

SPECIAL COMMITTEE ON SOLID WASTE ACTIVITIES

January 23, 2012

5:00 p.m.

Chairman Craig called the meeting to order.

The Clerk called the roll.

Present: Aldermen Craig, Arnold, Corriveau, Greazzo, Osborne

Messrs: T. Belanger, K. Sheppard

Chairman Craig addressed item 3 of the agenda:

3. Update regarding single stream recycling.

Mr. Kevin Sheppard, Public Works Director, stated to my right is Tony Belanger of Pinard Waste Systems. Tony will be giving a little bit of an update on the implementation plan, but I just wanted to give background to any committee members who may be new or want some information as to the history. Back in January 2011, the Board of Mayor and Aldermen approved a recycling contract with Pinard Waste Systems. The intent of this contract was to retain dual stream and work into a single stream program. The contract actually notes that the single stream would have been in place last year but for several reasons that did not occur. We are looking to implement single stream this coming April. Tony will talk a little bit further about the implementation of the plan in a few minutes. Through the contractor the city will purchasing the toters and Pinard is responsible for delivering those toters to the residents who are currently recycling. We'll also

encourage other residents who are not participating to become involved with the program. We have to have funding of \$432,000, I believe at this point, to purchase toters. We are looking at other ways to purchase the additional toters, and we'll be reporting back to the committee on that at a future date. You'll see the handout that was given to the aldermen that shows a picture of the toters. Similar to the downtown toters we plan on the recycling toters as being a blue toter, with a blue lid, each cart with have a City seal on it, which is attached in the list of pictures that I gave you. Additionally it will have an RFID chip, which is an electronic chip that we'll be able to, if we get into some type of program where we're giving away recycling incentives similar to other programs that are out there, allow Pinard to be able to see which addresses or which locations they actually dump the recycling toter. An RFID chip is included, instructional information will go with each toter, and each one will have the City logo on it. Pinard Systems will be responsible for passing out these toters. One thing we're talking about is the existing bins that are at the curb, and Tony, again, will talk a little bit further about that, and what we plan on doing with those. Whether we plan on collecting the existing bins that are at the curb, which really do not have much value, or do we recycle them with single stream recycling. Again, as I said, Tony will provide some more information on that. We plan on starting up a whole educational program. The educational program will include press releases, not only to the residents, but hopefully get some information out to the schools. Pinard is talking about at the time of the bin drop that educational materials are left directly with residents within their bins, the City website, MCTV, information on the toters, and our recycling hotline. We're looking at a website dedicated just for the City single stream recycling, plus direct mail, and possibly bill stuffers. The bottom line is we're looking at trying to get the word out as much as possible for a single stream program. The intent is to begin the program with our existing recyclers based on funding. We believe we have anywhere from 12,000 to 14,000 residences or participants right now. The intent will be to encourage the existing recyclers to

move into the single stream program. We'll go out there and Pinard will deliver totes to those existing houses. Beyond that, we will be looking to expand that to new recyclers but obviously we'll have to watch the funding so that will be dependent upon the funding that is available. Alderman Craig has been working with us for quite a while and Sam Piatt of the Mayor's Office has been working with us. We're really looking forward to educating the public and getting this information out. I think there are a lot of great ideas out there. If we begin this program in April, single stream could potentially bring our recycling rates from 10 to 12% where they are now, up to 30%. I'll ask Tony to talk a little bit further about implementation, and I think he has provided you with some information.

Mr. Tony Belanger, Pinard Waste Systems, stated good evening. Thanks for taking the time to get this together tonight. The basic premise of the implementation program is to basically come up with a good, solid operational plan to make sure that the residents don't have any overlapping issues between the dual stream program that we're currently providing and the automated single stream program that we're moving into. I have highlighted some areas here of our upcoming criteria that we're going to be dealing with between Pinard, the toter companies and the residents. Basically what you see posted highlights pretty much the most pressing ones and gives you a good idea of how we go about doing these things. The first thing that we're doing that's of utmost importance to us is that we have the most time to do this between now and the actual date of delivery, when we actually start delivering these things. We're actually compiling a detailed participation list using the City's tax chart, which has all the residents' addresses listed on it and going out and running the routes on the day of the collection within the next four, five, six weeks and indicating who is participating on a regular basis so that we have a detailed list to give to the people who will be delivering these things, either my personnel or the cart people personnel so that we don't have any missed people, so we have a better idea of how many actual carts that we need in

the long run. The second list is more in terms of how we can efficiently do this. When they go into these cart programs, what we typically try to do is find areas throughout the city to make it as efficient as possible for the delivery personnel to get these things out. Stops per day is what they go by. They try to do as many toter deliveries per day as they can. If we were to store all the toters on the west side of Manchester, come time to get over to the other side of the river, the method of delivering these things is pretty low tech, so we're going to be actively looking for approximately five strategically located parking lots, industrial buildings, land applications that we can work out a deal with to get these things so that they will go as efficiently as possible. Initially we plan on starting this in the first week of April in terms of getting all of these things to come together into a head, carts arriving into the City, the literature being ready to be attached to them, the stuff that Kevin just discussed with you which was the outreach part to that, so that it all works together so that it comes off seamlessly. That's pretty much what we try to do—make it so that the public gets as little disruption as possible throughout. Trash is really important to people and we know that, so we want to make it seem as easy as possible. Communication is going to be our number one goal: communicating with the residents, communicating with the City officials and communicating with the representatives from the cart company and also my own organization. We have put in some contingencies, which we always have to have. The timing is almost perfect for delivering these things. As you probably all know, we can almost always guarantee that huge snowstorm right around April 16th, and this year will probably be no different. Hopefully it won't be the month of April since we missed all of December and most of January. We're going to continue to run our dual stream trucks for as long as it takes to make sure that everyone is taken care of or until such time that they all have the new carts. As you can see on my outline posted, we'll be doing it to ensure a good operational plan for this, which is to stagger the deliveries for each day until we get to the end of the toters. If we start on Friday, we'll do most of Friday, but we'll need to

move some to the end. This will give us a dual stream truck that will run throughout that period until we get back around to the start again. Other than that, that is pretty much it.

Mr. Sheppard stated I believe the intent is to start deliveries at the beginning of April, and by the end of April we will have the single stream program available to our existing recyclers throughout the city. The cart prices and toter prices are dependent upon resin prices and plastic prices. We recently got a quote from River Pacific and the carts are actually being purchased through Pinard. We have been able to get a great price right now so we've got the existing \$432,000 and we're going to be moving forward with the first round of purchasing the carts. I believe that will buy us around 10,000 carts. Our intent is to buy a total of about 15,000 citywide, which will cover our existing customers plus hopefully anyone else who's interested in going into single stream at this point. We want to move forward with that purchase; I'll be giving Pinard the right to move forward. One of the items that's been talked about at this committee in the past is advertising on these carts or toters. The idea of advertising on these, and our thoughts were on the lids themselves, we're going to have educational material on the toters but can't really add anything to the toter.

Mr. Belanger stated the body of the toter is exclusive to hot stamping. It is a burned-in type of process that you see on almost all recycling bins. You can see it in the pictures. It is a one-color process that is burned into the existing resin. Manual labeling is reserved just for the lids. The lids are, I believe there is a different type of plastic that allows for this and would be a better placement for you.

Mr. Sheppard stated the thought was there as a potential revenue for advertising on these carts, and the potential, I believe, would be to purchase the carts and then

add the advertising with a sticker of 8 ½” x 11” or two 4” x 3” on the side of the toter itself. That way it’s a material, should the company default on the City or should the company move out of the City or go out of business, that could potentially be removed from the toter versus having it made as part of the toter. It is also something that could be added to the toter once the toters are delivered. This is subject to the committee’s review and approval. If the committee wants us to move forward with having these go out for an RFP to see what’s out there, we can always reject any offers that the City does receive regarding advertising, but again, you can put out an RFP and just say we're looking at potential advertising space on our toters, come in and tell us what you would like. Even if it is a five-year deal; these toters are guaranteed for ten years and would typically last probably 12 to 15 years. That way if it is not molded into the toter, it is something that could be removed if the City entered into a five-year deal, for example. Supposedly at the end of five years the intent would be to pull these stickers off the toters and maybe do someone else that comes in, so that it is a thorough process. Moving forward first with the toters, maybe go out for an RFP for advertising, if that’s the will of the committee and the will of the board, but I think there’s a definite potential for revenue for advertising space. Is it real? I’m not too sure, but if we don’t ask, I guess we’ll never know. I guess I’m looking for direction from the committee on that.

Alderman Osborne stated I guess I have a few questions. I will take a couple and let the rest of the committee have a few. Basically, I guess we're going to start with a blue toter and then the green will be the color of the logo of the City on the side.

Mr. Sheppard replied I believe that would probably be white.

Mr. Belanger replied they are usually white. They want something to contrast with the blue that will jump out. White is the best color for that. I can find out the answer to that question.

Alderman Osborne stated I don't know about the white jumping out and being any reason for it. As far as blue and this green that I'm looking at here, it would be a nice contrast on the barrel itself. We know with that emblem, the size of it anyway, if we have to go hunt them down, we know what they look like and it's embedded and embossed right into that barrel. I think white would be more of a blight. I think the more we can make it as subtle as possible in front of peoples' homes is the best thing to do, and I'm going to talk to you a little bit about advertising. I have a few things here, but in my own mind advertizing is good and there's money in it and everything, but again, by putting advertising on the outside of the barrel... You said it was stickers that would come off and on; you could take them off, put them on. So does that give the constituents out there a choice of whether they want that on there or they don't?

Mr. Sheppard replied again, that would be at the direction of the committee and the Board of Mayor and Aldermen as to how they choose to move forward with that. If they choose to move forward with advertising, they could give us some constraints and how we would work with that. I'd be looking at the direction from the board.

Alderman Osborne stated I think basically you want to get as many as you can out there to recycle. I think the harder you make it for them, if you say you're going to have a barrel out there with LaBlonde's Taxi and all of this stuff, or whatever might be on there, I think it's kind of a turnoff in a way at the beginning, but it is up to the committee and the board, of course, but that's not something that I'm looking forward to. Unless there is a big change, like I said if it is something they

have a choice that they could have on it or they couldn't, at least it gives the constituents out there a choice of whether they want something on their barrel like that outside their home or in their yard. This is one thing that bothered me about the advertising. The other thing is education. What did you say in the background? You're going to have what kind of education? How are you going to educate these people? How are you going to get the toters to them?

Mr. Sheppard replied Pinard is responsible for getting the toters out to the residents. Not only will it be the informational pamphlets that are delivered to the residents who are recycling, but if you look in your packet, this material here will be actually in-molded into the toter caps, the lids of the toters. This material will actually be part of the lid, so people who have these containers, this will be part of the lid. So this will give the educational information on the program.

Alderman Osborne stated I don't mean that part, but you say there are some out there that are not recycling like they should anyway. How are you going to educate those people to take on one of these toters?

Mr. Sheppard replied again, we're going to try to get out as much information using MCTV and using pamphlets. Alderman Craig has been really good working with us. We do a little bit on developing some of this, and if you look at the last page, "being green starts with blue" is a logo we plan to move forward with. We have blue toters, "being green starts with blue" is our intent, get a lot of this information out there, whether we get a banner cross Elm Street, whether we develop a mascot; these are things that we're trying to develop at this point in time.

Chairman Craig stated I think just to add onto that is that we have a laundry list of things we can do from a marketing perspective, but then it's putting the dollars

behind it and what is the maximum reach and how can we target this the best, whether it is a bill insert, a letter, the website or things like that.

Alderman Osborne stated one good thing would be a good slogan for it “the more you recycle, the less your taxes.” I like the color of the totes. I always liked blue. I think Goffstown has blue. It is a good Greek color. Basically the other things I know somebody else has questions. The drop offs or where they can pick these up would probably be to put them over at the drop off and highway.

Mr. Sheppard replied we’ll work with Pinard. Again, they will be delivering them to the residents. So we will work with Pinard in finding sites throughout the city.

Alderman Arnold stated thank you very much, Madame Chair. My apologies to the committee; I expect I’m going to have to leave before the committee has concluded its discussion. I have a meeting up the street at 5:30 p.m. Kevin, I did want to follow-up on the advertisement prospect. Do we have any information from neighboring communities about what they do, whether or not they offer advertising opportunities or not?

Mr. Sheppard replied I don’t believe any of our neighboring communities do that. I can verify with Goffstown or some of our other neighboring communities. I don’t believe Nashua advertises.

Alderman Arnold stated that would make us cutting-edge to be the first to do that. If there were any communities that did that, I’d be interested in getting ahold of whatever RFP they used to see if they’ve put restrictions on it or what kind of restrictions they put on it. If none exists, then none exists. Thank you very much.

Alderman Corriveau stated thank you, Madame Chair. I guess I'm the new member of this committee so I just need to be walked through one or two quick things. So these toters are going to the... Kevin you mentioned we have approximately 12,000 to 14,000 residences who are currently recycling. Is that right?

Mr. Sheppard replied correct.

Alderman Corriveau stated and these 10,000 toters will be going to those residents or at least they'll certainly have priority.

Mr. Sheppard responded right.

Alderman Corriveau stated the first question I have is, are they free?. If these people are recycling, then theoretically we really don't need to incentivize them very much. But I guess what I'm curious about is since these people are already sort of doing the right thing, are they going to be given these toters for free, and in the future, because obviously I totally agree to boost the recycling rate as much as we can, do we plan on offering these toters for residents for free or are we going to charge less than a trash toter would be? What's the process?

Mr. Sheppard replied when the program was originally approved, the intent was to give the toters out to residents at no charge, and I would believe that would be the intent throughout the term of the program. Should the aldermen decide to change it, that's fine. A lot of single stream programs work because the City gives the toters to their residents and it makes recycling easier for them. We're going to encourage people to become recyclers. You have a toter and the paper, plastic and glass all go inside of one container and it is a lot easier to recycle. A toter makes it

a lot easier to recycle versus sorting the two bins. I guess the short answer to your question is yes, they are free.

Alderman Corriveau asked how much do we charge for the trash toters? I'm just curious.

Mr. Sheppard replied I believe they are \$60 for the 95 and \$50 maybe for the 65.

Alderman Corriveau stated I guess in a way we really are incentivizing people to recycle. You either buy a trash toter or theoretically, assuming we have enough, you can get a free recycling toter. I love that. The second question is regarding the RFID. I just know this has been an issue up at the State House. Will our residents be made aware that there is a chip in there in case they don't want to participate due to that reason? I don't necessarily think it's a big issue, but I do feel kind of compelled to ask the question for privacy.

Mr. Sheppard replied as we educate people we can include that as part of the information. All the chip will do is locate that toter to a property address. It is not going to tell us who lives there. It is just for an incentive program at some time.

Alderman Corriveau stated my final question. Assuming we can collect as much revenue as we can through an RFP and having advertising, would it be your intent to use those proceeds to then buy more toters and is there a next round of purchasing toters that comes out?

Mr. Sheppard replied I would anticipate as the program becomes more popular, that we'll be getting more residents into this. Obviously my preference would be to utilize those revenues to purchase more toters. That would be subject to the committee and Board of Mayor and Aldermen approval.

Alderman Osborne asked the life expectancy of these are the same as the others we have?

Mr. Sheppard replied correct, it is the same company.

Alderman Osborne stated getting back to the advertising. What do you feel that you want from this committee?

Mr. Sheppard replied as I discussed, it was brought up at a previous committee meeting of the potential of selling advertising or advertising space on the toters. My thought is if we choose to move forward with that, I could go out for an RFP, just gather some information, just see what we receive, bring it back to the committee and should the City choose not to move forward, that's fine. But at least it will show the committee options that are available.

Alderman Osborne stated but we have to have something to offer them to put an RFP out there anyway. What are we selling? What are we telling them? What are they getting for their dollar?

Mr. Sheppard replied space on each cart that's delivered. I'm not too sure we would want to give the residents the opportunity to say yes or no, because I'm not too sure how you put out an RFP saying if the resident wants the advertising on it, then you can because we may have zero residents who say they want the advertising or we may have 10,000 residents.

Alderman Osborne stated again, you don't want to put out... I love advertising. I've been in business all my life and I know a little bit about it. Advertising is good, it helps, but in the long run here, we don't want to jeopardize what we're

trying to do by putting the advertising on it. Some people don't like advertising on their barrels and they don't like it in front of their house, they become a blight, or whatever it might be, and then graffiti or somebody doesn't like that particular place that's on that barrel, and the first thing you know they have the spray can and they're putting a big X through it. It's all the more for people to go out there to vandalize. It is a big question mark. I don't know how we could just go out right away with something like that not knowing what we're going to do in the first place or what the people really want out there as far as that is concerned.

Alderman Greazzo stated I would think an easy solution to that are the folks who want the free toters get ones that are advertised and folks that don't want advertising can pay for their toters. I'm pretty sure people will take the free toter.

Chairman Craig stated just to recap. What you're saying is that the RFP would provide a process where companies could come forward and say yes, we want to bid on this opportunity. It's an open-ended RFP so they could say I want to do it for one year, five years, ten years, and this is the price I would offer, and we would know what the company is, they would have to provide a description of their company and the service or the product that they provide, then that information would go where to make the decision. Who would make the ultimate decision of yes or no to move forward? Would it be this committee?

Mr. Sheppard replied my belief is that we bring it forward to this committee and then obviously onto the Board of Mayor and Aldermen.

Chairman Craig stated at this point, if it makes sense, I would entertain a motion to proceed with adverting from this committee and then we can go from there.

Alderman Greazzo moved that the Public Works Director proceed with the advertising as authorized by this committee. Alderman Corriveau duly seconded the motion.

Alderman Osborne stated before I put my vote in on it I'd like to know a little bit more about what we're going to do when we put it out there. We're going out there blind as far as I'm concerned. How much are they going to give for it and who are they? I know we have the choice probably, but I don't know. It just seems so far away because I gave it a lot of thought. I'm going to be voting against it right now. I can't vote for something like that.

Alderman Corriveau stated I definitely understand Alderman Osborne's concerns, and maybe if Alderman Greazzo would accept a friendly amendment from my second that the proviso being that we authorize Mr. Sheppard to move forward with the RFP, see what we get with the proviso, and that you come back to this committee. I know that if we were to find a suitable applicant, I would rather, at that point, move forward and say the funds are going to go toward keeping this program moving forward. That's getting a little bit ahead of the game, but I do think that just letting it be known, and I think if you could look into the issue Alderman Arnold brought up that if there are any comparable cities that have undertaken this to maybe just let the committee members know. I think moving forward with it in that way if Alderman Greazzo is fine with it.

Alderman Greazzo agreed to amend the motion to authorize the Public Works Director to go out for an RFP for advertising on City recycling toters and return to the Committee with the results. Alderman Corriveau duly seconded the amendment to the motion.

Chairman Craig stated one quick question, Kevin. If we proceed with this, this would not affect implementation? Is that correct?

Mr. Sheppard replied that's correct. This would be something added after the toters are delivered; it wouldn't affect the purchase. We are moving forward with the purchase of some of them right now. As I said, I wouldn't recommend it be inlaid into the toter because if for some reason we ran into a problem with the business, we don't want all those toters out there with material that we cannot remove or we do not want on them.

Alderman Osborne stated I'm not going to vote on this. I don't see too many businesses out there that want their name on the outside of a garbage can anyway. It has to be the right type of business, there's no doubt about that. I'd just like a little more input on it or a little more education on it or anything else, but I'm against it.

Chairman Craig called for a vote on the motion as amended to authorize the Public Works Director to go out for an RFP for advertising on City recycling toters and return to the Committee with the results. The motion passed with Alderman Osborne voting in opposition.

Chairman Craig stated one last thing before we adjourn. I don't think that we need to take a vote on this but just get a general consensus on what's been presented to us in terms of the blue toter, having the City seal, the educational piece, and the logo on the toter. We're all set with that? Any questions?

Alderman Corriveau stated as I said, my only question was in terms of the RFID. I do think maybe some sort of minor provision so that people are aware that there

is some sort of tracking mechanism, but I do agree that well north of 90% of the people are still going to do it.

Alderman Greazzo stated if I may, Madame Chair. The issue that people have with an RFID is when they are out in a mobile setting. They don't want to be tracked. Obviously something that's sitting at their house, it doesn't show their movement or their activity. If it is included in the educational materials, I don't think anybody would have an issue with it. It would be disclosed. It's not something that is used to track their movements. That's usually what RFIDs are for. This is for future use in case there's an incentive program so that Pinard Waste can identify which toter produced how much of recyclables and can credit them to that residence.

Alderman Osborne stated one more thing, Kevin. I'm not trying to be hard with this advertising thing, but a lot of these in my ward especially, these things are seen out there 24/7. They are not taken in the back like the North End somewhere where nobody sees them afterwards. I see these things 24/7 out there, and I think the more uniform you keep it, the neater you keep it, the better it is going to look for the City. The more you try and put on advertising and everything else, it becomes a blight; that's the way I look at it. That's what I want you to know.

Mr. Sheppard stated I understand.

Alderman Corriveau asked Kevin, out of these 10,000 new toters, can we expect that because the people who are going to be receiving them, the vast majority of them, are already recycling, it is safe to assume these people are going to actually recycle more because it is single stream? Or do we think we're not going to see a significant jump since they're already recycling?

Mr. Sheppard replied I can try and answer that and Tony could probably help as well. I think there are people out there who are maximizing their recycling right now who do recycle everything, but I think there are others out there who do not recycle a lot of their material. Once they get this cart or toter and it is single stream, it will make it that much easier. I anticipate a jump in recycling. Tony probably has a little bit more experience on that.

Mr. Belanger replied the gist of it is basically when you give people a bigger, easier receptacle to recycle with, when they don't have to think about the type of product that's going into it, this one is supposed to be paper, this one supposed to be glass, then now you have made it easier for everybody in the family to understand it, so everyone in the family is more likely to participate. This will, even within recycling families, make it easier to recycle so it's more likely that they're going to participate, and that seems to be nationwide.

Alderman Corriveau stated the only reason I ask the question is as I said; if people are already going through the process of sorting, then these are probably pretty green oriented individuals in our City, and I would wonder if maybe it's that's next wave of people who aren't currently recycling and then get these toters that we might see the biggest jump. So I'm wondering if in this first wave we might see a little bit smaller increase, but then as we start expanding the program, that's when we see it. Would you concur with that?

Mr. Sheppard responded I think I would. I've got friends who recycle, but they don't recycle everything. I'll go over to their house and they'll throw cans in their trash, but I think once we deliver this container, they will recycle more. But obviously once we get new people into the program, I think that's when we will see a jump and that is our intent to hopefully expand this citywide. The original intent of the program was to deliver one to every house in the city. Whether that

was reasonable or not, I'm not too sure because I'm not too sure everyone wants to recycle. So I didn't believe we should deliver one to every house, but we'll get the existing recyclers, we will be looking to ask other people who want to get into the program, and hopefully we'll have the funds to purchase them. If this 12,000, or say 14,000, people in the beginning are saying I want to jump onto recycling, now that it's single stream, now it's easy, my family wants to, so that's what I'm hoping.

Alderman Corriveau asked and do these 10,000 to 12,000 toters include government buildings, schools, departments, that sort of thing?

Mr. Sheppard replied it does not include schools because they are under contract with Waste Management. But Waste Management does provide single stream recycling at the schools, and Aramark is the custodial contractor for the schools and actually have some incentives to increase recycling in the schools. So we will be working with the School District and Aramark in the schools, but it will include City buildings because Pinard does pick up City buildings. One thing I did want to make sure of, on the picture that you see here, it shows the recycling logo actually on the side of the toter, and Alderman Craig said we need to get the recycling logo on these containers. The recycling logo is going to be on this sheet that's on the lid, but it will not be on the side of the toter. If you remember Tony saying it could only be one color that is pressed or burned into the side of the toter, hot stamped into the toters, so this logo will actually be part of the information on the lid, but it won't be on the side.

Chairman Craig asked why can't you hot stamp it?

Mr. Belanger replied they only have the ability to hot stamp one color.

Chairman Craig asked it could be white?

Mr. Belanger responded I'm going to ask them tomorrow. We need to get this order in tomorrow, so I think a day or so won't hurt us. I'm going to ask them if they could square it out green, which means making a border to define the logo, go around it; however, you guys decide how you want to go. It will look more like a round design to me and then use the blue from the cart within there for the word "being" and I'll see if they can do that. I'm not sure if they can to be honest with you. I know it is a one-color process.

Chairman Craig stated my opinion too is even if it is all white, it's going on the blue cart and to be able to see it on the cart adds value versus being on the lid. I would appreciate learning what you find out.

Mr. Belanger replied if it is technologically possible, then I'll get it to happen.

Chairman Craig replied thank you.

Alderman Osborne stated from my understanding now at looking at these blue toters in front of me, what are the stickers on the front. What's on the front of that?

Mr. Sheppard replied this is just a picture I found off the internet so that you could see what a blue toter looks like. Those stickers on the front just happen to be on those toters. This is just a typical blue toter. Ours will not have those stickers on them.

Alderman Osborne asked they won't have numbers on them either?

Mr. Sheppard replied they do have numbers similar to our green toters.

Alderman Osborne asked so the purpose of the chip in there is just to let them know if it does get lost or if they see one somewhere they can tell that it belongs to Pinard?

Mr. Belanger replied the purpose of the RFID chip is strictly for one purpose only, and that is to track efficiently without having to log down the serial number. So in the future if you wanted to track participation strictly on a toter number that's registered to an address, not names or anything like that, but just an address, the truck would have a receptor on it that could read that without anyone having to actually do any work. It would go into a computer, it would spit out who participated on that day and that's the purpose of an RFID chip: to expedite participation numbers only. If you want to incentivize somebody or a neighborhood or however you wanted to chop it up, you have data to do it with.

Chairman Craig stated a question regarding that. If we did not do that at implementation, would we be able to do that at a future date if we opened up an incentive program and residents had to raise their hand and say they wanted to participate but in order to participate they needed one of these chips. Would we be able to facilitate that then or does it have to be done now?

Mr. Belanger replied there is enormous labor that would be involved with going back around and installing upwards of 15,000 to 20,000 RFID chips into the covers that would preclude that from being a viable option monetarily, I believe. It would be good to set it up from the beginning if you have any designs on doing it in the future. It has become a standard in the automated recycling process across the country. I was unaware of that myself until just recently, but they've even changed how they install the chips now to make it easier. They are put into the

handles so that they are easier to swap out. They just mimic the serial number that's embossed on the front and allows the computer to read, or a scanner to read, it without actually have to read something. That's all the technology is.

Alderman Osborne asked so there are serial numbers on these?

Mr. Belanger replied yes. The carts all come standard with a serial number.

Alderman Osborne asked is that across the front?

Mr. Belanger replied yes. It would be down below the stickers that you were referring to in those pictures.

Alderman Osborne asked so that's the only thing that you'll see on this whole toter is that serial number and it will have a chip? Then you're going to have the logo on top of the lid of the City of Manchester. What is the reason again for on top of the lid?

Chairman Craig asked isn't this going on the side?

Mr. Belanger replied the City of Manchester logo is going to be stamped onto each side of the toter, right and left. On the front of it will be a serial number, which is stamped into the front and on the lid itself, which is replaceable, they will in-mold labels, an educational packet, that will inform people about it and it will have the logo on it for the "being green starts with blue". It will have the Pinard information, it will have the Manchester website information, it will have placement instructions for the residents to show where to and where not to place it, and it will have all the do's and don'ts of what can and can't go into the bin. That will be in-molded into the top; it cannot be removed. I guess you could paint over

it if you wanted to, but it is the best means to get the word out to people because as they're rolling these things back and forth, it jumps right out at you on the top of the lid. These toters probably are, I would guess, four feet tall.

Alderman Osborne asked your so-called advertising would be below the emblem of the City of Manchester on the sides?

Mr. Belanger replied what Alderman Craig was asking me earlier was to look into replacing the City of Manchester hot stamp on the right and the left with a hot stamp that incorporates the adverting logo being "being green starts with blue." Am I correct?

Chairman Craig replied I definitely think it's important to have the City of Manchester logo. I don't know if that can go on the front with the other logos or on the side. I guess it is dependent on what you find out.

Mr. Belanger stated I will ask. I do not believe that the machines that mass produce these carts have the ability to hot stamp on the front or the back.

Mr. Sheppard stated maybe what we can do, if we do find out that we can get the logo hot stamped on, maybe we could put the logo on one side and the City seal on the other side, and then put the advertising space below that.

Chairman Craig responded right.

Mr. Belanger stated if it is possible to do, the cost-up is very inexpensive. It is more of a time factor, it takes about four weeks to produce a stamp and get it to production. The cost is roughly around \$700 per stamp, and we already have the Manchester one, which has been included at no charge.

Alderman Osborne stated if you're going to put the logo on the front, there is no room for the numbers then.

Mr. Belanger replied we cannot put anything on the front except for the numbers.

Chairman Craig asked Kevin, are you all set?

Mr. Sheppard replied yes.

There being no further business, on motion of Alderman Corriveau, duly seconded by Alderman Greazzo, it was voted to adjourn.

A True Record. Attest.

A handwritten signature in black ink, appearing to read "Matthew Normand". The signature is written in a cursive style with a long, sweeping underline.

Clerk of Committee