionally, these programs have been marketed to various demographics in the County to provide maximum exposure while periodically modifying the methods of outreach based on feedback and measured effectiveness.

WATER CONSERVATION

Pinellas County Utilities has made a commitment to conserve our natural resources. This includes the protection of groundwater from any substance that might cause degradation of the aquifer or system losses, and the installation of devices to reduce water consumption.

Education targeting potable water conservation has been a major initiative of both the Board of County Commissioners and Pinellas County Utilities. Public education and other water conservation strategies resonated with our customers, and the consumption of water in Pinellas County has steadily decreased over the past thirteen years. This major decrease in per capita water use places our customers as national leaders in the reduction of water use.



A Groundwater Guardian Community

In 1996 Pinellas County was one of over 160 communities in the USA receiving Groundwater Guardian status. The Groundwater Guardian program supports, recognizes, and connects communities protecting groundwater. Designed to empower government entities, utilities, local citizens, and communities to take voluntary steps toward protecting their groundwater resources, the program is a catalyst for groundwater protection programs such as conservation, local watershed protection, or source water protection programs. Pinellas County and the Groundwater Foundation believe that active citizens and communities are the key to better conservation and groundwater protection and that citizen action by individuals, civic clubs, schools, neighborhood associations, and businesses can protect our groundwater for generations to come.

Irrigation Restrictions

The Southwest Florida Water Management District sets long range goals and strategies to protect regional water resources and maintain the balance between the water needs of current and future users. Regulatory programs include Board orders for water restrictions and water restriction enforcement requirements. Water restrictions require residents to water their lawns only during early morning or late afternoon (windows of time when evaporation is lowest) and on assigned days.



Water restriction enforcement is performed around the clock. Utilities Customer Service field personnel are authorized to issue citations while performing their regular jobs. The County also employs additional temporary enforcement personnel during the peak season.

Mandatory sprinkling bans can be implemented during drought periods upon passage of a resolution by the Board of County Commissioners. This restriction of nonessential water use has prompted many customers to install equipment and landscaping which is less dependent on potable water.

Landscaping Regulations

Pinellas County Code Chapter 166

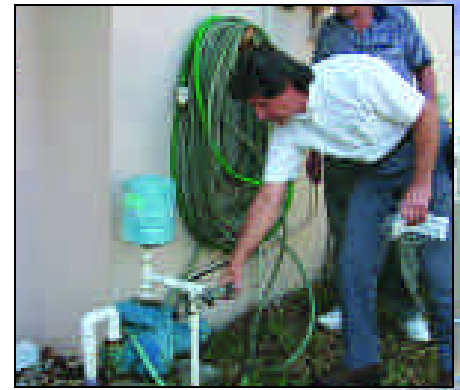
Pinellas County recognizes the need for water conservation practices for landscape irrigation including the use of drought tolerant plants, the retention of existing natural vegetation, and promotion of advanced irrigation technologies. The Board of County Commissioners, by ordinance, has directed the perpetuation of adequate tree numbers and preservation of native vegetative communities. The Code also requires replanting of vegetation, landscaping of vehicular use areas, management of undesirable plant material, protection and preservation of wildlife and wildlife habitats, and provision of a tree bank fund for furthering this intent.

Pinellas County Extension provides free recycled plant potting soil and mulch, as well as trained horticulturists to assist interested citizens.

Shallow Well Requirements

Pinellas County Code Section 166 1

Adopted in 1973, this program requires that all commercial and multi family properties must utilize shallow wells for landscape irrigation. Exceptions where shallow wells are not possible are reviewed on a case-by-case basis.



Water Saving Plumbing

The Pinellas County Plumbing Code incorporates the requirements of the Standard Building Code for the installation of high efficiency water using fixtures. In an effort to promote voluntary replacement and water efficiencies, the County has provided over 211,000 free water saving retrofit kits.

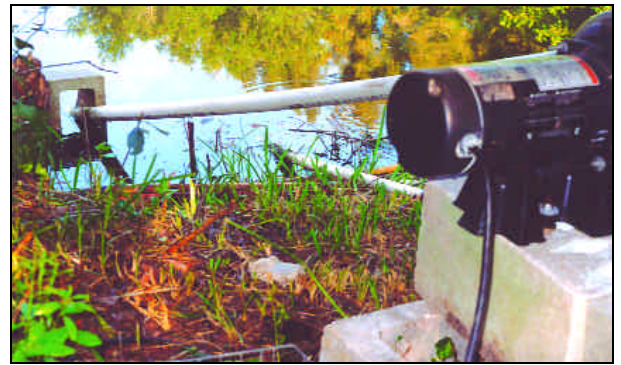


Commercial & Industrial Water Use Program

The Commercial & Industrial Water Use Program (CIWP) began in 2001 and was designed to identify ways and means to conserve water for representative commercial and industrial customers including individual business water audits. It provides data and information on water usage and the basis for expanding the program to major users, by classification, in the various districts within Pinellas County. Two major use studies currently being evaluated are the Pinellas County School District and the County's 49th street Criminal Justice Complex.

Alternate Water Sources Rebate Program

The goal of this program is to facilitate our customers' utilization of a non potable water source to meet their irrigation needs. In 1999, a successful pilot program demonstrated that customers utilizing shallow wells for irrigation realized 231 gallons per day of water savings. As a result, this program is offered to customers that do not currently have reclaimed water or are not scheduled to receive reclaimed water within the next five years.



When you install a shallow well, deep well, or surface water withdrawal system for landscape irrigation and disconnect from the potable water system, the Alternate Water Sources Rebate Program will offer qualified water customers rebates up to \$300.

For information on participating in this valuable water conservation program, contact the Alternate Water Sources Rebate Program at: **(727) 464-3688**.

Community "Water Wise" Awards

The Community Water Wise Award program was implemented in 1999 to recognize water conserving landscapes in six categories: individual homes, multi family residences, governmental properties, commercial properties, and schools. Entrants' landscapes are judged against criteria that include retention of existing trees and vegetation, reduced stormwater runoff, efficient irrigation practices and landscape design, and plant selection. Tampa Bay Water, Pinellas County Extension's

Florida Yards & Neighborhoods, Southwest Florida Water Management District and local utilities sponsor the program.



Ultra Low Flow Toilet Program

As a result of a successful pilot study conducted in 1998 and 1999 with the Pinellas County Housing Authority, the Board of County Commissioners authorized implementation of an Ultra Low Flow Toilet Rebate Program. Rebates up to \$100 are offered for each high flow toilet replaced by customers who receive their water supply directly from the County or from the Cities of Clearwater, Pinellas Park, Safety Harbor, and Tarpon Springs. The goal of this water conservation program is to achieve 2 million gallons per day of potable water savings through the replacement of 93,000 high flow toilets over five years in single family, multi family, and commercial facilities.



For information on participating in this valuable water conservation program, contact the Ultra Low Flow Toilet Rebate Program at: **(727) 725-2604**.

Water Saving Kits

Pinellas County is distributing water saving kits that include simple facts and information to help the public use water more efficiently outdoors. The kit includes a four pattern spray control dial hose with a variety of uses. Also included is an irrigation schedule sticker to attach to the outside of your automatic sprinkler controller box to help remind you to adjust your irrigation schedule periodically, a plant guide developed by Southwest Florida Water Management District, an outdoor water restriction guide, and a survey card.

Conservation Bill Stuffers and Messages

Conservation bill stuffers and messages encourage conservation and are distributed with billing statements to serve as a constant reminder of the need for conservation practices. Messages can be changed at whatever interval Utilities chooses. They also include hotlines and other information phone numbers.

Free Indoor Plumbing Retrofit



Since the inception of this program in the 1990's, over 300,000 free indoor plumbing retrofit kits have been distributed containing low flow showerheads, low flow faucet aerators, toilet displacement bags, and leak detection tablets to aid in water conservation.

The program has served as a model for other local, regional, and national retrofit programs. Funded jointly by Utilities and the Pinellas Anclote River Basin Board of the SWFWMD, the Retrofit Program received a first place award as "Best Water Conservation Project" (1993) from the Florida Section of the American Water Works Association and numerous other conservation and public relations awards.

Hotel/Motel Conservation Initiatives

A pilot program was initiated to investigate the feasibility of retrofitting hotel/motel accounts in beach communities and at tourism locations in Pinellas County. Several motels along the beach volunteered to participate in the pilot by installing Utilities free water saving devices (low flow showerheads, toilet displacement bags, and faucet aerators) in visitor rooms and common areas. Data from this project will be used to evaluate the benefits of a large scale hotel/motel voluntary retrofit program.

Public Service and Informational Newsletters

Public service and informational newsletters like Utilitalk/County Line, the County Services Guide, and numerous others are included with bimonthly utility bills to outline water conservation issues and water management, and explain how citizens can assist in the County's conservation efforts. A similar publication featuring success stories, happenings, and information concerning water conservation is distributed with employees' paychecks.



SOLID WASTE RECYCLING

Recycling is important for political, economic, and environmental reasons. Politically, the State of Florida (FDEP) has mandated that each county reach a 30% recycling goal, and that they provide programs accessible to their citizens. Recycling, waste reduction and waste diversion programs are essential to conserve landfill space and allow sustainability of our solid waste management system. A wide variety of recycling and waste reduction programs have been implemented including:

Household Electronics and Chemical Collection Center (HEC₃)

Every day, hazardous waste such as paints, cleaners, pesticides, automotive fluids, fluorescent bulbs, and poisons are being disposed of improperly. Utilities' Department of Solid Waste Operations established the Household Electronics and Chemical Collection Program in response to this problem. The program has four components that help citizens or small businesses manage chemical waste. These include: the permanent Household Electronics and Chemical Collection Center, a Swap Shop, an Enviro Business program, and a mobile household electronics and chemical collection program.



The Household Electronics and Chemical Collection Center opened in June 1992, and is a drive thru drop-off center for citizen generated materials.

Mobile Collection

The mobile collection component of the Electronics and Chemical Waste Diversion program provides collection sites at locations throughout the County. Mobile collections are held through EnviroPartnerships between Solid Waste Operations and requesting cities, retailers, and the School Board. Residential materials are accepted at no charge, and items generated by businesses are accepted for a fee paid directly to the contractors. The types and quantities of materials accepted at mobile events are the same as those for the HEC₃. Pinellas County typically holds 15-20 mobile collection events each year at varying locations. Mobile collections are held on Saturdays from 9:00 a.m. to 2:00 p.m. and sometimes attract more than 800 residents.

Haz-to-Go Mobile Collection Trailer

The Haz-to-Go Mobile Collection Trailer is a uniquely designed electronics and chemical collection vehicle available to resident groups such as homeowner associations or civic groups desiring to host their own mini-mobile collections. Resident groups pick a location, date and time, and the Haz-to-Go trailer appears for a two-hour collection event. This has helped significantly expand the outreach of the popular mobile collection programs.





The SWAP Shop

The Swap Shop opened in April 1993, as a result of high fees for disposal of household chemical consumer products. These reusable products are now available to the public at no charge.

Hours for the Household Chemical Collection Center and Swap Shop are:

Monday-Tuesday-Friday.....6:30am - 4:30pm
 Wednesday.....closed
 Thursday8am - 6pm
 Third Saturday of the month.....7am - 4pm
 Closed on observed County holidays

Used Oil Recycling Program

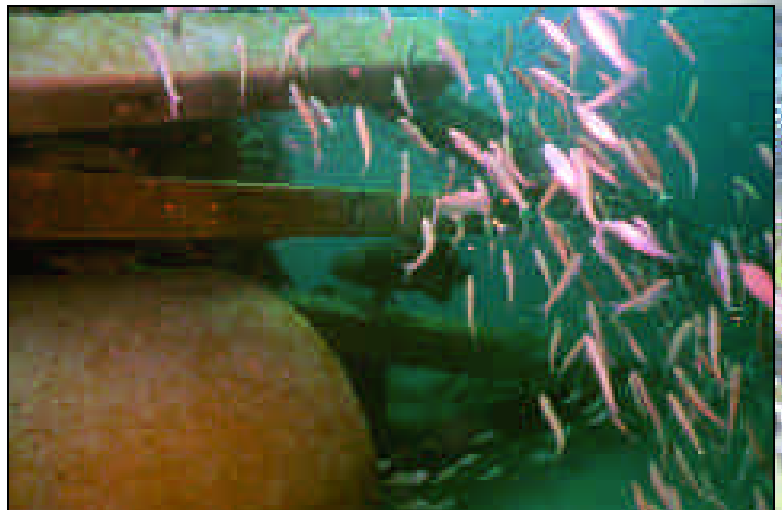
Used oil collection sites are maintained county wide so citizens will not dump automotive fluids onto the ground or down storm drains. Over 45 service stations, oil change shops, and automotive stores have joined Pinellas County Utilities as EnviroPartners and accept used oil for free.



Reef Construction Program

The Reef Construction Program utilizes large volumes of concrete debris, culverts, and pilings to build underwater habitats for marine life in the Gulf of Mexico. Recycling construction and demolition materials to build artificial reefs saves valuable space in the County's landfill and increases the fish population in the Gulf.

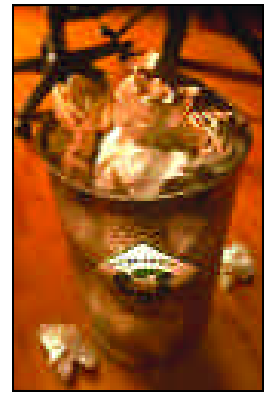
There are thirteen reef sites located 3 to 38 miles off the County's shoreline. Each reef's individual design has different size openings for different sized fish. These openings attract bottom dwellers like grouper, snapper and grunt. The height of the structures attracts migratory species like mackerel, amberjack, cobia, barracuda and baitfish. The reef sites can have a base diameter of up to 100 feet and reach up to half the water's depth.



Cutting Waste at Work

Implementing a waste reduction program at a place of business can result in both economic and operational benefits including a reduction in disposal costs, conservation of natural resources needed to make new products, preserving local waste disposal capacity, and promoting an environmental awareness in the workplace.

Assistance is provided to area businesses in conducting a waste audit, identifying waste reduction opportunities, and other key components of the program.



School Waste Audits

Through several innovative educational programs, school staff are currently instructed about pollution prevention, waste education, and recycling. The school audits create the means to identify areas of opportunity for improvement and generate cost saving ideas. Determination of the waste stream will help schools determine the size and number of dumpsters, capacity utilization, frequency of pick up, accuracy of billing, waste stream composition, and reduction potential. Recycling programs for the individual schools may be developed or enhanced.

Recycling Drop Off Centers

County drop off recycling centers provide residents with an opportunity to deliver newspapers, mixed paper, plastic, cardboard, and aluminum cans to convenient locations. The sites are monitored so that materials can be transported to a processing facility before the containers reach capacity. These centers are conveniently located in County parks and other easily accessible locations.



Recyclin' Roadie

An eye-catching mobile recycling trailer is available for capturing recyclables at public events such as festivals and fairs. This "theme" trailer is an excellent tool for educating the public about recycling as well as helping reduce litter at public events.



COMMUNITY OUTREACH INITIATIVES



Facility Tours

During Drinking Water Week and at other times of the year, Utilities sponsors facility tours for schools, civic groups, and interested members of the community. Tours are guided by employees of the production, distribution, and laboratory departments.

One location popular with tour groups is Eldridge Wilde Wellfield/S.K. Keller Treatment and Pumping Station located in the northeastern part of Pinellas County at 3655 Keller Circle, Tarpon Springs. This tour shows the beauty and rich diversity of species living in harmony with man's use of our resources. The wellfield is home to deer, cows, wild turkeys, orange groves, and cypress domes.

Logan Station and the Utilities Laboratory are centrally located at 1620 Ridge Road, Largo. This tour includes the pumping station, computer tracking system, and water quality laboratory where our trained chemists ensure water quality.

South Cross Bayou Water Reclamation Facility, located at 7401 54th Avenue North in St. Petersburg, is a state-of-the-art facility that works in partnership with the Pinellas County Schools' science education program to promote a deeper understanding and appreciation of water management, water resources, and water conservation.



Solid Waste Operations, at 3095 114th Avenue North in St. Petersburg, is the location of one of the largest operating waste-to-energy facilities of its kind in the world. Tour groups also visit the sanitary landfill and yard waste-to-mulch areas.



Cross Bar Ranch is a 12,000 acre ranch in Pasco County with a wellfield production that provides water to over 200,000 people. Owned by Pinellas County Utilities, it is managed as a balanced ecosystem environment with natural and enhanced wildlife habitat, pine forests, natural lakes, and pastureland. In an educational partnership with the Pasco County School Board, students visit the center for tours and classroom instruction about planning for long-term sustainability and environmental stewardship.

These facilities are also featured in the Pinellas County "Go-See Tours" held during National County Government Week in April each year. These tours of several Pinellas County Government points of interest are offered by the Pinellas County Communications Department.

Florida Friendly Landscaping 101

This annual program was developed to promote drought tolerant landscape design and water efficient irrigation practices. Classes and workshops are presented by industry experts and staff of the sponsors: Southwest Florida Water Management District, Pinellas County Technical Education Center (PTEC), Pinellas County Utilities, Tampa Bay Water, St. Petersburg College, and Pinellas County Extension/Florida Yards & Neighborhoods. Florida Friendly Landscaping combines instructor led lectures, small group seminars, and hands-on workshops to provide citizens with the knowledge to implement and promote reduced maintenance landscaping in their communities.



PCU Website

Pinellas County Utilities has posted a site on the world wide web to provide the general public with easier access to utility information, conservation tips and ways to protect, reduce, reuse, and recycle area resources. Information is updated regularly on programs as well as listings for special events and mobile collections. The site can be accessed at www.pinellascounty.org/utilities.

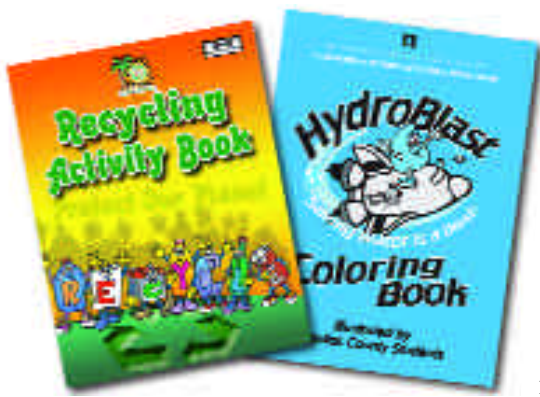
Speakers Bureau

Representatives from various Pinellas County Government offices, including Utilities, are available to "Speak Out" on a variety of topics. These presentations can aid civic clubs, community organizations, and schools in planning interesting and dynamic programs. Some programs are instructional, while others are purely informational. The Pinellas County Speakers Bureau is a community outreach and feedback tool to better our service and promote partnership with our citizens.



Water C.H.A.M.P. (Conservation Hotel and Motel Program)

A water conservation program has been designed to educate and influence hotel and motel owners, managers, and visitors in the Pinellas Anclote Basin. The program emphasizes the importance of water conservation among hotels/motels and influences water use practices by providing practical water saving tips. In addition, program materials will be developed to inform visitors of how they can participate in water conservation. An advisory committee will meet monthly to coordinate program efforts between Southwest Florida Water Management District, Pinellas County, the Hotel and Motel Association, and the St. Petersburg/Clearwater Area Convention and Visitors Bureau. The program includes conducting water audits, establishing participants, developing and distributing program materials, and recognizing participants and their water savings.



Activity Booklets

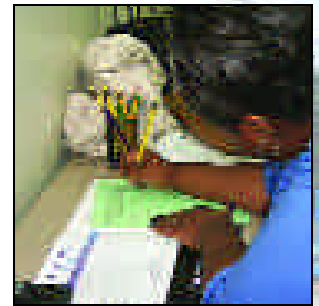
Water, wastewater and recycling coloring/activity booklets are distributed through schools and community displays in an effort to educate the public about water conservation, wastewater processes, and raising recycling awareness. The activity books educate school age children through stories, puzzles, and activities making water, wastewater, and recycling issues fun and relevant. Upon completion of certain activities, a prize is awarded.

Conservation Through Performing Arts

Pinellas County Utilities, Southwest Water Management District (SWFWMD), and the Pinellas County Arts Council have joined forces to bring an interactive water conservation production to 52 Pinellas County elementary schools. Professional artists perform in an interactive water resource presentation using a variety of artistic disciplines (i.e., music, creative dance, dramatic theater, storytelling, and audience participation) to over 31,000 Pinellas County elementary and special needs students and their teachers and staff. This production exposes students, kindergarten through 5th grade, to water resource conservation and protection.

Enterprise Village Curriculum

Enterprise Village is a school based educational program geared to and attended by predominantly fifth grade students from public, private, and religious schools, not only in Pinellas County but from around the state. Students receive six to eight weeks of classroom curriculum before they attend a one day hands-on field trip to a mini main street village in which they manage and work for the various businesses to apply their skills. While working for the Enterprise Village Water Resources Department, students take the roles of Customer Service Managers or Conservation Specialists. These new employees read meters, conduct water audits, develop conservation plans, and produce water bills for fellow Village businesses.



In-Service Teacher Training Opportunities

The old adage says, "Teach an individual and you've begun a change; teach a teacher and you've changed the world." Pinellas County Utilities is actively involved in providing in-service continuing teacher education programs offered through Pinellas County Schools, Pinellas County Technical Schools, local higher educational providers, and the Southwest Florida Water Management District. Keeping educators informed about environmental issues and our shared natural resources is an important role of Utilities conservation initiatives. The goal of this initiative is to form a ripple effect of conservation education and environmental awareness which will be felt throughout our community.

AWWA Drinking Water Week

In honor of Drinking Water Week, Pinellas County celebrates annually with a variety of activities geared toward water awareness and water conservation for Pinellas County's youth and adults.

Each year Pinellas County Utilities has sponsored the "Drop Savers Water Conservation T-Shirt Design Contest" for Pinellas County elementary school students grades K-12. Entry forms for the T-shirt contest are distributed to local schools. The winners from the participating schools are honored at a Pinellas County Commissioners Board Meeting. Gold winners of the local contest move on to the state competition sponsored by the Florida Section of the American Water Works Association (AWWA).



Expos, Festivals and Fairs

Pinellas County Utilities participates in numerous national, state and local events. Utilities employees are available at functions to answer questions, and to display and distribute water conservation and recycling information. Utilities displays have been prominent at local shopping malls, State and County Fairs, Earth Day celebrations, environmental festivals, career days, school science fairs and other events/locations to help spread the water conservation and recycling messages.



Pinellas Recycles Day

Each year, the Pinellas County Partners in Recycling group participates in national Earth Day by sponsoring Pinellas Recycles Day. At a large Recycle Day display, visitors find information about the many recycling programs offered throughout Pinellas County. In addition, many vendors are invited to highlight their products, artwork, musical instruments and more—all made from recycled materials. The event is designed to increase public awareness of the environmental and economic benefits of recycling. Recycle Day sometimes piggybacks with other county events to take advantage of a larger audience.



Recycle Regatta

Pinellas County hosts the annual Recycle Regatta, an event where crews of school age youth construct and race boats made from recycled and reused materials. The Recycle Regatta kicks off the ten day Regata y Fiesta del Sol al Sol, an annual yacht race from St. Petersburg to Isla Mujeres, Mexico that celebrates Florida's business and cultural relationship with Mexico. The Recycle Regatta is a considerably shorter regatta (about 50 yards). It not only provides a fun experience for youth, but also a sound environmental lesson.



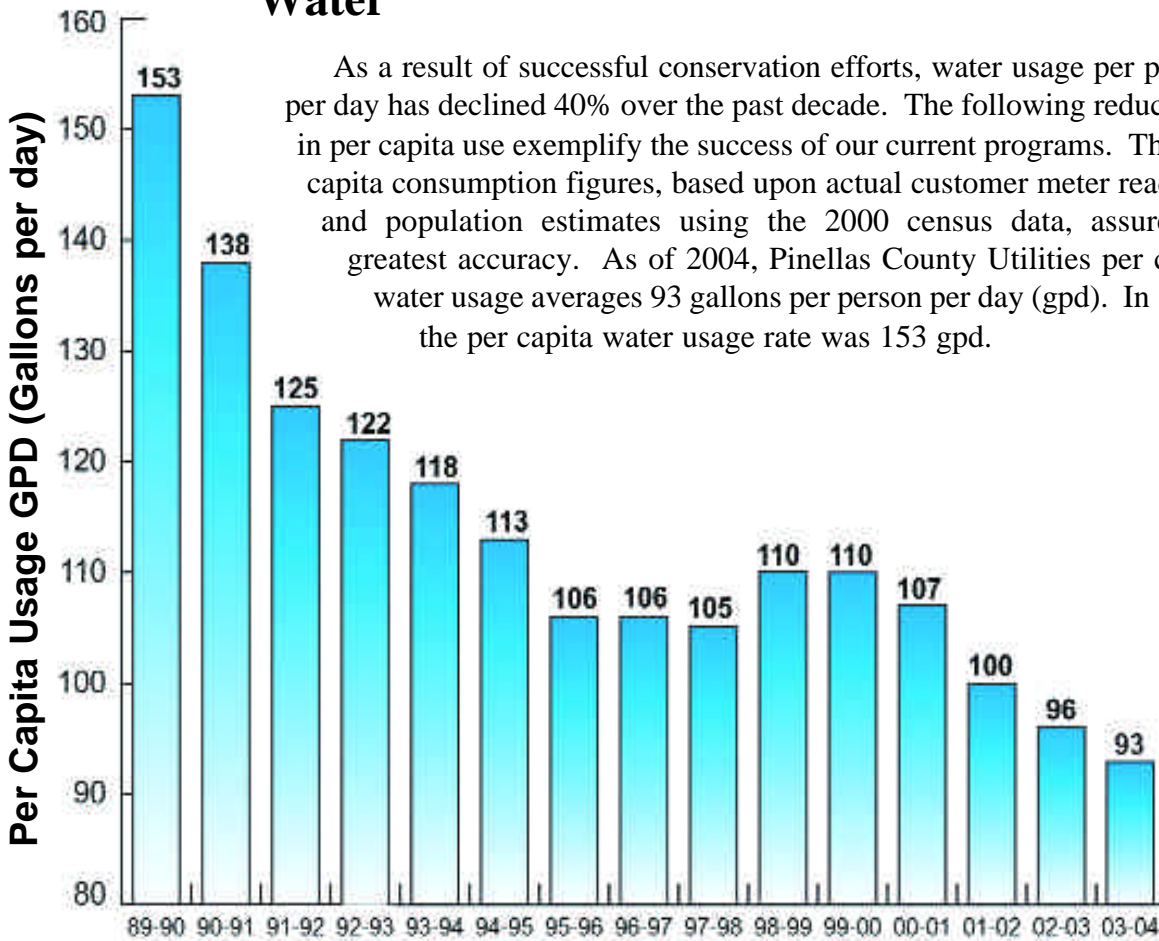
Tampa Bay Envirothon

The Tampa Bay Regional Envirothon brings local high school students together with a goal to enhance environmental and community awareness. The Envirothon is a competition that involves hands-on problem solving test questions that introduce students to five interrelated natural resource areas: soils, wildlife, aquatics, forestry and a current environmental issue. The Envirothon is sponsored by federal, state and local agencies including Pinellas County, along with a growing number of private environmentally concerned businesses and corporations. The County Extension Service provides materials used in the Envirothon and occasionally hosts the competition at the Extension Service site.

RESULTS

Water

As a result of successful conservation efforts, water usage per person per day has declined 40% over the past decade. The following reductions in per capita use exemplify the success of our current programs. The per capita consumption figures, based upon actual customer meter readings and population estimates using the 2000 census data, assure the greatest accuracy. As of 2004, Pinellas County Utilities per capita water usage averages 93 gallons per person per day (gpd). In 1989, the per capita water usage rate was 153 gpd.



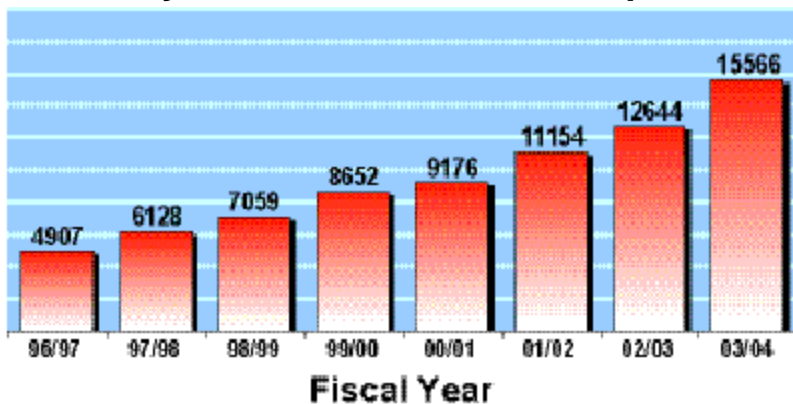
- A. Annual usage is calculated by using six consecutive bi-monthly billing periods (1 year of billing).
- B. Population is calculated by taking the total number of Single Family accounts multiplied by 2.31 persons per household, plus Multi-family accounts multiplied by 1.31 persons per household for those accounts that had six consecutive billing periods.

Solid Waste Recycling

For calendar year 2002, the most recent year reported by the Department of Environmental Protection, Pinellas County achieved a recycling rate of 35%, which exceeds the statewide recycling goal of 30%. This level of recycling was accomplished with a variety of programs targeting various parts of the solid waste spectrum. The program collected almost 110,000 tons of paper, 30,000 tons of non ferrous metals and aluminum cans, and over 54,000 tons of steel cans and other ferrous metals. In total, almost 213,000 tons of traditional recyclable materials were captured from the waste stream in 2002.



Yearly Mobile Collection Participation



Recycling and waste reduction initiatives continue to set records and find acceptance from the public. In 2004, the County collected more than a million pounds of unwanted chemicals and electronics from almost 16,000 citizens. The mobile collection events continue to set records in volume of materials collected and number of residents utilizing the service.

Recognition

The measure of a program's success can often be assessed by an impartial outside evaluation. Pinellas County Utilities programs have won numerous regional and national awards for their innovation, effectiveness, and presentation. Positive feedback from citizens has been a useful indicator as well as the measured levels of conservation and modified behavior. Pinellas County Utilities, featured as one of Pat Summerall's "Champions of Industry" in 2003, strives to be a positive example to other utilities and a model of environmental stewardship.



PINELLAS COUNTY UTILITIES
14 SOUTH FORT HARRISON AVENUE
CLEARWATER, FLORIDA 33756