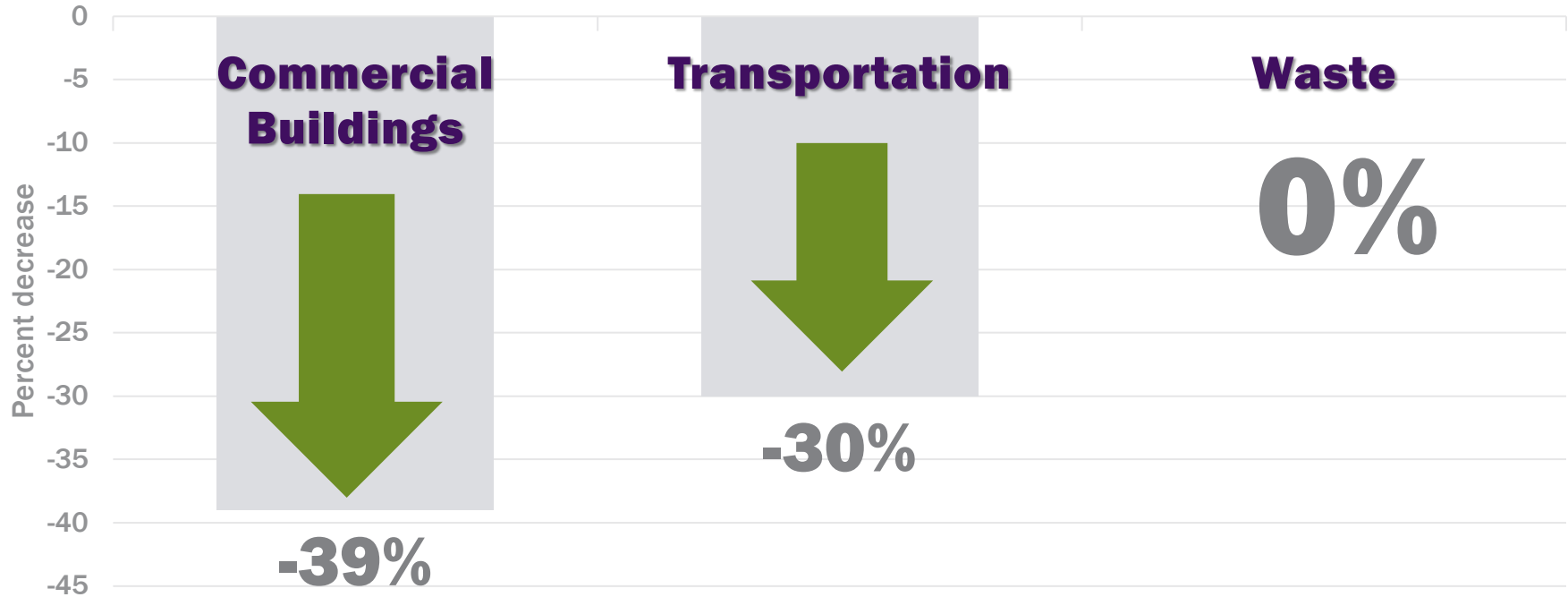


A person wearing a dark hoodie and a cap with 'DENVER' on it is walking past a black trash bin. The bin has 'CITY AND COUNTY OF DENVER' printed on it. The background shows a parking lot with several vehicles.

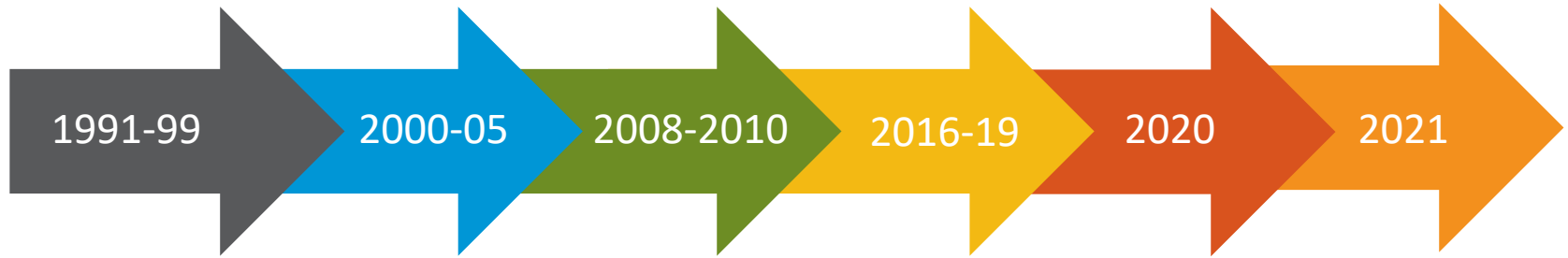
Volume-Based Trash Pricing

Community-based Outreach

Change in Emissions Since 2005

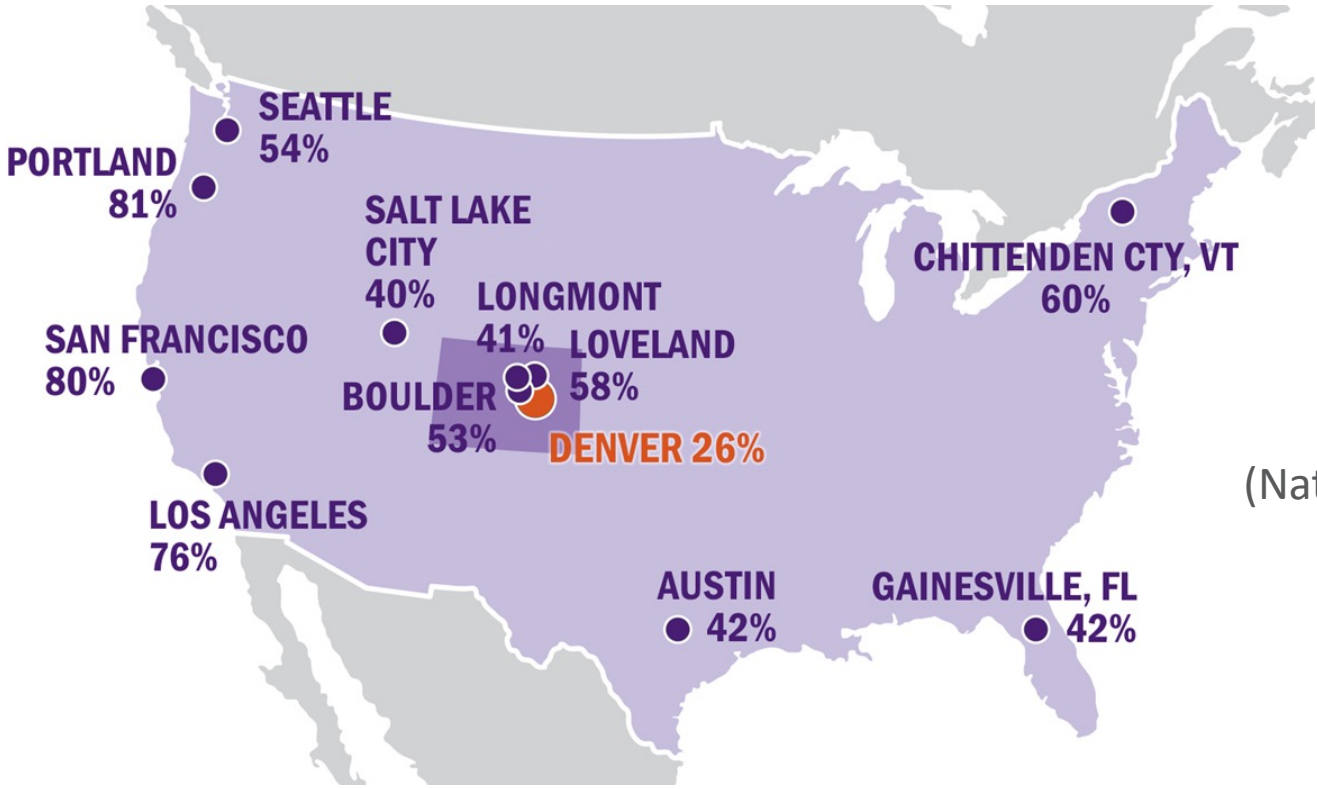


Long History of Discussions



- 3-bin recycling pilot begins.
- 2-bin system offered to all customers.
- Recycling subscription service starts, 40% participation.
- Single stream recycling begins.
- Compost pilot begins 2008.
- Compost service launches 2010.
- 2010 Solid Waste Master Plan published.
- Mayor prioritizes fee for waste service.
- Sustainable Food Policy Council recommends fee.
- DOTI feasibility study begins.
- Climate Action Task Force recommends fee.
- DOTI feasibility study completed.
- Technology build out for fee management.
- Sustainability Advisory Council recommends fee.
- Listening sessions with Council members.

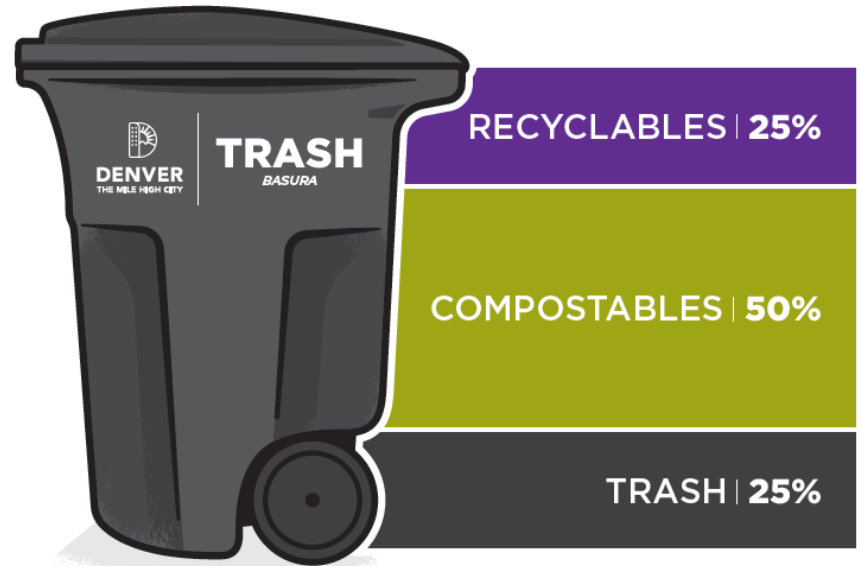
Denver's waste diversion rates are well behind equivalent cities



(National Average = 34%)

Why Volume-Based Pricing?

1. **74% of Denver's waste currently goes to the landfill:**
 - 26% diversion rate (recycling + compost).
 - 50% of trash is compostable.
 - Adding service to ~150k new homes
2. Need to increase level of service, while general **cost of service is rising.**



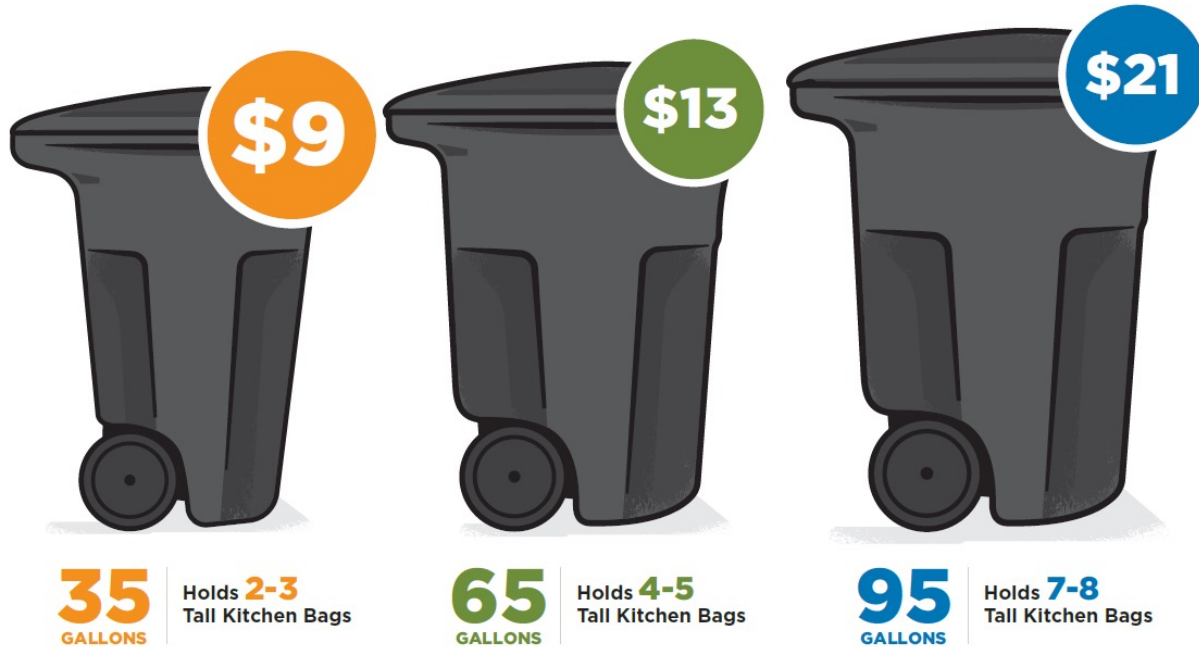
COMPOSTABLES & RECYCLABLES

75%

TRASH
25%



Trash Cart Sizes & Proposed Monthly Rates



Recycle and compost carts included at no additional cost.

Services Included:

- **Weekly recycling!**
 - **Weekly composting for all customers!**
 - Equipment Operators
 - Inspectors
 - Trucks
 - Carts
 - Education and Outreach
 - Billing System
 - Disposal fees
 - Cherry Creek Drop-off
 - Extra Trash/Large Item Pick-up
- Annual Programs
 - Leaf Drop
 - Treecycle
 - Mulch Give-away
 - Subsidized HHW pick up
 - Subsidized e-waste drop-off
 - Recycle Your Holiday Lights
 - Appliance recycling
 - Paint recycling
 - Great Denver Cleanup

Affordability Program – Instant Rebate

- Partnership with DHS.
- Eligibility = **income + number of people in the house** (Area Median Income):
 - 30% AMI = 100% instant rebate.
 - 50% AMI = 75% instant rebate.
 - 60% AMI = 50% instant rebate.
- Renters are also eligible.
- Applications available prior to roll-out.

Denver Metro Trash Service Rates

	Monthly Cost for Weekly Trash, Recycling, and Compost		
	Small Trash Cart	Medium Trash Cart	Large Trash Cart
Hauler 1	\$21.15	\$27.55	\$33.95
Hauler 2	\$22.40	\$28.80	\$35.20
Hauler 3	\$23.85	\$31.20	\$38.55
Hauler 4	\$34.70	\$44.45	\$54.20

No other cities or haulers offer a rebate program for low-income households.

Where are we now?

Pre-ordinance Outreach with CASR

- +50 community presentations
- +1,000 attendees
- Feedback:
 - Property tax questions
 - Affordability program necessary
 - Education and outreach plan



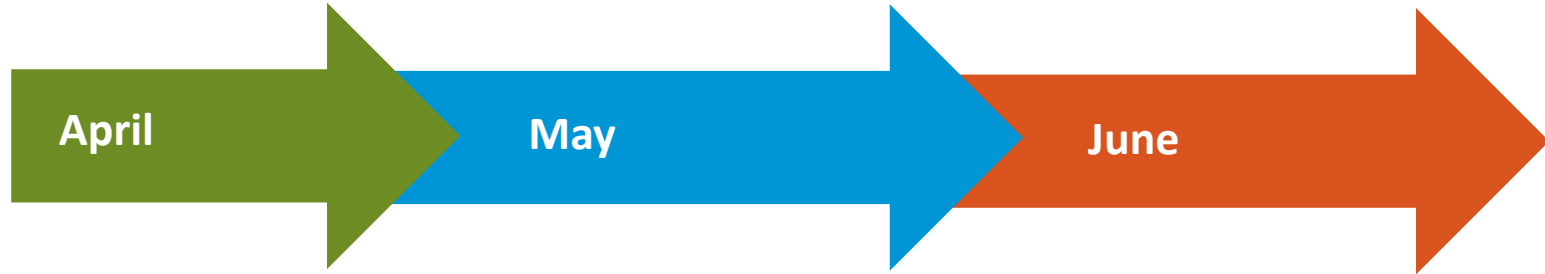
Education and Outreach Plan

1. Print/direct mailers (multi-lingual)
 - Customer service newsletters
 - Affordability postcards
2. Community-based organization (CBO) contracted outreach
 - New fee, expanded services, rebate sign-ups, compost education.
3. Paid advertising
4. Events (i.e., library truck visits)

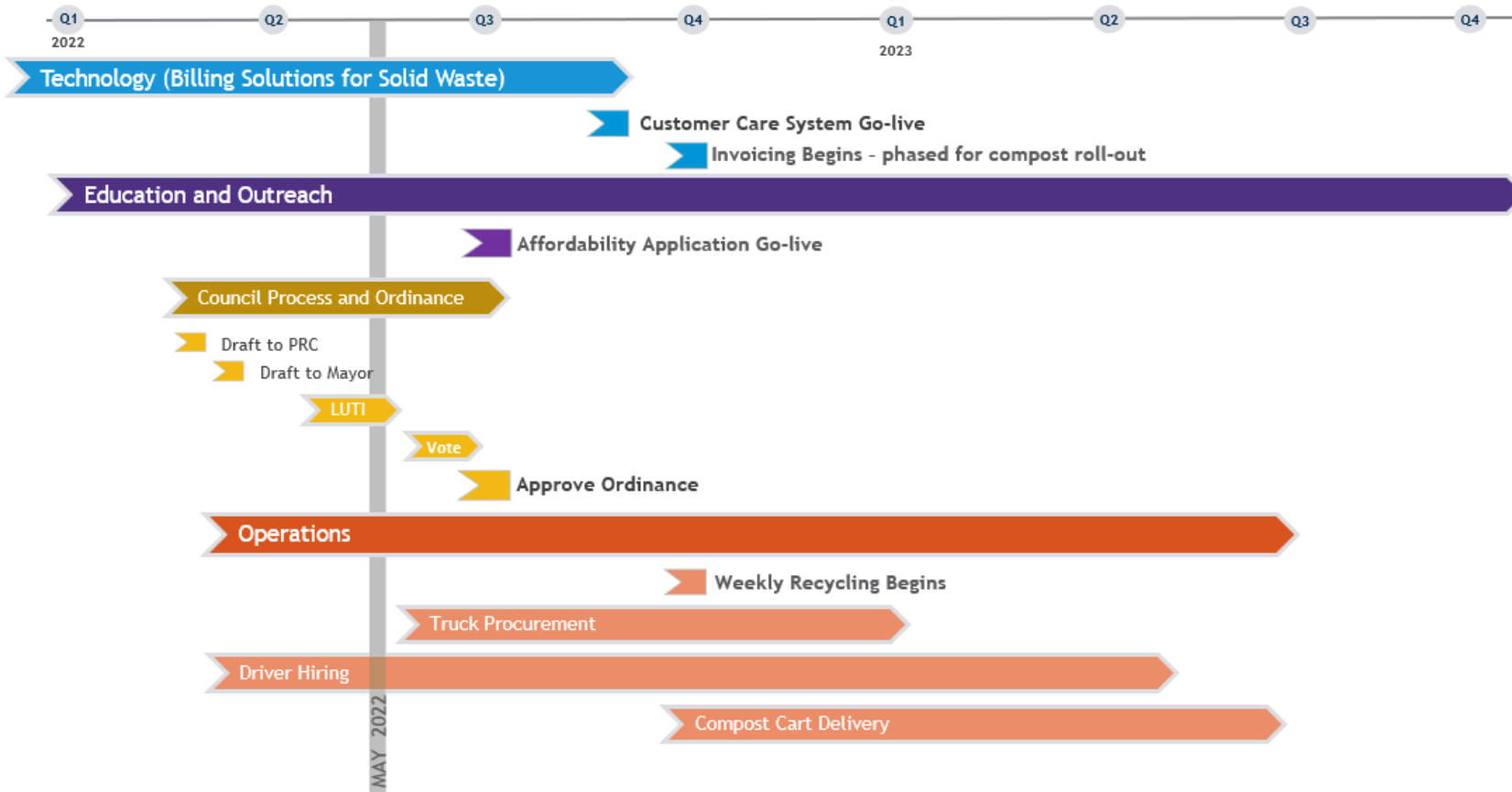


Community-based Organizations

Pre-ordinance timeline:



- Identify master list of CBOs / reach out to Council for recommendations.
- Continue adding CBO's to master list
- Hold Focus Group
- Contact all CBOs to gauge level of participation and areas of focus



We Need Your Help!

- What is the new fee and expanded services
- How to recycle & compost correctly
- How to apply for the affordability program
- How to use your online customer account