

EXHIBIT 1

From: [Dan Mackey](#)
To: [CommissionComments](#)
Subject: Proposed change in recycling program
Date: Wednesday, September 23, 2020 2:29:00 PM

Good Evening Mayor and Commissioners:

I am very concerned about the report presented to the city's Environmental Advisory Board during its September 15th meeting that our recycling program will -- unless you act -- effectively end. Many Creek residents are already angry that we can no longer recycle glass, paper, and plastics other than #1 and #2.

As I understand it, rather than be recycled, soon everything now separated will be burned for energy largely due to the public's tendency to place contaminating garbage and other non-recyclables in their bins.

Before we reverse all that we've achieved, I suggest our commissioners instead consider first creating and implementing a comprehensive, multifaceted community educational public relations outreach campaign funded at least in part by Republic Services.

I recall that we once did have a program branded "Recycle Right." That was a good start. However, it was not comprehensive in approach. We need to repeatedly hammer away at our message to get people's attention effectively. Yes, some people just don't care. But many do. They just don't know better.

I understand that the city once targeted neighborhoods where bins were tagged by city workers to inform homeowners they had contaminated their recyclables. This should be done again and expanded. I've been told that many of these homeowners actually thanked city employees for tagging their bins on the street because they WERE NOT AWARE they were recycling incorrectly. And they really wanted to!

I believe that before we essentially abandon recycling in our city we need to initiate a targeted but comprehensive action plan of advertising, direct mail, and publicity to effectively inform and educate the public as to how they can recycle the right way.

The EAB also was told that we will be going completely back to the days when we had to haul our recyclables to the city. It's either that or let it go to the incinerator. Only the most ardent recyclers, including myself, will bother to do that.

Furthermore, I was shocked to hear that the public won't even be notified that what they take time to separate and place in their recycling bin won't really be recycled at all. I'm sure the Commission agrees: if it isn't possible to get recycling right in Coconut Creek, government transparency must be!

We live in what we have branded as an environmentally cutting edge community. We can and should try to do better.

Thank you.

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