



# **Verge Valet™ – cutting waste, cutting cost, and improving customer satisfaction**

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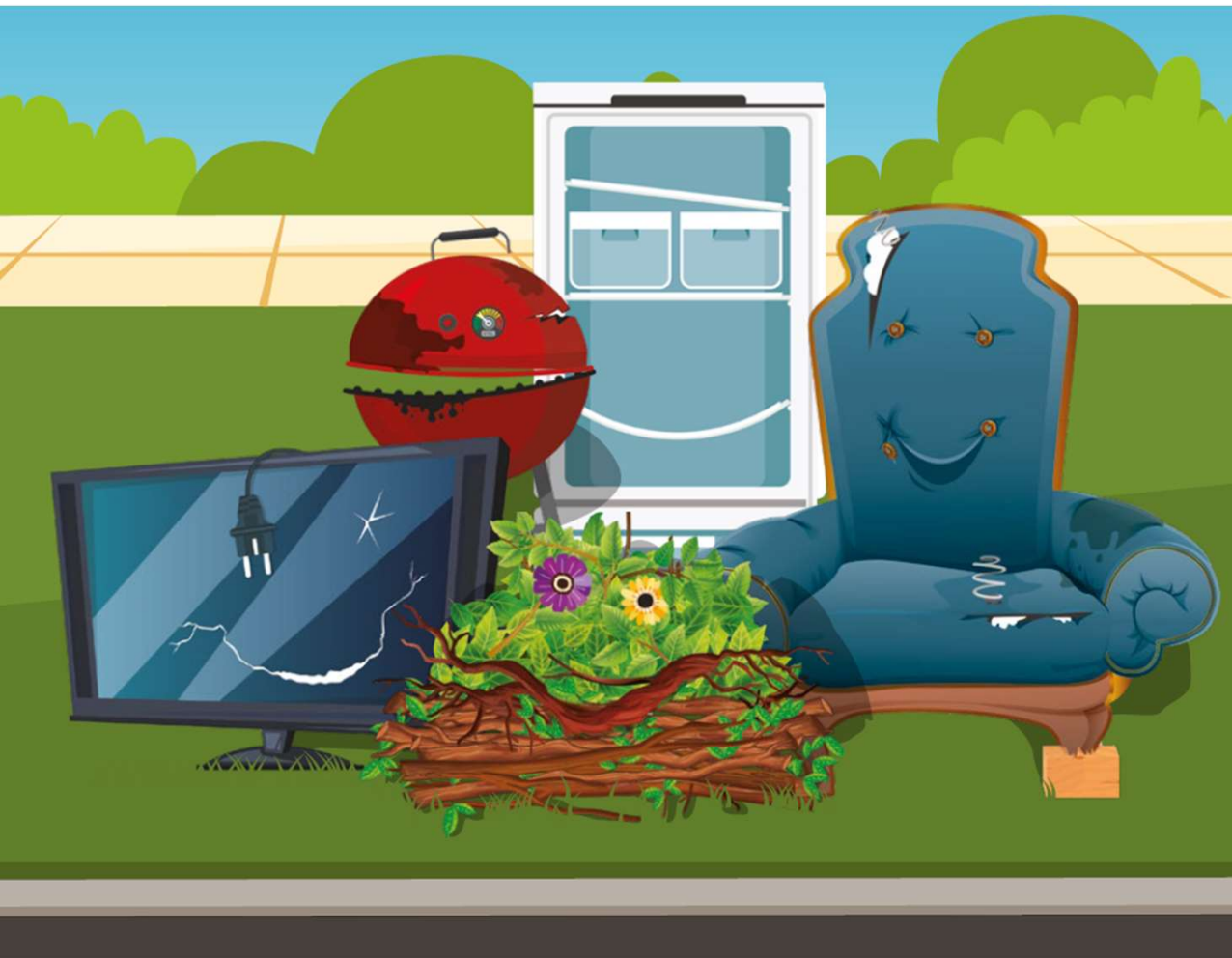
**WMRC**



# The Challenge







# Verge Valet

- A pre-booked bulk and green waste vergeside household waste collection service.
- It replaces the traditional scheduled bulk and green waste service.
- It does not use delivered vergeside skips.
- Developed and managed by WMRC. Councils set some parameters.

# Comparison with traditional system

Factor	Verge Valet™	Bring out your dead
Frequency	Year round – weekly service	One, two or three times a year
Process	Book online – wait – place out	Place out
Scheduling	At residents' convenience	At LG's convenience
Time waste is on verge	1-3 days	Up to 3 weeks
Allocation – no. of services	Set by LG	Set by LG
Waste quantity	3m <sup>3</sup> /collection	Effectively unlimited
Participants	Eligible residents Commercial/clubs - LG choice	Residents + other properties
Procurement / contract m'gmt	By WMRC	By individual councils
Scavengers	Few	Plenty
Illegal dumping	Decrease	Steady

# Feedback from residents

How would you rate the booking system?	<div><div><div>★</div><div>★</div><div>★</div><div>★</div><div>★</div></div><div>4.78 Average Rating</div></div>	<div>Do you prefer the Verge Valet™ service over a traditional bulk verge collection?</div> <div><div><div><div></div><div>Yes</div><div>211</div></div><div><div></div><div>No</div><div>27</div></div><div><div></div><div>Indifferent</div><div>27</div></div></div></div>
How would you rate the collection service? This includes the removal of items and cleanup of the verge afterwards.	<div><div><div>★</div><div>★</div><div>★</div><div>★</div><div>★</div></div><div>4.62 Average Rating</div></div>	
How would you rate the Verge Valet service as a whole?	<div><div><div>★</div><div>★</div><div>★</div><div>★</div><div>★</div></div><div>4.66 Average Rating</div></div>	

Mosman Park 12 months of data

# Feedback from residents

It was very easy to book, relevant information was provided so it was really easy to know what to do. I love the reminders!!!! That was an excellent feature.

- Mosman Park resident -

It's quite simple and clear overall. Made life easier after having moved house!

- Happy Cottesloe resident -

Custom built timing for residents.

- Mosman Park resident -

Bulk verge collections are messy. Verge Valet is the perfect answer to an outdated system.

-Happy Cottesloe resident-

Such a great service, collected promptly, all items collected, can't rate highly enough.

-Happy Cambridge resident-

"The Town of Mosman Park is to be congratulated in providing such a customer-focussed service. No more piles of rubbish on the street for a week at a time! The contractor was most diligent and left the verge spotless. Thank you one and all."

-Happy Mosman Park resident-

# Objections & responses

Resident objection	Suggested Response
Liked other people being able to take items from verges & reuse them	<ul style="list-style-type: none"><li>• Stress that Verge Valet is for rubbish</li><li>• Encourage residents to use other responsible avenues to dispose of excess goods (eg charity collections, Gumtree, Buy Nothing etc)</li><li>• Promote repair (eg Men's Sheds, Repair Café)</li></ul>
Liked the old system better	<ul style="list-style-type: none"><li>• Security, health &amp; amenity issues</li><li>• This is planned around residents' convenience not the LGs</li></ul>
Not allocated enough services	<ul style="list-style-type: none"><li>• Can swap bulk waste allowance into extra green waste collection</li><li>• <i>Verge Valet Extra</i> service (resident pays direct)</li></ul>
This must cost me more in rates	<ul style="list-style-type: none"><li>• It doesn't – it's most likely cheaper than the traditional system</li></ul>