



CITY OF ANN ARBOR, MICHIGAN

Customer Service, P.O. Box 8647, Ann Arbor,
Michigan 48107

Phone: (734) 794-6000 Fax: (734) 994-8991

Web: www.a2gov.org Printed on recycled paper

Dear Business Owner:

As part of the current budget, City Council approved charging businesses with refuse (trash) carts a fee of \$45 per 96-gallon cart per quarter (3 month period, equal to \$15/month) for weekly refuse pickups, effective January 1, 2013.

In reviewing our field records, we have found that there are ___ carts at your business located at _____ (address). If you are interested in keeping your refuse cart(s), you will be charged \$45 per cart per quarter effective January 1, 2013. The first refuse bill will be issued at the end of the quarter, around March 2013.

If you would like to have your cart(s) removed or the number of carts adjusted, please contact the City of Ann Arbor Customer Service Center at 734-794-6320.

We will also be mailing the property owner a written communication regarding this new policy.

Sincerely,

Ann Arbor Customer Service

P.S. To save money and resources, this may be a good time to reduce your landfilled trash and expand your recycling efforts by using the City's recycling services available to you at no extra charge through Recycle Ann Arbor. For more information, please contact info@recycleannarbor.org or call 734-662-6288.

******* DRAFT CART FLYER*******

**For-Fee Citywide Commercial Refuse Carts
City of Ann Arbor Communications Plan
November 13, 2012**

Goal

To communicate to businesses the new, for-fee refuse cart rates for all city nonresidential locations, to go into effect Jan. 1, 2013. To inventory the carts in the field according to the business owner.

Audiences

City Council
Affected business locations
Field operations staff working in the solid waste area
Recycle Ann Arbor
Enforcement agencies - Ann Arbor Police Department Community Standards

Key Messages

As part of the current budget, City Council approved charging businesses with refuse (trash) carts a fee of \$45 per 96-gallon cart per quarter (3 month period, equal to \$15/month) for weekly refuse pickups. This is the only business refuse service that is not currently charged a fee. Refuse dumpster service is charged a fee based on the size of the dumpster and frequency of service. DDA refuse carts are charged a fee (\$46/month) for 3 times per week service.

The quarterly billing for weekly business refuse cart service goes into effect January 1, 2013 with the first refuse bill issued at the end of the first quarter, 2013.

Businesses may have trash cart(s) removed or the number of carts adjusted, by contacting the City of Ann Arbor Customer Service Center at 734-794-6320.

If there is nonpayment of the quarterly invoice, the payment may be placed on the property tax rolls. Carts will not be removed from locations for nonpayment.

Businesses may opt to reduce waste costs by expanded recycling available at no extra charge through the City and Recycle Ann Arbor, info@recycleannarbor.org, 734-662-6288.

Project Contacts

(Primary) Tom McMurtrie, Solid Waste and Recycling Coordinator, tmcmurtrie@a2gov.org
734.794.6000 x 43707

Aimee Wingle, Financial Operations & Control Analyst, awingle@a2gov.org, 734.794.6320 x
43203

(General information) Customer Service Center, 734.794.6320

Communication Tactics

City Council Communications

- NOV: Memorandum from City Administrator, including copy of letter for businesses (Tom and Aimee for Craig's approval)

Business Communications

- NOV: Flyer left on refuse carts in November as part of the cart inventory process with field staff (Tom, Aimee write, Field Ops distribute)
- NOV/DEC: Letter mailed to business addresses and property owner in late November (Tom/Aimee write, Customer Service mails to identified business locations and property owners)
- NOV: Letter is posted online on the Business Recycling News website and e-mailed to subscribers over GovDelivery (Nancy)
- MARCH 2013: Include explanatory letter in the first mailing of quarterly invoice (Tom, Aimee, with Craig's review)

Employee Communications

- NOV: City Council memo also sent to Community Standards (Chief Seto, Renee Bush to distribute)
- NOV: Field Ops involved in trash cart inventory (Field Supervisor Bill Meeks assigns staff, updates all Field Ops front office and field staff)

Media/General—This project is a subset of business population and not requiring a general media approach