



# The Power of Engagement

## Dedicated to Safety (DTS)



We'll handle it from here.®

### Challenge

One of the largest solid waste management companies in the U.S., Republic Services, needed to implement a nationwide safety incentive (recognition/rewards) program for over 20,000 safety-sensitive employees to promote safer work practices by improving safe driving habits, reinforcing safety training, and enhancing the overall safety culture. Corporate objectives also included improving employee engagement levels to help reduce the company's liability levels by decreasing accidents, lowering their OSHA incident rate, and reducing the workers' compensation frequency rate.

Republic Services provides non-hazardous solid waste collection and recycling services for commercial, industrial, municipal, and residential customers through 340 collection operations in 39 states and Puerto Rico. They serve millions of residential customers under terms of contracts with more than 2,800 municipalities for waste collection and recycling services. The company's various operating units include 200+ transfer stations, 195 active landfills, 90 recycling facilities, and 68 landfill gas and renewable energy projects each with internal management staff.

The company has two tiers of safety-sensitive employees with unique award qualification criteria and award values. Two additional challenges were that some of the safety-sensitive employees were English-speaking while others were Spanish-speaking, and not all program participants had easy web access.

### Solution

All Star Incentive Marketing® and Republic Services created and launched a bilingual online/off-line plateau level program titled "The Dedicated to Safety (DTS) Rewards Program." This program enables participants to accumulate and combine safety vouchers earned throughout the life of the program, enabling them to save the points they earn and redeem for higher-level awards. The customized award website, catalog, voucher, poster, and other materials all include Republic Services' corporate colors, logos, and imagery, together with the imagery of the custom-branded DTS Program. The program was designed to seamlessly handle award orders from both online and off-line participants. The rotating banners on the award website are used to communicate and highlight overall and division level success throughout the program. Awarding workers for their safety performance is done primarily using printed safety vouchers in 10, 25, and 30 point denominations, each with unique award codes.

To facilitate division level deployment of the program and to minimize the impact on Division Managers, All Star produced and distributed program



# Republic Services | The Power of Engagement



Award Website

announcement launch kits to each division. Each kit contained Division Manager welcome letters, sample vouchers, participant announcement letters, posters, voucher order forms, catalogs, and a training video. To facilitate promotion to the safety-sensitive employees, Division Managers were instructed to distribute the materials and promote the program during scheduled safety meetings. All Star worked closely with Republic Services' safety team to design the program and handled every aspect of the DTS program ongoing management including print production, web hosting, award sourcing, award fulfillment, and reporting. As an additional recognition component, all award shipments are accompanied by a card insert designed to thank the award recipient for working safe and to reinforce the Dedicated to Safety Rewards Program initiatives. Surveys and quizzes that reinforce safety training are also used and provide bonus point opportunities for workers. Additional program components are added continually as new challenges and opportunities arise. For example, a driver training rewards component, and driver/operator of the year awards have been added along with other components like a lead referral bonus point program.

## Results

Since the program's inception in January 2005, the Republic Services Dedicated to Safety (DTS) Rewards Program has successfully helped the company raise safety awareness, enhanced overall workplace safety, and improved communications. The program's success is evident by the significant reduction in claims, and safety related costs. Fifteen years after the program was first launched, Republic Services experienced a drop of more than 60% in its workers compensation liability claims. This drop saved the company tens of millions of dollars since program inception, and helped to create the safest company in the industry.

Many industry experts estimate that companies with safety-sensitive workers that operate in high-risk environments experience annual safety-related cost increases in the 7-10% range. The reasons for such painful increases range from regulatory and environmental issues, employee turnover, and inflation related to legal and compliance costs. Despite this fact, and despite rapid companywide growth, Republic Services has managed to reduce its safety related costs over the past 15 years; simultaneously improving both safety and the bottom line!

The incredible success of the DTS Rewards Program has led to recognition on a national stage as the program has earned the prestigious IMA Circle of Excellence award in the category of safety. The plan going forward is to further promote other program features like enhanced communication of company goals, interactive components like slogan contests and kids coloring contests, and a concerted effort to drive greater levels of employee engagement. Looking forward, the DTS Rewards Program will now also go further towards addressing not just workplace safety but also training, wellness, and safety in the home for the families of Republic Services employees.



Award Vouchers



Award Catalog



Program Poster

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Engage.  
Motivate.  
Reward.

AllStar®  
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All Star Incentive Marketing is committed to helping businesses grow and thrive by **ENGAGING**, **MOTIVATING**, and **REWARDING** the people behind their success. We do this by developing, implementing and managing powerful incentive and engagement programs that drive customer loyalty, employee motivation, sales, safety, and wellness. With a combination of proprietary technology, superior program management, outstanding customer service, unparalleled product sourcing and fulfillment capabilities, All Star maintains leadership in the incentive industry by helping clients exceed their business objectives.