



A New Approach to Litter Control

July 6, 2021

Litter Video

Mission

- Enlist the entire community in an effort to eradicate litter and illegal dumping.
- Change the mindset and behavior of those that live, work and play within Marion County emphasizing that littering will not be tolerated.
- Improve the quality of life for all citizens.
- Provide an effective and fiscally efficient litter program focusing on prevention.
- Protect the County's natural resources.
- Project a clean and viable community to visitors.





Litter Task Force



Voting Members

- Each Commissioner will appoint one representative from their district (5 voting members). Commissioner Curry will serve as the Task Force Facilitator on behalf of the Board.
- Representatives from the Sheriff and Marion County School Board (1 voting member each) for a total of 7 voting members.



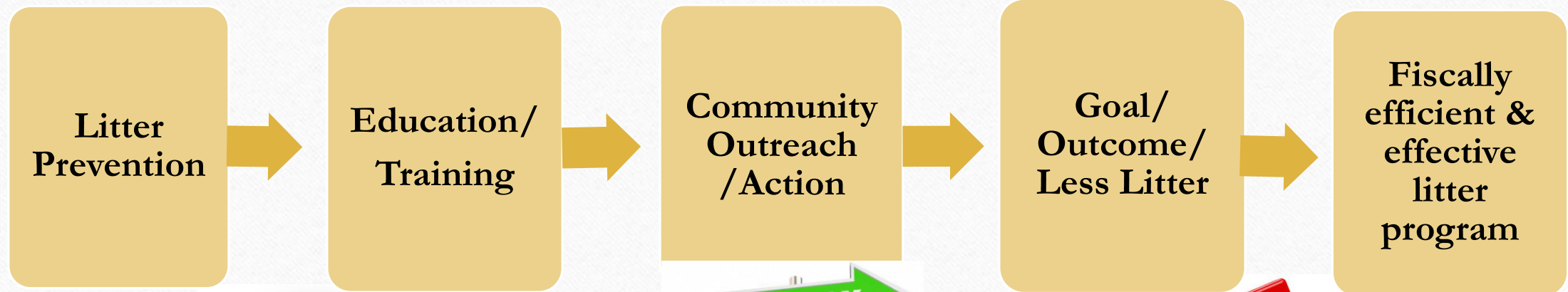
Litter Task Force



Advisory Members

- MARION COUNTY DEPARTMENTS
 - Solid Waste
 - Code Enforcement
 - County Engineer
 - Parks & Recreation
- City of Ocala
- Ocala Metro Chamber & Economic Partnership
- City of Dunnellon
- City of Belleview
- FDOT
- Florida Forest Service
- Florida Fish & Wildlife Commission (FWC)
- Solid Waste Franchise Haulers

Goals of the Task Force



What makes this different?

- This is a comprehensive community-wide effort to eradicate litter within the County.
- The focus of this campaign is on prevention and not just the cleaning of litter from our roadways.
- The Task Force includes a multitude of disciplines within Marion County to promote the program.
- All the constitutional officers involved support the effort.
- The Task Force is being facilitated by a County Commissioner.

TASK FORCE

- First organizational meeting of the task force will take place in September 2021.
- Members will meet and develop the meeting schedule and durations to ultimately produce a comprehensive report outlining recommendations and estimated costs to the Board similar to Public Policy Institute study reports.
- Study period will take 6 months or less to complete.
- Litter Task Force operational costs will be covered by Solid Waste funds not to exceed \$5,000 + staff time.

The primary source of revenue for the Solid Waste Department is the \$87.00 per year Solid Waste assessment that citizens pay on occupied properties in unincorporated Marion County. A breakdown of the FY 2020 assessment is provided below:

COST CENTER	FEE	PERCENT OF ASSESSMENT	REVENUE
DISPOSAL	\$41.67	47.90%	\$5,864,104.81
COLLECTIONS/LITTER	\$12.53	14.40%	\$1,762,904.16
RECYCLING	\$6.79	7.80%	\$954,906.42
CAPITAL	\$6.45	7.42%	\$908,385.34
RESERVES	\$19.56	22.48%	\$2,752,089.27
TOTAL	\$87.00	100.00%	\$12,242,390.00

FY 2020 Litter Cost Analysis

- Salaries and Wages \$273,352
- Operating Costs \$ 27,392
- Mowing Contractor/Litter \$348,184
- Equipment Fuel/Maintenance \$284,688

Total: \$933,616

This is 7.6% or \$6.61 of the \$87 Solid Waste Fee

****The monetization of volunteer labor would add \$494,000**



Trashy Ideas...things to get you thinking

84% of
litter is
intentional

Marion County
collected 1.5 million
pounds of litter in
2020 at a cost of
\$0.95 per pound

Every
“Litter”
Bit Helps

There isn't a
PLANET B

Your
mother
doesn't
live here,
pick it up!

Keep it
clean Y'all!
Marion
County

Don't trash
it, Love it!

Texas was able to
reduce litter with
the 'Don't mess
with Texas'
campaign by 72%

Feed
the
Can
Man!

Fill me up
buttercup!

Questions

