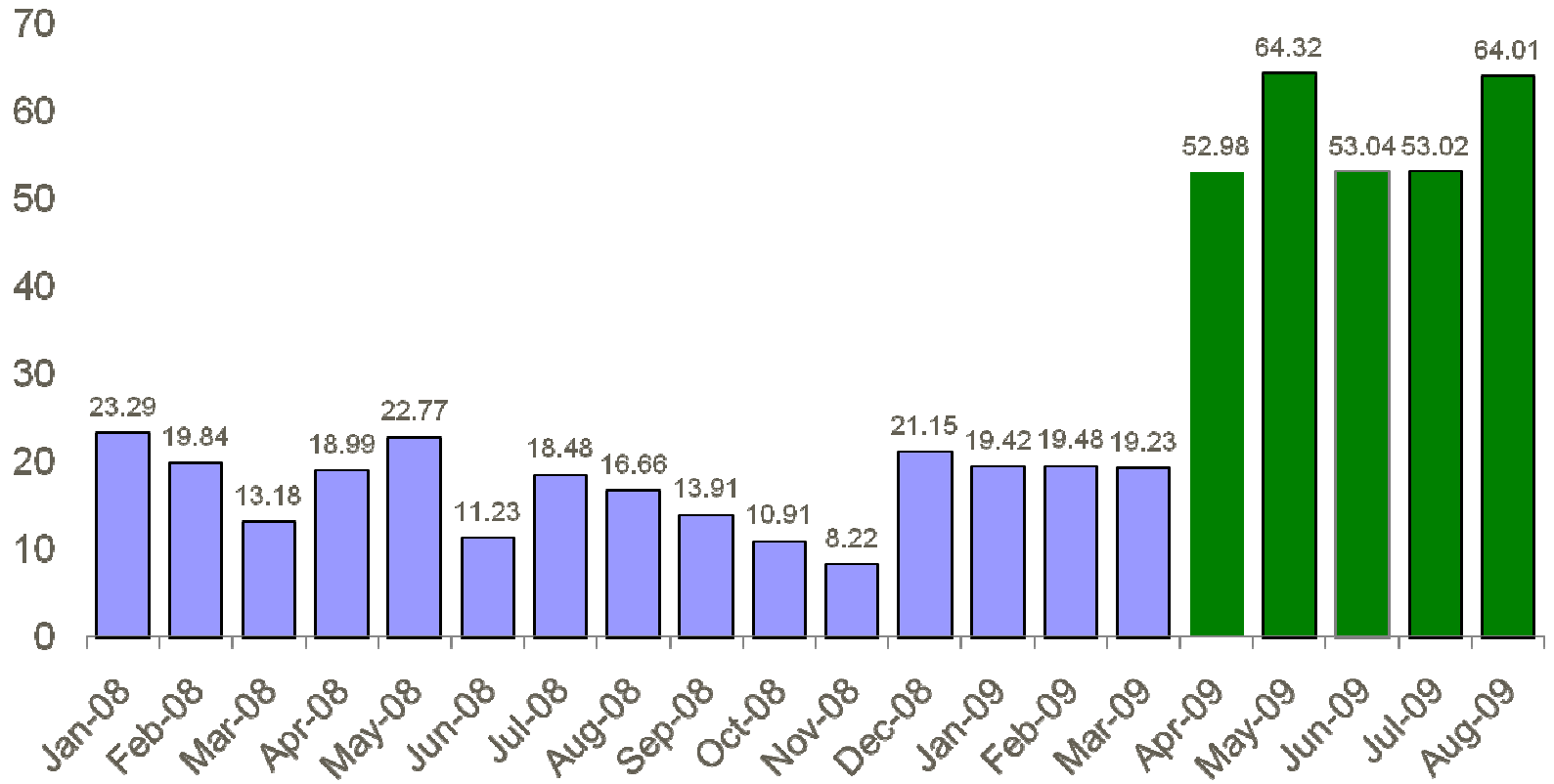


*City of Rochester Hills*  
Michigan



**RecycleBank<sup>®</sup>**  
**REWARDS/FOR PEOPLE & PLANET**

# ROCHESTER HILLS -RECYCLING PER HOUSEHOLD (in lbs)

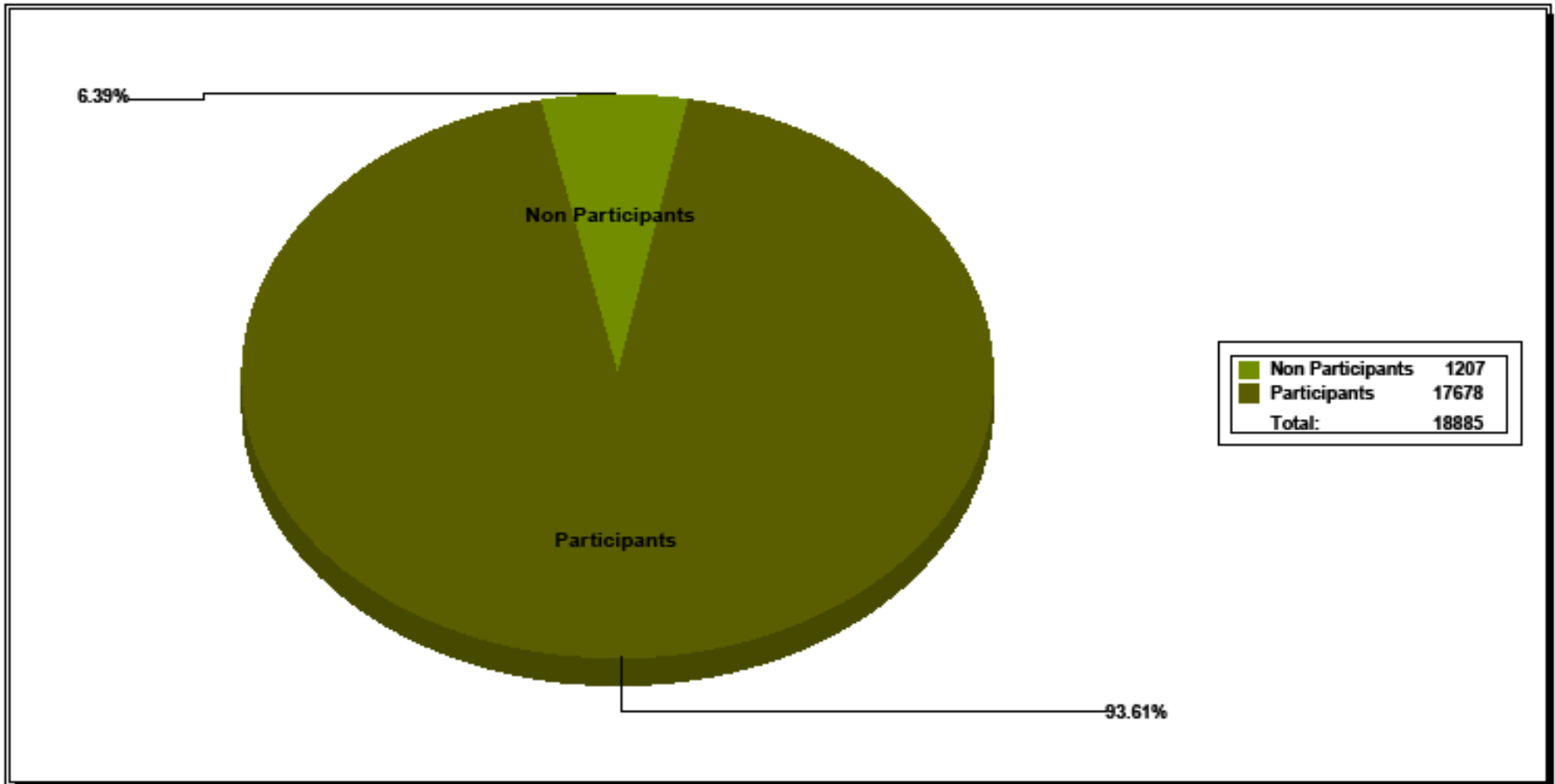


# Rochester Hills, MI

Saturday, August 1, 2009 - Monday, August 31, 2009

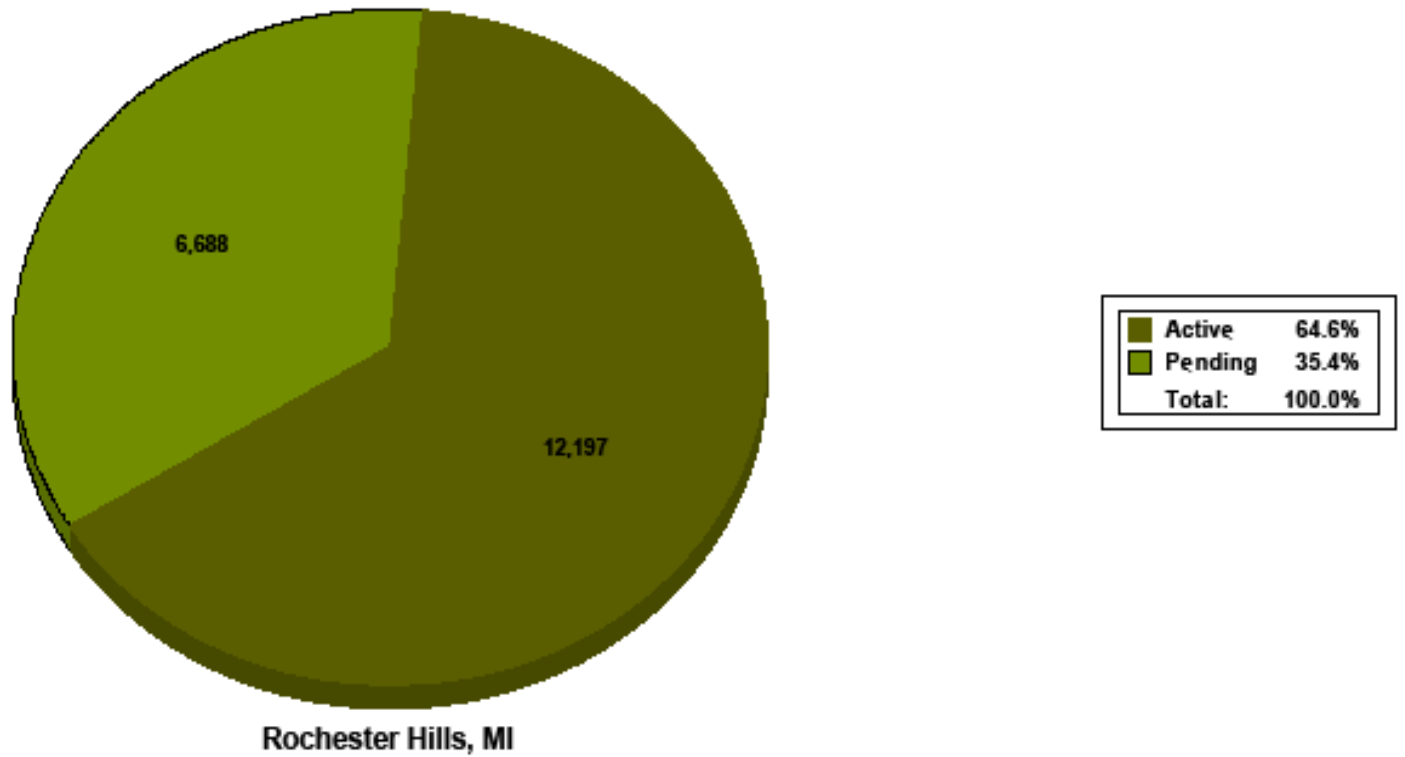
## Monthly Participation

- Participation is calculated by dividing the total number of households that set-out a container at least once during a given month, by the total number of households with containers.



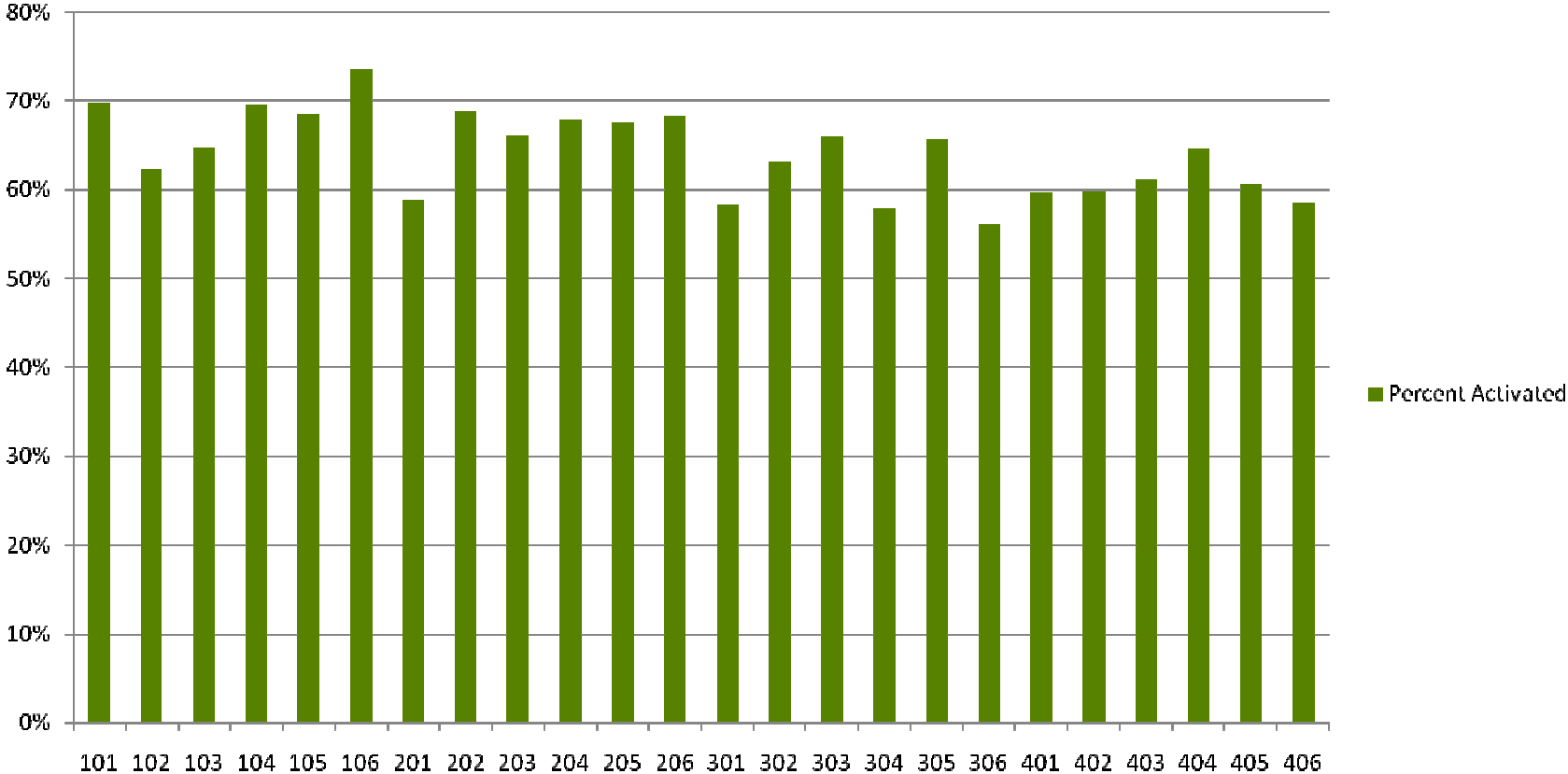
## Total Users: Active Registered and Pending Registration

- Active registered users have a RecycleBank account and have agreed to the terms-of-service for the RecycleBank program



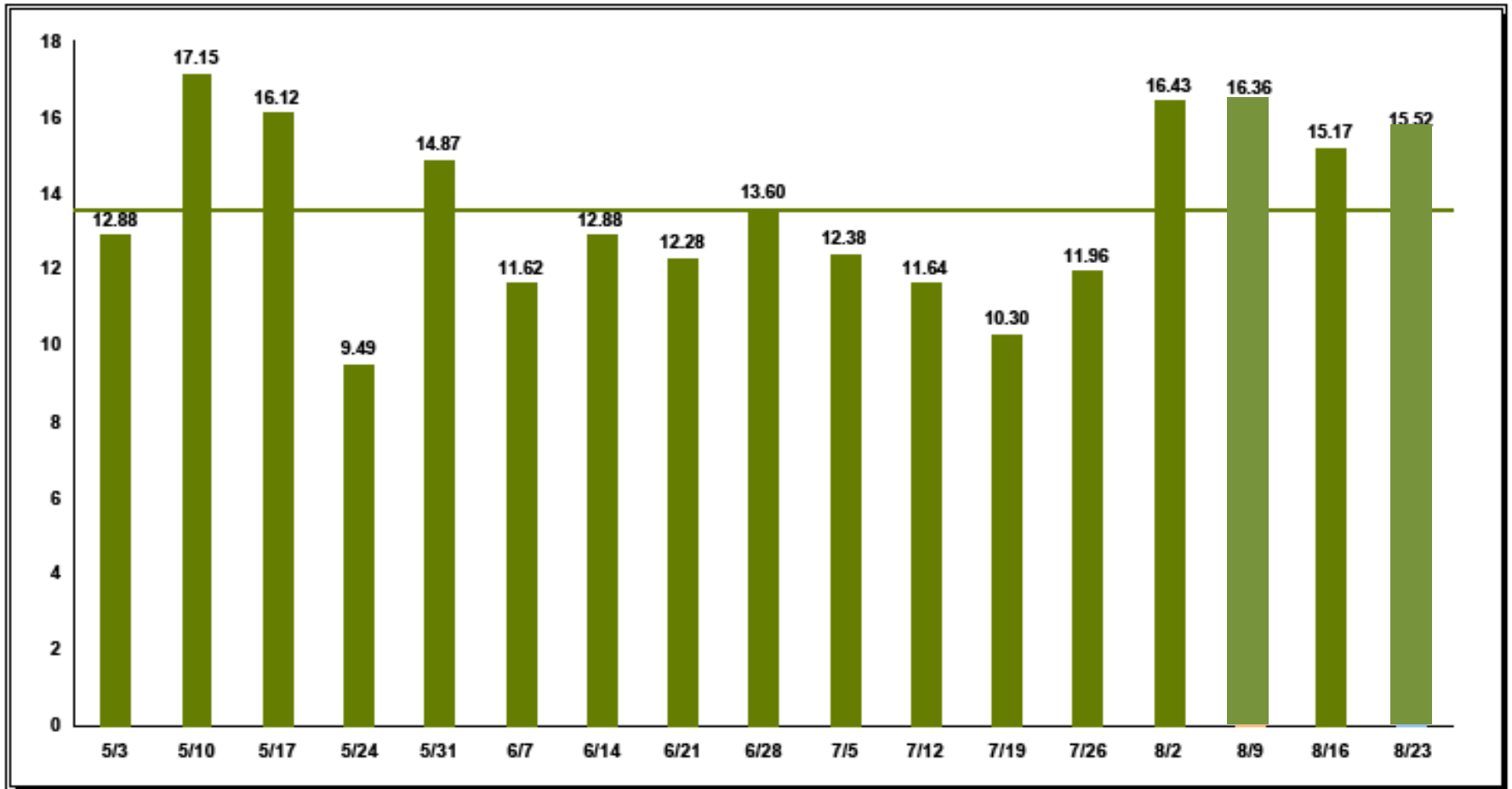
# Rochester Hills- Activated Households

## Percent Activated By Route



## WEEKLY HOUSEHOLD WEIGHT

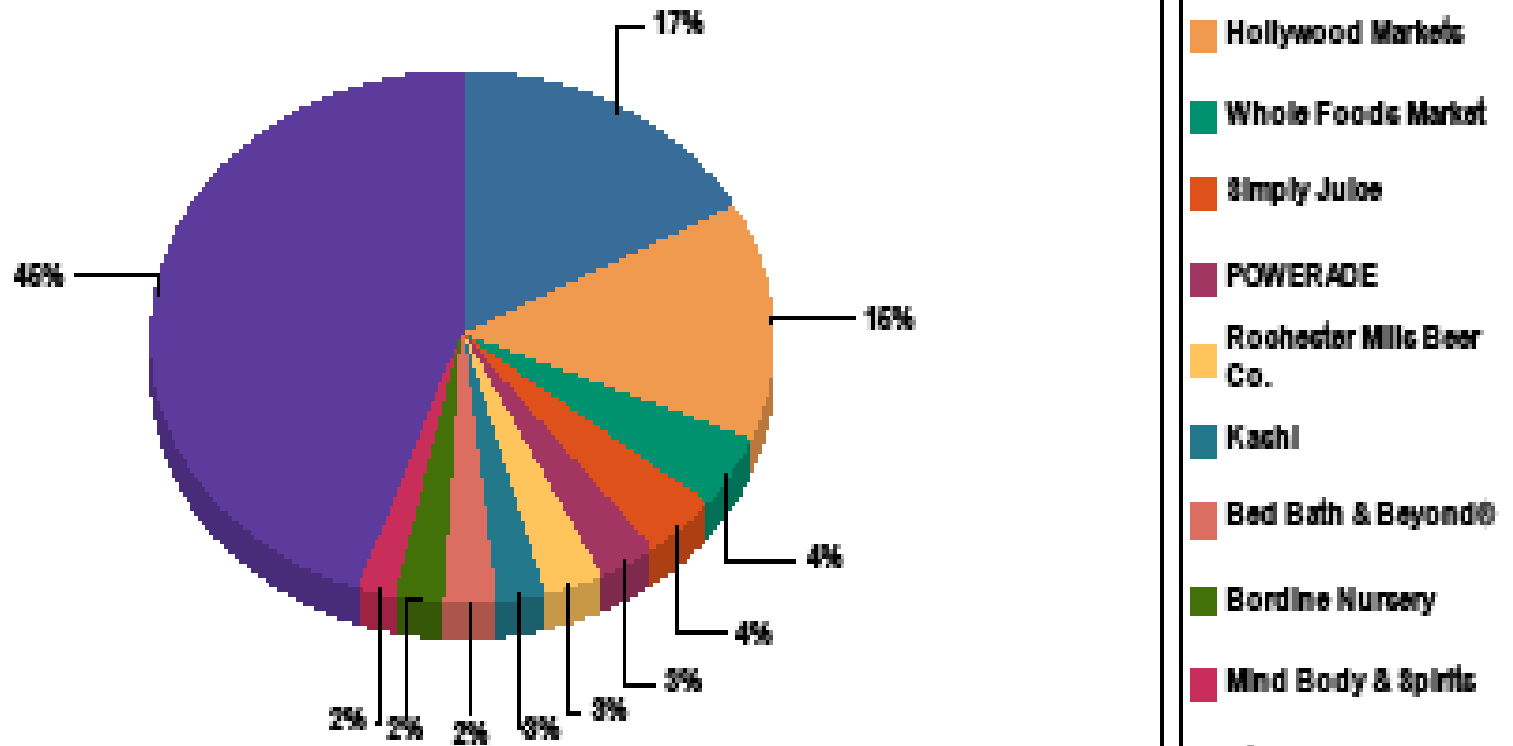
- Weekly Household Weight is calculated by dividing the total weight of recyclables collected during a given week, by the total number of households with containers that could have been picked up during that same week.



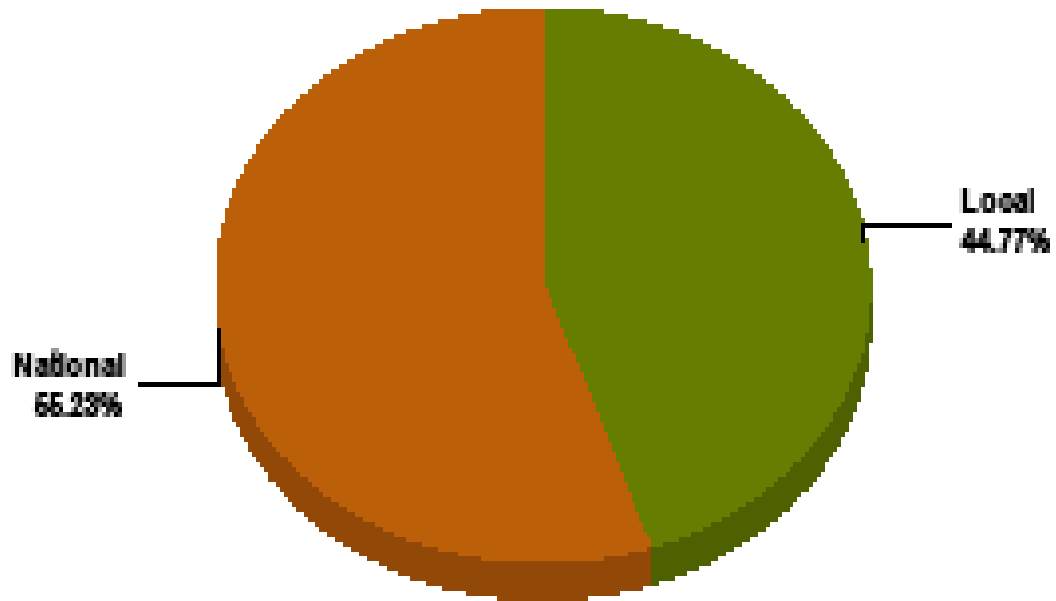
— Average Household Weight

# August Rewards – Rochester Hills, MI

## Top 10 Reward Partner Redemptions

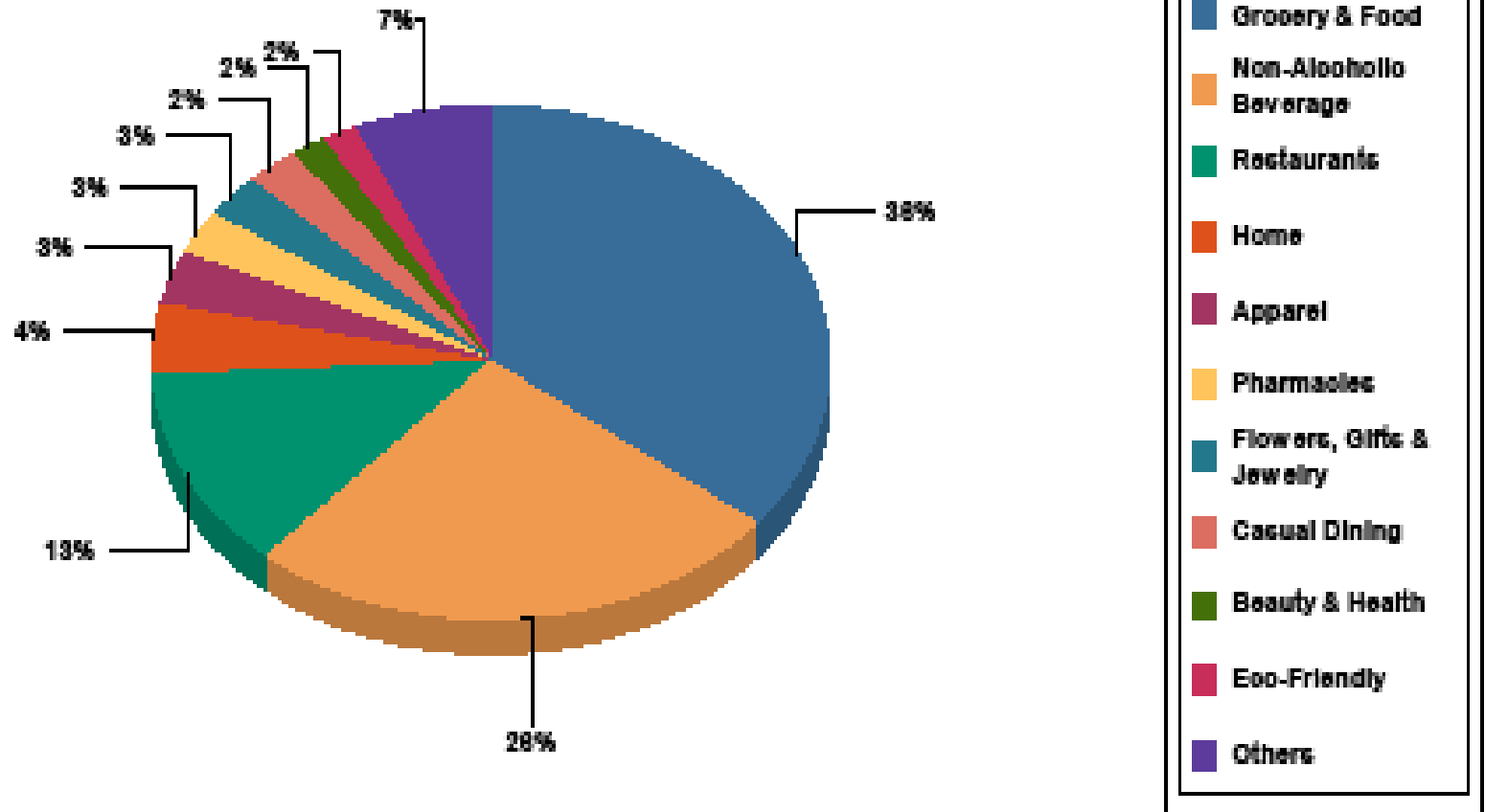


## Breakdown of Local and National Reward Redemption

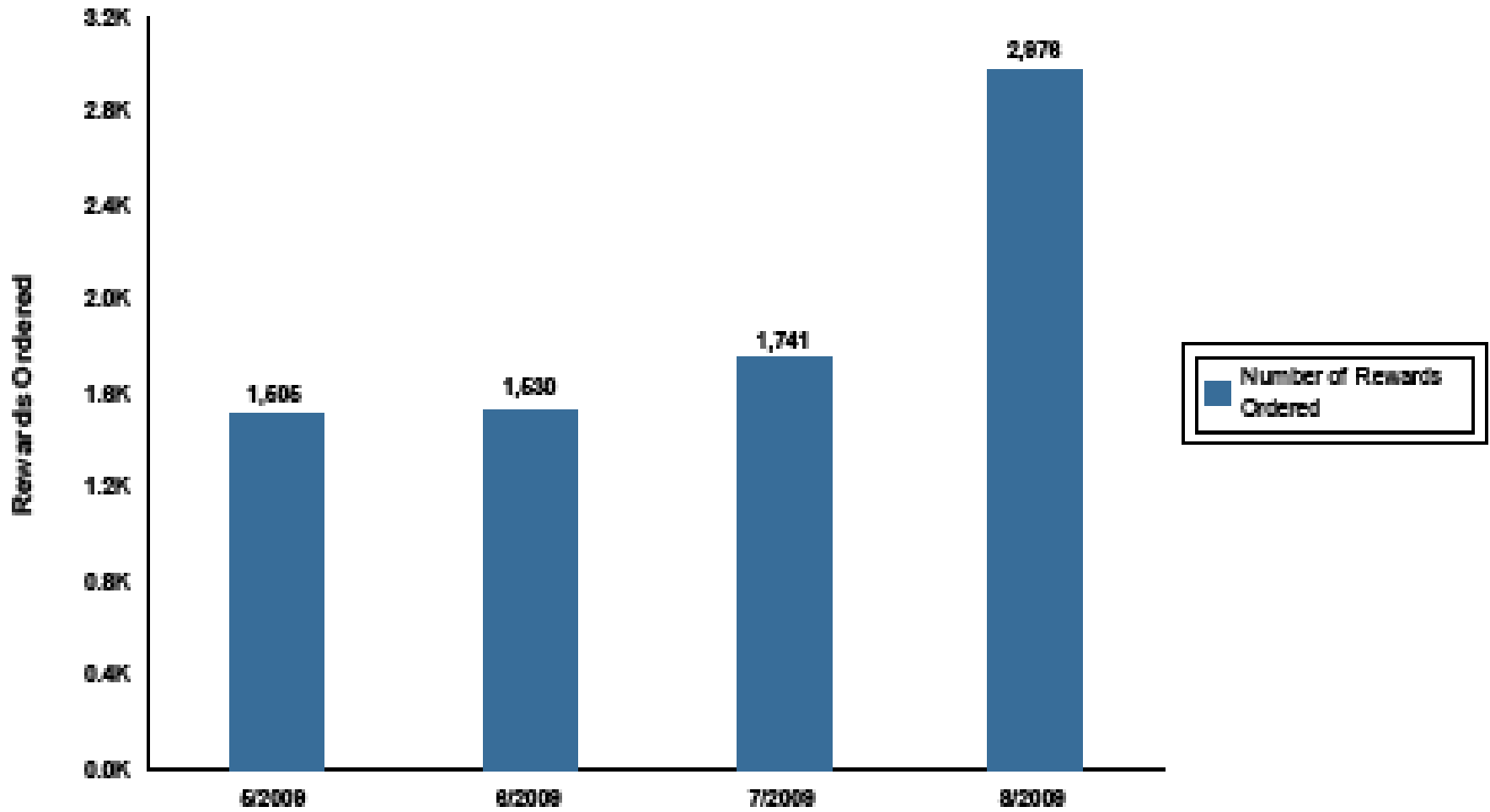




## Top 10 Reward Category Redemptions



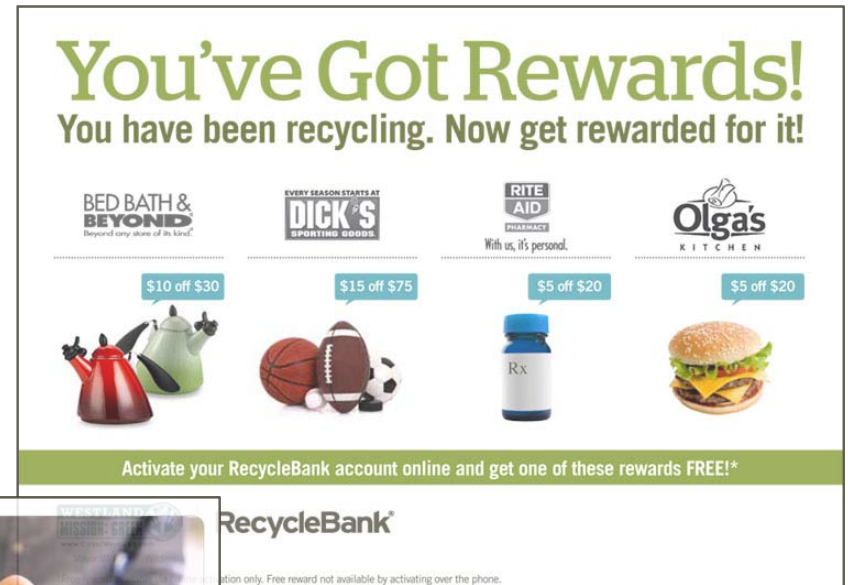
## Redemption Growth



# TOOLS FOR ACTIVATION

Activation is a key metric for a successful RecycleBank program. Each month the rates are analyzed. Some tools for increasing activation include:

- Activation Postcard
- Phone Outreach (IVR)
- Messaging on City Website
- Envelope insert in City Billing (water, etc)



Envelope Insert

Activation Postcard

# ONGOING RECYCLEBANK USER OUTREACH

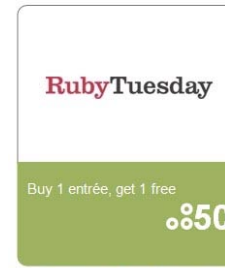
RecycleBank reaches out to registered households in the program to keep them engaged and encourage redemption in a number of ways.

- E-mails when Points from pick ups are added to account
- *The Village Green*, a monthly e-newsletter
- E-mails with hot deals & special reward offers are sent periodically
- Regular addition of new rewards, seasonal categories & green content to website
- New web features like the ability to comment on articles and creation of sub accounts are developed

RecycleBank

July 08, 2009

## You've got Points!



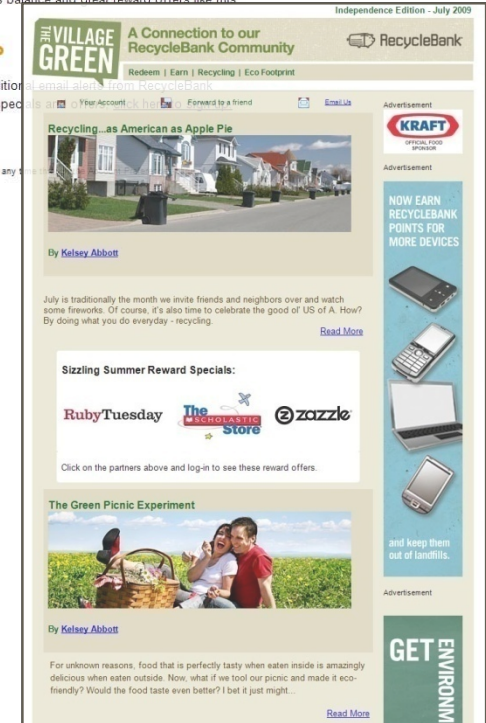
Hi Ange,

Visit [RecycleBank.com](#) now to redeem the 1.0 RecycleBank points you just earned. You can also check out your points balance and great reward offers like this one.

[Redeem now](#)

To receive additional information about reward specifications, please visit [RecycleBank.com](#).

Points E-mail



Village Green E-newsletter

# Public Relations Successes

## Objectives included:

- Create buzz and excitement about the RecycleBank program
- Increase and sustain awareness
- Encourage participation
- Position the City of Rochester Hills and Mayor Bryan Barnett as environmental leaders



**RESULT: 11 Media Impressions with an Estimated Publicity Value of \$294,628.06**

- 3 *Detroit Free Press* articles
- 2 WXYZ ABC 7 News Clips
- 1 WJBK FOX 2 News Clip
- 1 article in *The Detroit News* and *The Chicago Tribune*
- 1 WDIV-TV Channel 4 mention
- 1 state and local release sent over the Associated Press Wire



**Detroit Free Press**

**HOMETOWNlife.com**

**The Detroit News**

**Chicago Tribune**