

Operation Clean-Up

The Hunt's Point area in the Bronx, New York, two weeks before the City of New York introduced the unique Orbital Collection System under the auspices of the New York Department of Sanitation.



Life under the "old" standard collection method



1 Garbage was typically left in messy assortment of boxes, bags and noisy cans with jagged edges...



2 Heavy metal cans meant non-productive, back-breaking round trip... taking can to truck...



3 Emptying can into dangerous blade packer truck and waiting for time-consuming compaction cycle...



4 Then carrying empty can back to curb... each man lugging an average of 1.5 non-productive tons of empty cans per day...



5 The results: costly, low production... hazardous working conditions... empty, germ-laden cans and unsightly litter.

Under the "new" Orbital Collection System



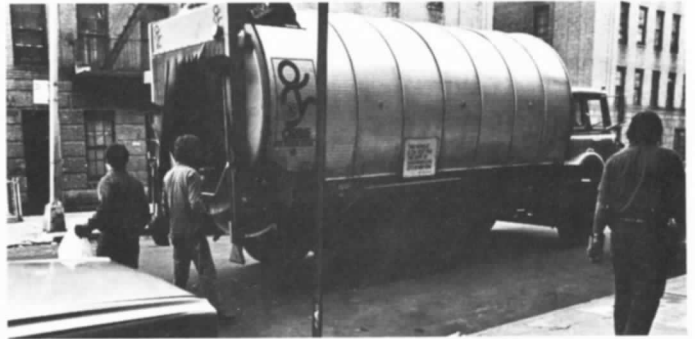
1 Garbage is stored in "quiet", clean, strong plastic Orbie bags instead of cans...



2 Department of Sanitation personnel easily pick up light-weight bags at curb (non-productive "dead" weight is virtually eliminated)...



3 Garbage, germs and bag are quickly tossed into truck and return trip is eliminated, drastically reducing work...



4 No waiting for compaction cycle because fast-loading Orbie truck shreds continuously. Also larger payload means fewer time-consuming trips to transfer station...

5 The new results: significantly increased productivity... safer working conditions... and a cleaner, quieter neighborhood, free of unsightly litter and clanging empty cans.



Key to success: Community involvement created by Orbie know-how



1 Meetings between Orbital personnel and community leaders result in a communications program tailored to neighborhood's unique requirements...



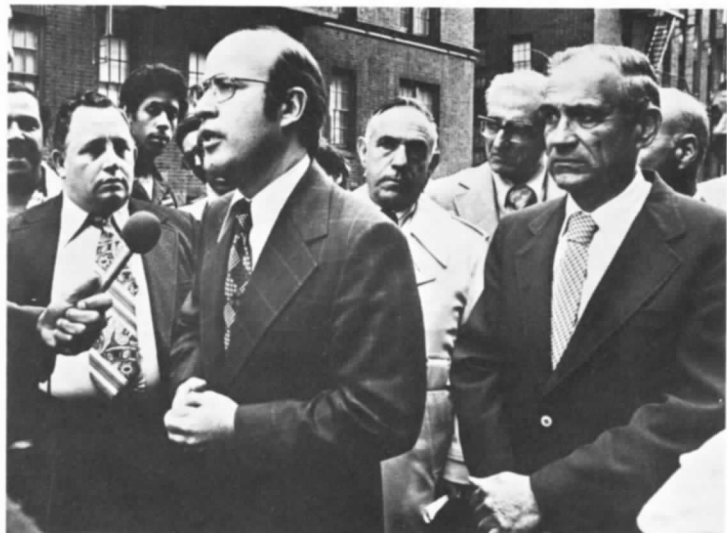
2 The result: a bi-lingual announcement and instructional campaign that assures cooperation on everyone's part...

To assure program's success, Orbie Field Specialists planned and executed every phase of the operation under the auspices of government officials and community leaders. Everything from the production of educational aids to the vital task of bag distribution through the coordination and employment of community action-groups. There's a lot more to the Orbie System than trucks and bags!



3 A mobile Information Center dispenses free bags as well as information to residents...

4 Elected officials and Department of Sanitation executives discuss Orbie program for local television.



Reaction from residents

Citizen reaction was overwhelmingly favorable, as noted in the Consumer Attitude Study by Mobicentrics, Incorporated*, an independent market research firm. To quote from the Study's Summary:

"Most responders found the plastic garbage bags easier to use and cleaner than garbage cans. Respondents generally found the new system quieter, easier and more efficient than the old system. Ninety-four percent of the sample wanted the free bag system... and 86% liked the elimination of garbage cans from their service."

Typical interviewer comments

- "People were impressed with the cleanliness, quietness and ease of the new system."
- "I have found that it (the new system) has been welcomed enthusiastically by the participating residents."
- "Of the 36 people I canvassed, 35 were happy with Orbie and particularly liked the idea of receiving free plastic bags and commented on the marked cleanliness of the streets."

The interviewers were unanimous in saying that people felt extremely enthusiastic about and pleased with the program.



ORBIE

A flexible total systems approach featuring key optional elements to fit the needs of any municipality

- A variety of vehicles to serve every collection requirement
- Complete guaranteed vehicle maintenance program
- Disposable refuse bags for every residence
- Periodic distribution of bags to every household
- Communications programs to educate residents
- Continuing crew-training/operating manuals
- Computerized optimal routing service to maximize efficiency
- On-going field-engineering and management consulting
- Durable uniforms for all kinds of weather
- Fixed cost long-term contract
- Total financial services—no capital investment

Guaranteed ecological benefits and increased productivity



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