



CASE STUDY:  
WASTE MANAGEMENT

**RUAN**

DEDICATION THAT MOVES YOUR BUSINESS



# RUAN AND WASTE MANAGEMENT SHARE A COMMON COLOR: GREEN

Waste Management's company tagline is Think Green, but it's more like a mission. They are investing heavily in green research and development, and exploring new ways of managing waste to protect the environment. The company has also mapped out aggressive internal sustainability goals for reducing fleet emissions and improving fuel efficiency that they hope to reach by 2020.

"We are working with engine manufacturers to achieve our goal of reducing our emissions by fifteen percent," says Jennifer Andrews, director of communications. "In 2008, we began field-testing the first hybrid waste collection truck and a first-generation hybrid bulldozer for use at our landfills."

## COMMON GROUND

Like Waste Management, a commitment to environmental stewardship is part of Ruan's corporate culture. Running low emission, fuel efficient trucks saves money for customers and benefits the environment. Lightweight, larger capacity trailers, designed by Ruan, allow fewer trips with larger loads.

Ruan is also a member of the U.S. EPA's SmartWay™ Transport Partnership, which seeks to increase energy efficiency while significantly reducing greenhouse gases and air pollution.

With this much in common, it was only natural that we would find an opportunity to work together. That opportunity presented itself in Reno in 2006.



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#### Waste Management, Inc.

- + Nearly 20 million customers
- + 273 active landfills
- + 7.6 million tons of material recycled



### PLAYING TO EACH OTHERS' STRENGTHS

As Reno rapidly expanded and the need for garbage service escalated, Waste Management suddenly faced a tough decision — either outsource the work or make a substantial capital investment in new equipment. They decided to go with our Dedicated Contract Carriage service.

Greg Martinelli, business development and contract manager of Waste Management, says that the startup went very smoothly. “We knew that focusing on our business and outsourcing our private fleet was a very feasible option for us, but we were primarily focused on the capital investment.”

Dedicated Contract Carriage met both the company's logistical needs and the needs of its employees. Ruan promoted a Waste Management truck driver to be the dispatch manager for the fleet, helping with transitional issues. The new incentive-based pay system rewarded drivers and helped increase their daily turns from five or six roundtrips a day to eight or ten roundtrips.

### IN THE BLACK BY GOING GREEN

The results speak for themselves. Just three months into the new system, Waste Management had reduced its driver count from 24 to 18 drivers, and reduced its equipment from 22 trailers and 25 tractors to 17 trailers and 17 tractors. Ruan worked with a trailer manufacturer to customize equipment to meet Waste Management's needs. The addition of the new 50-foot trailers starting in April 2007, which hold two tons more garbage, helped increase payload by 10 to 15 percent. The trucks are California-approved and fit Waste Management's environmentally-friendly policies.

When additional locations became available after the original startup, Ruan absorbed them into the work schedule without any additional labor or equipment costs. Improved efficiencies at those locations were quickly identified in the P&L.

Since the start of the Reno program we have added a recycling lane, which transports a variety of recyclable materials from a collection facility to a sorting facility, and have expanded operations into California.

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