GETTING THE MESSAGE OUT USING MEDIA RELATIONS

Presented by Kelly Hancock, Hart, Inc.
In 2013, Americans recovered over 64.7 million tons of MSW through recycling, and over 22 million tons through composting. This is 1.12 pounds per person per day for recycling and 0.39 pounds per person per day for composting. Americans combusted about 32.7 million tons (about 13 percent) for energy recovery. Subtracting out what is recycled and composted, we combusted (with energy recovery) or discarded in landfills 2.89 pounds per person per day of MSW.
Curbside recycling kicks off in St. Petersburg
Tampabay.com - 34 minutes ago
As of early Monday afternoon, the first day of universal recycling seemed to be going forward with few, if any hiccups. Ben Kirby, a Kriseman ...

St. Pete curbside recycling begins Monday
WTSP 10 News - 10 hours ago
Like it or not, curbside recycling has launched in St. Pete
SaintPetersBlog (blog) - 2 hours ago
Curbside recycling finally gets off the ground in St. Pete
TBO.com - 48 minutes ago
TELL YOUR STORY.
TELL IT FIRST.
TELL IT YOUR WAY.
Who is Hart?
COLLABORATE WITH YOUR PARTNERS
Collaborate with your partners

- Give everyone a voice
- Rely on subject matter experts
- Speak only in turn
FACT SHEET

Contract with Lucas County to Service the City of Toledo

Residents should experience seamless transition in collection services
- Same trucks – with added images of popular Toledo icons
- Same collection carts you have come to know for trash and recyclables
- Will pick up waste every week and recyclables every other week
- Still billed through water bill
- Same customer service phone number for questions and information
- Still take waste to the Huffman Road Landfill

What will be different?
- LEAP Forward Program is ending
  - July 4 was the last LEAP Forward Holiday. As of today, July 5, the pickup schedule will not change
  - Major holidays will now collect one day for only that week
- Residents will no longer be charged extra if they choose not to recycle
- Instead, residents who do choose to recycle can earn points toward coupons for local businesses through the My Republic Rewards program, powered by RecycleBank
- Residents must opt-in to the service
- Registration information will be distributed to each household prior to September 1
- Waste collection will cost $3.05 per month for each household (increase of 40 cents). Residents who qualify for the Homestead Exemption will still pay $3.05 per month
- The city will save money
- The City of Toledo expects to save $3.5 million in 2011 and up to $6 million annually beginning in 2012

Who in Republic Services?
- Patricia L. Noller, Market Manager
- Republic Services

Media Contacts
Dave Visser, General Manager
Republic Services
800-234-3422
davisser@republicservices.com

Peg Malloy, Media Relations
Republic Services
434-227-2887
pegmalloy@republicservices.com

Republic Services of Toledo
2740 S. Dixie Hwy
Toledo, OH 43604
(419) 636-3633

August 5, 2011

Dear City of Toledo Resident,

The City of Toledo is no longer providing refuse and recycling services to its citizens. The County, through the Lucas County Solid Waste Management District, is now providing this service to all residents. For the first time, a private waste collection company, Republic Services, is providing a service that meets or exceeds those services previously provided by the City. City residents can expect very few changes with this transition, but the biggest change provides a great opportunity for you.

My Republic Rewards powered by RecycleBank will offer an incentive to recycle. Each time you recycle, your household can earn points that can be redeemed for rewards at local and national restaurants and retailers. But you must register for this program.

Soon you will receive information in the mail from My Republic Rewards with details on how to register, including a unique PIN number. This number is required to link your account to your household recycling. When you receive the information and PIN number in the mail, you can establish your account online by calling a toll- grated customer service phone number listed on the mailer.

Effective September 1, City of Toledo residents who have registered will begin accruing points. Similar to a frequent flyer program, the more you recycle, the more points you will earn and the more rewards you can receive. Rewards can be redeemed via coupons at a number of local and national retailers including Kroger, DQ, The Home Depot, and many more.

Also, as part of the transition, the LEAP Forward Program has ended. Your waste collection will remain on the current day, twice a week. You’ll still see the same trucks on the streets (with added images of popular Toledo icons). You’ll use the same collection carts. Waste will be collected twice a week and recyclables every other week. You’ll still pay a trash collection fee through your water bill.

Thank you for your cooperation in advance, and I hope you take advantage of and enjoy the discounts available to you through My Republic Rewards. Remember to register when you receive your PIN number in the mail.

Sincerely,

Michael P. Bell
Mayor
Trash deal reached between city and Lucas County

BLADE STAFF

Toledo Mayor Mike Bell and Lucas County Commissioner Pete Gerken signed documents Tuesday to make official the agreement that will transfer trash collection in Toledo from the city to a county-contracted private hauler.

Republic Services (formerly Allied Waste) will begin refuse collection in Toledo next week. General Manager David Vosom said the company will take over fully on Sept. 1.

The city was facing an $8 million to $9 million annual deficit in trash collection, Mayor Bell said, making necessary a change.

“This, I believe, is a move in efficiency of government,” he said.

Lucas County will serve as a pass-through, and officials said the agreement will be budget neutral for the county.
SEND CONSISTENT MESSAGES
Send consistent messages

• Identify 2-4 key messages
  o Focus on the benefits or required actions
• Share with all spokespeople
• Practice
• Repeat
• Repeat again
New dog, same tricks: Your guide to Toledo's trash service

by Elizabeth Reed

Posted: 07.06.2011 at 11:07 AM

What should you expect from the garbage collection services in Toledo? Before you freak, realize not much will change: same trucks, same waste and recycling bins, same pick up schedule (waste every week and recyclables every other week). Residents will still be billed through their water bill and be able to call the same customer service phone number for questions and information.
"I think our program is doing a good thing by reducing the entry into the waterways," said Julie Cousino, with the initiative. "At this point we are two-thirds complete with the program, and at the end of the program with the construction of the projects in 2020, it will reduce the amount of sewage into the waterways by 80 percent."
THINK LIKE A JOURNALIST
Think like a journalist

- Consider your news hook
- Anticipate questions
  - Who
  - What
  - Where
  - When
  - Why
  - How
Water Misting

Key messages:

- Our water is safe to drink, public health is very high on our priority.
- We are taking a three-pronged approach to dealing with the algae bloom issue.
- Immediate action has been taken to detect levels that will be getting into the plant, ensuring no contamination and maintaining treatment.
- Water testing - For the next 30 days, we will have temporary additional water treatment in place in some areas.
- Long-term - Working with state and federal officials to achieve benchmarks and long-term EPA requirements will increase our ability to treat the water even more effectively.
- For the next 30 days, the City of Toledo will have additional water treatment on facility improvement and testing water treatment plant and water infrastructure are ongoing.

Tailing Points:

Age Six Month RPT Operative

How often is WLR testing water?

The frequency of WLR testing is dependent on the area and time during the algae bloom season. Water testing is done on a regular basis, and testing is performed daily, approximately 15 hours past. For the agreement with the EPA, testing frequency can be included in other algae levels.

The agreement ensures that testing can be completed on a routine basis when algae levels in the area are below 500. Additionally, there has been no additional testing for these respective areas.

The City of Toledo will continue to monitor algae every day throughout the algae bloom season. Testing is done in consultation with hundreds of customers for the customer to be even more in the loop with our business.

What's the test for?

We agree with the Ohio EPA, we commonly use tritium, an isotopic testing initiative.

Why is there a delay in getting the results?

Each test takes approximately 4-6 hours to complete.
TRANSPARENCY IS KEY
Transparency is key

- Be proactive
- Be honest
- Be clear and concise
FORMAL SWAP PROGRAM ANNOUNCED
The Solid Waste Accommodation Program (SWAP) is a formal program to provide assistance to Toledo residents with disabilities who need help getting their waste and recycling carts to the curb. SWAP is a collaborative effort of Republic Services, Lucas County Commissioners, the Toledo-Lucas County Commission on Disabilities and the Department of Justice. Residents with disabilities should call Republic Services at 419-936-3511 to request assistance. They will be sent a request form, then a supervisor from Republic will visit their home to determine a customized solution to ensure trash and recyclables get to the curb.

The program was formally launched at a January 30 press conference. Since then, more than 200 residents have called to request assistance. Please feel free to share this information with your constituents to ensure accommodation is made for all residents with disabilities.

WASTE COLLECTION BY THE NUMBERS: RECYCLING UP IN DECEMBER
There was a bump in recyclable tonnage during the month of December, presumably due in large part to all those holiday gatherings and gift wrappings. In November, Republic collected 1,475 tons of recyclables. One month later, it increased to 1,692 tons, a 28% increase. We're glad to see the jump in recyclables, rather than trash!

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<tr>
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<th>OCT-DEC 2014</th>
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<tr>
<td>TRASH</td>
<td>20,098 TONS</td>
<td>20,551 TONS</td>
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<tr>
<td>RECYCLING</td>
<td>5,107 TONS</td>
<td>6,646 TONS</td>
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<tr>
<td>BULK</td>
<td>1,469 TONS</td>
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<tr>
<td>BULK PICKUPS</td>
<td>5,476 PICKUPS</td>
<td>25,584 PICKUPS</td>
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<tr>
<td>CUSTOMER CALLS</td>
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<td>52,670 CALLS</td>
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Public Utilities
Customer Service
City Engineering Services
Environmental Services
Online Billing
Saner & Drainage
Toledo Waterways Initiative
Utilities Administration
Water Distribution
Water Reclamation
Water Treatment
Drinking Water Quality Information
History of the Water Treatment Plant
Information and Resources
Lumina/Tech Toledo Water Reveals Rusey
Microsporin Tax Level Reports
Soda Water Quality Sensors
View Quality

Toledo Water Quality

Water Quality
Toledo water is monitored 24 hours a day. Testing is based on the quality of Lake Erie. Conditions in Lake Erie have no indication of algal blooms. Testing will be increased as conditions in Lake Erie change. Test results are not posted each day; microcystin testing is not needed when lake conditions are not suitable for harmful algal blooms.

Water Quality data of Lake Erie is monitored 24 hours a day. Testing is based on the quality of Lake Erie. Conditions in Lake Erie have no indication of algal blooms. Testing will be increased as conditions in Lake Erie change. Test results are not posted each day; microcystin testing is not needed when lake conditions are not suitable for harmful algal blooms.

TO SIGN UP FOR TEXT MESSAGE AND E-MAIL ALERTS, CLICK HERE.
### Microcystin Tap Level Reports

To download one of the reports below, right-click the file link and select "Save Target As" or "Save Link As". To view a report simply click the report you want to view.

#### PDF DOCUMENTS

<table>
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<th>File Link</th>
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<tr>
<td>06 2015 Microcystin Tap Level Report</td>
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Key Takeaways

• Collaborate with your partners
• Send consistent messages
• Think like a journalist
• Transparency is key