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GBB Celebrates 25th Anniversary



On August 11th, Gershman, Brickner & Bratton, Inc. (GBB) celebrated its 25th anniversary. In 1980, Harvey Gershman, Bob Brickner, and Tim Bratton began an adventure that led them to assist hundreds of public and private sector organizations in developing practical, customized solutions to complex solid waste challenges. Above all, the people we have come to know are what really made it enjoyable: friends, clients and employees, both past and present.

As a celebration, there was a gathering for a dinner cruise on the Potomac River, near Washington DC. Everybody had a great time and, finally, the real meaning of 'GBB' was disclosed: **Good, Better, Best!**

GBB Waste Outlook

New C&D Recycling Contractor Selected by City of Portland, Maine

GBB Assists in Selection of New Operator That Could Save City \$1 Million a Year

The City of Portland, Maine, recently announced the selection of Commercial Paving & Recycling Company LLC of Scarborough, Maine, to run its Riverside Recycling Facility, a regional facility processing approximately 60,000 tons of material per year from the City of Portland residents and from residents of neighboring municipalities. The long-term agreement is expected to generate a savings of approximately \$1 million a year for the City based on a lower cost to operate the facility and new annual revenues generated by the aggressive marketing of the materials processed and recycled.

In late 2004, GBB was selected, in partnership with the Maguire Group, Inc., to perform an independent review of operations and financial results at the Riverside Recycling

Facility located on the northwest side of Portland. The primary objective of the assignment was to determine the advantages and disadvantages of the City's methods of handling construction and demolition (C&D) debris, bulky waste and organics.

The GBB Project Team evaluated the pros and cons of the City's contractual arrangement with the private firm now operating the facility, provided a detailed economic review, compared operations with established practices in the waste handling industry, and reviewed C&D waste handling strategies available to the City. The GBB Project Team ultimately recommended that a formal request for proposals (RFP) be issued in order to fully take advantage of the competitive marketplace. GBB was subsequently retained as part of the RFP development team and participated in the proposal review process.

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Disaster Debris Recovery Consulting Services to Respond to Hurricane Katrina

GBB is available to provide the public sector with Disaster Debris Recovery assistance for their management of Disaster Debris, including the collection, transportation, processing and disposal requirements, and auditing of private sector services.



logistically challenging. GBB's professional waste management consultants are keenly aware of the procedures, logistics, systems, and services necessary to effectively plan, implement, track, monitor, and report the management of Disaster Debris and control the overall costs in our

clients' best interests.

GBB has provided "fast-response" solid waste management consulting services for over two decades to hundreds of public-sector clients around the United States. The management of Disaster Debris and demolition waste, resulting from hurricane or tornado damage and flooding, can be complex, costly, and

If you are interested in discussing GBB's Disaster Debris Recovery Services, please contact Bob Brickner, Senior Vice President (bbrickner@gbbinc.com / 703-795-0930) or Frank Bernheisel, Vice President (fbernheisel@gbbinc.com / 703-795-5375).

Speaker's Corner

"How Recycling / Diversion Programs Can Survive Budget Cuts"

By Harvey Gershman
(GBB President) and
Kristian Ferguson
(GBB Consultant)

Many local governments have battled to keep recycling programs thriving in the face of budget cuts to sustain funding for other community programs judged locally to be more critical services. GBB believes that increased diversion can be achieved if efficiencies are squeezed into ongoing programs as a local government confronts budget pressures on its recycling/diversion programs.

This presentation focused on the results achieved in three engagements where GBB was tasked to accomplish the objective of more diversion while lowering solid waste management costs: City of Fort Worth, TX; Metropolitan Government of Nashville and Davidson County, TN; and Montgomery County, MD. Additionally, certain cities that recently announced abandoning or significantly lowering their diversion programs are reviewed. Some lessons for local governments to keep in mind are summarized as guidance for them as they continue their recycling/diversion programs.

This presentation was given at the SWANA and MRC conferences in the spring and is available at: www.gbbinc.com/speaker

New Jersey Tackles Urban Streets' Litter GBB Makes Recommendations Aimed at Achieving Significant Reduction in Litter

GBB recently completed and presented a report to the New Jersey Clean Communities Council on a comprehensive visible litter survey performed in 2004. The main finding of the survey is that while New Jersey's overall litter rates are close to the national average, they are significantly higher for urban streets as opposed to freeways/rural roadways.

GBB's report recommends that a media-based litter reduction program be implemented in New Jersey with the goal of achieving a 50% or more reduction in litter. The program should initially focus on reducing deliberate littering along urban streets and targeting people between the ages of 18 and 24. Subsequently, the focus should be expanded to target people between 11 and 44, the group that does most of the urban street accidental littering.

"New Jersey Clean Communities Council uses an effective grass-roots approach," stated Steve Stein, Senior Project Manager at GBB. "Stepped-up enforcement and providing more educational resources can help New Jersey achieve significant reductions in littering. I believe that New Jersey residents and businesses will strongly support such a campaign to help New Jersey achieve these goals."

The primary objective of this survey was to determine the extent, rate, composition and probable origin of litter along New Jersey's streets, highways and other locales, using a unique stratified random sampling model, and recommends strategies that help ensure a successful media campaign to reduce litter. The model accounts for factors that influence litter, such as roadway type and adjacent land use, traffic volume, weather, income, county population size, distance to the nearest city, and the type and duration of litter control program effort. The report is available on the Council's website at: [www.njclean.org/pdf/New Jersey Litter Report.pdf](http://www.njclean.org/pdf/New_Jersey_Litter_Report.pdf)

Sandy Huber, Executive Director for the New Jersey Clean Communities Council said, "When I read this report, I was pleased at the level of professionalism and the attention to detail. This information will help us focus our educational efforts more successfully on the most littered areas and the age groups that tend to litter more heavily."

The GBB Project Team included the Institute for Applied Research, an international leader in visual litter surveys. The methodology utilized has also been used in 73 major litter surveys, including one that led to the now famous "Don't Mess with Texas" campaign.

GBB Welcomes Tal Johnson as New Senior Associate

GBB is proud to announce the appointment of Talmadge Johnson as Senior Associate. Mr. Johnson, who has a BS degree in Economics and Business Administration, brings to GBB over 12 years of management and sales experience in the environmental and municipal solid waste industry. Prior to joining GBB, he worked with such firms as Cascade Engineering, Plastic Omnium ZARN, and Waste Management, Inc. and had responsibilities that included business development and management of municipal contracts throughout the U.S.



Based in Atlanta, GA, Mr. Johnson is a member of the Solid Waste Association of North America, Georgia Municipal Authority, National Forum for Black Public Administrators, League of Counties, National League of Cities, National Solid Waste Management Association, and Florida League of Cities.

His experience, drive and extensive network of contacts will be a great asset to GBB.

We wish him the best of luck with this new challenge in the world of consulting.

Commercial and Multi-family Recycling: Difficult at Best A Look at the City of Plano, Texas

By Melissa Angert, Gershman, Brickner & Bratton, Inc. Intern

"Restaurants are there to serve food, not to recycle," says Robert Smouse, Special Services Superintendent with the City of Plano, Texas. "Typically, recycling is just not the priority of the business."

It is one of many chronic problems facing those charged with increasing commercial and multi-family recycling diversion rates in their jurisdiction. The City of Plano devotes much time and many resources as it strives to reach its 40% commercial waste diversion goal. It has four full-time and one part-time staff members assigned to monitor and increase commercial waste recycling, and the City spends about \$50,000 annually to educate the commercial business community regarding recycling.

Six years ago, GBB provided technical, marketing and public relations services to the City, to develop and promote a successful commercial recycling program. Among other things, GBB developed a campaign logo and slogan, "Recycling works for Plano," "toolkits" containing case studies, fact sheets, and program tips specifically targeted to seven sectors (multi-family properties, office buildings, restaurants, retail operations, health care institutions, grocery stores and hotels/motels); staff training on technical assistance to businesses and institutions; publicity for the commercial recycling program; and promotional support and content assistance for business recycling workshops.

Referring to the public education tools that GBB created for Plano, Smouse says, "They work. They have been very helpful for businesses to read and get more information. They add certain credibility to the program and professionalism in appearance."

Today, the City continues to network to promote its Commercial Diversion Program and other commercial recycling programs. Recently, the City has decided to incorporate the SmartEngine™ online

waste audit and business recycling promotion tool to its website as an additional means to reach the business community and promote recycling. Once implemented, later this year, the SmartEngine™ will make it possible for the City to reach hundreds of businesses to promote its recycling program. Interested businesses will have the opportunity to complete an online waste survey and receive a personalized report at no cost that will highlight how they could save money by recycling more and adjusting their trash/recycling collection services.

Businesses that excel in recycling are also eligible for the Environmental Star of Excellence Award, a recognition and award program for community business organizations supported by the Commercial Diversion Program and the Keep Plano Beautiful Commission. Businesses can apply for the award annually, based on recycling capability and planning, diversion rates, community events participation, employee education, and the quality of their internal recycling program.

Smouse reports that when he joined the program in 2001, the commercial diversion rate in Plano was just over 5.7%. "We've seen a tremendous growth in the four years that I've been here," he says. During that same time, the overall City diversion rate increased from 17% to 22.2%. And as of two years ago, the commercial diversion rate was 12.7%. Though this rate has more than doubled in Plano—an admirable feat—the rate is still far short of the 40% goal.

Even with the best public education and an aggressive staff, it is challenging, to say the least, to get owners/managers of commercial and multi-family units to make changes and increase diversion. The roadblocks are many, and it is far from easy to contend with them.

"Most of the time, if there are significant benefits of recycling, businesses are more inclined to implement a program..."



SmartEngine

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Increasing Business Recycling is a Challenge.
We Have the Solution!

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We Can Talk Trash!

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Register online at
www.gbbinc.com/demo
to schedule your live, online presentations!

Conventions & Tradeshow:

GBB will be present at the following industry events. We look forward to seeing you there!

- **Wastecon 2005**
Austin, TX
Sept. 27-29, 2005
Booth # 937
- **National Demolition Association Convention**
Nashville, TN
March 26-29, 2006

Visit the conference / tradeshow section of our website for an updated list!



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New C&D Recycling Contractor Selected by City of Portland, Maine

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"Jurisdictions that take a close look at the details of their operations and options can often generate important savings. The City of Portland had the foresight of questioning what they were doing and looking for expert opinions. They avoided simply going through the motions, and this decision will pay off for years to come," noted GBB Senior Vice President Bob Brickner. As a national expert in the field of C&D waste recycling/management, Bob has toured over 80 C&D recycling projects in the past 13 years. He was able to bring this experience to bear in GBB's assistance to Portland.

Recent GBB Assignments

During the past summer, GBB has been selected for several new assignments, including:

- **Evaluation and Negotiations Assistance for Landfill Franchise Agreement**
Montgomery County, NC
- **Collection RFP and Proposal Evaluation Process**
The PFM Group for City of Pittsburgh, PA
- **Commercial and Multi-family Waste Management Study**
(in association with Ecodata, Inc.)
Arlington County, VA
- **Integrated Waste Management Data Collection and Routing System**
City of Pasadena, CA
- **Solid Waste Collection Routing Software (FleetRoute™)**
City of Ontario, CA
- **Disaster Debris Recovery Contractor Auditing Services**
City of Kissimmee, FL
We appreciate the opportunity to assist these communities with their needs.

GBB Again Co-Sponsors Annual NRC Softball Game

The North battled the West for the championship this year at the annual softball game at the 2005 NRC Congress in Minneapolis in August. The battle ended in a tie.

It was a great gathering, thanks to all that participated and especially to the Recycling Association of Minnesota who provided fantastic local support to help coordinate the event.



Shown in photo is the gathering; Harvey Gershman played for the West while Bob Brickner officiated on the basepaths and was the event's photographer as well.

Commercial and Multi-family Recycling: Difficult at Best

(Continued from page 3)

With businesses, cost is ever a key factor in their decision to recycle, or not to recycle. "Most of the time, if there are significant benefits of recycling, businesses are more inclined to implement a program than if it's break-even or if it's going to cost them money," says Smouse.

Multi-family units pose another set of challenges. As Smouse explains, "One of the most difficult things with multi-family units is the transient nature of the tenants. There is almost a constant turnover, so we're continually trying to educate. Additionally, a general behavioral characteristic of multi-family tenants is that they tend not to have as much concern about their community. Recycling is just not as supported on a feel-good, making-an-impact-in-their-local-community basis, as you tend to have with the single-family residential sector."

So, what really works to increase commercial recycling? "The key is to make implementation of

recycling programs as easy as possible with as little effort as possible," replies Smouse. "Heavy marketing and education, assisting the businesses with training and implementation of the program, and setting key goals and measurements to build sustainability are all essential."

"Reaching out into the community to attract new businesses is also important," he continues. "Workshops are great for that, and one of the key aspects of the workshops is to include some of the existing, successful businesses that can provide testimony, answering questions on the benefits of recycling and how the programs benefit them."

For Plano, the next phase of its commercial recycling efforts will include an emphasis on expanding the Organic Recycling Program, as well as Construction & Demolition (C&D) recycling. "That's where we see the next level for reaching that 40% diversion goal," says Smouse.

For more information on City of Plano commercial recycling, go to www.planocommercialrecycling.com.