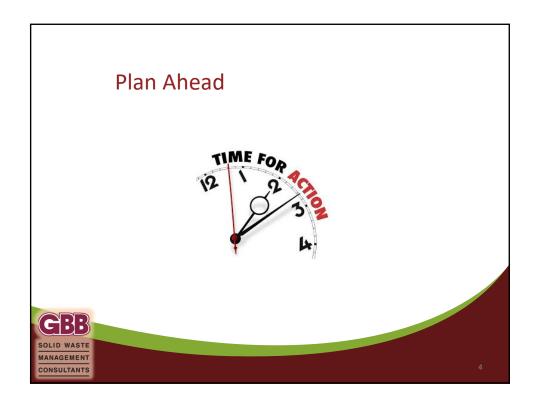


Gershman, Brickner & Bratton, Inc.Solid Waste Management Consulting

- 38 years national consultant
- Focused exclusively on solid waste issues
- Work in partnership with clients to develop innovative, cost-effective approaches that achieve measurable results
- Thinks outside of the box
- Tells it like it is independent objective advisor
- Significant consulting resources













Procurement Process

- Offered four Bids:
 - Trash collection Recyclables collection
 - Disposal
- Recyclables processing
- Required new trucks
- Offered 3, 7, and 10 year options
- Pre-bid conference attended by 12 companies
- Five firms submitted bids



Results

- More service for less
 - Converted to single stream cart recycling, added additional commodities and added RFID technology
- Resident bills reduced by \$1.29 per month
- Committee members who knew very little about solid waste management became "self proclaimed" experts
- Successful Return on Investment
- Yearly receipt of monies from contractors for Recycling promotion and education

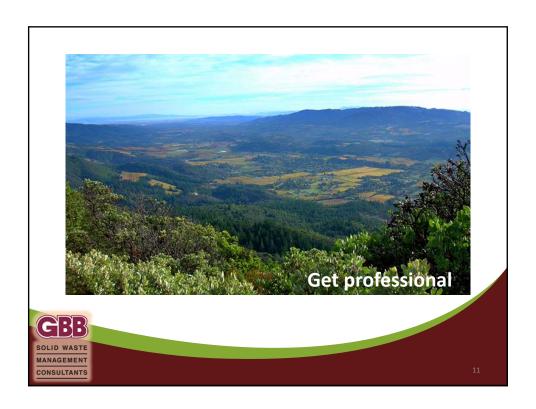
\$100,000 per year (approx \$1.25 per HH)





9













Summary

- 1. Indiana: municipality RFP designed to reach goals
- 2. California: seek professional response assistance
- 3. Michigan: find key driver and reiterate (cost, climate, customer experience)
- 4. Louisiana: use on-board technology, new media, present an organized front (chart, uniforms)
- 5. Massachusetts: focus on food, seamless collection



16

