

## Gutierrez, Jocabed

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**From:** [REDACTED]  
**Sent:** Monday, June 27, 2016 11:17 AM  
**To:** Gutierrez, Jocabed  
**Cc:** Adam Winfield  
**Subject:** Introduction  
**Attachments:** Award Letter - Simple Recycling.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Good Morning Jocabed,

I am the Municipal representative for Simple Recycling in Texas. I just wanted to introduce myself as the contact in reference to the attachment. I have an implementation list of some things that we'll need to obtain from the city in preparation of the launch. Before I send that over, I just wanted to confirm directly that this should go to you.

Regards,

Sonny Wilkins

[REDACTED]  
317.607.0665



**From:** [REDACTED]  
**To:** [Gutierrez, Jocabed](#)  
**Cc:** [Adam Winfield](#)  
**Subject:** RE: Introduction  
**Date:** Monday, June 27, 2016 5:04:39 PM  
**Attachments:** [image001.jpg](#)  
[Simple Implementation \(1\).xlsx](#)

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Jo,

Absolutely, we can do that. We'll be corresponding frequently. At this time, I'll provide the Implementation list. We'll need these items to begin preparations. At this time, the city logo, mailing list & collection maps are the highest priority. Once we have these. we can begin discussions on an estimated launch date.

Sonny

-----Original Message-----

**From:** "Gutierrez, Jocabed" <Jocabed.Gutierrez@austintexas.gov>  
**Sent:** Monday, June 27, 2016 4:50pm  
**To:** [REDACTED] >  
**Cc:** "Adam Winfield" <[REDACTED]>  
**Subject:** RE: Introduction

Yes you have the correct employee. Please save my info for future correspondence related to the new contract. I'd like to schedule a kick-off meeting before services are started.

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** [REDACTED] ]  
**Sent:** Monday, June 27, 2016 11:17 AM  
**To:** Gutierrez, Jocabed <Jocabed.Gutierrez@austintexas.gov>  
**Cc:** Adam Winfield <[REDACTED]>  
**Subject:** Introduction

Good Morning Jocabed,

I am the Municipal representative for Simple Recycling in Texas. I just wanted to introduce myself as the contact in reference to the attachment. I have an implementation list of some things that we'll need to obtain from the city in preparation of the launch. Before I send that over, I just wanted to confirm directly that this should go to you.

Regards,

Sonny Wilkins

[REDACTED]

317.607.0665



## Gutierrez, Jocabed

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**From:** Sonny Wilkins <[REDACTED]>  
**Sent:** Thursday, July 21, 2016 8:09 AM  
**To:** Gutierrez, Jocabed  
**Subject:** Re: STAR Press release

Hey Jo,

I'll have something for you early next week. I'll be available on Monday to discuss how the meeting went and how we'll proceed. Thank You!!

Sonny

Sent from my iPhone

On Jul 20, 2016, at 4:13 PM, Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)> wrote:

Hi Sonny,  
Just following up on the STAR press release request below. Please forward the content for approval. Thank you  
Jo

---

**From:** Gutierrez, Jocabed  
**Sent:** Wednesday, July 13, 2016 12:45 PM  
**To:** [REDACTED]  
**Cc:** Adam Winfield <[REDACTED]>  
**Subject:** RE: STAR Press release

ARR is also a member and sponsor of STAR. Please provide a copy of the press release for approval.

*Jo Gutierrez*  
Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** [REDACTED]  
**Sent:** Wednesday, July 13, 2016 10:51 AM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Cc:** Adam Winfield <[REDACTED]>  
**Subject:** STAR Press release

Hey Jo,

Simple Recycling is a member of STAR & we are considering doing a short press release for their newsletter next month. We would like to make sure the city would be on board for this first. I'll look hear back from you.

Regards,

Sonny Wilkins



317.607.0665

<image001.jpg>

## Gutierrez, Jocabed

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**From:** [REDACTED]  
**Sent:** Thursday, July 21, 2016 12:17 PM  
**To:** Gutierrez, Jocabed  
**Subject:** [Invitation Reply] FW: HOLD: Kick-Off Mtg: Simple Recycling for Textiles  
**Attachments:** invite.ics

Invitation response from sonny@simplerecycling.com...

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Accepted

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**Subject:** FW: HOLD: Kick-Off Mtg: Simple Recycling for Textiles  
**Location:** ARR SSC Room 120  
**Date:** Tuesday, August 9, 2016  
**Time:** 10:00 am - 11:30 am (US/Central)  
**From:** Gutierrez, Jocabed  
**Attendees:** [REDACTED]

## Gutierrez, Jocabed

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**From:** [REDACTED]  
**Sent:** Wednesday, July 27, 2016 4:45 PM  
**To:** Gutierrez, Jocabed  
**Subject:** RE: FW: HOLD: Kick-Off Mtg: Simple Recycling for Textiles

Thank you Jo,

I didn't forget about the press release.. I was on vacation and been busy this week. I should have it done by tomorrow. I'll be sending the initial marketing proofs shortly. They'll need to be approved. Thank You!!!

Sonny

-----Original Message-----

**From:** "Gutierrez, Jocabed" <Jocabed.Gutierrez@austintexas.gov>  
**Sent:** Tuesday, July 26, 2016 9:21am  
**To:** [REDACTED] >  
**Cc:** "Adam Winfield" <[REDACTED]>  
**Subject:** RE: FW: HOLD: Kick-Off Mtg: Simple Recycling for Textiles

Hi Sonny,

The City logo and ARR logo is attached. I should have the address list today.

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

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**From:** Gutierrez, Jocabed  
**Sent:** Thursday, July 21, 2016 1:32 PM  
**To:** [REDACTED]  
**Cc:** Adam Winfield <[REDACTED]>  
**Subject:** RE: FW: HOLD: Kick-Off Mtg: Simple Recycling for Textiles

Will do thank you Sonny! I hope to have the address list soon for you. Attached is Recycling map that breaks down the routes into Service days and A & B week.

**From:** [REDACTED]  
**Sent:** Thursday, July 21, 2016 12:19 PM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Cc:** Adam Winfield <[REDACTED]>  
**Subject:** RE: FW: HOLD: Kick-Off Mtg: Simple Recycling for Textiles

Hey Jo,

Please make note that Adam Winfield would like to join the meeting via conference call. He can be reached at 862-268-2550. I will be at the meeting in person.

Thanks

Sonny

-----Original Message-----

From: "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>

Sent: Thursday, July 21, 2016 10:53am

To: "[REDACTED]", "Adam Winfield" <[REDACTED]>

Subject: FW: HOLD: Kick-Off Mtg: Simple Recycling for Textiles

Sonny,

This is the only date that Management is all available for the Kick-off meeting. Please confirm your attendance. The meeting address is below:

Kenneth Gardner Service Center (KGSC)

4108 Todd Lane

Austin, TX 78744

Thank you

-----Original Appointment-----

**From:** Gutierrez, Jocabed

**Sent:** Thursday, July 21, 2016 10:48 AM

**To:** Gutierrez, Jocabed; Romero, Ron; Maldonado, Vidal; Hardee, Donald; Gonzalez, Marcus [ARR]; Heald, Melissa; Frazier, Jessica; Saeedi, Sasha

**Cc:** Chanslor, Emlea; Scott, Lori

**Subject:** HOLD: Kick-Off Mtg: Simple Recycling for Textiles

**When:** Tuesday, August 09, 2016 10:00 AM-11:30 AM (UTC-06:00) Central Time (US & Canada).

**Where:** ARR SSC Room 120

This meeting invite will be updated when the Contractor confirms. The meeting agenda & Simple Recycling implantation plan will be provided to attendees before the meeting for review. Please feel free to forward this invite you stakeholders I may have missed. Thank you - Jo

## Gutierrez, Jocabed

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**From:** Gutierrez, Jocabed  
**Sent:** Thursday, July 28, 2016 2:09 PM  
**To:** [REDACTED]  
**Subject:** RE: Marketing Proofs / Austin

Sonny,  
I'll forward this request to our Marketing team and Management for review. I should have the address list soon. Thank you,

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** [REDACTED]  
**Sent:** Thursday, July 28, 2016 11:13 AM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Subject:** Marketing Proofs / Austin

Jo,

Here are the files for the marketing proofs. The city needs to sign off on them before they go to print. They chosen date was an estimated date of launch. Here's the layout on how these are distributed.

T1 Postcard : 2 weeks before launch

30155( 10 X 13 envelope & Trifold) : 1 week before Launch

T2 Postcard: 1 week after launch

T4 Postcard (11x16) : Roughly 6 months after launch

Let me know if you have any questions... Thanks!!!

Sonny Wilkins

[REDACTED]  
317.607.0665





## Gutierrez, Jocabed

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**From:** Gutierrez, Jocabed  
**Sent:** Monday, August 01, 2016 3:19 PM  
**To:** [REDACTED]  
**Cc:** Heald, Melissa  
**Subject:** RE: Press Release  
**Attachments:** Austin Simple Press Release 8.1.16.docx

Sonny,

Melissa Heald is ARR's Public Information Specialist, she'll review the attached press release for approval. She's reviewing the marketing material you submitted on 7/28/16, as well. In the future, please include her in your press release and marketing material request.

Thank you

Jo

**From:** [REDACTED]  
**Sent:** Monday, August 01, 2016 10:37 AM  
**To:** Gutierrez, Jocabed <Jocabed.Gutierrez@austintexas.gov>  
**Subject:** Press Release

Hey Jo,

Attached is the press release for the city to approve. I planned on sending it to STAR but if the city had plans also to release this to other media outlets that would be great. Let me know what you think.

Best Regards,

Sonny Wilkins

[REDACTED]  
317.607.0665

The logo for 'simplerecycling' features the word 'simplerecycling' in a lowercase, sans-serif font. The 'simple' part is in blue and the 'recycling' part is in green. A green recycling symbol (three chasing arrows) is positioned above the 'e' in 'recycling'.

## Gutierrez, Jocabed

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**From:** Gutierrez, Jocabed  
**Sent:** Thursday, August 04, 2016 5:06 PM  
**To:** [REDACTED]  
**Subject:** RE: Mailing List  
**Attachments:** ARRCustomersBilling080216.xlsx

Hi Sonny,

The address list is attached. If you need anything else in preparation to the Kick-off meeting please let me know. Please send a meeting agenda for Tuesday's meeting. Thank you

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From** [REDACTED] [mailto:[REDACTED]]  
**Sent:** Wednesday, August 03, 2016 9:20 AM  
**To:** Gutierrez, Jocabed <Jocabed.Gutierrez@austintexas.gov>  
**Subject:** Mailing List

Good Morning Jo,

I know you've been working on obtaining this list & I thank you for that. In order for us to be fully prepared for our meeting next week, I really need this list as soon as possible.

Thanks!!!

Sonny Wilkins

[REDACTED]  
317.607.0665

The logo for 'simplerecycling' features the word 'simplerecycling' in a lowercase, sans-serif font. The 's' is blue, and the rest of the text is green. A green curved line arches over the 'e' and 'r'.

## Gutierrez, Jocabed

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**From:** Gutierrez, Jocabed  
**Sent:** Tuesday, August 09, 2016 7:53 AM  
**To:** [REDACTED]  
**Subject:** RE: Re: anything you want to add tthis....

Good Morning Sonny,

Can you please forward a copy of the implementation plan and/or handouts? I would like to print a copy for everyone at the meeting. If you have any proofs of the marketing material please bring a copy to pass around. I look forward to meeting you today. Thanks

Jo

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**From:** Gutierrez, Jocabed  
**Sent:** Friday, August 05, 2016 11:27 AM  
**To:** [REDACTED] >  
**Subject:** RE: Re: anything you want to add tthis....

The address is 4108 Todd lane Austin, TX 78744 Rm 102. Thank you

**From:** [REDACTED]  
**Sent:** Friday, August 05, 2016 11:17 AM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Subject:** FW: Re: anything you want to add tthis....

Jo,

Just wanted to confirm that I did receive the mailing list. Below is the list of items for discussion at the meeting for next week. Also, Could you please confirm the actual physical address of where the meeting will be? If you have anything else, let me know.....Have a great weekend!!!

Sonny

-----Original Message-----

**From:** "Adam Winfield" [REDACTED] >  
**Sent:** Friday, August 5, 2016 9:41am  
**To:** "Sonny Wilkins" [REDACTED] >  
**Subject:** Re: anything you want to add tthis....

Items added below in Red.

On Aug 5, 2016, at 10:37 AM, [REDACTED] wrote:  
Front curb vs. alley way

Routing/collection days (actual city maps, route maps. needed) website maps not detailed enough  
schedule briefing

Any gated communities with gate codes?

Mail out schedule

City promotion plan (resident communication channels/ Local media outlets)

Customer service process when the city receives calls directly from resident

Textile drop bin exclusivity at ARR (And other city owned properties?)

Bag pickup @ City locations

AISD or other city owned warehouse properties available?

## Gutierrez, Jocabed

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**From:** [REDACTED]  
**Sent:** Friday, August 12, 2016 10:05 AM  
**To:** Gutierrez, Jocabed  
**Subject:** RE: Route Maps

Ok, Great...Thanks

Do you think we're going to get the go ahead today??

Sonny

-----Original Message-----

From: "Gutierrez, Jocabed" <Jocabed.Gutierrez@austintexas.gov>

Sent: Friday, August 12, 2016 9:59am

To: '[REDACTED]' >

Subject: RE: Route Maps

Good Morning Sonny,

I mailed a flash drive with the maps. Please let me know when you receive them. They were sent via USPS standard mail.

Thanks

Jo

**From:** [REDACTED]  
**Sent:** Wednesday, August 10, 2016 8:07 AM  
**To:** Gutierrez, Jocabed <Jocabed.Gutierrez@austintexas.gov>  
**Subject:** RE: Route Maps

No, Ill be gone by then. You can mail to my attention at:

Simple Recycling  
350 S Beltline Rd # 116  
Irving, TX 75060

Thank you Jo!!!

-----Original Message-----

From: "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>

Sent: Wednesday, August 10, 2016 7:54am

To: [REDACTED]

Subject: RE: Route Maps

I have a meeting at 9 am and will be back in around 1 pm. Can you swing by after 1 pm?

Jo

[REDACTED]  
**Sent:** Wednesday, August 10, 2016 7:49 AM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Subject:** RE: Route Maps

Hey Jo,

It was a pleasure meeting you & the rest of the team also. I'm still in Austin, so if you could put that on a flash drive, I can swing by and pick it up that'd be great. I'm sending the timeline shortly...Thanks!!!

-----Original Message-----

From: "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>

Sent: Tuesday, August 9, 2016 5:02pm

To: [REDACTED]

Cc: "Romero, Ron" <[Ron.Romero@austintexas.gov](mailto:Ron.Romero@austintexas.gov)>

Subject: Route Maps

Hi Sonny,

It was a pleasure meeting with you today. Thanks for taking the time to drive down for the meeting. The individual route maps are too large to email. Do you have server I can upload them into? Or I can try to upload them to Wetransfer.com. If that doesn't work, I'll have to send another flash drive.

*Jocabed Gutierrez*

Contract Compliance Spc. Snr.

Austin Resource Recovery | City of Austin

Office: 512-974-6084

Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

## Gutierrez, Jocabed

---

**From:** [REDACTED]  
**Sent:** Wednesday, August 10, 2016 9:11 AM  
**To:** Gutierrez, Jocabed  
**Subject:** timeline

Hey Jo...Here's the timeline we talked about yesterday..

### Marketing Timeline:

Aug. 11 - Final print approval received from City;]  
Aug. 26 - Envelopes stuffed w tri-fold received from printer  
Aug. 29 - Stuffing begins  
Oct. 14 - Deadline for completion of stuffing  
Oct. 20 - Envelopes delivered back to printer  
Oct. 24 (week of ) - Postcard 1 arrives at residents home  
Oct. 31 (week of) - Tri fold. tags & bags arrives....  
Nov. 7 - LAUNCH  
Nov. 14 (week of) Postcard 2 arrives....

6 months after launch...Postcard #

Sonny Wilkins

[REDACTED]  
317.607.0665



317.607.0665





## Gutierrez, Jocabed

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**From:** Adam Winfield <[REDACTED]>  
**Sent:** Friday, August 19, 2016 10:08 AM  
**To:** Hardee, Donald; Gutierrez, Jocabed  
**Cc:** Sonny Wilkins; Gedert, Bob  
**Subject:** Fwd: Approval to move forward

Jocabed & Donald,

I hope all is well.

From our perspective, we are receiving questions that have already been addressed at length and agreed upon through the RFP and contracting process which are moving us backwards and delaying the launch of the program. Questions are coming through in fragmented form by multiple parties from City of Austin representatives.

I understand that the City staff wants to make sure everything goes well, but we need to get some clarity around ALL of the specific questions and concerns that need to be addressed in order to maintain a launch timeline. There seems to be a lot of “cooks in the kitchen” which is delaying the execution of the launch.

Simple Recycling is investing a massive amount of capital into the launch and establishment of a successful program and is prepared to deliver a smooth and effective roll out.

I would like to request ONE consolidated, written list of questions and concerns from the City of Austin and single a point of contact that has the authority and ability to agree to an execution plan and timeline.

Sincerely,  
Adam Winfield  
Simple Recycling, President  
862.268.2550

Begin forwarded message:

**From:** "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Subject:** RE: Approval to move forward  
**Date:** August 19, 2016 at 10:20:00 AM EDT  
**To:** "[REDACTED]" >  
**Cc:** "[REDACTED]" >

Good Morning Sonny,  
Have you received the flash drive I mailed with the individual route maps? Upper management has tasked the Program Managers to conduct reference calls to Simple Recycling customers. Hopefully the calls will be completed soon. The Program Managers will use the reference list that was submitted with your proposal. Do you have an update on the new facility, hiring staff and trucks needed for the contract? Also can you provide clarification on the below questions:

Does Simple Recycling pick up any textile (dirty, oily, soiled) or just clean? If an item at the curb can be visually seen that it is contaminated, is it accepted or not collected?

How does Simple Recycling handle customers who do not/may not follow the vendor's policy? What communication or actions does Simple Recycling take to educate customer, if any. Will they ever withhold bags? Or eliminate someone from the program that they have repeated problems with? Please forward a written policy on the Customer violations process if Simple Recycling has an established process.

Thank you,

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** [REDACTED]  
**Sent:** Friday, August 12, 2016 1:29 PM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Cc:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>; Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>; [REDACTED]  
**Subject:** RE: Approval to move forward

Jo,

Thank you for the update. We would like to address those concerns at the earliest convenience of ARR while still maintaining our established timeline and launch dates. These dates will be have to reestablished as the time to receive the requested approval extends. I appreciate ARR's time and effort on this. Have a great weekend.

Sonny

-----Original Message-----

From: "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
Sent: Friday, August 12, 2016 1:15pm  
To: [REDACTED] "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
Cc: "Hardee, Donald" <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>  
Subject: RE: Approval to move forward

Sonny,

Approval will not be submitted today. Management had some concerns with the operation roll-out plan and timeline that must be addressed before moving forward. We'll contact you next week with more details. Please be aware that ARR has several contracts under review and these type of actions aren't approved immediately. There are multiple levels of approval that are required before services are implemented. We appreciate your patience.

Thank you,

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From** [REDACTED]  
**Sent:** Friday, August 12, 2016 8:30 AM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>; Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Cc:** Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>  
**Subject:** Approval to move forward

Good Morning,

Just a reminder, today is the last day that I have to get the marketing files over the printer to stay on time. Whatever we can do to get this approval done today would be very much appreciated.

Thanks!!!

Sonny Wilkins

[REDACTED]  
317.607.0665



## Gutierrez, Jocabed

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**From:** Sonny Wilkins <[REDACTED]>  
**Sent:** Thursday, September 01, 2016 3:41 PM  
**To:** Gutierrez, Jocabed  
**Cc:** Adam Winfield  
**Subject:** Re: Sept. 8th

Thank you Jo

Sent from my iPhone

On Sep 1, 2016, at 3:19 PM, Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)> wrote:

Hi,

The September 8<sup>th</sup> meeting location and time had to be adjusted to accommodate management's schedule. The new meeting location is at City Hall, room 2153 and the new time is 2:00 pm – 3:30 pm. The address is below. Parking is available in the City Hall parking garage. Please bring your parking ticket with you inside so it can get validated. Please let me know if you have any questions. Thank you

City Hall  
301 W. 2<sup>nd</sup> St  
Austin, TX 78701

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

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**From:** Adam Winfield [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Monday, August 29, 2016 2:04 PM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Cc:** Sonny Wilkins <[REDACTED]>  
**Subject:** Re: Sept. 8th

Confirmed. Thank you, Jo.

-Adam Winfield

On Aug 29, 2016, at 1:50 PM, Gutierrez, Jocabed  
<[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)> wrote:

ARR Management has accepted the meeting on September 8<sup>th</sup> per your request. The meeting will be at 1:30 – 3:00 pm in the KGSC Auditorium at 4108 Todd Lane Austin, TX 78744. We may not need the whole hour but I blocked extra time just in case. Please let me know in advance if you need internet access or a landline. We'd like to use this

time to discuss expectations moving forward and the remaining action items before the Textile program launch. Please confirm your attendance.

Thank you,

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** [REDACTED]  
**Sent:** Friday, August 26, 2016 10:33 AM  
**To:** Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>; Gedert, Bob <[Bob.Gedert@austintexas.gov](mailto:Bob.Gedert@austintexas.gov)>  
**Cc:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>; Adam Winfield [REDACTED] >  
**Subject:** Sept. 8th

Hey Jo & Donald,

Adam Winfield will be in Austin on Sept. 8th preparing for launch. He would like to meet with management while he is in town. Could we please schedule a brief meeting on this date?

In the meantime, I'd still like to continue move forward where possible. I haven't received the flash drive that was originally sent. Here is the address:

Simple Recycling  
350 S. Belt Line Rd #116  
Irving TX 75060

Thank You

Sonny Wilkins

[REDACTED]  
317.607.0665  
<image001.jpg>

## Gutierrez, Jocabed

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**From:** Gutierrez, Jocabed  
**Sent:** Tuesday, August 30, 2016 2:42 PM  
**To:** [REDACTED]  
**Cc:** Heald, Melissa  
**Subject:** RE: Hard proofs

Sonny,

You may mail the proofs to Melissa Heald's attention. The flash drive was returned but re-sent last week. I'm going to FedEx another flash drive if you don't receive it by tomorrow. Thank you

City of Austin – ARR  
1520 Rutherford Lane, Bldg 1  
Austin, TX 78754  
Attn: Melissa Heald

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** [REDACTED]  
**Sent:** Tuesday, August 30, 2016 9:02 AM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Subject:** Hard proofs

Good Morning Jo,

I'm going to have our printer send hard copies of the marketing proofs to you via UPS. I just wanted to confirm with you the address before I have them sent. Also, we never received the flash drive. Did it make it back to your office?

Sonny Wilkins

[REDACTED]  
317.607.0665

The logo for simplerecycling, featuring the word "simplerecycling" in a green, lowercase, sans-serif font. A green curved line arches over the letters "re" and "c", resembling a recycling symbol.

## Gutierrez, Jocabed

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**From:** Gutierrez, Jocabed  
**Sent:** Wednesday, August 31, 2016 3:38 PM  
**To:** 'sonny@simplerecycling.com'; adam@simplerecycling.com  
**Cc:** Frazier, Jessica; Hardee, Donald; Angoori, Sam; Williamson, Tammie; Heald, Melissa; Scott, Lori  
**Subject:** RE: Next steps

Hi Sonny,

I'm happy to hear you finally received the flash drive. If you have any questions about the routes please let us know. We received the hard proofs today. Thank you

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** sonny@simplerecycling.com [mailto:sonny@simplerecycling.com]  
**Sent:** Wednesday, August 31, 2016 12:55 PM  
**To:** adam@simplerecycling.com  
**Cc:** Frazier, Jessica <[Jessica.Frazier@austintexas.gov](mailto:Jessica.Frazier@austintexas.gov)>; Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>; Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>; Angoori, Sam <[Sam.Angoori@austintexas.gov](mailto:Sam.Angoori@austintexas.gov)>; Williamson, Tammie <[Tammie.Williamson@austintexas.gov](mailto:Tammie.Williamson@austintexas.gov)>; Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
**Subject:** Re: Next steps

Hey Jo,

I just wanted to let you know that we have received the flash drive with the maps. They're perfect for what we need.

Also, The hard proofs were sent to Melissa & have been delivered. I know that we're still working on getting some things finalized. Our plan is to launch on December 5th. We'll need to have final confirmation on the marketing by Sept. 16th in order to stay on target.

I know Adam will be meeting with staff on Sept. 8th & we're looking forward to hopefully getting everything finalized.

Thank You!!!

Sonny

-----Original Message-----

From: "Adam Winfield" <[adam@simplerecycling.com](mailto:adam@simplerecycling.com)>  
Sent: Monday, August 29, 2016 10:23am  
To: "Frazier, Jessica" <[Jessica.Frazier@austintexas.gov](mailto:Jessica.Frazier@austintexas.gov)>  
Cc: "Donald Hardee" <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>, "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>, "Sonny Wilkins" <[sonny@simplerecycling.com](mailto:sonny@simplerecycling.com)>, "Angoori, Sam" <[Sam.Angoori@austintexas.gov](mailto:Sam.Angoori@austintexas.gov)>, "Williamson, Tammie" <[Tammie.Williamson@austintexas.gov](mailto:Tammie.Williamson@austintexas.gov)>  
Subject: Re: Next steps

Jessica,

I have included responses to your questions below.

I am happy to discuss these over the phone this week if you have any concerns.

Sincerely,

I have also heard today that you will be in town on 9/8 - we will coordinate to find a good time to meet while you are here. Once everything has been finalized and agreed upon we will formalize these plans to a written and signed document so that everyone is on the same page of expectations moving forward.

Please let me know if you have any questions or need additional information regarding the list above.

Thanks,

Jessica Frazier

Finance Division Manager

Austin Resource Recovery | City of Austin

Office (512) 974-1960

Fax (512) 974-1981

E-mail [jessica.frazier@austintexas.gov](mailto:jessica.frazier@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

---

**From:** Adam Winfield [<mailto:adam@simplerecycling.com>]

**Sent:** Friday, August 19, 2016 10:08 AM

**To:** Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>; Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>

**Cc:** Sonny Wilkins <[Sonny@simplerecycling.com](mailto:Sonny@simplerecycling.com)>; Gedert, Bob <[Bob.Gedert@austintexas.gov](mailto:Bob.Gedert@austintexas.gov)>

**Subject:** Fwd: Approval to move forward

Jocabed & Donald,

I hope all is well.

From our perspective, we are receiving questions that have already been addressed at length and agreed upon through the RFP and contracting process which are moving us backwards and delaying the launch of the program. Questions are coming through in fragmented form by multiple parties from City of Austin representatives.

I understand that the City staff wants to make sure everything goes well, but we need to get some clarity around ALL of the specific questions and concerns that need to be addressed in order to maintain a launch timeline. There seems to be a lot of “cooks in the kitchen” which is delaying the execution of the launch.

Simple Recycling is investing a massive amount of capital into the launch and establishment of a successful program and is prepared to deliver a smooth and effective roll out.



I would like to request ONE consolidated, written list of questions and concerns from the City of Austin and single a point of contact that has the authority and ability to agree to an execution plan and timeline.

Sincerely,

Adam Winfield

Simple Recycling, President

862.268.2550

Begin forwarded message:

**From:** "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>

**Subject:** RE: Approval to move forward

**Date:** August 19, 2016 at 10:20:00 AM EDT

**To:** "[sonny@simplerecycling.com](mailto:sonny@simplerecycling.com)" <[sonny@simplerecycling.com](mailto:sonny@simplerecycling.com)>

**Cc:** "[adam@simplerecycling.com](mailto:adam@simplerecycling.com)" <[adam@simplerecycling.com](mailto:adam@simplerecycling.com)>

Good Morning Sonny,

Have you received the flash drive I mailed with the individual route maps? Upper management has tasked the Program Managers to conduct reference calls to Simple Recycling customers. Hopefully the calls will be completed soon. The Program Managers will use the reference list that was submitted with your proposal. Do you have an update on the new facility, hiring staff and trucks needed for the contract? Also can you provide clarification on the below questions:

Does Simple Recycling pick up any textile (dirty, oily, soiled) or just clean? If an item at the curb can be visually seen that it is contaminated, is it accepted or not collected?

How does Simple Recycling handle customers who do not/may not follow the vendor's policy? What communication or actions does Simple Recycling take to educate customer, if any. Will they ever withhold bags? Or eliminate someone from the program that they have repeated problems with? Please forward a written policy on the Customer violations process if Simple Recycling has an established process.

Thank you,

*Jo Gutierrez*

Contract Compliance Spc. Snr.

Austin Resource Recovery | City of Austin

Office: 512-974-6084

Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

**From:** [sonny@simplerecycling.com](mailto:sonny@simplerecycling.com) [<mailto:sonny@simplerecycling.com>]  
**Sent:** Friday, August 12, 2016 1:29 PM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Cc:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>; Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>; [adam@simplerecycling.com](mailto:adam@simplerecycling.com)  
**Subject:** RE: Approval to move forward

Jo,

Thank you for the update. We would like to address those concerns at the earliest convenience of ARR while still maintaining our established timeline and launch dates. These dates will be have to reestablished as the time to receive the requested approval extends. I appreciate ARR's time and effort on this. Have a great weekend.

Sonny

-----Original Message-----

From: "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
Sent: Friday, August 12, 2016 1:15pm  
To: "[sonny@simplerecycling.com](mailto:sonny@simplerecycling.com)" <[sonny@simplerecycling.com](mailto:sonny@simplerecycling.com)>, "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>  
Cc: "Hardee, Donald" <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>  
Subject: RE: Approval to move forward

Sonny,

Approval will not be submitted today. Management had some concerns with the operation roll-out plan and timeline that must be addressed before moving forward. We'll contact you next week with more details. Please be aware that ARR has several contracts under review and these type of actions aren't approved immediately. There are multiple levels of approval that are required before services are implemented. We appreciate your patience.

Thank you,

*Joa Gutierrez*

Contract Compliance Spc. Snr.

Austin Resource Recovery | City of Austin

Office: 512-974-6084

Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

**From:** [sonny@simplerecycling.com](mailto:sonny@simplerecycling.com) [mailto:[sonny@simplerecycling.com](mailto:sonny@simplerecycling.com)]

**Sent:** Friday, August 12, 2016 8:30 AM

**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>; Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>

**Cc:** Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>

**Subject:** Approval to move forward

Good Morning,

Just a reminder, today is the last day that I have to get the marketing files over the printer to stay on time. Whatever we can do to get this approval done today would be very much appreciated.

Thanks!!!

Sonny Wilkins

[Sonny@simplerecycling.com](mailto:Sonny@simplerecycling.com)

317.607.0665

<image001.jpg>

## Gutierrez, Jocabed

---

**From:** Sonny Wilkins <Sonny@simplerecycling.com>  
**Sent:** Thursday, September 15, 2016 10:30 AM  
**To:** Gutierrez, Jocabed  
**Subject:** Re: Marketing Material

I'm very sorry Jo, I had something come up yesterday and this completely slipped my mind. Will get back to you by lunch.

Sent from my iPhone

On Sep 15, 2016, at 10:19 AM, Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)> wrote:

Hi Sonny,  
I'm following up on our discussion yesterday, can you confirm if the marketing material went to production yet? We want to confirm the changes that were discussed at the September 8<sup>th</sup> meeting, were completed prior to production. Please let me know asap.  
Thank you,

*Jo Gutierrez*

Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)



# City of Austin

**Purchasing Office, Financial Services Department**

P.O. Box 1088, Austin, TX 78767

June 23, 2016

Great Lakes Recycling dba Simple Recycling  
Adam Winfield  
President  
5425 Naiman Pkwy  
Solon, OH 44139

Dear Mr. Winfield:

The City of Austin approves the execution of a contract with your company for curbside textile recycling services in accordance with the referenced solicitation.

Responsible Department:	Austin Resource Recovery
Department Contact Person:	Jocabed Gutierrez
Department Contact Email Address:	Jocabed.gutierrez@austintexas.gov
Department Contact Telephone:	512-974-6084
Project Name:	Curbside Textile Recycling Services
Contractor Name:	Great Lakes Recycling dba Simple Recycling
Contract Number:	MA 1500 NR160000006
Contract Period:	6/23/2016 – 6/22/2019
Extension Options:	Three 12-month extension options
Requisition Number:	RQM 16020100232
Solicitation Type & Number:	RFP SLW0511

Thank you for your interest in doing business with the City of Austin. If you have any questions regarding this contract, please contact the person referenced under Department Contact Person.

Sincerely,

Sandy Wirtanen  
Senior Buyer  
City of Austin  
Purchasing Office

## **Simple Implementation Steps:**

### **Step 1.**

**Signed Contract**

### **Step 2.**

**Official City Street Map**

**Collection Schedule and pickup map**

**Holiday schedule**

**Mailing list of single and dual family residences: Any one receiving curb**

**City Logo**

**Letter from mayor or council (optional)**

### **Step 3.**

**Start Date**

**Approval for printed materials**

### **Step 4.**

**Mailers are sent out**

### **Step 5.**

**Collection Begins**

**side pickup currently**

Contact: Adam Winfield  
Simple Recycling, President  
Phone: (440) 519-9200

5425 Naiman Pkwy  
Solon, OH 44139  
www.SimpleRecycling.com



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## *Free Curbside Clothing, Shoe and Home Goods Recycling Program coming to Austin, TX residents in Fall, 2016.*

Austin, TX – August 1, 2016– In partnership with Simple Recycling, the City of Austin & Austin Resource Recovery will soon be offering residents a free, convenient and simple way to recycle unwanted Clothing, Shoes & Home Goods. This program continues to solidify Austin Resource Recovery's leadership in sustainability and re-affirms the City of Austin's commitment to zero waste.

*"Our program is simply an extension of the current curbside recycling initiatives that the city currently offers. 85% of clothing ends up in our landfills each year with only 15% being donated or recycled when a curbside program is not available. By offering the convenience of free, curbside collection, on your normal recycling collection day, the diversion rate sky rockets" says, Adam Winfield, Simple Recycling President.*

Through the integration of Simple Recycling's free curbside clothing and housewares recycling program, Austin residents will receive custom printed recycling bags and free curbside pickup service on their regular recycling collection day.

Collected items are sorted and graded for condition before being reused, repurposed or recycled.

By following the existing recycling schedule, resident don't need to remember a "special" day and replacement bags are left upon pickup.

Simple Recycling makes it simple to dramatically reduce the 40 billion tons of clothing in the nation's municipal waste stream through their free, east, and simple curbside collection program.

If you would like more information about this topic, please contact Sonny Wilkins at 317.607.0665 or email [Sonny@simplerecycling.com](mailto:Sonny@simplerecycling.com).



**From:** [REDACTED]  
**To:** [Dawson, Andy](#)  
**Subject:** Questons  
**Date:** Friday, November 11, 2016 11:34:36 AM

---

Hey Andy,

Adam had sent a few questions over to you & we're wondering if you've been able to get some clarification on those or if you could direct me to who could answer them. Thanks!! Have a great weekend.

Sonny Wilkins

[REDACTED]

317.607.0665



**From:** [REDACTED]  
**To:** [Dawson, Andy](#)  
**Subject:** RE: City of Austin questions  
**Date:** Thursday, November 03, 2016 3:30:55 PM

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**Melissa Hoffman**  
*Assistant Director*  
*Environmental & Neighborhood Services*  
*City of Sugar Land | DIR 281-275-2401*  
*CELL 832-520-3550 FAX 281-275-2360*

Andy,

There's Melissa's contact info. I'm attempting to get the case study in digital format as of now, I only have it in print form. As soon as I get that, I will send it to you. I've spoken with Adam, if you'd like to get his take on what we discussed, you're more than welcome to.

Regards,

Sonny

-----Original Message-----

From: "Dawson, Andy" <Andy.Dawson@austintexas.gov>  
Sent: Thursday, November 3, 2016 2:46pm  
To: "Sonny Wilkins" <[REDACTED]>  
Subject: City of Austin questions

Sonny-

Would you give me a call when you get a moment? Our public information office has a few questions that I wasn't able to answer. Please call me when you have a moment at (512) 974-4342

Thanks again,  
Andy Dawson  
Assistant Division Manager  
Austin Resource Recovery | City of Austin  
(512) 974-4342  
andy.dawson@austintexas.gov  
austinrecycles.com

**From:** [Dawson, Andy](#)  
**To:** [Adam Winfield](#)  
**Cc:** [Sonny Wilkins](#)  
**Subject:** RE: Estimated Tonnages  
**Date:** Wednesday, October 12, 2016 7:28:00 AM

---

Adam-  
Great, thank you!

Thanks again,  
Andy Dawson  
Assistant Division Manager  
Austin Resource Recovery | City of Austin  
(512) 974-4342  
[andy.dawson@austintexas.gov](mailto:andy.dawson@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

---

**From:** Adam Winfield [mailto: ]  
**Sent:** Tuesday, October 11, 2016 3:24 PM  
**To:** Dawson, Andy <[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)>  
**Cc:** Sonny Wilkins [ ] >  
**Subject:** Re: Estimated Tonnages

Andy,

We have not seen a significant difference in the pounds collected in a weekly vs. bi-weekly schedule.

A bi-weekly collection operation is more efficient for our operation.

-Adam

On Oct 10, 2016, at 8:57 AM, Dawson, Andy <[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)> wrote:

Adam-

Thanks for the quick response. I just have one more question: What differences have you found in tons collected between once per week collection, and bi-weekly collection?

Thanks again,  
Andy Dawson  
Assistant Division Manager

Austin Resource Recovery | City of Austin  
(512) 974-4342  
[andy.dawson@austintexas.gov](mailto:andy.dawson@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

---

**From:** Adam Winfield [<mailto:> ]  
**Sent:** Friday, October 07, 2016 1:08 PM  
**To:** Dawson, Andy <[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)>  
**Cc:** Sonny Wilkins < >  
**Subject:** Re: Estimated Tonnages

Andy,

1. Yes, the initial “surge” will be for the first month. The .75 to 1lb per household per month quoted by Sonny is an annual estimate. Obviously, we hope for greater participation in Austin based up the high recycling participation rates in general.
2. Yes, our facility will be at: 2120 Grand Avenue Parkway, Suite 175, Austin, Texas 78728
3. Yes, the contracting department has require us to get hauling permits. We have received the approval and stickers for the trucks, but it doesn't appear that there is a paper permit to submit. I am waiting to hear back on what is acceptable “proof.”
4. The other requirement for launch was a operation license from the state attorney general, which we have obtained.

We are fully on track with the parameters laid out by the City of Austin and will submit the requirements response in whole next week (well before the Nov. 10 deadline).

If you have any other questions, please let us know.

Thanks,  
Adam Winfield  
Simple Recycling, President

On Oct 7, 2016, at 2:01 PM, Sonny Wilkins  
 wrote:

Those are questions that Adam would need to answer. He's been copied on this email.

Sonny

Sent from my iPhone

On Oct 7, 2016, at 12:18 PM, Dawson, Andy <[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)> wrote:

Sonny-


This is what y'all have found long-term, after the initial surge, right?

Also, some other questions came up:

- Has Simple been able to find a spot in town to operate out of?
- Has Simple obtained a hauler's permit from the City of Austin? Does Simple even need one?

Thanks again,  
Andy Dawson  
Assistant Division Manager  
Austin Resource Recovery | City of Austin  
(512) 974-4342  
[andy.dawson@austintexas.gov](mailto:andy.dawson@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

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**From:** Sonny Wilkins [<mailto:>  ]  
**Sent:** Friday, October 07, 2016 12:15 PM  
**To:** Dawson, Andy <[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)>  
**Subject:** Re: Estimated Tonnages

Andy,

Our average across all of our municipalities as a whole is between .75 & 1lbs per household per month.

Sonny

Sent from my iPhone

On Oct 7, 2016, at 11:55 AM, Dawson, Andy

<[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)> wrote:

Sonny-

Our department director is asking for some estimations on tonnages for a presentation he needs to make this coming week. Do you have any estimates on what Simple might be recycling through Austin?

If not, do you have numbers on participation v. tonnage for your other municipalities? We might be able to extrapolate something from those figures

Thanks again,

Andy Dawson

Assistant Division Manager

Austin Resource Recovery | City of Austin

(512) 974-4342

[andy.dawson@austintexas.gov](mailto:andy.dawson@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

**From:** [Adam Winfield](#)  
**To:** [Dawson, Andy](#)  
**Cc:** [REDACTED]  
**Subject:** Re: Marketing to non-profits?  
**Date:** Tuesday, November 22, 2016 10:20:38 AM

---

Andy,

We connect with local charity organizations in 2 ways:

1. Bringing attention to reuse and recycling of clothing, shoes and home goods will increase the diversion from the waste stream across all channels including charity donation. Partner cities will typically have information on the website with a list of "local donation options" and refer to that in press releases.
2. Smaller non-profits that collect clothing but don't generate enough volume to resell the items they can't sell through their stores end up throwing this "B grade" material in the trash. We are able to offer them a revenue stream for the material they are otherwise throwing in the trash.

While we encourage residents who currently donate clothing to local organizations to continue to do so, it is important that we don't position Simple Recycling as a "rag" collection program. Simple Recycling seeks "best and highest use" in reuse, repurposing and recycling for all collected items.

In order for the program to be self sustaining, free of charge and viable, we require all grades of clothing and shoes, including those that can be reused.

Simple Recycling is addressing the 3,000 tons/year in the Austin waste stream.

If you have any other questions or need further clarification, please let me know.

Sincerely,  
Adam Winfield

On Nov 22, 2016, at 8:50 AM, Dawson, Andy <[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)> wrote:

Adam-

It seems as though we've received several questions (as anticipated) regarding Simple's launch here in the City of Austin. We like the way Sugar Land approached the "Donate First" method to try to assuage any fears of how Simple might steal the business of non-profits.

Our director, Bob Gedert, made a comment that Simple's disposition strategy included marketing to non-profits. Can you confirm or deny Simple's marketing to non-profits? I believe he may be referring to our Donate First method, but we want to make sure before anything goes out for publication.

Also, I think Sonny is travelling too much. I always seem to catch him either in his car,

or boarding a plane

Thanks again,  
Andy Dawson  
Assistant Division Manager  
Austin Resource Recovery | City of Austin  
(512) 974-4342  
[andy.dawson@austintexas.gov](mailto:andy.dawson@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)



**From:** [Adam Winfield](#)  
**To:** [Dawson, Andy](#)  
**Cc:** [Sonny Wilkins](#)  
**Subject:** Re: Network of thrift stores - Austin  
**Date:** Monday, November 14, 2016 2:37:11 PM

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Andy,

Thank you!

-AW

On Nov 14, 2016, at 1:03 PM, Dawson, Andy <[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)> wrote:

Adam-

1. **Who is in charge of the marketing and promotion plan for launch?**

Your contact will be Melissa Goodman, who was at the press conference on Thursday (512) 974-9216

2. **Who do we speak to about addressing “new movers” on a continuing basis?**

Contact Marcus Gonzalez, Customer Service Supervisor (512) 974-1976. He may have a better contact for you, but he’s aware of your need for new customer lists

3. **Who is our contact as we have question about driving routes?**

Katrina Fenrick, GIS Supervisor, can help with routing (512) 974-1954

4. **Who is our contact for customer service (we can provide FAQ sheets)?**

Marcus Gonzalez will also be your contact for customer service

Please let me know if you have any further questions

Thanks again,

Andy Dawson

Assistant Division Manager

Austin Resource Recovery | City of Austin

(512) 974-4342

[andy.dawson@austintexas.gov](mailto:andy.dawson@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

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**From:** Adam Winfield [<mailto:> [REDACTED]]

**Sent:** Friday, November 04, 2016 3:43 PM

**To:** Dawson, Andy <[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)>

**Cc:** [REDACTED]

**Subject:** Re: Network of thrift stores - Austin

Andy,

Sonny has kept me informed on our conversations and I appreciate your support and proactive approach to collecting accurate information to respond to questions and concerns.

Part of our competitive advantage in the market is our ability to find best use and highest market value for collected material. With that said, there are some parts of our process that are proprietary, but I want you to have an understanding so that you can speak confidently about our partnership.

When we enter a new market (like Austin), we leverage our existing network of customers to guarantee a down stream market for all collected material. This ensures that we do not end up with massive volumes of material piled up in a warehouse, which would jeopardize the viability of the program. We work establish a set price per lb of the raw collected material over a contracted period of time and volume.

Because of this, we have contracts in place guaranteeing our customers the “raw material” coming from Austin collections. As these contracts are nearing the end of their initial terms, we will contact other local and national resale stores to bring the material “to market” and start the process over again.

Simple Recycling does not handle any of the material sorting directly. We sell it in bulk, unsorted. Therefore, it will be up to our thrift store partners to determine what they will do with a single shoe.

We are happy to field inquiries from local and regional resale shops directly. Please provide Sonny’s contact information to interested parties.

I hope this gives you a better understanding of our process. Please feel free to call me any time as questions arise.

I have a couple of questions for your team as well:

1. Who is in charge of the marketing and promotion plan for launch?
2. Who do we speak to about addressing “new movers” on a continuing basis?
3. Who is our contact as we have question about driving routes?
4. Who is our contact for customer service (we can provide FAQ sheets)?

Sincerely,  
Adam Winfield  
Simple Recycling, President  
862.268.2550

On Nov 4, 2016, at 2:08 PM, Dawson, Andy  
<[Andy.Dawson@austintexas.gov](mailto:Andy.Dawson@austintexas.gov)> wrote:

Adam-

How do you establish your network of thrift stores in a new town? Sonny said the material collected would initially go back to Houston, but is that because your network is not established?

Also, a question came up regarding Goodwill's (or any other non-profit) access to the material you've collected; the example of pairs of shoes came up. While Simple may not be able to use single shoes, Goodwill may be able to, so do y'all offer to sell Goodwill any material?

Sonny pointed me toward Sugar Land for a good example of heading off any bad publicity, and they have provided some great resources.

You may have spoken to City of Austin employees a lot the last day or so, and I apologize if we're asking you the same questions over and over, but we want to have answers ready for any questions that may come up.

Thanks again,  
Andy Dawson  
Assistant Division Manager  
Austin Resource Recovery | City of Austin  
(512) 974-4342  
[andy.dawson@austintexas.gov](mailto:andy.dawson@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** [Gedert, Bob](#)  
**To:** [Benoit, Erin](#)  
**Subject:** FW: Simple Recycling & Austin, Tx  
**Date:** Wednesday, November 30, 2016 4:42:37 PM

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Bob Gedert, Director  
Austin Resource Recovery (formerly Solid Waste Services)  
City of Austin  
Phone: 512.974.1926 | Fax: 512.974.1999  
Email: [bob.gedert@austintexas.gov](mailto:bob.gedert@austintexas.gov)

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**From:** Adam Winfield [mailto:████████████████████]  
**Sent:** Tuesday, July 12, 2016 3:05 PM  
**To:** Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>  
**Cc:** Gedert, Bob <[Bob.Gedert@austintexas.gov](mailto:Bob.Gedert@austintexas.gov)>; Sonny Wilkins  
████████████████████ >  
**Subject:** Re: Simple Recycling & Austin, Tx

Thanks Donald.

The contract has been fully executed and I'm told that there is an internal staff meeting on the 20th.

We are excited to get started.

If you wouldn't mind providing some follow up on potential warehouse / loading space, I would greatly appreciate it.

Sincerely,  
Adam Winfield

On Jun 30, 2016, at 11:17 AM, Hardee, Donald  
<[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)> wrote:

Hi Adam, and congratulations.

Bob will definitely know more about City properties than I will.

I am sure we will be speaking in the near future. We have a couple of internal meetings regarding this contract, so I may have a question or two for you soon.

Donald Hardee  
Division Manager  
Austin Resource Recovery | City of Austin  
Office 512-974-4345  
Pager 512-802-7574  
Cell [REDACTED]  
Email [donald.hardee@austintexas.gov](mailto:donald.hardee@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

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**From:** Adam Winfield [[mailto:\[REDACTED\]](mailto:[REDACTED])]  
**Sent:** Thursday, June 30, 2016 8:55 AM  
**To:** Gedert, Bob <[Bob.Gedert@austintexas.gov](mailto:Bob.Gedert@austintexas.gov)>; Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>  
**Subject:** Simple Recycling & Austin, Tx

Bob and Donald,

We now have an executed contract for a curbside recycling partnership for clothing, shoes and home goods!

We have been assigned a contact of:  
Jo Gutierrez  
[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)  
512-974-6084

Is Jo a member of your team?

I would also like to take a moment to thank you for all of your support in this process. Simple Recycling will fulfill all of our commitments and we look forward to a long and successful partnership with the City of Austin.

As we begin the implementation process, a top order of business for us at Simple Recycling is setting up a dispatch operation.

I would be remiss not to ask if there was any city owned space that we might be able to lease.

Our requirements are pretty basic:

1. Roof
2. Loading Dock
3. Parking for 10 or 12 vehicles (employee cars and collection vans)

Any advice or direction you can provide on finding a suitable dispatch facility would be greatly appreciated.

Sincerely,  
Adam Winfield  
Simple Recycling, President  
862.268.2550

**From:** [Gedert, Bob](#)  
**To:** [Benoit, Erin](#)  
**Subject:** FW: Approval to move forward  
**Date:** Wednesday, November 30, 2016 4:42:24 PM

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Bob Gedert, Director  
Austin Resource Recovery (formerly Solid Waste Services)  
City of Austin  
Phone: 512.974.1926 | Fax: 512.974.1999  
Email: [bob.gedert@austintexas.gov](mailto:bob.gedert@austintexas.gov)

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**From:** Adam Winfield [mailto: [REDACTED] ]  
**Sent:** Friday, August 19, 2016 10:08 AM  
**To:** Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>; Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Cc:** Sonny Wilkins < [REDACTED] >; Gedert, Bob <[Bob.Gedert@austintexas.gov](mailto:Bob.Gedert@austintexas.gov)>  
**Subject:** Fwd: Approval to move forward

Jocabed & Donald,

I hope all is well.

From our perspective, we are receiving questions that have already been addressed at length and agreed upon through the RFP and contracting process which are moving us backwards and delaying the launch of the program. Questions are coming through in fragmented form by multiple parties from City of Austin representatives.

I understand that the City staff wants to make sure everything goes well, but we need to get some clarity around ALL of the specific questions and concerns that need to be addressed in order to maintain a launch timeline. There seems to be a lot of “cooks in the kitchen” which is delaying the execution of the launch.

Simple Recycling is investing a massive amount of capital into the launch and establishment of a successful program and is prepared to deliver a smooth and effective roll out.

I would like to request ONE consolidated, written list of questions and concerns from the City of Austin and single a point of contact that has the authority and ability to agree to an execution plan and timeline.

Sincerely,  
Adam Winfield  
Simple Recycling, President  
862.268.2550

Begin forwarded message:

**From:** "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Subject:** RE: Approval to move forward  
**Date:** August 19, 2016 at 10:20:00 AM EDT  
**To:** '[REDACTED]'  
**Cc:** '[REDACTED]'

Good Morning Sonny,  
Have you received the flash drive I mailed with the individual route maps? Upper management has tasked the Program Managers to conduct reference calls to Simple Recycling customers. Hopefully the calls will be completed soon. The Program Managers will use the reference list that was submitted with your proposal. Do you have an update on the new facility, hiring staff and trucks needed for the contract? Also can you provide clarification on the below questions:

Does Simple Recycling pick up any textile (dirty, oily, soiled) or just clean? If an item at the curb can be visually seen that it is contaminated, is it accepted or not collected?

How does Simple Recycling handle customers who do not/may not follow the vendor's policy? What communication or actions does Simple Recycling take to educate customer, if any. Will they ever withhold bags? Or eliminate someone from the program that they have repeated problems with? Please forward a written policy on the Customer violations process if Simple Recycling has an established process.

Thank you,

*Jo Gutierrez*  
Contract Compliance Spc. Snr.  
Austin Resource Recovery | City of Austin  
Office: 512-974-6084  
Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)  
[austinrecycles.com](http://austinrecycles.com)

**From:** '[REDACTED]'  
**Sent:** Friday, August 12, 2016 1:29 PM  
**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>  
**Cc:** Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>; Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>; [REDACTED]  
**Subject:** RE: Approval to move forward

Jo,



Thank you for the update. We would like to address those concerns at the earliest convenience of ARR while still maintaining our established timeline and launch dates. These dates will be have to reestablished as the time to receive the requested approval extends. I appreciate ARR's time and effort on this. Have a great weekend.

Sonny

-----Original Message-----

From: "Gutierrez, Jocabed" <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>

Sent: Friday, August 12, 2016 1:15pm

To: "[REDACTED]" "Heald, Melissa" <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>

Cc: "Hardee, Donald" <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>

Subject: RE: Approval to move forward

Sonny,

Approval will not be submitted today. Management had some concerns with the operation roll-out plan and timeline that must be addressed before moving forward. We'll contact you next week with more details. Please be aware that ARR has several contracts under review and these type of actions aren't approved immediately. There are multiple levels of approval that are required before services are implemented. We appreciate your patience.

Thank you,

*Joa Gutierrez*

Contract Compliance Spc. Snr.

Austin Resource Recovery | City of Austin

Office: 512-974-6084

Email: [jocabed.gutierrez@austintexas.gov](mailto:jocabed.gutierrez@austintexas.gov)

[austinrecycles.com](http://austinrecycles.com)

**From:** [REDACTED]

**Sent:** Friday, August 12, 2016 8:30 AM

**To:** Gutierrez, Jocabed <[Jocabed.Gutierrez@austintexas.gov](mailto:Jocabed.Gutierrez@austintexas.gov)>; Heald, Melissa <[Melissa.Heald@austintexas.gov](mailto:Melissa.Heald@austintexas.gov)>

**Cc:** Hardee, Donald <[Donald.Hardee@austintexas.gov](mailto:Donald.Hardee@austintexas.gov)>

**Subject:** Approval to move forward

Good Morning,

Just a reminder, today is the last day that I have to get the marketing files over the printer to stay on time. Whatever we can do to get this approval done today would be very much appreciated.

Thanks!!!

Sonny Wilkins

[REDACTED]

317.607.0665

The logo for Simplerecycling features the word "simplerecycling" in a lowercase, sans-serif font. The word "simple" is in a dark blue color, and "recycling" is in a green color. A thin, curved green line arches over the top of the letters "e" and "r" in "recycling".