



CITY OF HOUSTON

Bill White

Mayor

September 28, 2009

Dear Automated Curbside Recycling Customer:

I am pleased to announce the start of an exciting pilot program where you will be paid up to \$450 per year to recycle. The Solid Waste Management Department, through a grant by the Houston Galveston Area Council (HGAC), has partnered with RecycleBank which will reward you each month for the amount of recyclables collected in your green 96-gallon automated recycling container.

This rewards program, which more than 1 million people across 20 states already enjoy, will award "RecycleBank Points" based on the amount you recycle. The points can be used at local and national retailers. Or, you could even donate your points to charities and local school environmental programs. Some of the participating local businesses include CiCi's Pizza, Dunkin Donuts, Fioza Café, Katz's Deli and Bar, Niko Nikos Greek restaurant, Old Hickory Inn Barbeque Restaurant, Riley's Donuts, Smoothie King, Sonic, So Vino Bistro and Wine Bar, Soundwaves, and Triple Toys. A complete listing of participating retailers can be found on your account page after you sign up for the program.

RecycleBank will be sending out a welcome mailer to you shortly. Please read about the program and activate your personal account. To enjoy the benefits of the incentive program **you must register with RecycleBank**. Once your account is set up, you can easily redeem your "RecycleBank Points" online or by phone. A computer chip in your automated recycling container will record your household recycling information. If your automated recycling container (Green Cart) was just delivered this August or September, the chip is already installed but RecycleBank will visit your home beginning the week of October 5<sup>th</sup> and continuing through the month to link the tag to your address. During this same period, for those homes that have carts without the tag, RecycleBank will come to install this tag and link the tag to your address. Therefore, it is very important that you leave your cart at the curb **from 7am to 5pm** on your regular pick up day during this time period.

This program is yet another way that we are working hard to preserve valuable landfill airspace and reduce the cost of solid waste operations. The bonus of the program is that you and more than 20,000 other Houstonians will be paid for your efforts. Houston will now join other cities such as Philadelphia, Chicago, Wichita and Albuquerque and offer yet another way to be great environmental stewards by reducing landfill volumes and recycling valuable natural resources.

Remember, the more you recycle, the more rewards you receive under this program.

Sincerely,

A handwritten signature in black ink that reads "Bill White".

Bill White, Mayor

Copy: City Council Members