



ADVISOR

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Editor's Note

this is the first issue of what we hope to be a monthly newsletter to help keep our members abreast of the activities of NYRWM, current events concerning the struggle against waste collection franchising in New York City, and other pertinent information concerning our issues. In addition to our website, NYRWM.org and our emails, we hope this effort will help keep you informed and active.

Having only formed in February of this year, we've been very busy organizing the fight against franchising as you will see in this issue.

Media Pitches:

In 5 months, we have had 6 stories supporting or promoting the industry countering the negative press from the pro-franchising campaign and 1 editorial opposing franchising in support of our industry.

In development are 10 pitches in 2 categories.

5 stories rebuilding image.

5 stories that support our industry position while simultaneously undermining the rationale to implement franchising.

We have reached out to NYRWM for Veterans. If any company has a Veteran that works for their company, please send to EMS ASAP.

A draft version of a flyer was presented at the last in-person meeting; another version for final approval will be available once approved.

Government Relations Updates:

City Council: NYRWM has seen 23 of the 51 Council Member offices and more meetings are planned through the Fall. We will continue to reach out to NYRWM members for availability on attending meetings. Six of those meetings had employee representatives which were very successful and we recommend continuing to invite your employees, when possible

On 9/29, Council Committee on Sanitation & Solid Waste held a hearing on the regulation of the heating oil supply industry. At the hearing, Commissioner Brownell did speak highly of the Commercial Waste Industry in NYC, saying that it is "open & robust" and that "competition thrives".

On 10/28, Council Committee on Sanitation & Solid Waste held a hearing about the 2015-2016 Snow Plan.

The next Council Committee on Sanitation & Solid Waste hearing is being held on 11/30, jointly with Council Committee on Public Housing to discuss a "Local Law...in relation to establishing a pilot program to provide incentives for recycling to residents living in community districts with high rates of public housing".

NYRWM has met with Manhattan Borough President Gale Brewer and continues to schedule meetings with all of our borough and other city wide elected in accordance with our strategy.

DSNY/BIC: on 9/28/16, DSNY & BIC held a stakeholders' Commercial Waste Zones Advisory Meeting. The next meeting is scheduled for the end of November.

Business Community:

NYRWM has seen REBNY and the NYC Partnership

NYRWM has met with the Flushing BID, 82nd Street Partnership, the Brooklyn Chamber of Commerce and the Queens Chamber of Commerce. Meetings with other major business associations, CoC & BIDs continue to be scheduled.

Labor & Allies:

BSJ & EMS continues to seek partnership with all of the unions represented in the industry and continues to meet with potential allied associations.

Leave-behind Document:

Draft document was distributed at the last in-person meeting; if you do not have one copies will be available at our next in-person meeting.

Proposed Regulation: a potential alternative was discussed at our last meeting and discussions will continue at our next in-person meeting.

Website:

Our new website went live in September. It was built organically from scratch, the process for which included:

Building preliminary site structure (internal linking architecture, content silos, and site navigation. An outline of all the pages of the site (on menu) and any necessary dropdowns from main menu to be added) based upon existing site and current feedback

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Creating targeted list of related keywords for website and Search Engine Optimization (SEO).

Locating and purchasing stock images and create custom graphics and design items for site.

Creating the layout, font and image styles, custom CSS/Javascript coding.

Implementing all necessary functional items (plugins, add-ons, widgets, i.e. media players, forms, maps, responders, email subscriptions, contact portals, etc.).

Building ongoing blog/news page (including all unique categories, meta tags, titles, descriptions) featuring 14 news stories along with press releases/statements.

Incorporating text and multimedia content, i.e. organization and company, logos, photos, and resources
Activating all links, roll-overs, buttons, and clickable text links.

Launching and Integrating NYRWM social media platforms (Twitter and Facebook).

Installing proper website security and anti-spam software.

Built and incorporated an ongoing featured NYRWM related image gallery featuring member photos.

Proofing and copyediting all final web copy.

Making all necessary additions, modification, and ongoing revisions to website and blog.