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GETTING THE MESSAGE OUT USING MEDIA RELATIONS

Presented by Kelly Hancock, Hart, Inc.





Advancing Sustainable Materials Management: 2013 Fact Sheet

Assessing Trends in Material Generation,
Recycling and Disposal in the United States


June 2015

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.

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WTSP 10 News

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

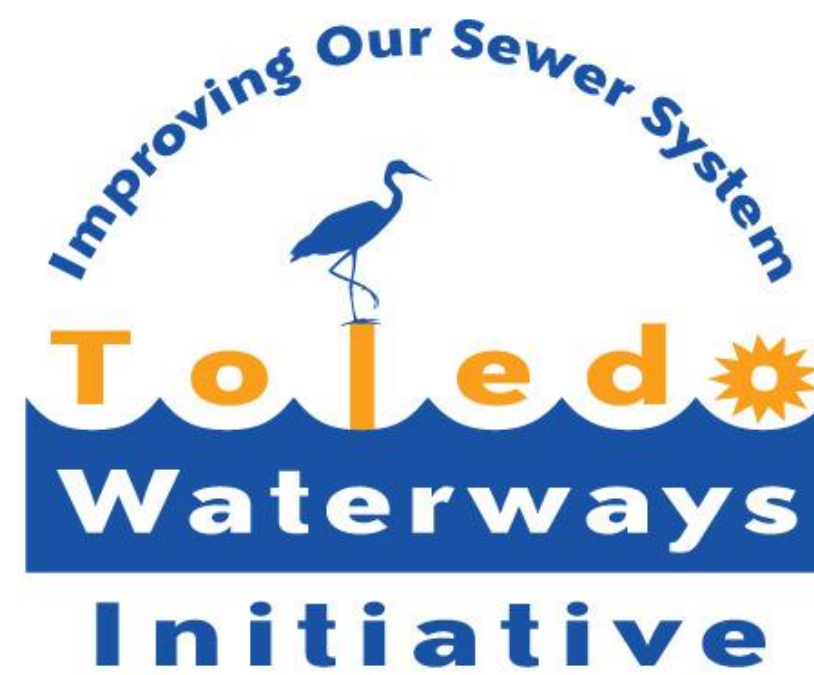
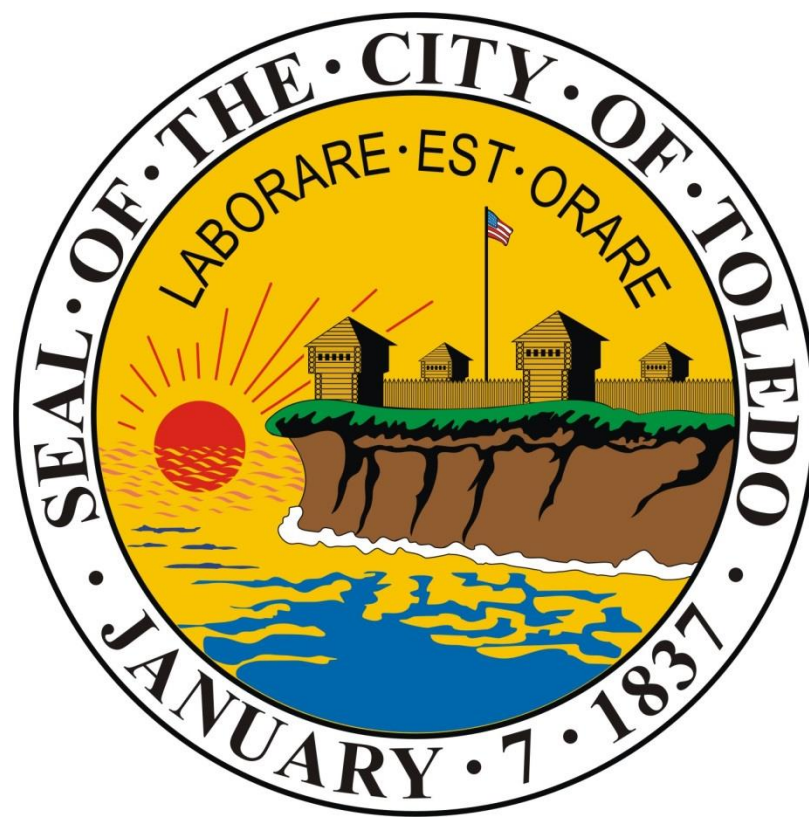
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Who is Hart?



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**COLLABORATE WITH
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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 scenes
- Same collection carts you have now for waste and recyclables
- Still 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 Hoffman 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 push collection back 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 \$8.95 per month for each household (increase of 45 cents). Residents who qualify for the Homestead Exemption will still pay \$5.00 per month
- The city will save money
 - The city of Toledo expects to save \$2.8 million in 2011 and up to \$6 million annually beginning in 2012

Who is Republic Services?

- Formerly known as Allied Waste Services
- Providing waste collection to residential and commercial customers in the area for over 30 years
- Nationally, a leading provider of solid waste collection, transfer, recycling and disposal services
 - Hold contracts with more than 2,800 municipalities for waste collection and residential services

Media Contacts

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MICHAEL P. BELL
 MAYOR

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 within Toledo. The County has contracted with a private waste collection company, Republic Services, to provide service that meets or exceeds those services previously provided by the City. City residents will experience 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 the 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 rewards account to your household recycling. When you receive the information and PIN number in the mail, you can establish your account online or by calling a fully-staffed customer service phone number listed on the mailer.

Effective September 1, City of Toledo residents who have registered will begin accumulating points. Similar to a frequent flyer program, the more you recycle, the more points you'll earn and the more rewards you can receive. Rewards can be redeemed via coupons at a number of local and national retailers including Imagination Station, The Toledo Zoo, The Andersons, Marco's Pizza and more.

Also, as part of the transition, the LEAP Forward Program has ended. Your waste collection will remain on the current day indefinitely. You'll be seeing the same trucks on the streets (with added images of popular Toledo scenes). You'll use the same collection carts. Waste will be continue to be picked up every 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

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BLADE STAFF

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Republic Services will begin picking up Toledoans' trash next week under a new agreement between the city and Lucas County commissioners.

BLADE PHOTO

Enlarge

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 Vossmer 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.

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Send consistent messages

- Identify 2-4 key messages
 - 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

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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.



Lucas County will contract with Republic Services, formerly Allied Waste, to provide collection services. / File photo

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Sewage overflows dumped into Toledo waterways for nearly 100 hours last week

Posted: Aug 18, 2014 9:16 PM EDT
Updated: Aug 18, 2014 9:16 PM EDT

Posted by [Holly Tuey](#) [CONNECT](#)

Reporting by [Michelle Zepeda](#) [CONNECT](#)



A combined sewage overflow

TOLEDO, OH (Toledo News Now) - A contributing factor to algal blooms in Lake Erie is sewage, which it turns out, is occasionally dumped directly into the waterways to make its way to the lake.

The heavy rains received in the Toledo area on Aug. 11 were too much for the local sewer system to handle. When that happens, combined sewage overflows in the city dump excess stormwater and sewage into the Maumee River, Swan Creek and the Ottawa River.

There are at least 32 combined

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"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."

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THINK LIKE A JOURNALIST

Think like a journalist

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

Water Messaging

Key Messages

- Our water is safe to drink. Public safety is and will remain our top priority.
- We are taking a three-pronged approach to dealing with this algae bloom issue:
 - Immediate – Buoy in the lake to better anticipate what will be coming into the plant, encouraging conservation and maximizing treatment
 - Near-term – For 2015, we will have temporary additional water treatment mechanisms in place
 - Long-term – Working with local, state and federal officials to address phosphorus run-off into Lake Erie; upgrades to our water treatment infrastructure will also improve our ability to treat the water even more effectively
- Five years from now, the City of Toledo will have a leading-edge water treatment facility; improvements to Toledo's water treatment plant and water infrastructure are underway.

Talking Points

Algae Blooms/Plant Operations

How often are you testing the water?

The frequency of the testing for microcystin is dependent on the lake conditions during the algae bloom season. When algae levels are high in the lake, we will test once every day, using two samples drawn approximately 12 hours apart. Per the agreement with the EPA, testing frequency can be reduced when algae levels decrease.

The agreement recommends that testing can be completed twice per week when algae readings in the lake are below 5 ppb AND tap water has shown nondetectable levels for three consecutive days.

The city of Toledo will test for microcystin every other day throughout algae season. These tests are done in conjunction with hundreds of tests per day, from the source of the water to the taps of individual users.

How do you test?

As agreed upon with the Ohio EPA, we currently use quenched, unlysed testing protocols.

Why is there a delay in getting the results?

Each test takes approximately 4-5 hours to complete.

Are all the chemicals you are putting in the water safe?

Yes, we are following EPA regulations for chemicals used to treat our water.

What about TTHM?

TTHM is a disinfection by-product that can be hazardous to human health with chronic, long-term exposure. We test for TTHM quantity, per EPA guidelines, and are required to notify the EPA if levels are high.

What is the buoy in Lake Erie and what does it have to do with the algal blooms?

The buoy was a program initiated by the City of Toledo prior to August of this year. It gives us several pieces of useful information, including readings on pH levels and blue-green algae. That information provides advanced warning that there could, possibly, be a problem with microcystin, allowing us to adjust our water treatment procedures.

What data does the buoy provide?

The buoy provides lots of data on the condition of the lake, including wind direction, wave height, the pH level and the color of the blue-green algae. While these are key indicators that microcystin may be present, the buoy does not measure the toxin level of algae blooms. The buoy will be pulled in late fall and put back in the water in the spring.

Was the "Do Not Drink" advisory a result of a false positive?

There is no proof it was a false positive. It's important the public understand that decisions of this magnitude are made with public safety in mind. Our current testing and sampling procedures, as agreed upon with the EPA, are now being used statewide and we are confident in the results.

How do you know that 1 ppb for microcystin is the correct standard?

There is no federal drinking water standard for microcystin. In the absence of such a standard, the OEPA has issued guidelines, which we follow. OEPA can provide more information on how they developed the standard.

How will you notify the public and the media if there's another water crisis?

Emergency text alerts through the Lucas County Emergency Management Authority, the local media and the city's social media channels

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TRANSPARENCY IS KEY

Transparency is key

- Be proactive
- Be honest
- Be clear and concise

REPUBLIC SERVICES
UPDATE



MARCH 2015 | WWW.REPUBLICSERVICESTOLEDO.COM

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 419-936-2511 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 20 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 1,892 tons, a 28% increase. We're glad to see the jump in recyclables, rather than trash!

	OCT-DEC 2014	JAN-DEC 2014
TRASH	20,038 TONS	87,274 TONS
RECYCLING	5,107 TONS	20,551 TONS
BULK	1,469 TONS	6,666 TONS
BULK PICK-UPS	5,476 PICK-UPS	25,504 PICK-UPS
CUSTOMER CALLS	11,803 CALLS	52,670 CALLS



Downtown Toledo Skyline
& Maumee River

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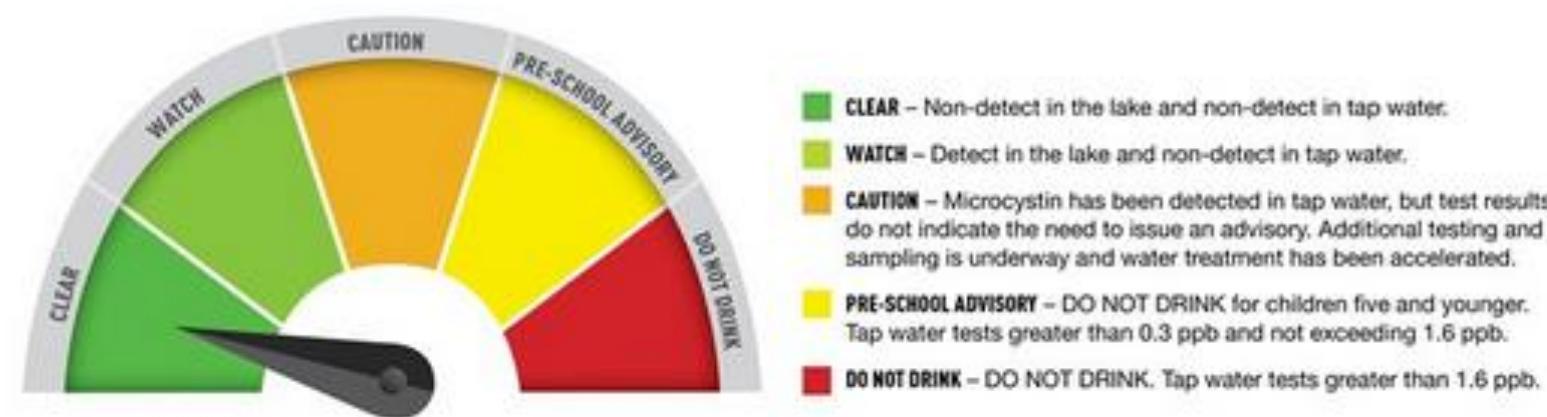
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Toledo Water Quality

Water Quality

Toledo tests raw and treated water regularly for the presence of toxins, including microcystin created by algae blooms. See scale below for the current status of drinking water quality according to Ohio EPA guidelines.



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.

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
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.

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Key Takeaways

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

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