



CUSTOMER SPOTLIGHT

RAD CURBSIDE

Investing for growth of the business and the community

Idaho's stunning Teton Valley is a magnet for travelers and newcomers seeking world class outdoor activities with a casual western vibe. The valley has surged in home sales in the past few years, providing ideal conditions for expansion of RAD Curbside, the designated Teton Valley County provider of residential solid waste and recycling services for the valley.

Founded in 2010 and headquartered in the county seat of Driggs, RAD Curbside offers residents exceptional scheduling flexibility to allow for seasonal residents, with color-coded bin lids to help residents and collection drivers alike: black lids for weekly, orange for bi-weekly, yellow for monthly — and all-black bear-proof bins for those in County-designated Bear Areas.

Residents are given two recycling bins, one for metal and glass, the other for #1 and #2 plastics and paper, with cardboard flattened and placed underneath the bins and batteries placed in a closed plastic jar in one of the recycling bins.

RAD Curbside also provides roll-off bin services, mostly used for C&D waste, and the company has experienced an increase of 20% more roll-offs in service than a year ago.



Key Challenge

The current RAD Curbside setup has been holding the company back with built-in inefficiencies and no way to ramp up productivity to manage growth. Outdated tools with rising IT costs, multiple databases that slow invoicing and inconvenient, time-consuming customer communications have all been problematic.

These factors alone, results of the existing patchwork systems design, have cried out for an overhaul.



“With the current building boom in our once small Teton Valley, we’ve already seen substantial growth in all areas of our operation - residential, commercial, and construction. Now, with the AMCS Platform, we’ll be able to handle operations so much better. We can use the more refined data and reporting to achieve more efficiencies on collection routes, given the area’s driver shortage.”

Allison Jones

Office & Logistics Manager

Why AMCS?

The AMCS Platform is a comprehensive, one-system solution, visible from end-to-end and using automation and sophisticated algorithms to simplify business processes across the entire operation while virtually eliminating the human error of manual data entry. With one system, data is input once and shared throughout. Customer communication — and satisfaction — is boosted significantly when they can access the 24/7 self-serve portal to request services, pay bills, set up autopay, read messages and use the AMCS self-serve reporting capability. And new residents can onboard themselves on the customer portal.

The cloud-based Platform maximizes the quality of mobile communication while all but eliminating the need for IT staff. To be able to have one database that lessens manual entry was important.

Perhaps the key Platform benefit for RAD Curbside is its strong relationship — already established — with its new long-term technology partner, AMCS.

Making a Positive Impact

The building boom in Teton County includes many projects already in the works or completed: new single-family homes, apartments, affordable housing units, a large grocery store, and other expansion and renovation projects — great for business but a nightmare for those like RAD Curbside, intent upon to diverting waste from landfills.

As an active stakeholder in the issue, in 2019, RAD Curbside joined Teton County and the non-profit TCRC, enacting an extensive contractor education and C&D sorting reimbursement campaign through a state grant. The campaign included direct mailings, improved signage, bilingual videos, public meetings, news articles, and social media outreach. It enabled a waste sorting reimbursement for any construction job initiated in 2019.

According to the TCRC website, “While this effort resulted in significant waste diversion that summer and we believe caused lasting behavioral change at some job sites, the COVID-fueled building

boom in our rural community has led more and more contractors to operate on tight time schedules which make sorting loads on-site either logistically impossible or too burdensome given the pressure to finish the job.”

RAD Curbside, the county, and TCRC persisted, however, applying for and being awarded an \$80,000 grant to build a Sorting Pad/Building platform at the Transfer Station for the C&D waste. The county can recover, recycle, and sell the material, paying for hiring specially trained employees — sorters. They expect to recycle up to 70% of the C&D materials, with operation starting in 2023.

For rural Teton County, with a 2020 population just under 12,000, the Sorter Pad/Building is just the beginning of its efforts to invest its infrastructure for maximum diversion while welcoming its new residents and businesses.



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