



## **Tell me more about what's happening.**

The City of Norfolk will transfer recycling collection to TFC Recycling October 2, 2012. In addition to TFC starting collection October 2, Norfolk residents are also eligible to participate in **Recycling Perks**, a recycling rewards program. Visit [www.recyclingperks.com](http://www.recyclingperks.com) to activate your free account.

## **Does this change anything about my recycling collection day?**

No. TFC will start collection October 2, 2012 and all recycling collection days will remain the same. Visit [www.norfolktrash.com](http://www.norfolktrash.com) for more information about City waste services.

## **What are you doing to my recycling cart?**

**Recycling Perks** rewards residents who recycle through radio frequency identification (RFID) technology. Both recycling carts and recycling trucks will be outfitted with RFID devices which will allow Recycling Perks the ability to automatically reward residents who recycle. This process will take approximately 3 months. Visit [www.recyclingperks.com](http://www.recyclingperks.com) to learn more about how the program works. It's free for all Norfolk residents.

## **What is Recycling Perks?**

Recycling Perks is an online incentive and rewards program designed to motivate residents to recycle by offering great savings to **Recycling Perks** users. The backbone of Recycling Perks is RFID technology which awards points to residents who have registered on [www.recyclingperks.com](http://www.recyclingperks.com). Points can be used to shop local rewards for discounts at businesses in Norfolk and Hampton Roads. Every time you recycle, points will be automatically added to your free online account.

## **Who should I call if I have additional questions about recycling and trash removal?**

For general questions about waste removal, visit [www.norfolktrash.com](http://www.norfolktrash.com). You can also contact the City of Norfolk at 441-5813. If you have questions about **Recycling Perks**, visit [www.recyclingperks.com](http://www.recyclingperks.com) or call 543-5766.

# Recycling Perks



## **How do I contact Recycling Perks directly?**

Visit [www.recyclingperks.com](http://www.recyclingperks.com) or email [info@recyclingperks.com](mailto:info@recyclingperks.com). Alternately, Recycling Perks can be reached via 757-543-5766.

## **I didn't get my points.**

Email Recycling Perks at [info@recyclingperks.com](mailto:info@recyclingperks.com). For the initial roll-out period, points for all Norfolk Perks members will be awarded once every two weeks which may not be immediately following the collection day. Residents should expect to see 50 points for each recycling collection day. On average, they should be accumulating 100 points a month.

## **My reward didn't print.**

Rewards are generated as PDF files. If a customer does not have Adobe Reader installed on his/her computer, rewards won't open and print. Adobe Reader is FREE and can be downloaded at [www.adobe.com](http://www.adobe.com) > Downloads > Adobe Reader. Rewards are available for printing from inside the customer's Recycling Perks account and are also emailed to the account on file.

## **I don't have a computer.**

Customers without a computer are encouraged to sign-up at a local library or by using a friend or family member's computer. After signing up, they'll start earning points and can plan visits to the library or to a friend's home to print out rewards. Recycling Perks is working on a low-tech, computer-less version of Recycling Perks which will be released in the near future.

## **What if I have multiple carts at my house?**

After the retrofit is complete, Recycling Perks will be able to add multiple carts to an individual account address. The retrofit will be complete by mid-December 2012.

## **What types of Perks or rewards can I get?**

Recycling Perks will continually be adding and editing the rewards to keep them fresh and new. Some examples include: (1) Buy one get one free adult admission from the Virginia Zoo (50 points), (2) \$5 off anything at Sono Flea Market (50 points), or (3) Free small coffee at Cure Coffeehouse (25 points).

## **I'm a Norfolk business. How do I participate?**

Norfolk businesses are encouraged to participate in Recycling Perks by offering an exclusive reward for residents. Contact Recycling Perks directly at [info@recyclingperks.com](mailto:info@recyclingperks.com) to set up your reward and start advertising for your business.

# Cart Retrofit



The City of Norfolk recycling cart retrofit will be executed by Rehrig Pacific Company (Rehrig) beginning Tuesday, September 25, 2012. Below is an overview of the procedure to properly complete the RFID tagging process.

1. Per the routes defined by TFC recycling, in accordance with the Norfolk resident collection week and day, Rehrig will then break a single route into multiple routes. For example, a route on Tuesday, Week 1 consisting of 1,000 homes will be broken up into two or three Rehrig routes.
2. Rehrig's roll-out team will be equipped with a handheld scanner, FAQ documents, Recycling Perks cart tags, City of Norfolk Recycle Only stickers, address labels, and RFID cart tags.
3. Each recycling cart on the curb will be tagged with the above-referenced collateral and will be matched into a single field. For example, Rehrig will use the handheld scanner to document the RFID tag, barcode, serial number, TFC route, and street address per cart.
4. Rehrig will handwrite the street address number on a label to assist the residents in properly identifying the cart that has been matched to their address.
5. Upon completion of the retrofit, Rehrig will produce an Excel spreadsheet housing all of the household data matched and saved on the handheld scanner.
6. Weekly during the Retrofit period, Rehrig will communicate metrics on carts tags as they progress through completing routes within the City.
7. A total of two full passes will be completed city-wide in an effort to maximize the number of carts retrofitted through Rehrig's process. TFC will continue to tag missed carts as they're placed on the curb for recycling collection.
8. During the above-referenced process, residents are encouraged to keep recycling carts on the curb throughout the entirety of their collection day to assure Rehrig's install team has the best opportunity to outfit the carts.