



ANNUAL REPORT 2021

City of Auburn

4/25/22 council presentation

Laura Moser, WM Public Sector Manager





THANK YOU, AUBURN

WM is pleased to provide essential environmental services to the City of Auburn. From our frontline drivers, our contract manager and public education team, we thank you for another great year of partnership.

- Jason Shea
District Manager
South Sound Hauling



WM EVENT AND COMMUNITY SPONSORSHIPS & MEMBERSHIPS

- Auburn Area Chamber of Commerce Members
- WM presentation Auburn Area Chamber "Lunch & Learn" to businesses on ways to reduce garbage and recycle more
- Clean-Sweep 2021



Santa Parade 2021



COMMUNITY WELCOME EVENTS

As part of our commitment to keeping customers informed about service changes, WM hosted three community welcome events. The goal of these events was to provide opportunities for residents to learn about new and changing services directly from WM outreach staff. To ensure these events were accessible to all, they were offered at various days and times throughout the week, both virtually and in person. As part of our ongoing partnership with the City of Auburn, we co-hosted a welcome event booth at the Auburn Farmer's Market.



BUSINESS AND MULTIFAMILY OUTREACH

With the start of the new WM contract around the corner, 2021's outreach campaign focused on informing business and multifamily managers about important changes to their WM services. WM outreach staff called each business and multifamily property in the summer to explain our new services. During these conversations, we also offered technical assistance and resources to improve recycling programs by increasing participation and reducing contamination. Customers were appreciative of the one-on-one opportunity to speak with WM and ask questions related to waste reduction and service updates.

RECYCLING ALL STAR PLEDGE

As part of our new contract, WM developed a program to reward customers for recycling right. We implemented online pledges to empower businesses, multifamily, and residential customers to maintain clean recycling through incentive offerings. Businesses and multifamily property managers who take the pledge and maintain clean recycling are eligible to win a pizza party celebration, while single family participants are entered to win a free month of WM service. The pledges include best practices for recycling success, such as clearly labeling recycling containers and sharing guidelines with employees, residents, or family members.

SOCIAL MEDIA AND RESIDENT OUTREACH

WM partnered with the City of Auburn to share a series of social posts educating the community about the importance of reducing, reusing, and recycling. To reach even more residents, we placed ads in the Auburn Magazine and Auburn Examiner to increase awareness of WM's free Holiday tree recycling and other programs.



REDUCING CONTAMINATION IN RESIDENTIAL RECYCLING

As recycling markets evolve, WM remains committed to reducing contamination and engaging our communities in recycling right. Drivers continue to educate residents on recycling right by applying cops tags to customer carts when contamination is found. This provides helpful reminders to residents about what materials are accepted in the recycling. WM's education & outreach team work closely with drivers to answer recycling questions and train new employees on accepted recyclable items.



WM's Public Education Team at an early morning driver huddle



WM Recycle Corps interns meet and strategize virtually

WM RECYCLE CORPS INTERNSHIP GOES VIRTUAL

The WM Recycle Corps college internship continues to be an annual program offered in Washington that provides students with hands-on experience in the environmental field and residents with the opportunity to learn about all things recycling. In 2021, WM continued the well-loved program while maintaining social distance. The result was WM's first remote internship, which resulted in over 11,000 customer

contacts throughout the Pacific Northwest. The team spread the sustainability message of waste reduction through video meetings, outreach calls, newsletter content, and more. WM's Smart Truck™ technology cameras allowed outreach staff to identify specific recycling contaminants to help businesses and multifamily properties with targeted solutions.



NEW CONTRACT IMPLEMENTATION OCTOBER 1, 2021

WM delivered over 58,000 new Eco-Carts to Auburn customers. The new carts and new colors set the stage for new and improved recycling program for WM and the City. In addition, the new accepted recyclables list aligns with current marketplace dynamics.



New cart colors and labelling design

WM THINK GREEN
STREET CREW



WM also replaced over 2,800 steel containers for businesses and multifamily properties. The container colors also changed and align with the residential cart colors (Blue=Recycling and Grey=Garbage).

In the summer, all customers received a mailing and in October, all customers received welcome packets. Both mailings included information about all our new service offerings and collection calendars. The wmnorthwest.com/auburn website continues to be the #1 source of information and our specially designed implementation newsheet, brought attention on the landing page allowing customers to see what was happening and when, along with a Frequently Asked Question (FAQ) document that was reviewed by thousands of our customers prior to our new contract launch.

At the launch of the new contract on October 1, WM took over the customer service calls and became the billing agent for the City. Furthermore, customers will now call in and schedule a bulky collection at their convenience, one time a year as part of their garbage service.

WM deployed 21 New Smart Trucks throughout the summer as part of our new contract.

The WM Think Green Street Crew launched new services for the City of Auburn on January 4, 2021, with dedicated full-time staff serving designated routes to routinely monitor, clean and collect litter and debris from Auburn's public roadways, alleys, and many other locations throughout the City. The crew collects garbage, bulky items, tires, sharps, and miscellaneous biohazard items.

2021 Implementation Highlights

- ❖ Think Green Street Litter Crew – Early start January 4, 2021
- ❖ On-demand bulky collections 1x/year for up to 4 bulky household items
- ❖ New fleet of 21 CNG Trucks running on RNG with SMART Truck technology
- ❖ New Eco-carts with cart color changes for garbage and Yard+Food waste
- ❖ New 45-gallon garbage cart size
- ❖ Remove 10-gallon cans – going to all automated collections
- ❖ Add 35-gallon garbage service 1x/month
- ❖ New garbage and recycle containers for businesses and multifamily properties
- ❖ Big Belly Solar Compactors five units placed at designated Auburn locations
- ❖ New designated Auburn customer service phone number **253-939-9792**
- ❖ WM handles billing for the City
- ❖ Commercial customers 150% to unlimited recycling
- ❖ WM Good4Green Grant \$8,788.54 Federal fuel tax credit shared with the city
- ❖ Social media campaign encouraging customers to set notification preferences, sign up for paperless invoice, and auto-pay. WM will donate \$1 up to \$5,000 to the Auburn Food Bank for each customer who registers at WM.com

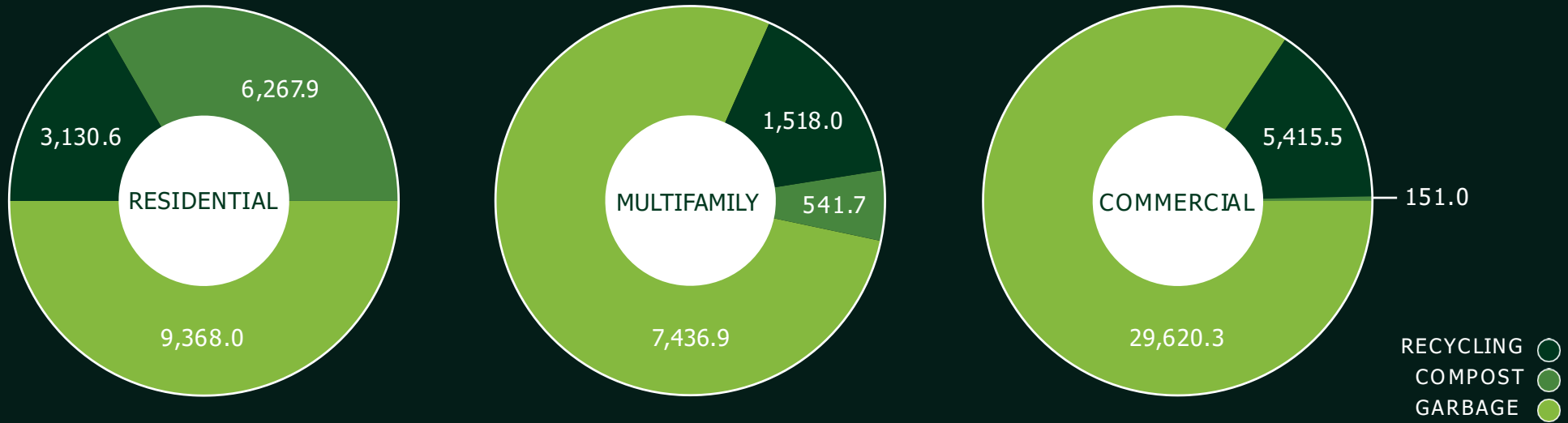
2021 Implementation Challenges

- ✓ Covid-19 Pandemic
- ✓ Labor shortage
- ✓ Cart distribution vendor
- ✓ Supply chain delays
- ✓ Inaccurate data
- ✓ Reroute
- ✓ West Hill and Lea Hill annex areas 4,000 new residential customers
- ✓ New Auburn customer service phone number
- ✓ WM handles billing for the City
- ✓ Multiple customer notifications
- ✓ New rates and services



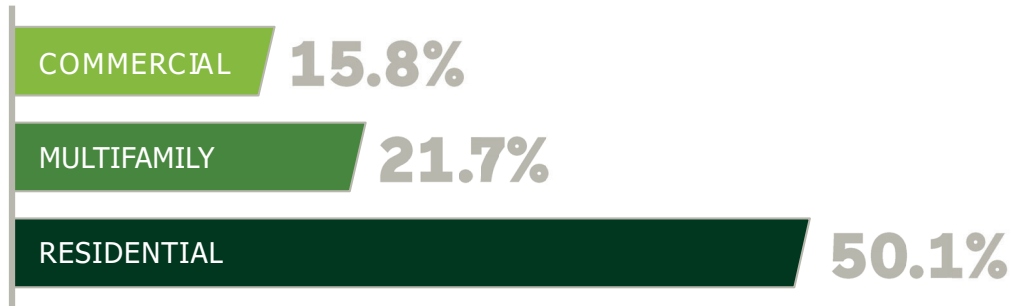
AUBURN WASTE STREAM – 2021

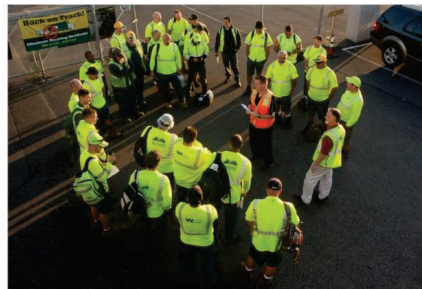
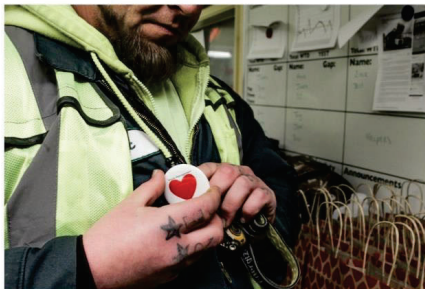
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AVERAGE DIVERSION RATES

The diversion rate is the percentage of total collected material that is not taken to a landfill, thus diverted for recycling, composting, reuse, and repurpose. Diverted material is typically delivered to a recycling or composting facility for processing.





Thank you!

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