



Dear DeKalb Resident:

Over the past year, our team has leveraged evolving industry trends and technological advances; prioritized sustainability practices and initiatives; enhanced the customer experience; and set clear and measurable key performance indicators to track progress toward our goals. Our focus remains employee development, improving operational efficiencies, and enhancing service delivery. The following highlight improvements in our core operational areas:

Customer Care

Enhanced customer experiences leading to improved customer trust, loyalty, and satisfaction; expanded customer feedback mechanisms and insight (*such as Google reviews*); improved call center employee recruitment and retention; improved call and email response wait times; sustained the relational customer experience model.

Collections

Technological advancements aimed at collection route optimization, safety, and reduced operating costs; a sustained focus on employee recruitment and retention.

Communications

Explored emerging communications trends; enhanced information-sharing across all communications channels; enhanced online presence.

Safety

Expanded in-house safety training; created an internal Safety Empowerment Team tasked with identifying safety challenges and creating strategies for reducing accidents/injuries, improving public safety protocols, and enhancing the Safety team's culture.

Employee Recruitment, Training, Development & Retention

Increased GED program participation; tailored leadership training programs, employee development plans, and technical skills training; increased mentorship and network building opportunities.

Enhanced customer trust and loyalty lead to proactive solutions, informed decision-making, and greater transparency. We believe in the power of open communication and personalized experiences while aligning our values with our customer's expectations. Thank you for taking this journey with us in 2025 as we strengthen our service commitments to DeKalb residents and businesses. Best wishes to you and yours for a safe, healthy, and rewarding New Year.

At your service,

Tracy Hutchinson | Director - Sanitation Division ♦ Beautification Unit