



My Summer in the GLA

Final Internship Presentation
Communications Intern

Cara Steves

8/10/23



Agenda Title

1. Me in a Minute

About me

2. Internship Goals

Manager goals and main projects

3. Projects

Impact Report, Fact Sheets, and GLA Podcast

4. What I Learned

Main takeaways from the summer

5. Recommendations

Ideas for the future

6. Highlights

Favorite moments of the internship

7. Q&A

Questions regarding projects/experiences

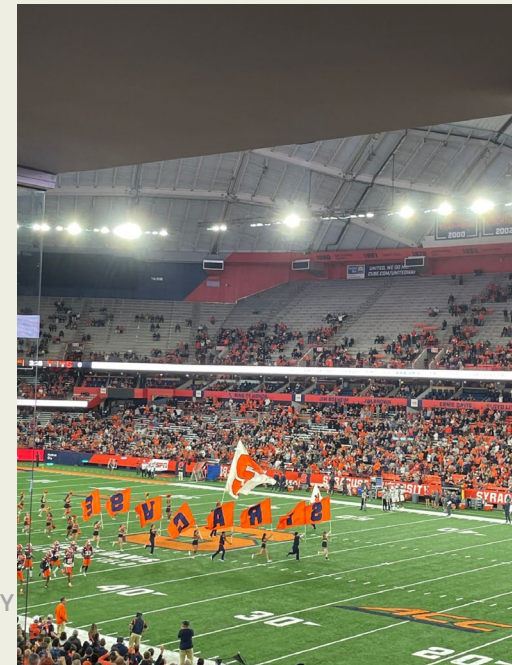
Me in a Minute



ME IN A MINUTE

- **About Me**

- I attend Syracuse University where I will soon begin my junior year
 - Pursuing a dual major of Public Relations and Public Policy with a minor in Information Management and Technology
 - Graduating in 2025
 - I am from Clarkston, Michigan. I love Michigan and miss it when I am at school!
1. I have a Sheepadoodle named Harry.
 2. I enjoy playing tennis, biking, and anything outside.
 3. I studied abroad in London last summer for a PR intensive course. It was an amazing trip!



CONFIDENTIAL AND PROPRIETARY
INFORMATION OF WM

Internship Goals

Manager Goals

1. Development of a Great Lakes Area Impact Report
2. Develop Refreshed and Updated Great Lakes Area Fact Sheets
3. Great Lakes Area Podcast

Personal Goals

1. Gain understanding of what a day-to-day of a communications professional looks like
2. Improve my design skills
3. Build an understanding of industry operations

Taken on top of Eagle Valley Landfill on the third day of my internship!



1. Development of a Great Lakes Impact Report

- Overview
 - What is the purpose of a GLA Impact Report?
- Procedure
 - Outlining each MSA, reaching out to ACMs
- Process
 - Meeting with respective ACMs for each MSA
 - Reviewing CE plans
 - Designing the report
 - Writing the copy
- Execution
 - Internal version –Included in GLA Welcome Packet
 - External version – Intended use for stakeholder meetings and events
- Roadblocks
 - External vs. internal
 - Finding a way to make the report useful for audiences
- Results – slides 7 and 8

Internal Impact Report

To view the full Sustainability Report visit: sustainability.wm.com

MICHIGAN IMPACT

(as of and for the year ended December 31, 2019)

Waste Management, Inc. (NYSE: WM), based in Houston, Texas, is the leading provider of comprehensive waste management environmental services in North America.

KEY INITIATIVES

Michigan's Part 115 shifts the focus from traditional Solid Waste Management Plans to a Materials Management Plan (MMP), meaning an increased market in the area requires recycling services.

The new state goal is to increase recycling rate from **19%** (current), to **30%** by 2029 by diverting recyclable materials from landfills.

WM of Michigan, Inc. participates in helping the state reach its recycling goals through cultivating innovative infrastructure to strengthen Michigan's economy and foster economic growth.

COMMUNITY ENGAGEMENT

WM of Michigan collaborates with **40+** non-profits and community events across the state.

Greater Lake Michigan Area

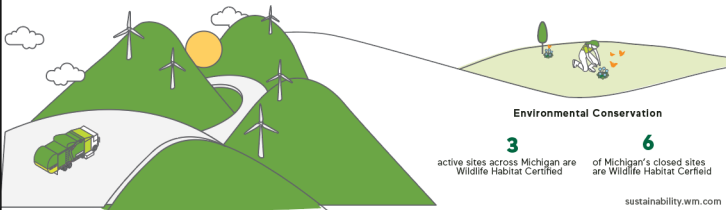
- St. Joseph County Solid Waste Committee
- Kalamazoo County Solid Waste Committee
- Friends of the St. Joe River
- United Way
- Special Olympics
- Carnegie Center for the Arts
- Girls on the Run Kalamazoo County
- South Portage Little League
- Grand Rapids Chamber of Commerce
- Hand to Hand Food Drive and Touch-A-Truck
- Toy drive for Helen DeVos Children's Hospital
- Gilda's Club of Grand Rapids Gilda's Laughfest
- Battle Creek Chamber of Commerce
- Calhoun Solid Waste Committee

Greater Lake Huron Area

- The Saginaw Basin Land Conservancy
- Friends of the Shiawassee River
- Little Traverse Land Conservancy
- Head Water Land Conservancy
- Adopt a Highway

Greater Detroit Area

- Blue Heron Headwaters Land Conservancy
- Orion Chamber of Commerce
- Oakland County Trails Water Land Alliance
- Oakland County Green Schools Program
- Clinton River Watershed Council
- Six Rivers Land Conservancy
- Advancing Macomb Foundation
- Macomb County Green Schools Program
- Wildlife Habitat Council
- Lenox Township Touch a Truck
- Friends of the Rouge
- Huron River Watershed Council
- Wayne County Green Schools Program
- Washtenaw Community College
- Keep Detroit Beautiful, Arise Detroit, Life Remodel
- Bromilus ECO Fest
- Van Buren Township/Bellefonte Chamber BHS



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OHIO IMPACT

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KEY INITIATIVES

WM of Ohio has transitioned to WM's CNG (Compressed Natural Gas) powered vehicles in Canton, Dayton, Columbus, and other major cities. CNG vehicles are quieter than diesel trucks and emit nearly zero particulate emissions, which helps improve air quality.

CNG is generated from WM sites across Ohio. Landfill gas emissions are captured and processed. The energy powers sectors of Ohio's fleet, creating a **closed loop** through waste collection, energy conversion, and fuel for collection trucks.

WM's capital investment of **\$26 million** in a state-of-the-art Material Recycling Facility (MRF) in Oakwood, OH, will become a statewide recycling hub, providing local opportunity for increased single-stream recycling services and educational outreach.

COMMUNITY IMPACT

Greater Buckeye Area

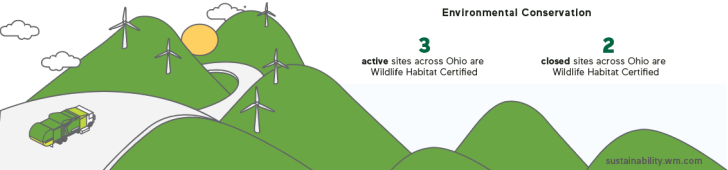
- Perry County Fair
- Zemba Days
- Forever Dads
- Fill the Freezer Perry County
- Local sports scholarships
- Glenford Lions Club
- Perry County Litter Prevention
- School Landfill Tours
- Perry County Chamber of Commerce
- Holiday meal for local neighbors
- Southwest Priority Board
- Inner West Priority Board
- OLEKA - Police K9
- Toy Run for Dayton Children's Hospital
- Dayton Society of Natural History
- Wounded Warriors
- Girls on the Run
- Fayette County Blood Drive
- Wayne National Forest
- Beaver Creek Wetlands Association
- Columbus 10K Sustainability Partner
- Zanesville Mothers Club
- Keep American Beautiful
- Brock Strong Foundation Baseball Tournament

WM of Ohio collaborates with **70+** non-profits and community events across the state.

Greater Lake Erie Area

- Because I Said I Would
- Glenwillow Beautification Project
- Touch-a-Truck in Collinswood
- American Landfill Lunch and Learn
- Youth League - Kirtland and Richmond Heights
- Keep America Beautiful Cuyahoga County
- Cleveland Art Project
- Cleveland Food Hub
- Toledo Homeless Shelter
- Maple Heights Next in Line Program
- Mohawk Valley Fire Department
- Mentor Rocks
- Munson Scholarship
- Geauga Maple Festival
- Bowling Green State University
- Think Green Grants

Ohio has invested more than **\$259,000** in community engagement opportunities in 2023.



To view the full Sustainability Report visit: sustainability.wm.com

INDIANA IMPACT

(as of and for the year ended December 31, 2019)

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WM of Indiana has transitioned to WM's CNG (Compressed Natural Gas) powered vehicles in South Bend and LaPorte with other sites to follow. CNG vehicles are quieter than diesel trucks and emit nearly zero particulate emissions, which helps improve air quality.

CNG is generated from WM sites across Indiana. Landfill gas emissions are captured and processed. The energy powers sectors of Indiana's fleet, creating a **closed loop** through waste collection, energy conversion, and fuel for collection trucks.

WM of Indiana collaborates with local schools and universities (Purdue University, Notre Dame, and Indiana University) to facilitate recycling education and inspire a future generation of sustainable thinkers.

COMMUNITY IMPACT

Greater Indianapolis Area

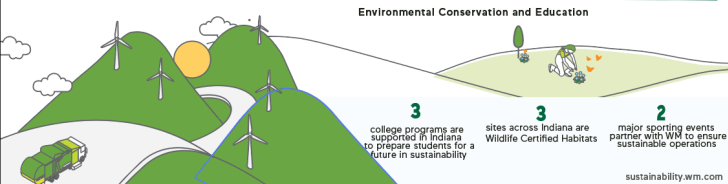
- Indianapolis 500
- Crossroads Air Show
- Indianapolis Chamber
- Good Wages Initiative
- Thrive Indianapolis
- Indiana University McKinney Climate Project Climate Fellows
- Indiana Sustainability and Resilience Conference
- Purdue University BOP (Business Opportunity Program)
- Athletes to Careers

WM of Indiana collaborates with **20+** non-profits, events, and scholarship programs across the state.

More than **70,000** patrons passed through WM's Indy 500 activation space

Greater Lake Michigan Area

- St. Joseph Solid Waste Board
- Marshall County Berry Festival
- Local 4H
- St. Joseph County Fair
- Fort Wayne Chamber of Commerce
- Volunteer Fort Wayne Membership
- Touch-a-Truck Allen County Fairgrounds
- Touch-A-Truck Ivy Tech Community College
- Trunk or Treat
- New Haven Bulldog Sponsorship
- Warsaw Chamber of Commerce
- La Porte 4th of July Parade
- LaPorte Pop Warner



External Impact Report

To view the full Sustainability Report visit: sustainability.wm.com

MICHIGAN IMPACT

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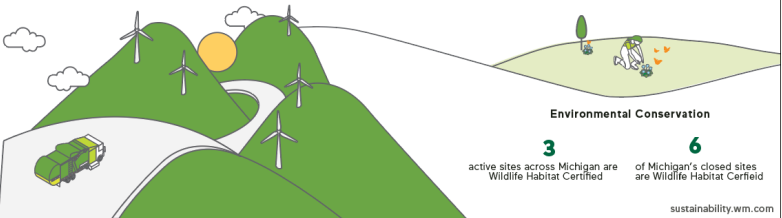
COMMUNITY ENGAGEMENT

WM of Michigan collaborates with **40+** non-profits and community events across the state.

The Greater Lake Huron Area supports **5** organizations and community events that emphasize environmental protection.

The Greater Lake Michigan Area supports **20** local organizations that emphasize community building initiatives.

The Greater Detroit Area supports **18+** conservation and environmental protection groups and community building organizations.



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OHIO IMPACT

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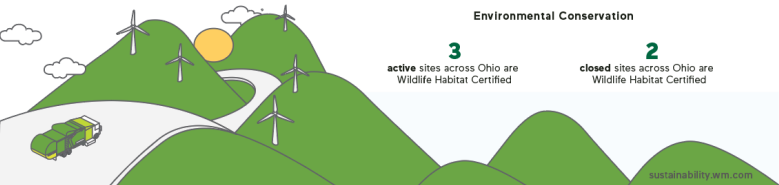
COMMUNITY IMPACT

The Greater Buckeye Area supports **57+** non-profit organizations and community events focusing on strengthening communities and promoting sustainability.

WM of Ohio collaborates with **70+** non-profits and community events across the state.

The Greater Lake Erie Area supports **16** non-profit organizations, events, outreach opportunities, and scholarships focusing on strengthening communities in need, and promoting sustainability.

Ohio has invested more than **\$259,000** in community engagement opportunities in 2023.



To view the full Sustainability Report visit: sustainability.wm.com

INDIANA IMPACT

(as of and for the year ended December 31, 2019)

Waste Management, Inc. (NYSE: WM), based in Houston, Texas, is the leading provider of comprehensive waste management environmental services in North America.

KEY INITIATIVES

WM of Indiana has transitioned to WM's CNG (Compressed Natural Gas) powered vehicles in South Bend and LaPorte with other sites to follow. CNG vehicles are quieter than diesel trucks and **emit nearly zero particulate emissions**, which helps **improve air quality**.

CNG is generated from WM sites across Indiana. Landfill gas emissions are captured and processed. The energy powers sectors of Indiana's fleet, creating a **closed loop** through waste collection, energy conversion, and fuel for collection trucks.

WM of Indiana collaborates with local schools and universities (Purdue University, Notre Dame, and Indiana University) to facilitate **recycling education** and inspire a future generation of **sustainable thinkers**.

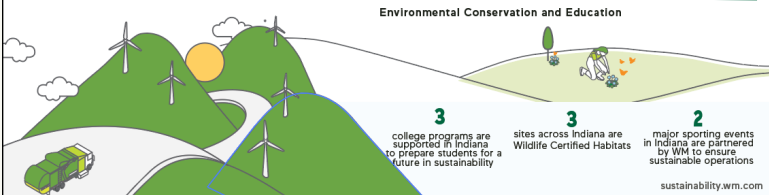
COMMUNITY IMPACT

The Greater Indianapolis Area supports **9** events, non-profit organizations, and educational opportunities that promote healthy and strong communities and futures for students.

WM of Indiana collaborates with **20+** non-profits, events, and scholarship programs across the state.

The Greater Lake Michigan Area supports **12** events and local organizations that strengthen the communities served by WM.

More than **70,000** patrons passed through WM's Indy 500 activation space



2. Develop Refreshed and Updated GLA Fact Sheets

1. Overview

- The importance of site fact sheets

2. Procedure

- Creating a list of which sites have fact sheets and which do not

3. Process

- Reaching out to site managers for information

4. Execution

- Inputting correct/updated information into the template on Adobe

5. Roadblocks

- Gathering all necessary information/tracking down the right people to ask

6. Results

- | | |
|---------------------------------|--------------------------|
| • Eagle Valley Updated | • Peoples Created |
| • Pine Tree Acres Updated | • McGill (started) |
| • Stony Hollow Updated | • Cuyahoga (started) |
| • Suburban Updated | • Crossroads Eco Created |
| • Twin Bridges Updated | • Prairie View Updated |
| • Vickery Environmental Updated | |
| • Geneva Created | |

3. Great Lakes Area Podcast

1. Overview

- Purpose of a GLA internal podcast

2. Procedure

- Initial thought process
- Research

3. Process

- Developing a formal proposal
- Creating deliverables

4. Execution

- What did I create?

5. Roadblocks

- Lack of recording space and technology due to area office construction
- Diversion from the original plan


6. Results

- Future goals for an internal company podcast

Scan to view proposal
presentation slide deck



GLA Today Deliverables



GLA Today

Script Template for Fall Quarter: Episode 1 with Area VP Aaron Johnson

Overview

- 1. Welcome (3 min)
 - a. Introduce GLA Today and host
 - b. The purpose of a GLA podcast
 - c. What can listeners expect for future episodes
- 2. Agenda (2 min)
 - a. Key announcements
 - b. WM guest Aaron Johnson
- 3. Announcements (8 mins)
 - a. Safety shoutout
 - b. Sustainability score
 - c. Facility openings and developments
 - d. Welcoming new employees to GLA
 - e. Community engagement highlights
- 4. People of the GLA – Area VP Aaron Johnson Q&A (15 mins)
 - a. Introduction and welcome
 - b. Career progression – personal history within WM
 - c. Leadership
 - d. GLA highlights
- 5. Wrap up/survey (2 mins)
 - a. Thank you for listening
 - b. Urge listeners to take podcast survey to better improve episodes in the future

Script

- 1. Welcome (3 min)
 - a. Good morning and welcome to GLA Today, the Great Lakes Area's new internal podcast to share all things WM. My name is () and I will be your host today, joined by special guest who we will hear from later in the episode. We are here today in Plymouth, Michigan, recording in the brand-





Introducing GLA Today

The Great Lakes Area's new internal podcast. Listen for updates, announcements, and stories from people working for a sustainable tomorrow.



Listen on Apple Music, Spotify, Amazon Music, and more.

GLA Today Survey

The Great Lakes Area Communication Team requests your feedback on your GLA Today listening experience. Survey answers will be anonymous and the information gathered will be used to improve future episodes. Any questions regarding this survey can be directed to gsteves@wm.com.

Hi, Cara. When you submit this form, the owner will see your name and email address.

* Required

1. Full name *

Enter your answer

2. Email address *

Enter your answer

3. State *

Enter your answer

4. What is your position within WM? *

Enter your answer

5. How was your experience accessing GLA Today? *

☐ Very easy

☐ Fairly easy

☐ Don't know

☐ Fairly difficult

☐ Very difficult

6. How would you rate the audio quality of GLA Today? *

☐ Very high quality

☐ High quality

☐ Neither high nor low quality

- Script Template
- GLA Today Logo
- Flyer with QR code (QR code is inactive, just for example)
- Feedback survey via Microsoft Forms



Additional Projects and Site Visits

- Rocket Mortgage Classic – Assisted with setup of the activation site
- Wrote an article for Indy Zoo newsletter regarding WM's collaboration with the zoo
- Created Detroit community impact one-pager
- Created QR code designs for WM event
- Wrote a Letter to Customers for Heather Putt, streamlining communication method for trucks
- Designed a 'Save the Date' for the Twin Bridges Open House
- Collected intern information for summer newsletter story
- Stony Hollow Ad in community flyer
- Updated driver trifold
- Wrote a letter from Aaron for the newsletter
- Created slideshow version of the newsletter

Visited the following sites:

1. Cleveland MRF
2. Detroit North (crew out and ride along)
3. Detroit Central (crew out)
4. Detroit West
5. Eagle Valley
6. Woodland Meadows
7. Vickery Environmental
8. Pine Tree Acres
9. Saginaw MRF
10. Whitmore Lake Transfer



What I Learned

Communications is everything.

Every moving piece within WM requires strong communication, both internally and externally.

- Communications touches everything in WM
- Strong internal communications positively benefits company culture
- Strong external communications has the power to positively impact stakeholders, increase brand recognition, and show the public that WM is **leading the future of sustainability**
- Communications turns WM from a 'trash company' into a **leading environmental protector across the nation** to an external audience, and a **family** to an internal audience

Recommendations

1. Increase intern **collaboration** during site-visits and on projects
2. Assign a **mentor** for each intern – someone outside of intern's field to connect with
3. In-person **volunteering events** for interns and managers



Highlights

1. Vickery Environmental Tour
2. Friendships with other interns
3. Podcast creation



Questions?

Thank you for a great summer!