

# ROCHESTER HILLS...FIRST IN MICHIGAN!

## SINGLE WASTE HAULER AND RECYCLING PROGRAM



### 1<sup>ST</sup> QUARTER REPORT

March 30, 2009 to June 30, 2009

SEPTEMBER 21, 2009



# ROCHESTER HILLS...FIRST IN MICHIGAN!

## AGENDA

IMPLEMENTATION  
LOGISTICS/TECHNICAL  
COMMUNICATIONS

RESULTS

VALUE

PUBLIC OPINION

NEXT STEPS - QUESTIONS AND ANSWERS



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## IMPLEMENTATION

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- COUNCIL AWARDS CONTRACT NOV 8, 2008
  - MAYOR IMMEDIATELY MOVES TO IMPLEMENTATION
  - ESTABLISHES 2 COMMITTEES
    - TECHNICAL
    - COMMUNICATIONS
- MAYOR SERVES ON BOTH*

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## TECHNICAL COMMITTEE

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HOTLINE FOR RESIDENTS

ROUTING

LOGISTICS

IDENTIFY ALL S. F. HOMES

COMPLAINTS

COMPLAINT RESOLUTION

FOLLOW UP

COORDINATION

GEOGRAPHIC INFO SYSTEM

CUL-DE-SACS...DEAD-END... PRIVATE... NARROW STREETS

DATA

COLLECTION DAYS

TIMING

STAGING

ADDRESS RANGES

COUNTS

MAPPING

DETAILS, DETAILS, DETAILS

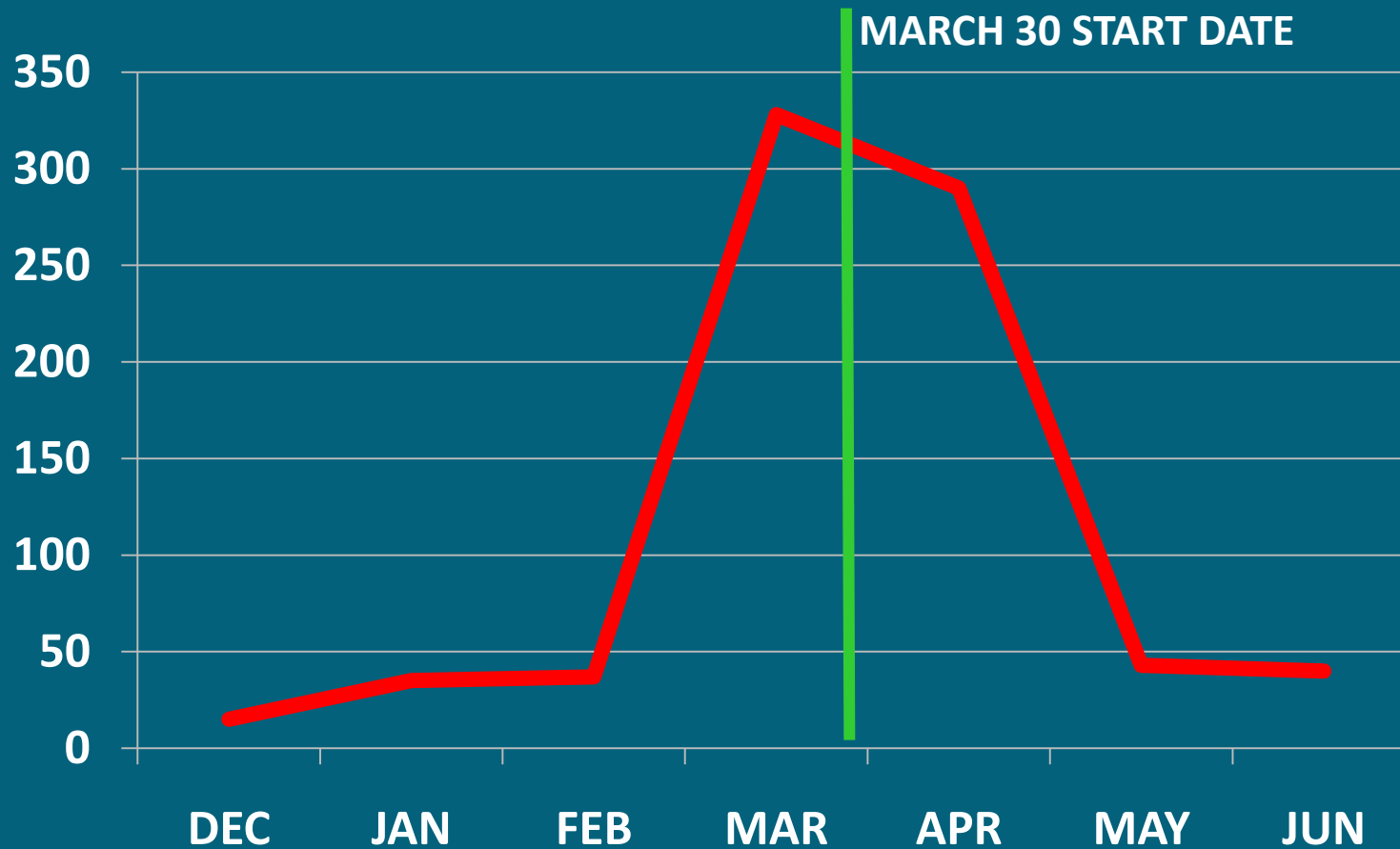
HOLIDAYS

*THANKS, BOB WHITE!*

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## “HOTLINE” CALLS...INQUIRIES...COMPLAINTS

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# ROCHESTER HILLS...FIRST IN MICHIGAN!

## APRIL COMPLAINTS...MISSED SERVICE!

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19,500

HOMES

X 3

3 STOPS PER WEEK

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58,500

X 4

WEEKS IN APRIL

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234,000

TOTAL SERVICE STOPS

68

COMPLAINTS / MISSED SERVICE

99.971%

SUCCESS RATE

MAY – 52

99.977%

JUNE – 49

99.979%

JULY – 54

99.977%

AUGUST – 15

99.994%

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## COMMUNICATIONS COMMITTEE

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***TASKED WITH INFORMING AND EDUCATING RESIDENTS  
ABOUT NEW TRASH SERVICE***

- MAILERS
- LETTERS
- “START-UP KITS”
- FEATURES STORIES
- ARTICLES
- HOTLINE
- INSTRUCTIONS
- ANSWERS AND CONTACT INFO
- NATIONAL PROMOTION

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## RESULTS

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- IN FIRST QUARTER 1656 TONS HAVE BEEN RECYCLED
- THAT'S EQUAL TO 3 AND ½ FULLY LOADED 747'S



THAT'S BY WEIGHT...  
ANOTHER WAY TO LOOK AT IT IS...



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## RESULTS

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...THAT IT'S ALSO EQUAL TO 17,430 BOB WHITE'S



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## RESULTS

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- BY VOLUME...FILL THIS AUDITORIUM OVER 20 TIMES...\*

\* ASSUMES EVERYONE PARTICIPATING IS FILLING THEIR RECYCLE BIN HALF FULL EACH WEEK



**20 AUDITORIUMS OF "STUFF"**

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## ECONOMIES OF THE PROGRAM

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ONE "TYPICAL" HOUSEHOLD...

### PRE-PROGRAM

TRASH AND YARD WASTE SERVICE

\$ 75 PER QUARTER

**\$ 300 ANNUALLY**

(And that was with Allied!)

### NEW PROGRAM

TRASH, RECYCLE, AND YARD WASTE SERVICE

\$ 46.14 PER QUARTER

\$ 184.56 ANNUALLY

\$ - 9.29 5% PRE-PAY DISCOUNT

\$ - 5.54 3% AUTO PAY DISCOUNT

\$ 169.73 PER YEAR

***\$130.27 SAVINGS PER YEAR...BUT WAIT...THERE'S MORE!***

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## ECONOMIES OF THE PROGRAM

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EARN REDEMPTION COUPONS...

SIGN UP...EARN POINTS...REDEEM COUPONS

FAMILY OF 2...IN FIRST 12 WEEKS EARNED

**628 POINTS**

ONE EXAMPLE: \$5 OFF \$50 OF GROCERIES FOR 50 PTS.  
THAT'S WORTH \$60 FOR THE FIRST 12 WEEKS!  
FOR A YEAR IT'S **\$240** .

***YES! \$240 A YEAR...BUT WAIT...THERE'S MORE!***

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## ECONOMIES OF THE PROGRAM

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### LET'S REVIEW...

ONE YEAR TRASH PROGRAM COSTS.....\$ 170.00  
CASH OUT!

RECYCLEBANK REWARDS PROGRAM.....\$ 240.00  
CASH IN!

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**NET GAIN \$ 70.00**

***TRASH HAULED AWAY AND \$70 BACK IN MY POCKET ??????***

***YES!...BUT WAIT...THERE'S STILL MORE!***

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## ECONOMIES OF THE PROGRAM

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19,500 FAMILIES...

ASSUME 1 FAMILY EARNS \$70 ...

ALL FAMILIES EARN

**\$ 1,365,000**

*DISPOSABLE INCOME FOR THEIR USE!*

***...BUT WAIT...THERE'S STILL MORE!***

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## ENVIRONMENTAL VALUES

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BASED ON **1656** TONS, **THE RESIDENTS HAVE SAVED...**

**16,560 TREES**



**1,106,208 GALLONS OF OIL or  
26,338 BARRELS**



**6,955,200 GALLONS OF WATER**

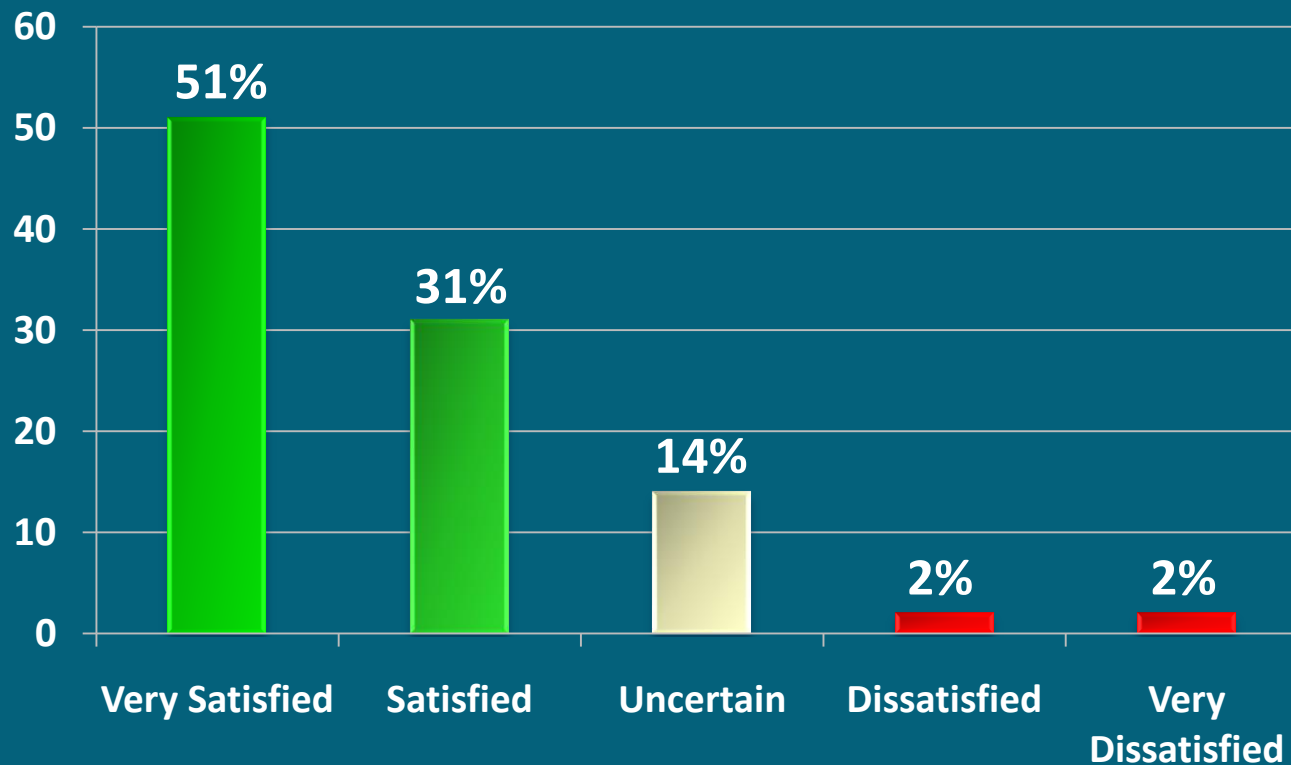


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## PUBLIC OPINION

SOURCE: 2009 PUBLIC OPINION SURVEY, PUBLISHED SEPTEMBER, 2009

### Q 23. HOW WOULD YOU RATE ROCHESTER HILLS' NEW SINGLE HAULER SOLID WASTE & RECYCLING PROGRAM?





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## PUBLIC OPINION – WRITTEN COMMENTS

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SOURCE: 2009 PUBLIC OPINION SURVEY, PUBLISHED SEPTEMBER, 2009

### RESIDENTS WERE ASKED FOR SUGGESTIONS TO IMPROVE THE PROGRAM

17 – BINS

5 – BULK AND HAZARDOUS MATERIALS.  
TRUCKS AND DRIVERS

16 – PROGRAM IS GREAT!

4 – PLACEMENT

10 – REDEEM POINTS

3 – CONTACT SOMEONE.  
OPT-OUT.  
TIME OF PICK-UP

8 – “WHAT” CAN BE RECYCLED

6 – EXPAND PROGRAM

2 – DISCOUNTS/KEEP RATES LOW.  
OPPOSE PROGRAM

**ROCHESTER HILLS...FIRST IN MICHIGAN!**

**ALLIED WASTE TEAM...A SPECIAL THANKS!**

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**BRIAN HOLLAND**

**LISA PERRY**

**BRANDEN DeWITTE**

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## NEXT STEPS...QUESTIONS AND ANSWERS

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ENHANCE ASSISTANCE TO SIGN UP  
TARGET MAILING

PROVIDE INFO / RESOLVE CONCERNS/QUESTIONS  
HOTLINE, CHANNEL 55/10, WEBPAGE, E-BLASTS, CITY FACEBOOK

EVALUATE COMMENTS AND IDENTIFY CONCERNS TO ADDRESS

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THANK YOU

Q & A