



Summary #9

Customer Service, Public Education and Promotion

Introduction

The customer service component of the Franchise Agreement identifies the professional level of customer service expected to be provided by Recology San Mateo County (RSMC) in their daily interactions with their customers. The public education and promotion services include maintaining a high level of public education and awareness regarding the solid waste services and diversion goals of the Member Agencies.

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RSMC is required to provide customer service, public education and promotion services to Member Agencies as described herein:

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Customer Service (Section 7.02)

Description of the Service: Professional and courteous customer service is expected to be provided by RSMC in their contact with customers, Member Agencies and SBWMA representatives that includes establishment by RSMC of a local office, a customer service call center, a website, a collection service information system, monthly meetings with Member Agencies (if deemed necessary by the Member Agencies), a quality assurance program, preprogrammed call transfer capabilities, and a customer service operations plan.

Member Agency Responsibilities: Member Agencies are responsible for requesting monthly meetings to discuss RSMC’s compliance with the customer service standards, if deemed necessary by the Member Agencies.

RSMC Responsibilities: RSMC is responsible for ensuring that all staff and customer service representatives maintain a professional and courteous demeanor when in contact with Member Agencies, SBWMA and the public. RSMC is required to ensure that its customers are consistently treated courteously and are presented with timely, responsive and thorough solutions to problems and requests for information. RSMC is required to maintain the following services in order to meet the required customer service standards:

- 1) *Local Office* - RSMC shall operate a local office at the Shoreway Environmental Center, located at 225 Shoreway Road, San Carlos. Office hours shall be at a minimum from 8:00 a.m. to 5:00 p.m., Monday through Friday, exclusive of Holidays. RSMC shall offer bilingual customer service and shall employ sufficient staff and appropriate management practices to ensure that the average speed of answer for telephone calls is equal to or less than 30 seconds and the maximum hold time is 90 seconds or less. RSMC shall track all informational requests and shall monitor email at least once per business day and ensure that a 24 hour response time is maintained.
- 2) *Customer Service Call Center and Staffing* - RSMC shall operate a customer service call center that will serve as the primary telephone point of contact and information for all services. The customer service call center shall be staffed live during regular business hours by 16 customer service representatives and a minimum of two (2)

additional bilingual representatives with English and Spanish language capabilities. RSMC shall also provide interpreters for over 175 languages through the use of Language Line service, or a similar service.

- 3) *Website* - RSMC shall maintain and publicize an up-to-date website that allows customers to conduct business with RSMC in both English and Spanish. The website shall be updated monthly and more frequently, if necessary. At a minimum, the website shall allow customers to view and pay bills, schedule services, provide answers to frequently asked questions, provide a complete list of Member Agency-approved rates, file complaints, provide a link to enable customers to email RSMC, and maintain and produce visitor logs.
- 4) *Customer Information System Requirements* - RSMC shall use a software information system capable of documenting all correspondence and conversations with customers pertaining to collection services provided by RSMC. RSMC will also provide Member Agencies and SBWMA with access to a web-based portal that allows users to view customer information.
- 5) *Monthly Meetings with Agency* - RSMC shall meet monthly with Member Agency staff to discuss compliance with the customer service standards, if requested by the Member Agency.
- 6) *Quality Assurance Program* - Each month, RSMC's customer service representatives shall contact a minimum of 200 customers to inquire about their satisfaction with RSMC's services.
- 7) *Preprogrammed Call Transfer* - RSMC shall maintain the ability to provide preprogrammed call transfer service to the Member Agencies for issues that are not related to the collection services provided by RSMC.
- 8) *Customer Service Operations Plan* - RSMC shall annually submit its customer service operations plan to Member Agencies. The plan shall describe how RSMC uses their customer relationship management system to share real-time information between customers, drivers, customer service representatives, managers, and SBWMA and Member Agency staff regarding ongoing collection services.

Cost: Member Agencies are not be responsible for any costs associated with the customer service requirements of the Franchise Agreement except for staff time necessary to conduct monthly meetings with RSMC staff, if deemed necessary by the Member Agencies.

Practical Implications: Member Agencies will be responsible for meeting monthly with RSMC if customer service standards are not being maintained.

Public Education and Promotion (Section 7.03)

Description of the Service: The public education and promotion component of the Franchise Agreement will be conducted as a collaborative effort among SBWMA, Member Agencies and RSMC, and shall focus on the benefits of source reduction, reuse, recycling, and composting; the proper handling of hazardous materials; the specific services offered by RSMC; and the rates for collection services.

Member Agency and SBWMA Responsibilities: SBWMA will take primary responsibility for implementation of the public education and outreach campaign that will be used to announce changes in collection services. SBWMA will fund the new services kick-off public education campaign. The responsibilities of SBWMA and the Member Agencies will include public education with a broad focus on waste prevention, reuse, and recycling; preparation and distribution of quarterly newsletters for all single-family and multi-family residential customers, preparation and distribution of multi-family dwelling toolkits for multi-family complex owners and managers; purchase of interior targeted recyclable and organic materials receptacles for commercial customers; purchase of recycling tote-bags for distribution to multi-family complexes, preparation and distribution of an electronic newsletter for the commercial sector and multi-family complex managers; preparation of outreach materials for schools, development and maintenance of the SBWMA website; production of decals for used motor oil jugs, and production of household battery and cell phone recycling bags, upon request of Member Agencies. The responsibilities of SBWMA and the Member Agencies will also include approving the format and content of cart hangers produced by RSMC, the advertising provided on RSMC collection and route supervisors' vehicles, and all public educational materials used by RSMC.

RSMC Responsibilities: RSMC is responsible for educating residential and commercial customers on the benefits of source reduction, reuse, recycling, and composting; the proper handling of hazardous materials; the specific services offered by RSMC; and the rates for collection services. RSMC's public education program shall include the distribution of public education materials at the commencement of the Franchise Agreement, when collection services are changed during the term, and when new collection services are implemented. In addition, the public education program shall include on-going education activities throughout the term, as described below.

- 1) *Annual Public Education Plan* - RSMC shall submit a public education plan to Member Agencies and SBWMA on or before September 1 of each rate year. Following receipt of comments from Member Agencies and SBWMA, RSMC shall revise and resubmit the plan by October 15. If Member Agencies and SBWMA determine the plan has not been adequately revised, RSMC shall ensure its public education manager is available to meet and confer to ensure the plan is finalized by November 1. RSMC shall complete all elements and tasks specified in the plan in accordance with the schedule provided therein.
- 2) *Content and Production Requirements* - RSMC shall discuss with Member Agencies and SBWMA its general approach to preparing the public education materials and shall determine if Member Agencies have any Agency-specific guidelines to be followed. The materials shall emphasize the use of visual/graphic images as much as practical and shall be printed on paper containing the highest levels of recycled-content material reasonably practical. RSMC shall develop a multi-lingual approach to preparing all materials.
- 3) *Contractor Responsibilities* - In support of the public education and promotion program, RSMC shall distribute public education materials during roll-out of the new collection service program and ongoing during the Franchise Agreement term, actively collaborate with Member Agencies and SBWMA on the strategy and development of materials, deliver recycling tote-bags to multi-family residential complexes, deliver interior targeted recyclable and organic materials receptacles for commercial and Member Agency facilities, produce and affix cart hangers to corresponding carts, affix used motor oil recycling decals to jugs for inclusion in the used motor oil recycling kits, assemble and deliver used motor oil recycling kits upon request from single-family residential customers, deliver household battery and cell phone recycling bags to customers within five days of request, staff a booth at local public events and distribute promotional and educational materials, arrange student tours at the Shoreway Environmental Center, conduct public presentations, promote recycling and organics collections programs on the sides of collection and route supervisor vehicles, include inserts in customer bills, develop a professionally produced DVD that explains RSMC's services, and promote services through use of Member Agencies' email distribution list. Specifically with regard to bill inserts, RSMC is required to do the following:
 - a. Insert with its bills up 12 bill inserts produce by the SBWMA or the Member Agency. If agency has specified a postcard format, the inserts shall be mailed separately to customers by RSMC.
 - b. Of the 12 inserts, 9 are specified. RSMC shall develop, produce and distribute the following:
 - i. Annual On-Call Collection Services Collection notice – sent to SFD customers
 - ii. Annual Holiday Tree Recycling notice – two notices, one targeting SFD, the other MFD customers
 - iii. Annual “Reduce Holiday Packaging” notice – sent to both MFD & SFD customers
 - iv. Twice Annual Compost Giveaway notice - two notices sent to MFD & SFD customers
 - v. Twice Annual Commercial Recycling notice – two notices sent to Commercial customers
 - vi. Annual Commercial Recycling Awards notice – sent to Commercial customers
- 4) *Staffing* - RSMC shall have on staff a full-time management level employee who will serve as the public education manager. RSMC must notify Member Agencies and SBWMA within two business days if this individual resigns or is terminated from employment. RSMC shall provide to Member Agencies and SBWMA a current job description and resume of the public education manager.

- 5) *Meeting Requirements* - Upon request, the RSMC public education manager shall meet quarterly with Member Agency and/or SBWMA staff to review public education and promotion activities. In addition, the RSMC public education manager shall attend all monthly SBWMA Board of Directors' meetings.
- 6) *Reporting Requirements* - RSMC shall prepare quarterly and annual public education activity status reports.
- 7) *Service Notice* - RSMC shall periodically prepare and distribute a notice to customers listing the rates for services, annual holiday schedule, and a general summary of required and optional services.

Cost: SBWMA will fund the new services kick-off public education campaign. However, Member Agencies will be responsible for reviewing RSMC's public education plan, meeting with RSMC's public education manager quarterly, and supporting the overall public education campaign. These responsibilities will require some commitment of staff time with the associated costs. The specific costs will depend upon the level of public education outreach provided by each Member Agency.

Practical Implications: The public education and promotion component of the Franchise Agreement is intended to be implemented collaboratively by SBWMA, Member Agencies and RSMC. This approach may require significant involvement by Member Agency staff. However, Member Agencies and SBWMA will retain the following rights: to modify, expand, or reduce the minimum public education requirements; to require RSMC to work with a public education consultant selected by Member Agencies or SBWMA; to perform, or request SBWMA to perform on its behalf, the public education efforts assigned to RSMC; and to provide supplemental public education materials, as deemed appropriate.