



PAY – T Route Adjustments

Effective October 21, 2019

September 24, 2019

NEEDS ASSESSMENT

HOUSEHOLDS per COLLECTION DAY

SCHEDULE	MON	TUES	WED	THURS	FRI
Current	1,730	1,891	2,035	2,645	1,883
Proposed	2,006	2,087	1,997	2,068	2,026

CURRENT SCHEDULE: Approximately 30% increase in household collections

PROPOSED SCHEDULE: Shifting of 886 households to bring collections closer to average of 2,036/day

TIMELINE



OUTREACH APPROACH

SEPT. 25 – OCT 26: OUTREACH

WEBSITE POSTING



TWITTER

NEWSFLASH **NEWS FLASH**



FACEBOOK

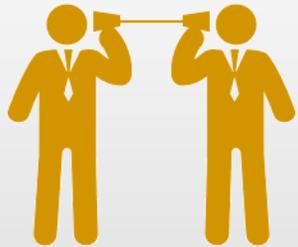
CODE RED MESSAGING

SEPT 30 – OCT 04 : 1st Round of hand delivered fliers

OCT 07 – OCT 11 : 2nd Round of hand delivered fliers

OCT 14 – OCT 18 : 3rd Round of hand delivered fliers & targeted Code Red Messaging

OCT 20 – OCT 26: Targeted Code Red Messaging & Social Media Posting



SAMPLE LETTER

Dear Gulf St Resident,

NOTICE OF CHANGE OF TRASH & RECYCLING COLLECTION DAY

Current Collection Day: Wednesday

New Collection Day: Monday

Your trash and recycling is currently collected on Wednesday each week. Effective October 21, 2019 your trash and recycling will be collected on Monday of each week. **Please be sure to have you items at the curb by 7 am for collection.**

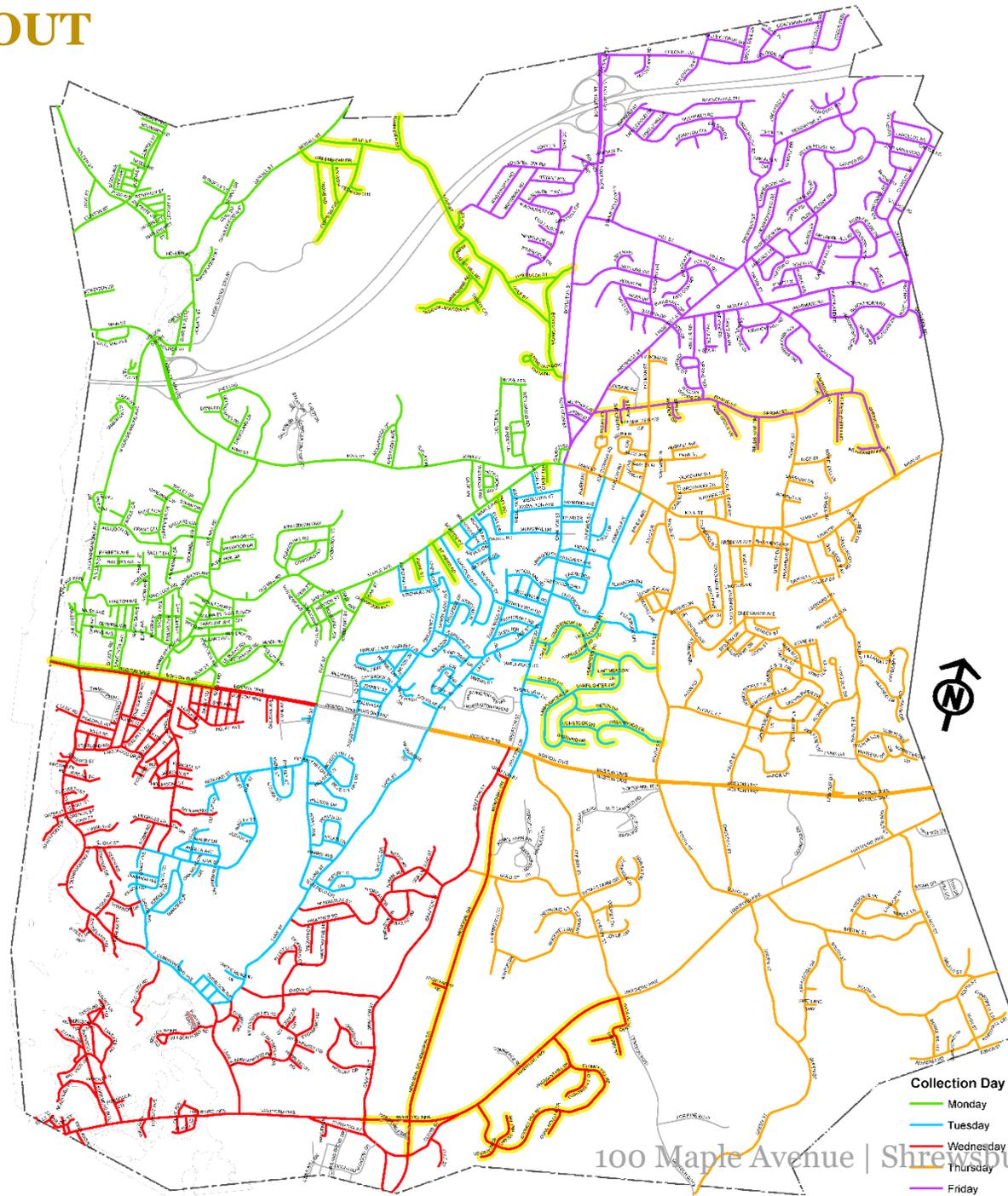
We apologize for any inconvenience and kindly ask you contact the Department of Public Works at 508-841-8502 or email dpwsupportvm@shrewsburyma.gov with any questions or concerns.

Best Regards,
Jeff Howland, PE
Director, Dept. of Public Works

STREET TABLE

WED.	MON.	TUES.	MON.	THURS.	TUES.	THURS.	WED.	THURS.	FRI.
Gulf Street		Sherwood Avenue		Stonybrook Lane		Memorial Drive		Spring Meadow Drive	
Greenbriar Drive		Fiske Street		Woodchuck Hill Road		Hyde Farms Road		Park Grove Lane	
Ivy Path		St James Road		Weagle Farm Road		Stoney Hill Road		Fieldstone Drive	
Ridge Road		Taft Road		Argila Lane		Deer Run Drive		Almondwood Circle	
Cypress Avenue		Chase Terrace		Horseneck Road		Thistle Hill Drive		Greenleaf Farm Circle	
Redwood Lane		Monroe Street (8 – 18)		Flint Meadow Lane		Quail Hollow Drive		Meadowbrook Circle	
Bannister Street				Melody Lane		Centech Boulevard		Spring St. (Holman – Main)	
Hampshire Road				Lamplighter Drive		Cherry Hill Road			
Slocum Meadow Lane				Comstock Drive		370-570 Hartford Tpke			
Wheelock Street				Thorning Drive		Nightingale Drive			
Boylston Circle				Seton Drive		Pheasant Hill Drive			
Stone Meadow Farm Drive				Brentwood Drive					
97-265 Boston Tpke (odd)									

ADJUSTED MAP LAYOUT



Collection Day

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

NOTE: Adjusted Areas are highlighted in Yellow.

TIMELINE

