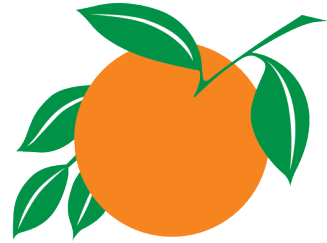
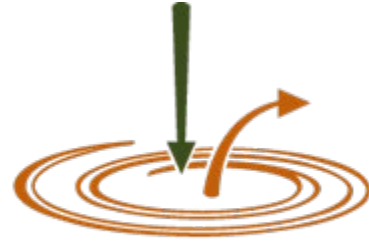


ORANGE



COUNTY
FLORIDA



kessler consulting inc.
innovative waste solutions

SIX ZONES, FOUR HAULERS, ONE VISION:

*STRATEGIES FOR A SUCCESSFUL
RESIDENTIAL COLLECTION TRANSITION*

July 20, 2026



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SIX ZONES, FOUR HAULERS, ONE VISION:

STRATEGIES FOR A SUCCESSFUL RESIDENTIAL COLLECTION TRANSITION

- **Residential Curbside Collection**
 - Today's Trends in Florida
 - From Procurement to Partnership
- **Orange County's Approach to "A New Day"**
 - Curbside Collection Program
 - Procurement Process
 - Implementation
 - New Collection Contract Highlights
 - Community Outreach

RESIDENTIAL CURBSIDE COLLECTION



Bethany Jewell Gray

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RESIDENTIAL CURBSIDE COLLECTION



One of Local Government's Most Important Customer-Facing Services

TODAY'S TRENDS IN FLORIDA

- Shifting economic conditions
- Increasing volumes due to population growth and urban expansion
- Technological advancements
 - Smart waste solutions
 - Automated collection
 - Positive service verification technologies
 - Predictive data analytics
 - Integration of software operating systems
 - Automated service requests and performance reports

FROM PROCUREMENT TO PARTNERSHIP

Exclusive Franchise Contracting: Five Keys to a Unified Vision



1. REMOVE THE "US" vs. "THEM" MENTALITY



2. WISELY CHOOSE PROCUREMENT TOOLS



3. DEFINE REALISTIC AND TRANSPARENT CONTRACT TERMS



4. KNOW, MONITOR, AND MANAGE THE CONTRACT



5. ANTICIPATE CHANGE



ORANGE COUNTY'S APPROACH TO “A NEW DAY”



Josue Lugo
Program Manager
Orange County Utilities
Solid Waste Management Division

CURBSIDE COLLECTION PROGRAM

Previous Collection Contract

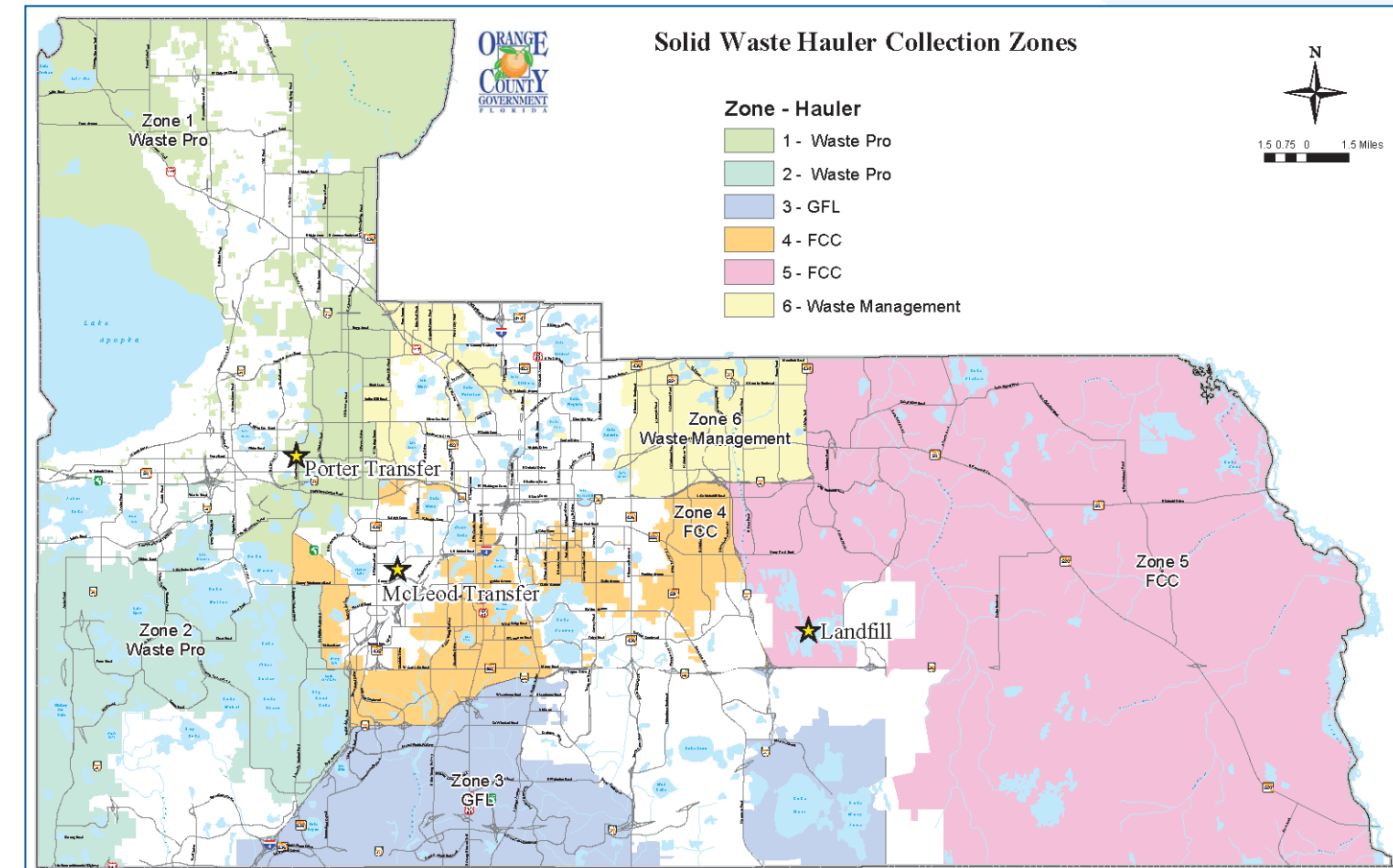
- January 1, 2016
- 10-year contract
- Five collection zones/service areas
- Three different haulers contracted for collection
 - Once per week garbage carts
 - Once per week recycling carts
 - Once per week yard waste (up to 3 CY)
 - Once per week bulk/large item (up to 3 CY)



CURBSIDE COLLECTION PROGRAM

Opportunities:

1. Rebalancing collection areas
 - 207,774 residential units (Jan 2016)
 - 236,864 residential units (Jan 2026)
 - Additional zone
2. Cart inventory purchasing and management
3. Call center consolidation and restructuring
4. Improved consistency in collections
5. Request for Proposal (RFP) procurement approach instead of Invitation for Bid



CURBSIDE COLLECTION PROGRAM

New Collection Contract

- December 29, 2025
- 7-year contract
- Six collection zones/service areas
- Four different haulers contracted for collection
 - Once per week garbage carts
 - Once per week recycling carts
 - Once per week yard waste (up to 3 CY)
 - Once per week bulk/large item (up to 3 CY)



PROCUREMENT PROCESS

Timeline



PROCUREMENT PROCESS

- **4 years prior to commencement of the residential contract**
 - Procured consultant services to assist with contract solicitation
 - Discussed necessary contract changes to provide Solid Waste Management Division direction
 - Identified common errors during transitions
 - Benchmarked other programs
 - Sought industry feedback
- **3 years prior to commencement**
 - Solicited industry feedback on contracts, cart management, and collection performance
- **2 years prior to commencement**
 - Briefed BCC on issues and requested input
 - Issued RFP and evaluated responses
- **1 year prior**
 - Awarded new contracts

IMPLEMENTATION

HAULER MEETINGS

- Kick-off meeting
- Scheduled progress check-in meetings
- Meet and greet with commissioners' aides

Task	Due Date
Transition Kick-off Meeting with Contractor	5/21/2025
Collection Plan/ Route(s) Submitted	6/16/2025
Finalizing Routing	8/1/2025
Hauler Tags (Compliance)	11/1/2025
Day change information- Post cards (Hauler)	10/10/2025
Stock of Bear Resistant Carts and Process for billing Residents	10/15/2025
Stock of Collection Containers	10/15/2025
Fleet Purchased and Delivered for Contract commencement	12/1/2025
Provide vehicle number assignment to route number	12/1/2025
Identification of Vehicles Approved	12/1/2025
On-going Transition Update Meetings Scheduled with Contractor	Ongoing
Service Verification Implementation and Testing Schedule	12/1/2025
Contractor Staffing and Training Schedule	12/15/2025

Task	Due Date
Operations/Vehicle Maintenance Facility operational	11/1/2025
Customer Service Office Operational	11/1/2025
Establish Accounts at Landfill and MRF / Truck Scale	12/15/2025
Smart Passes assigned to collection vehicles	12/1/2025
Confirm Receipt of Alternative Collection Service (ACS) resident(s) roster	11/14/2025
Submission and Approval of Operations Manager (90 days / Transition Plan)	10/1/2025
Hauler Payment Process update	11/24/2025
Hauler to Train County Staff on Service Verification Technology	12/1/2025
Orange County Residents notified of new service Days	12/22/2025
Special Services: Community Service Schedule	As needed
Orange County Meet & Greet Commissioner Aide(s)	12/10/2025
Submittal and Approval of all Recordkeeping Logs	6/26/2025

IMPLEMENTATION

INTERNAL MEETINGS

- Scheduled progress check-in meetings
- Coordinated with ISS for systems integrations
- Updated public website with collection schedule
- Database integration

Curbside Collection

This tool will only work for residents of unincorporated Orange County who have blue and green lid roll carts. If you experience difficulties with looking up your schedule, please call the Solid Waste Hotline at 407-836-6601 or email Solid.Waste@ocfl.net.

Address

Parcel ID

Owner

House Number only

Street Name only

Do not include E, W, N, S before or Rd., St., Ave., Dr., etc. after the street name.

Search

When Thanksgiving and Christmas fall on a regular scheduled day, collection will move one day forward for the rest of the week.
Questions? Solid.Waste@ocfl.net | 407-836-6601

Task	Notes	Due Date
County IT to update website with new/"old" collection day	Must be completed after GIS routes submitted	9/29/2025
Cart IML & Brand Plate update	Proof submitted to vendor 5/15/25	10/1/2025
Finalizing Routing	Correct any Route feedback provided by Orange County	8/1/2025
Hauler Tags (Compliance)	Provide to Hauler	11/1/2025
Day change information- Post cards	Size of post card: Min. 6 in x 9 in	10/15/2025
No Reply Email - to provide New collection days link	Working on updating- Needs finalized RT Review wording with communications team	10/1/2025
Solid Waste Hotline Messaging update	While waiting on the line. Message to include new hauler info	12/5/2025
Commissioner Aids - Meet Contract haulers	Schedule in person meeting to introduce haulers to commissioner offices.- Close to start day	12/10/2025
	FAQ - Kit to be provided. (Digital and print)	
Review Automated collection program flyer (1-1-1-1)	Artwork / updates as needed	11/1/2025
Residential Mailers - Educational Materials (publish and distribute)	1 st Recycler newsletter	10/9/2025
Residential Mailers - Educational Materials (publish and distribute)	2nd Recycler newsletter	Mid-December
Residential Mailers - Educational Materials (publish and distribute)	Day change post card	11/17/2025
Press Releases	Series of releases, as needed, will be shared with community news media to prepare for the day change. Central to this messaging will be the online tool and educational materials.	12/1/2025
	Social Media -New Day campaign 11/17; 12/1; 12/8; 12/15; 12/22; 12/29; 1/5; 1/12	11-17 thru 1/12
Email Message to BCC & Mayor	A new day message, newsletter, day change, and cost to BCC	11/13/2025

NEW COLLECTION CONTRACT HIGHLIGHTS

Route Size Requirement

Standardized Waste Stream Schedule

Cart Purchase and Management

Fleet Vehicle Requirement

Technology Requirement

ORANGE COUNTY'S APPROACH TO “A NEW DAY”



Jamie Floer

Sr. Public Relations Specialist
Orange County Utilities
Communications Group

COMMUNITY OUTREACH

- “A New Day” branding to raise awareness

Sunrise Orange

Warm Yellow

Soft Coral

Sky Blue

Earthy Green



a new day
for curbside collection



un nuevo día
para recogida en la acera



yon nouvo jou
pou koleksyon twotwa

COMMUNICATIONS APPROACH

- Research, Planning, Implementation, Evaluation (RPIE)
 - Research – formal/primary, informal/secondary
 - Planning – SMART goals and measurable objectives
 - Implementation – how?
 - Evaluation – mirrors planning



TELL A STORY

STORY TELLING



Creative



Brand



Content



Valuable



Emotion



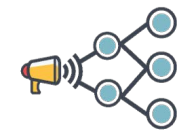
Marketing



Communication



Share



Viral

ARCS/THREADS

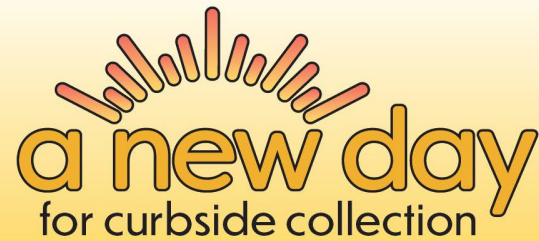
- **Research touchpoints – R2 E2**
 - Relatable
 - Relevant
 - Emotional
 - Engaging



TOOLS

- Raise awareness
 - English, Spanish
 - October ahead of December

10X Rule



After a decade, Orange County's curbside collection days will change effective **Monday, December 29, 2025.**

Recycling, garbage, yard waste, and large items will still be collected every week – with new assigned days and more efficient routes.



Visit ocfl.net/CollectionSchedule or scan the QR code to find out your new days. More reminders will be coming to residents ahead of this change.

We appreciate your cooperation and support as a New Day begins in Orange County!

Some residents may see a new hauler servicing their home. We're excited to welcome GFL Environmental Services! Look for their lime green trucks around Orange County.



New collection days and more efficient routes start **December 29, 2025.**

Visit ocfl.net/CollectionSchedule or scan the QR code to access the schedule digitally.



Write in your new collection days and keep this helpful reminder.

	RECYCLING/YARD WASTE _____	
--	-------------------------------	--

	GARBAGE/LARGE ITEM _____	
--	-----------------------------	--

For more information, call the Solid Waste Hotline at 407-836-6601 or email Solid.Waste@ocfl.net.

Pou plis enfòmasyon sou residaj ak twotwa koleksyon pwogram nan, tanpri rele deche solid liy direk 407-836-6601 epi mande pou yon ki pale Kreyòl reprezantan.



Los nuevos días de recolección y las rutas más eficientes comienzan el **29 de diciembre de 2025.**

Visite ocfl.net/CollectionSchedule o escanee el código QR para acceder al horario digitalmente.



Anote sus nuevos días de recolección y guarde este útil recordatorio.

	RECICLAJE/DESECHOS DE JARDÍN _____	
--	---------------------------------------	--

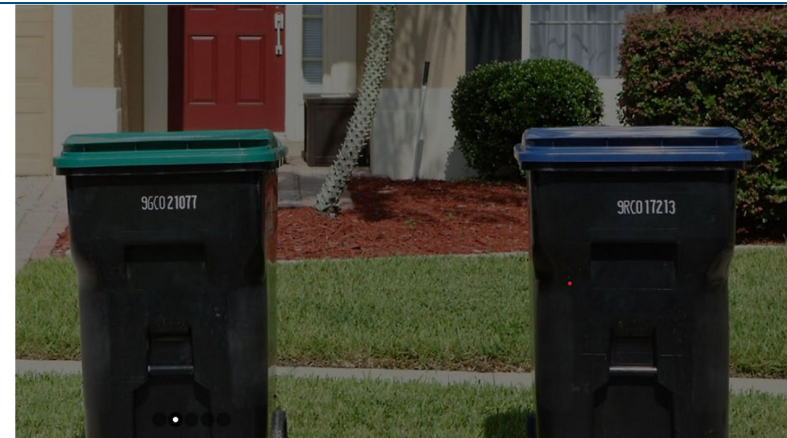
	BASURA/ARTÍCULOS GRANDES _____	
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Para más información, por favor llame al Departamento de Servicios Públicos del Condado de Orange y pida hablar con un representante en español. El número de teléfono es 407-836-6601.

Pou plis enfòmasyon sou residaj ak twotwa koleksyon pwogram nan, tanpri rele deche solid liy direk 407-836-6601 epi mande pou yon ki pale Kreyòl reprezantan.

GO DAY

- B-roll footage
- Still images – social media
- Call center open January 1



Changes are coming Dec. 29 to curbside collection schedules in Orange County. (Courtesy of Orange County)

CURBSIDE COLLECTION

Orange County garbage, recycling pickup schedule to change Dec. 29

BY SPECTRUM NEWS STAFF | ORANGE COUNTY
PUBLISHED 12:09 PM ET DEC. 22, 2025

ORANGE COUNTY, Fla. — Starting Dec. 29, residents of unincorporated Orange County will see a schedule change in their curbside garbage, recycling and yard waste collection dates, the county announced.

Services will not be reduced for once-a-week recycling, yard waste, garbage and large-item collections. They will just take place on different days. Recycling and yard waste will be collected on different days than garbage and large-item pickup.

According to Orange County officials, the shift in collection schedules will allow more room for the robotic arms on the trucks to collect and empty the roll carts in tight spaces, such as in front of townhomes and in cul-de-sacs.

Residents may receive information in the mail about the updated schedule. If not, they can look up their new pickup schedule online.

Items for collection still should be set on the curbside by 6 a.m. on their scheduled pickup dates.

Jan. 1, 2026 will be a regular collection day.

LOCAL NEWS

Christie Zizo, Digital Journalist

Published: December 23, 2025 at 11:44 AM
Updated: December 29, 2025 at 11:58 AM

Tags: Orange County, Government, Trash, Recycling, Waste, Homeownership

Advertisement

Orange County is changing garbage pickup days. Find out if you're affected

County says it will make collection more efficient



An Orange County automated collection vehicle picks up a trash cart. (Orange County Utilities)

ORLANDO, Fla. – Starting Monday, residents in Orange County may have to change the trash.

Orange County Utilities is changing curbside collection days for its customers starting Monday. The change will affect garbage, recycling, yard waste and large item pickup.

With the new schedules, recycling and yard waste will be collected first during the week, followed by garbage and large items.

Garbage and large items will be collected later in the week, also on the same day.

Orange County Utilities says the collection will be more efficient as a result, preventing the number of wrong items ending up in its recycling loads. Items that do not belong in recycling will be kept out of the collection.

RELATED STORIES

Driver of mini-motorcycle killed in Orange County crash, troopers say

ORANGE COUNTY

New curbside collection days for residents of Orange County

By Angel Green, WFTV.com
December 28, 2025 at 1:23 pm EST



ORANGE COUNTY, Fla. — **New curbside collection days** for residents in unincorporated Orange County will begin on Dec. 29. The new schedule will maintain current collection services without any reduction.

The City of Orlando states that under the new schedule, recycling and yard waste will be collected on different days than garbage and large items. This change is designed to improve efficiency and allow robotic arms to more effectively collect and empty roll carts, especially in tight spaces.

Residents can find their new collection schedules

Residents are advised to place their recycling, yard waste, garbage, and large items out for collection by 6 a.m. on each collection day to guarantee timely pickup.

Additionally, January 1, 2026, will serve as a standard collection day under the new schedule, enabling residents to dispose of their waste and recyclables even on New Year's Day.

Residents of Orange County are advised to familiarize themselves with their collection days to promote effective waste management.

[Click here](#) to download our free news, weather and smart TV apps. And [click here](#) to stream Channel 9 Eyewitness News live.

Forecast from Meteorologist **Kassandra Crimi**

AMS



BRANDING 2.0

- Cart logo – Now We're Rolling to Orange County Utilities



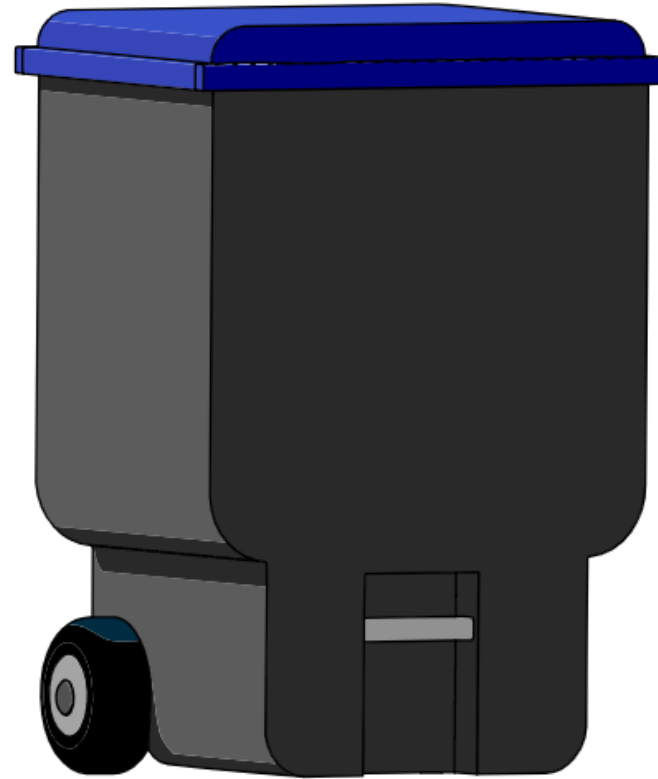
AI SPARKED AN IDEA



BORROWING AN IDEA



Hasbro/Getty Images



CART BUDDIES – GREEN



CART BUDDIES – BLUE



CART CRITTERS



BAG-LASH



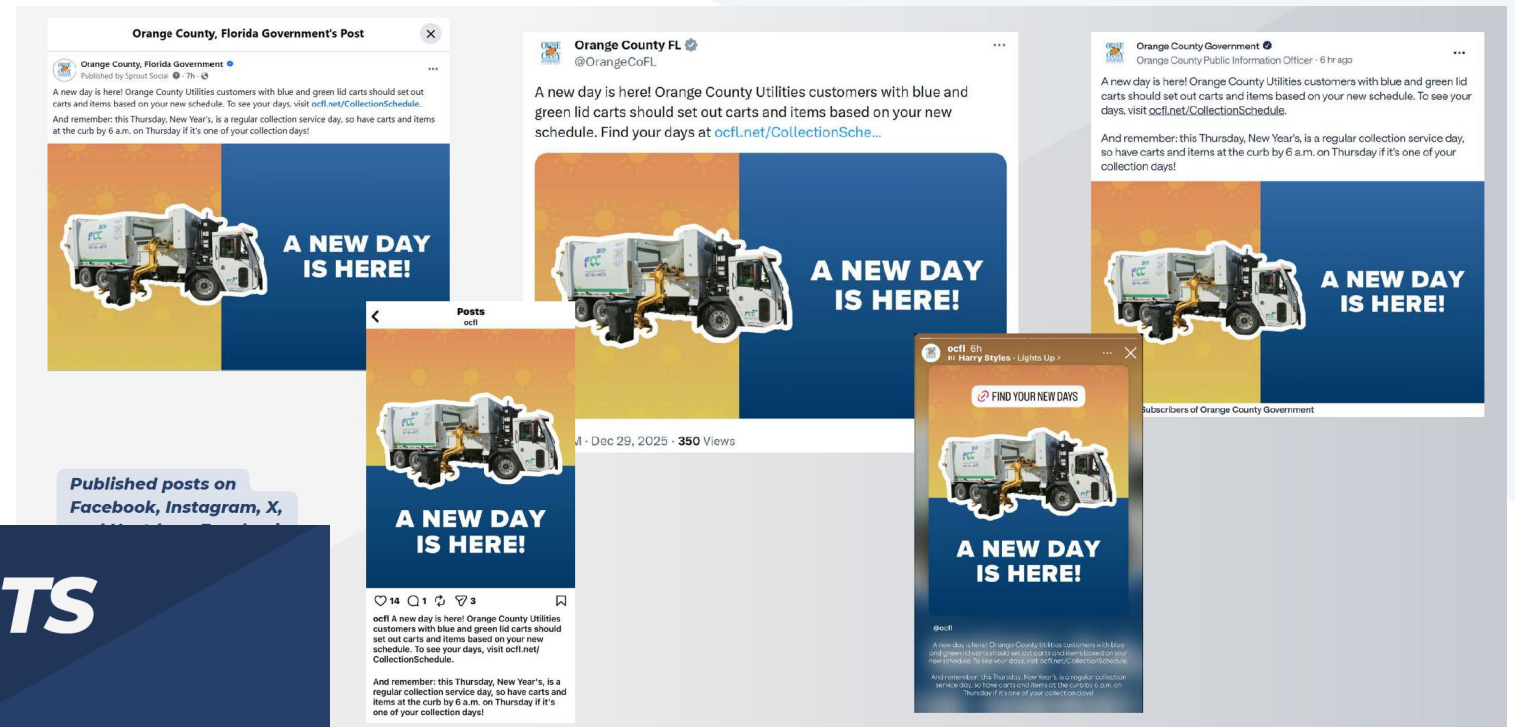
NEW ERA

- Empathy
- Created in-house
- Monthly installments
- 2026 editorial calendar
- 3-5 years
- NEXT: OC Recycles Day



SOCIAL MEDIA

- Social media analytics
- Qualitative sentiment



NEW DAY CAMPAIGN STATS

As of 12/29/25 (excluding Nextdoor)

16

Total posts across
Facebook,
Instagram, and X

446K+

Impressions –
number of times
posts were displayed
to users

37K+

Engagements –
number of times
users interacted
with posts

8.3%

Engagement rate

9.7K+

Post link clicks

500+

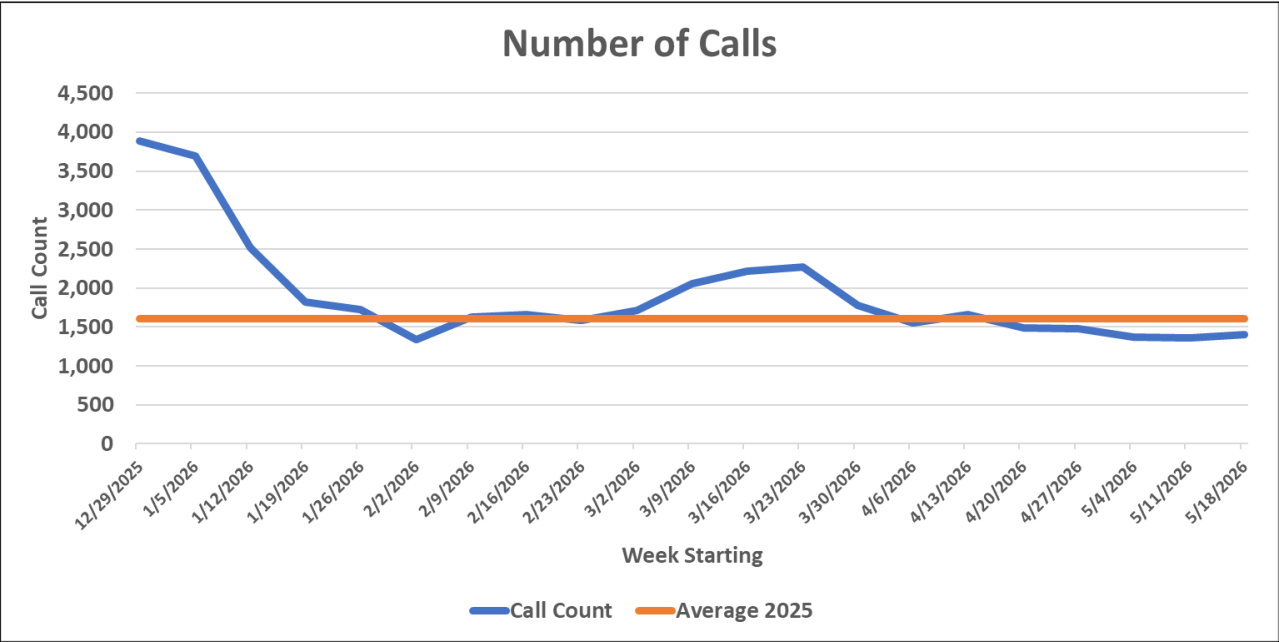
Post shares



Nextdoor

MEASURING SUCCESS

- Call volume/work orders



THANK YOU!

Questions?

