

ZERO WASTE DETROIT

A NEW BUSINESS MODEL FOR GARBAGE IN OUR CITY

PARTNERSHIP FOR A ZERO WASTE DETROIT
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FIVE YEAR RECYCLING TRANSITION

THIRTY THOUSAND HOMES IN DETROIT NOW HAVE CURBSIDE RECYCLING. BY 2014, THE NEW BUSINESS MODEL FOR GARBAGE IN OUR CITY CALLS FOR:

- SINGLE STREAM RECYCLING FOR HOMES, APARTMENTS, BUSINESSES, CHURCHES, SCHOOLS, PUBLIC PARKS AND NON-PROFITS
- RECYCLING CARTS TO MAKE IT EASY TO RECYCLE FOR EVERYONE
- RECYCLEBANK REWARDS TO PROVIDE "CASH FOR TRASH" ([WWW.RECYCLEBANK.COM](http://www.recyclebank.com)) REWARDING UP TO \$500/YEAR IN REWARD COUPONS AND GIFT CERTIFICATES
- A NETWORK OF "SUPER CONVENIENCE CENTERS" FOR ONE STOP SHOPPING TO DROP OFF DIFFICULT TO RECYCLE ITEMS, E-SCRAP AND SPECIAL WASTES ([HTTP://WWW.ECOCYCLE.ORG/CHARM/IND EX.CFM](http://www.ecocycle.org/charm/ind-ex.cfm))

DETROIT'S NEW SINGLE STREAM RECYCLING FACILITY. BY 2014, THE NEW BUSINESS MODEL FOR GARBAGE IN OUR CITY CALLS FOR:

- AT LEAST ONE NEW SINGLE STREAM MRF (MATERIAL RECOVERY FACILITY) BUILT IN THE CITY THROUGH A PUBLIC/PRIVATE PARTNERSHIP WITH THE CITY TO PROCESS UP TO 100,000 TONS A YEAR OF DETROIT'S SINGLE STREAM RECYCLABLES.
- REVENUE SHARING FOR THE CITY SO THAT OUR PROGRAMS BENEFIT FROM THE VALUE OF RECYCLABLES AS COMMODITIES
- UP TO 250 GREEN JOBS IN SINGLE STREAM RECYCLING FOR COLLECTION, PROCESSING AND MARKETING.
- PARTNERSHIPS WITH OTHER AREA MRF'S TO PROCESS DETROIT'S RESIDENTIAL AND COMMERCIAL RECYCLABLES

WE WANT YOUR FOOD WASTE TOO!

ALREADY THE CITY HAS BEGUN TO COLLECT YARD WASTE FROM OUR CITY'S HOMES. BY 2014, THE NEW BUSINESS MODEL FOR GARBAGE IN OUR CITY CALLS FOR

- ORGANICS COLLECTION FOR HOMES, APARTMENTS, BUSINESSES, CHURCHES, SCHOOLS, PUBLIC PARKS AND NON-PROFITS
- SPECIAL ORGANICS CONTAINERS TO MAKE IT EASY AND SAFE TO RECYCLING YOUR FOOD WASTE AND OTHER SOURCE SEPARATED ORGANICS (E.G. PAPER TOWELING, TISSUE PAPER, ETC.)

A DETROIT BIO-WASTE COMPOSTING FACILITY: BY 2014, THE NEW BUSINESS MODEL FOR GARBAGE IN OUR CITY CALLS FOR

- THE LATEST TECHNOLOGY IN PROCESSING OF ORGANICS INTO USABLE COMPOST AND ENERGY - BUILT IN THE CITY THROUGH A PUBLIC/PRIVATE PARTNERSHIP WITH THE CITY TO PROCESS UP TO 100,000 TONS A YEAR OF DETROIT'S ORGANICS.
- UP TO 150 GREEN JOBS IN ORGANICS MANAGEMENT FOR COLLECTION, PROCESSING, AND LOCAL END-MARKETS.



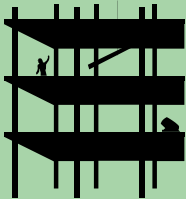
**ZERO WASTE
DETROIT - A NEW
BUSINESS MODEL
FOR GARBAGE IN
OUR CITY**

*DETROIT – A CITY
FOR THE FUTURE!*

*BELIEVE IN A
VISION – CREATE
THE CITY YOU
WANT DETROIT TO
BE!*

ON THE WEB!

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GARBAGE - WHAT'S THAT?

TRUCKS COLLECTING HUNDREDS OF THOUSANDS OF TONS OF SINGLE STREAM RECYCLABLES AND ORGANICS IN OUR CITY MEANS THAT THERE'S MUCH LESS "GARBAGE" TO PICKUP. BY 2014, THE NEW BUSINESS MODEL FOR GARBAGE IN OUR CITY CALLS FOR REDUCING THE NUMBER OF GARBAGE TRUCKS ON-THE STREETS, SHIFTING THOSE JOBS AND EQUIPMENT OVER TO RECYCLING AND ORGANICS COLLECTION.

WITH SO MUCH LESS "GARBAGE" TO PICKUP, THE CITY'S FANCY AUTOMATED GARBAGE TRUCKS WILL BE ABLE TO SERVICE AT LEAST 1000 HOMES PER ROUTE.

CHECK OUT WHAT OTHER BIG CITIES HAVE DONE TO REDUCE GARBAGE COLLECTION COSTS AFTER PUTTING SUCCESSFUL WASTE DIVERSION PROGRAMS IN PLACE!

WHAT'S LEFT? PAY ONLY FOR WHAT WE NEED!

DETROITER'S HAVE WASTED MORE THAN A BILLION DOLLARS IN THE LAST 20 YEARS TO SUBSIDIZE THE REGION IN BURNING GARBAGE. WE DON'T HAVE BILLIONS TO WASTE – NOBODY DOES!

THE NEW BUSINESS MODEL FOR GARBAGE IN OUR CITY CALLS FOR

PAYING ONLY FOR THE GARBAGE DISPOSAL THAT WE NEED AFTER WE REDUCE, REUSE AND RECYCLE AS MUCH AS WE CAN. THE BEST WAY TO DO THAT IS CONTRACTING ON A PAY PER TON BASIS WITH AREA TRANSFER STATIONS AND LANDFILLS – LONG TERM – LOW PRICES – SAVINGS FOR OUR CITY!

WHAT ABOUT MY POCKETBOOK?!

SINCE 2006, DETROIT RESIDENTS HAVE PAID UP TO \$300 YEAR IN A "GARBAGE FEE" SPENDING A GREAT DEAL OF THAT MONEY TO PAY OFF BONDS FOR THE INCINERATOR. BY 2014, THE NEW BUSINESS MODEL FOR GARBAGE IN OUR CITY CALLS FOR A LOWER FEE.

EVEN MORE IMPORTANT, THE NEW BUSINESS MODEL CALLS FOR RECYCLEBANK REWARDS FOR ALL HOMES THAT HAVE USE A SINGLE STREAM RECYCLING CART (SEE WWW.RECYCLEBANK.COM) WHICH CAN PROVIDE UP TO \$540 PER HOUSEHOLD EACH YEAR IN COUPON AND GIFT CARD REWARDS TO USE WITH LOCAL, REGIONAL AND NATIONAL MERCHANTS. NOT ONLY WILL THIS OFFSET YOUR GARBAGE FEE COSTS, BUT IT WILL SUPPLEMENT YOUR HOME BUDGET FOR GROCERIES, MEDICINES, ETC. AND BOOST THE LOCAL ECONOMY WITH MILLIONS OF DOLLARS IN ECONOMIC ACTIVITY AS EACH HOME'S REWARDS ARE SPENT AT LOCAL BUSINESSES.

GREEN FOR OUR COMMUNITY

HERE IN DETROIT WE HAVE BEEN DOING "WHAT WE'VE BEEN DOING" FOR SO LONG THAT YOU WILL HEAR PEOPLE SAY THAT THE NEW BUSINESS MODEL WON'T WORK, THAT IT CAN'T BE DONE, THAT THERE ARE NO MARKETS FOR RECYCLABLES, THAT DETROITERS JUST CAN'T RECYCLE, THAT WE SHOULD CONTINUE TO BURN OUR WASTE, AND ON... AND ON... BUT ITS JUST NOT TRUE.

DETROITER'S ARE ALREADY RECYCLING! THERE ARE GREEN BUSINESSES THAT CAN BE DEVELOPED IN OUR COMMUNITY – ITS HAPPENING ALL READY. THERE ARE COMMUNITIES ACROSS AMERICA THAT ARE IMPLEMENTING THEIR OWN VERSION OF NEW BUSINESS MODEL – IT CAN BE DONE! THERE ARE BIG CITIES THAT SPEND A LOT LESS ON THEIR "GARBAGE" AND GET A WHOLE LOT MORE "GREEN" BACK. ITS TIME FOR DETROITER'S TO SPEND THEIR GARBAGE GREEN ON A GREENER WAY - THE NEW BUSINESS MODEL FOR GARBAGE IN OUR CITY.