
July 1, 2026

Re: Service Recovery Plan Update from Priority Waste

Dear Residents :

One month ago, I was appointed Chief Executive Officer of Priority Waste after serving as a senior advisor behind the scenes. From my first day in this role, my focus has been clear: observe, assess, and correct. First and foremost, we want to acknowledge and sincerely apologize for the frustration and inconvenience many of you have experienced. We take full responsibility for the service failures that have occurred. While the challenges we face today were not created overnight, we are committed to addressing them with urgency, transparency, and accountability.

At Priority Waste, we are embracing a culture of continuous improvement. Every day, we are working to be better than we were the day before. Our objective is not simply to restore service, but to build a stronger, more reliable company than the one that existed before. We will continue to communicate openly, share our progress, and hold ourselves accountable for delivering measurable results. Most importantly, we are committed to earning back your trust, not through words alone, but through sustained improvement and reliable performance which we have detailed for you below.

Priority Waste's 5 Point Recovery Plan

1. Fleet Expansion

To strengthen our operations, Priority Waste has purchased 198 trucks previously operating under rental agreements, as well as 91 new automated side-load collection vehicles equipped with upgraded technology to improve efficiency and reliability. To date, we have received 30 of the 91 new vehicles, with the remaining trucks expected to arrive by the end of August due to manufacturing and delivery timelines. Frequent vehicle breakdowns have been one of the primary causes of service interruptions. As these new trucks enter our fleet, they will improve route reliability and provide more consistent collection service for your household.

2. Staffing Enhancements

Over the past three weeks, we have hired 41 qualified drivers, and our recruitment efforts continue every day. Our goal is to maintain approximately 20 percent excess driver capacity, ensuring we can effectively respond to employee absences, seasonal demand, and unexpected operational challenges without disrupting customer service.

3. Container Reinvestment

Limited investment resulted in a significant backlog of container deliveries and repairs. During my first week as CEO, we invested more than \$2 million to purchase 19,000 new containers to begin eliminating that backlog. In addition, we have expanded our container delivery operation from five crews to nine crews over the past 30 days. We anticipate completing all outstanding container requests within the next two weeks.

4. Customer Service Improvements

When service issues occur, our customers deserve timely answers and responsive support. Previously, our customer service operation was not adequately staffed to handle the volume of incoming calls. To address this, we quickly expanded our customer support capacity through a partnership with a Michigan-based contact center, allowing us to significantly improve responsiveness. As service performance has improved, customer call volume has declined by approximately 50 percent.



Ultimately, however, our goal is not simply to answer more calls, it's to eliminate the need for them by consistently providing on-time service.

5. Recovery Operations

While our goal is always to provide on-time service, we recognize that issues can still occur. When they do, missed collections will be recovered the very next day.

We understand the burden these service disruptions have placed on residents, families, municipal staff, and elected officials, and we sincerely apologize. We also recognize that the Fourth of July holiday period will place additional demands on collection operations. We are preparing for those demands now and will continue to use the recovery measures outlined above to protect service reliability, recover missed collections quickly, and keep residents informed.

I look forward to providing another update in 30 days and sharing the measurable improvements we continue to achieve. Thank you for your patience, your feedback, and the opportunity to earn back your trust.

Sincerely,

Aaron Johnson
Aaron Johnson
Chief Executive Officer
Priority Waste