Excellence in Public/Private Partnership Awards 2010
Environment: Mayor William Wild, the City of Westland, MI, Republic Services and RecycleBank

Executive Summary

Three million pounds--Two and a half months--The equivalent of the total weight of more than one thousand sedans that was previously destined for landfill. Those are three reasons why Mayor William Wild and the city of Westland, Michigan and RecycleBank should be considered for the Excellence in Public/Private Partnership Awards this year. There are many more to follow.

Westland, Michigan has 23,000 households and a population of 86,000. In June of this year, Mayor Wild brought his residents the RecycleBank program, introducing a brand new way to look at recycling and the effort is paying off for the residents, the city and the local businesses too.

With RecycleBank, homes in the region are provided with a 96-gallon wheeled recycling cart that features an ID tag that matches the cart to the household address and account number. Republic Services trucks, retrofitted with special technology, will track recycling activity. Once the pick-up route is complete, the total weight of the amount of material the community recycled will be divided amongst participating households and converted into RecycleBank Points. Similar to frequent flier programs, the more a community recycles, the more RecycleBank Points each household will earn.

Members can watch their RecycleBank Points grow online at www.recyclebank.com with each pick-up, as well as learn about their personal environmental impact through recycling. Residents can also get their Point balances by calling the RecycleBank Customer Care Center. RecycleBank Points can be redeemed for rewards, gift cards, groceries and products with national RecycleBank Reward Partners such as Coca-Cola, Kraft Foods, and CVS/pharmacy, as well as local participating Westland businesses like The Westland Shopping Center, Heartland Marketplace, Nankin Hardware, Marvaso's Italian Grille, and Palace Supermarket. There is also an option to donate RecycleBank Points to local school environmental programs and non-profit organizations.

Mayor Wild views the RecycleBank pilot program as real value for his residents, knowing that on average, members will earn hundreds of dollars in reward value each year through their recycling efforts.

"Having long called Westland home, it has been a goal of my administration to leave a ‘green legacy’ to our children and grandchildren,“ said Mayor Wild. "Working with RecycleBank and Republic Services will enable us to meet our recycling goals while giving something back to the residents who have also made a home out of Westland. During these hard times, getting money off groceries, clothing or even getting free movie tickets is of significant value."

"Mayor Wild’s green legacy will clearly include a few chapters on Recycling! Mayor Wild’s vision included entering into a recycling collection contract with Republic Services that provided Westland residents the convenience to place all of their recyclable materials into a wheeled cart that was retrofitted with an innovative and meaningful green rewards program like RecycleBank."

Mayor Wild saw households recycling on average, 8 pounds per household per month. Once the program rolled out to the residents across the city, 42.5 pounds per household per month became the new average. This astonishing result has the city going from 90 tons per month (180,000 pounds) at drop off stations moving up the scale largely to 500 tons per month picked up by Republic Services.

Mayor Wild is living the legacy that he created and has the environmental leadership put in place for the city to not only stay the course, but continue to surpass their goals. Wild has taken responsibility along with the families of Westland, to be caretakers of the Earth. Financially, the city is saving money too—every ton recycled saves Westland money in landfill tipping fees—the amount coming to approximately $10,000 in savings.
It's a win, win scenario. To make this Public/Private partnership initiative fully work, Mayor Wild engaged the following:

- **RRS** – Mayor engaged RRS Consultants to help bring forth new and innovative ideas for MSW in Westland; RRS recommended 4 separate contracts for carts, collection, incentive program and single stream MRF

- **Toter Carts** – Toter provided the carts and distribution of carts to residents. In addition, they paid for the in-mold labels (Cart Art) identifying the acceptable items to further the education and awareness for the residents

- **Republic Services** – was selected for the collection contract for the City

- **RecycleBank** – Rewards for Recycling

- **GLR** – single stream MRF

### Pre-RecycleBank

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<thead>
<tr>
<th></th>
<th>RecycleBank</th>
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</thead>
<tbody>
<tr>
<td>Average pounds per household</td>
<td>7.78</td>
</tr>
<tr>
<td>Average tons per month</td>
<td>90</td>
</tr>
</tbody>
</table>

### RecycleBank

- Average pounds per household: 42.5
- Average tons per month: 500 tons
- Pickup for July 09: 391 tons
- Pickup for August 09: 602 tons

### Recycling Savings:

<table>
<thead>
<tr>
<th></th>
<th>Trees Saved</th>
<th>Oil Saved</th>
<th>Water Saved</th>
<th>Trees Saved</th>
<th>Oil Saved</th>
<th>Water Saved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-RecycleBank</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>5,003</td>
<td>334,000 gal</td>
<td>2,100,000 gal</td>
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<tr>
<td>RecycleBank</td>
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<td>0</td>
<td>0</td>
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Total of 1,547 tons = 1,000 sedans

Tipping Fee per Ton ~$20 = Savings of ~$10,000 per Month for Westland Michigan

All of the while thousands of dollars per month are being spent by area families at Westland area merchants participating in the RecycleBank program. This program is only in its infancy and we are seeing stunning results. We see the the town of Westland getting greener using innovation and a creative approach. The arrival of curbside pickup versus drop off centers made it convenient. Adding incentives and rewards was the cherry atop the sundae. This environmental creativity leads to cost savings for residents and the city, while adding earnings to the local business economy. Westland is well on its way to a sustainable, healthy and viable city and it is with that we ask for consideration for the Excellence in Public/Private Partnership Awards for Mayor William Wild, the city of Westland, and RecycleBank.

### Supporting Documentation Follows:

- Letter from the Mayor
- Activation Mailer to Residents
- Rewards
- Charts and Graphs
  - Top 10 Reward Partners
  - Local and National Redemption
  - Top 10 Reward Category Redemptions