

## **SPC Customer Testimonials:**

**March 12, 2007**

### **Tim McCarthy, principal assistant to the Commissioner of Public Works, City of Boston:**

“The City of Boston has just completed our 6-month pilot of 50 BigBelly units and the results have been excellent. The public response has been nothing but positive, and we have realized the desired benefits for the city. We intend to move forward through the budget process toward a city-wide deployment starting this spring.” (Jan. 5, 2007)

“It has a ton of benefits—it will save the city time and money, keep litter from overflowing, and discourage illegal dumping of trash.” (July 2006)

“This will save us a lot of time when guys are filling potholes, fixing sidewalks and doing other things.” (July 2006)

### **Mayor Thomas Menino, Boston:**

“I think they’re great.” (July 2006)

“The solar trash receptacles have to go citywide. It will give us a more productive work force because you don't have to pick them up every day.” Interview, Mass High Tech, 12/22/06  
<http://masshightech.bizjournals.com/masshightech/stories/2006/12/25/story12.html>

### **Mayor Sheila Dixon, City of Baltimore, MD:**

“I am very excited that Baltimore is going to benefit from the BigBelly. Millions of people visit the Inner Harbor every year, and it is Baltimore's showcase attraction. They will see Baltimore as innovative, resourceful, and - most importantly - clean!”

### **Mayor David Cohen, City of Newton, MA:**

“Without question, the BigBelly system has reduced litter and made the City of Newton cleaner and more efficient. We are proud to be one of the first communities in the Commonwealth to install BigBellies. We have reduced collections in our five BigBelly locations from seven times per week to three. With the time saved on fewer collections, we can re-deploy workers to other important tasks in the City.” (Jan. 25, 2007)

“Utilizing these compactors, we have saved money by reducing collections while at the same time eliminated unsightly overflowing trash cans, and reducing pests and odor.” (June 2006)

“We have a longstanding and proud tradition of progressive and aggressive environmental programs in the City of Newton,” Mayor Cohen said. “The BigBelly trash compactors exemplify our willingness to find innovative, environmentally friendly projects to enhance our community. We’re grateful to the MTC for enabling us to implement the BigBellies across the City.”

### **Michael Lambert, Aide to Mayor Joseph A. Curtatone, City of Somerville, MA:**

“Somerville is a densely populated city with a tight budget – so we are always seeking ways to do more with less. We had a number of constantly-overflowing trash cans in our squares that City staff were visiting four times a day or more for collection. We did a several-month test trial with five BigBellies, and they made a big difference. We've now dropped to one collection per day at our busiest spots, saving valuable staff time. The BigBellies eliminated unsightly and unhealthy trashcan overflow at each site they were placed, even at our Dunkin Donuts / Bus Stop location, and our

residents have noticed with approval. We decided without reservation to purchase the trial units, and we plan to budget for more in the spring.”

**Ed Gilbert, Solid Waste Manager, Town of Brookline, MA:**

“The BigBelly has replaced 3 of our older trash receptacles in Hickey Square, a high use, high profile area in Brookline Village. We have gone from emptying once per day, to once per week – it’s been fantastic! We are interested in using the BigBelly elsewhere in Brookline.”

**Ted Woods, Refuse Coordinator, Arizona State University, Tempe, AZ:**

“I was skeptical at first, but to my amazement, the machines are working great for the university. They’re very attractive and people really use them. We only have to empty them intermittently, and there’s no maintenance – we don’t have to worry about them at all. I’m a believer now.”

**Jim Burkhardt, Regional Manager, Cincinnati Parks Department:**

“The machines are working magnificently. We installed two of the cans in front of Krohn Conservatory in Eden Park on May 12, just in time for our Butterfly show. This is the busiest show of the year and lasts for about 6 weeks. Normally we would be emptying the cans twice a day, but we empty the BigBellies once a week. They are better than advertised.”

"I think you’ve got a hot product here that’s really going to take off. It’s worked out extremely well for us." (May 2006)

**Gerald Checco, Superintendent, Cincinnati Park Board**

“Our analysis predicts significant savings and operational benefits from using the BigBelly system. The simple equation tells us that 4 times more trash in cans will result in cutting our trash collection by half. We have 2 trash collection teams (one truck driver, one laborer in each team). The staff cost, the fuel cost and the maintenance cost of the trucks will be cut by half for this task. We are a fairly small organization; the savings are such that the full BigBelly deployment will pay for itself in 3 to 4 years, depending on escalation costs.” (June 2006)

“With the time savings from using the BigBelly system, our trash collectors will be reassigned to other tasks, creating opportunities to do work that was not being done for lack of resources. There is always lots to do -- painting buildings, cutting grass, fixing our 60-mile trail system, etc. Using the BigBelly, we will have more time to do other important tasks -- tasks that make us do our jobs better.”

“Another bonus with BigBelly is that the unit is well closed. The cans we have now are either open or can be left open, creating a HUGE problem with animals getting into the trash and spreading the trash all over, creating an unacceptable situation in our woods and lawn areas.”

“For us, the main issue is environmental. At full deployment, 150 units will allow our department to go from two garbage trucks to one garbage truck – saving enough money in fuel, maintenance and labor costs to pay for the entire BigBelly system in about 3 years. After 5 years, we estimate we will have saved \$178,000 in our budget – having paid off the investment in the BigBelly system after year three – and also will have saved 7,750 gallons of diesel fuel and avoided putting 86 tons of CO2 into the atmosphere. That effectively means we’d be paid more than \$2,000 per ton of avoided CO2 – making for a very appealing climate change initiative.”

“The full deployment of the BigBelly system is equivalent to planting over 8,000 trees. That is, the reduction of CO2, NOx, and other pollutants due to not using the second truck would be absorbed by

8,000 trees. It is absolutely true both from statistics but also from experience that garbage trucks consume more fuel and pollute more heavily than most trucks. In addition, trash trucks have very sensitive hydraulics that tend to have to be fixed all the time. Reducing truck trips is a great help on both counts.”

“We have been looking at ‘Reengineering through Green Technology’ for some time. The decision was made last year, ‘We must find another way to deal with trash.’ Trash pickup is by nature inefficient, and environmentally costly. We had the chance to employ during the summer an intern from our local university. She ran a trash analysis, and found the BigBelly while conducting her research. We decided that the BigBelly system was the most innovative and promising way to proceed.”

**Tim Gunther, Director, Bergen County Zoo, NJ:**

“Keeping up with the trash is a real challenge for time—we empty 6 cans daily in the food court, and twice a day on nice weekends. We replaced the 6 cans with 2 BigBellies and now empty them every other day. It’s been a tremendous time savings.” (Nov. 2006)

“We have a pest problem with bees – a big problem. But it’s much better with the BigBelly, since it’s enclosed.”

“The machines have been problem-free – not a single hiccup.”

“Seahorse has provided more input and contact than anyone I’ve dealt with. That level of service and commitment to customer satisfaction and product improvement speaks volumes for the product and the manufacturer—it gives you a very comfortable feeling. I wouldn’t buy more machines otherwise.”

**Marie Torniali, Executive Director, Steinway Street BID, Queens NYC:**

“We have to collect trash from the older cans three times for every time we empty the BigBelly machines. Carlos, the supervisor, was skeptical at first, but he has found that the machines are quite beneficial and a real time-saver.” (June 2006)

“The BigBelly units have much greater capacity, and they don’t overflow as the regular cans do. Maria, the manager of the ‘Mini Star’ restaurant on the corner of 30th Avenue, says the old trash can in front of her restaurant was constantly overflowing and a real eyesore. The BigBelly has really cleaned up that corner.”

“The main thing for a Business Improvement District is you have to make it look neater. New benches and planters are nice, but you have to get rid of the litter. The BigBelly has been terrific for our beautification efforts: you can see all the trash with the other cans, which is quite unsightly; but the BigBelly creates a much nicer look. Some store owners don’t want a trash can in front of their store, because the cans overflow and attract litter. But the BigBelly doesn’t overflow – and people sometimes dump garbage next to the other cans, but that doesn’t happen with the BigBelly. We’re very pleased, especially with the visual improvement the BigBelly units have made in the BID – there’s less litter, and they look beautiful.”

**Janet Barkan, Executive Director, Jamaica Center BID, Queens NYC:**

“We love it – we only have to empty the BigBelly units every three days, while we have to empty the regular receptacles once or twice a day. We have about 85 cans in the BID, but the 10 BigBellies are making a difference. The summer is much busier here – more pedestrians and more traffic. The BigBelly lets the cleaning crew spend more time sweeping, which helps. It is particularly helpful during our summer festival in August when we have more than 100,000 people coming down to the Avenue.” (June 2006)

“They hide the trash and are nice-looking machines. We are looking to get more uniform cans to improve the look in the BID.”

“On one occasion, a guy’s wallet was stolen and dropped into one of the machines—he was very upset and worried he wouldn’t get it back. He called, and I radioed Jimmy, the supervisor, and within three minutes Jimmy was there, unlocked the machine and gave him back his wallet. He was amazed at how fast we responded and how easy it was. It was nice to be able to help so quickly and show that we are service-oriented. People watching were also impressed with our level of service. The BigBelly is so easy to use, it helped make our response fast.”

“The guys really like them. We’ve had no breakdowns or service problems. They’re working great. We were surprised that the bags are not heavy – it’s no problem to pull out and replace the bags; very quick and easy.”

“The guys love it – and these are not men that talk much. But when they talk about the BigBelly, they smile. It’s an attention-getting device; they like it because they are proud of what they do to keep the district clean, and the BigBelly draws attention to their work. They like the attention, and are proud to show people how the BigBelly works.”

“We’re just thrilled with it – a terrific program all around. When the opportunity was first presented, I was worried the men wouldn’t like it. But the lights on the front are easy to understand, and the keys, trash bin, bags – all of it – very easy to use and they love it. It makes our BID look much neater.”

**Gayle Baron, Executive Director, Queens Plaza/Court Square DMA, Queens NYC:**

“People definitely check them out—they are interesting and intriguing, and people use them. The BigBelly is so smart-looking and professional—it sends a message that we are upgrading the overall area.” (June 2006)