



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

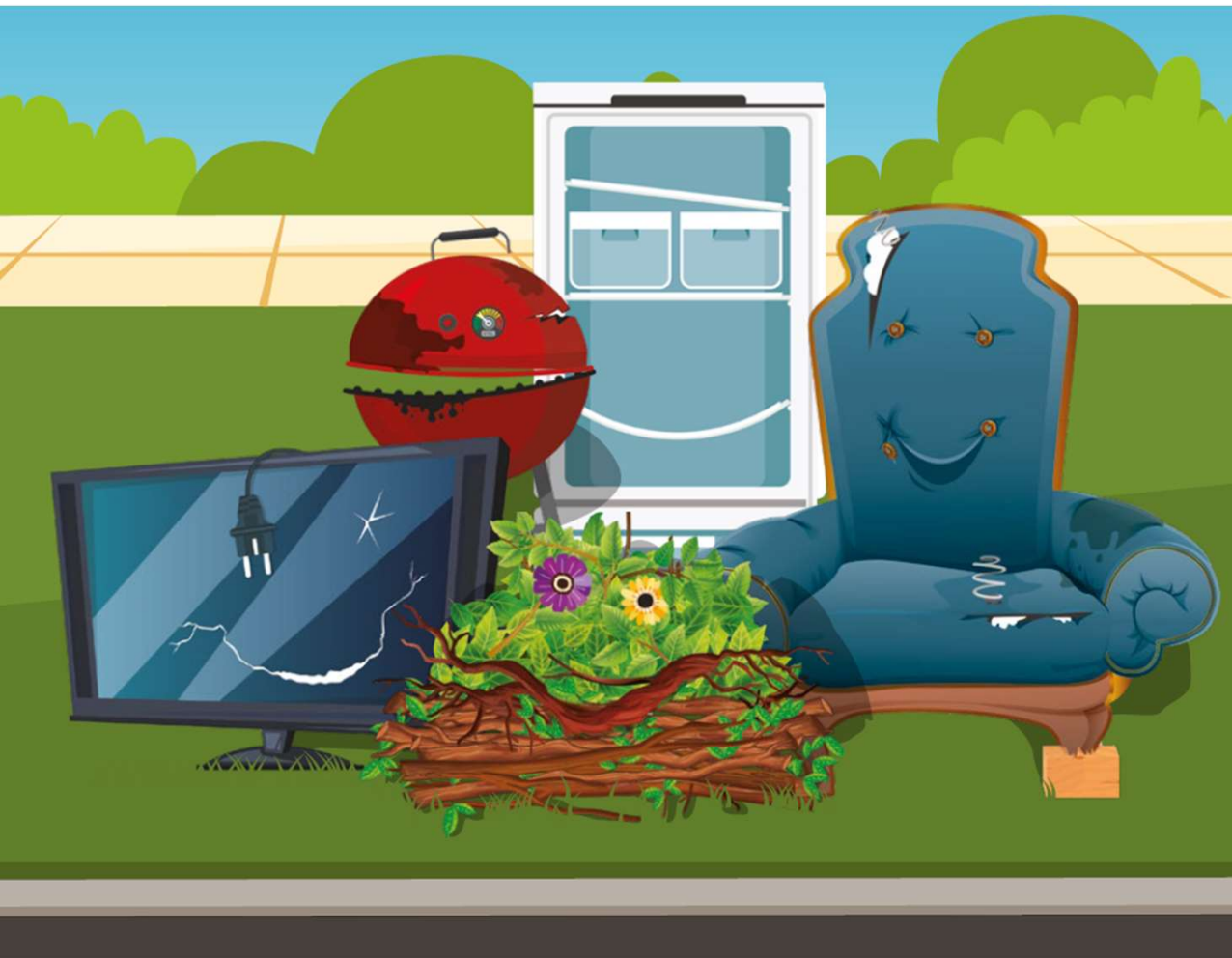
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Manager Communications and Education

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 ³ /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">• Stress that Verge Valet is for rubbish• Encourage residents to use other responsible avenues to dispose of excess goods (eg charity collections, Gumtree, Buy Nothing etc)• Promote repair (eg Men's Sheds, Repair Café)
Liked the old system better	<ul style="list-style-type: none">• Security, health & amenity issues• This is planned around residents' convenience not the LGs
Not allocated enough services	<ul style="list-style-type: none">• Can swap bulk waste allowance into extra green waste collection• <i>Verge Valet Extra</i> service (resident pays direct)
This must cost me more in rates	<ul style="list-style-type: none">• It doesn't – it's most likely cheaper than the traditional system