



Ripple Glass®

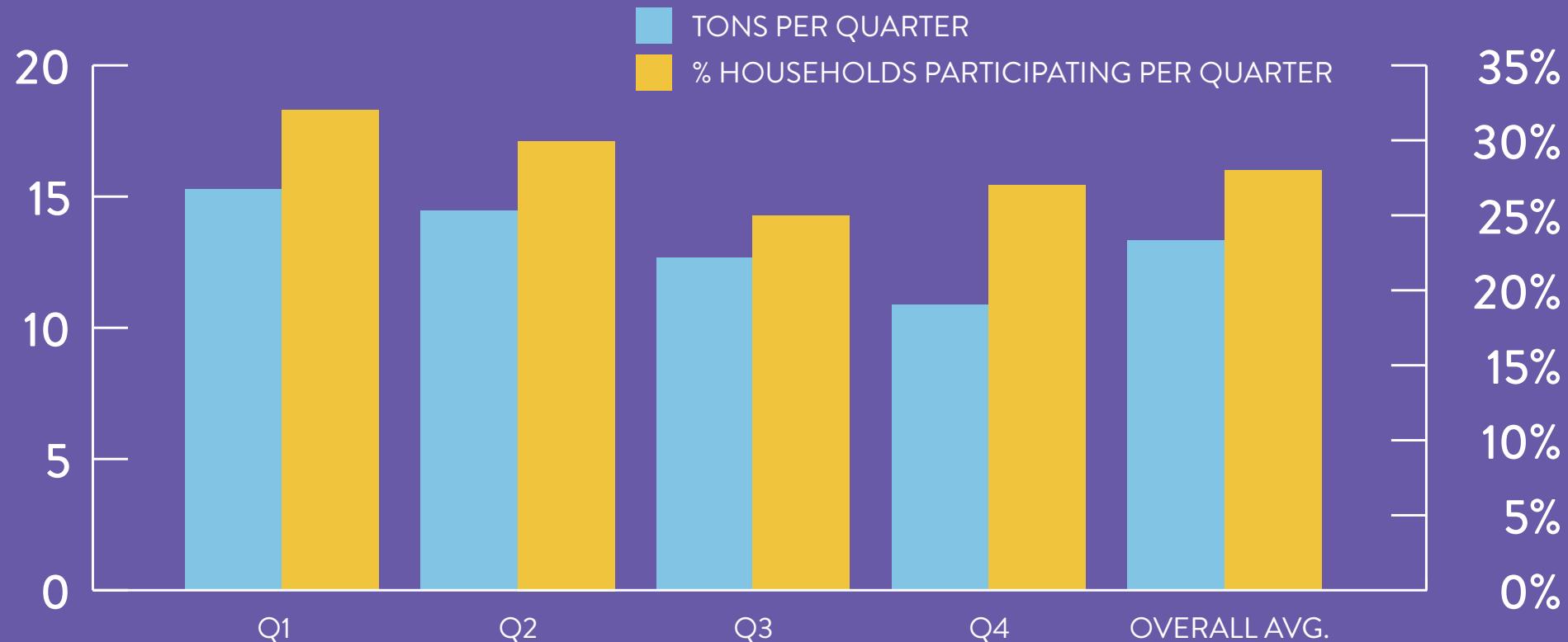
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ROELAND PARK CURBSIDE GLASS RECYCLING

YEAR 1 RESULTS

Initial participation was strong, but there was a slight decline in participation and tons diverted over the course of the year:



**The City has made efforts throughout the course of
the first year to communicate about the program
with residents:**

Social Media:

Monthly pick up reminders: 12

Quarterly collection results: 4

Schedule change reminders: 3

Misc updates on texting and other info: 4-5

6 Mentions in posts on Nextdoor

Other Digital:

**Ripple Glass info and logo is permanently on the trash/
recycling page: [https://www.roelandpark.net/201/
Recycling-Trash-Yard-Waste](https://www.roelandpark.net/201/Recycling-Trash-Yard-Waste)**

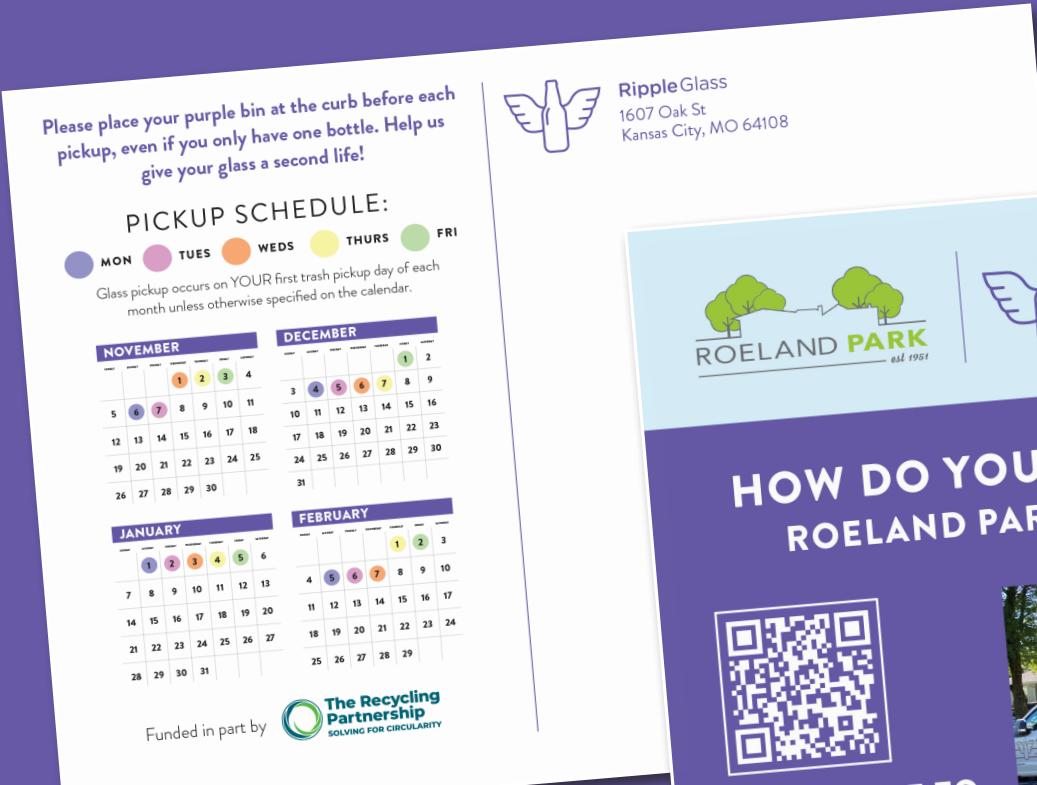
**Introduction article: [https://www.roelandpark.net/411/
Ripple-Glass-CurbSide-Recycling-Program](https://www.roelandpark.net/411/Ripple-Glass-CurbSide-Recycling-Program)
Newsletters: one mention Dec 2022**

Two news flashes: August 2022 and December 2022

In an effort to shortcut increased participation and diversion, Ripple and the City partnered with ETC Institute to create a survey to help identify the cause of the decline and possibly make course corrections to increase the recycling rate.

The survey targeted the houses that had participated 2 times or less.

Postcards were mailed to households in the City of Roeland Park that were identified by Ripple Glass as not being regular participants (2 or fewer total recorded set-outs in Q1-Q3). These households were targeted to gather additional insights into the reason why they were not participating more regularly in glass recycling activities. The postcards included the reason why they were being contacted and included a link to an online survey created for ETC Institute.



**Please
SELECT ALL
of the reasons
you have not
participated
or have not
participated
more
frequently
in the City's
curbside glass
recycling
program.**

The amount of glass my household generates is so small that we set out the tub once every three months or less

I take my glass to a drop-off recycling location

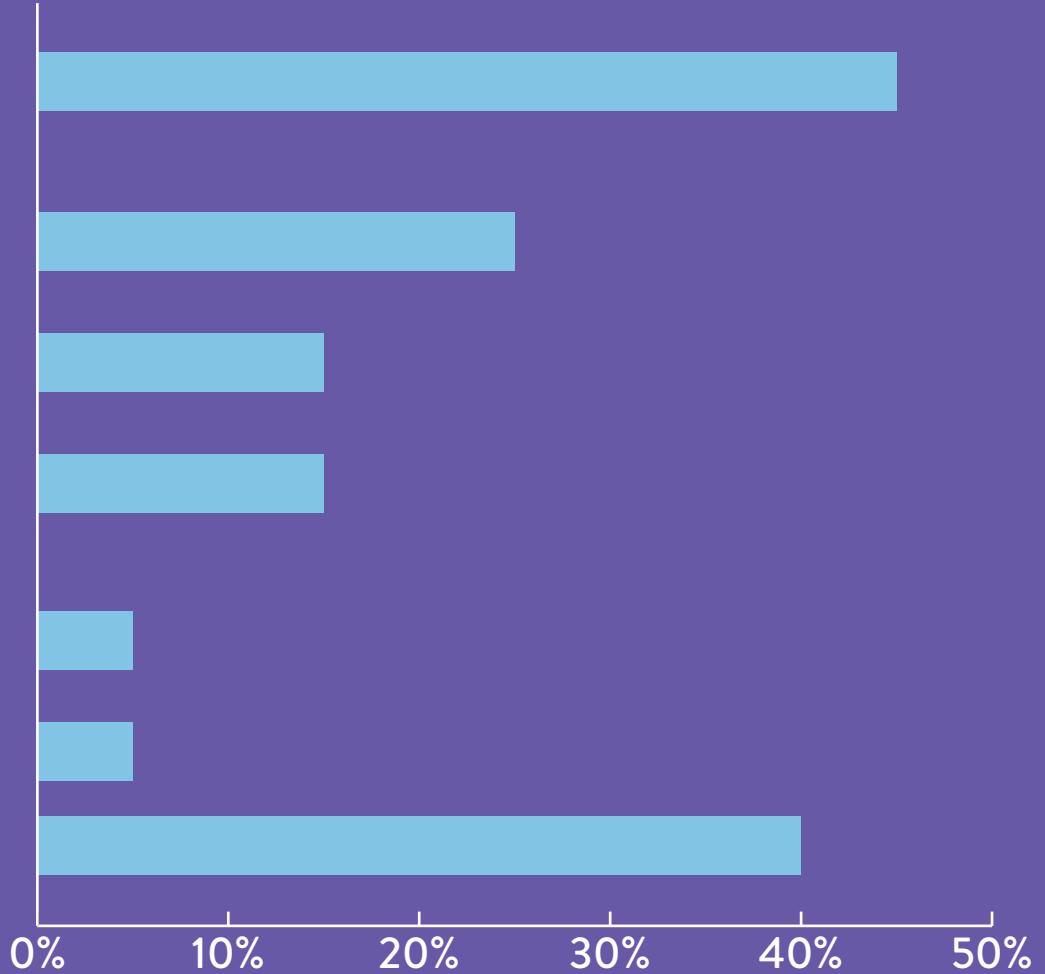
I choose not to recycle any glass

My household does not generate any glass waste

I cannot remember the set-out day is the first solid waste service of each month

The tub is too heavy for me to carry

Other

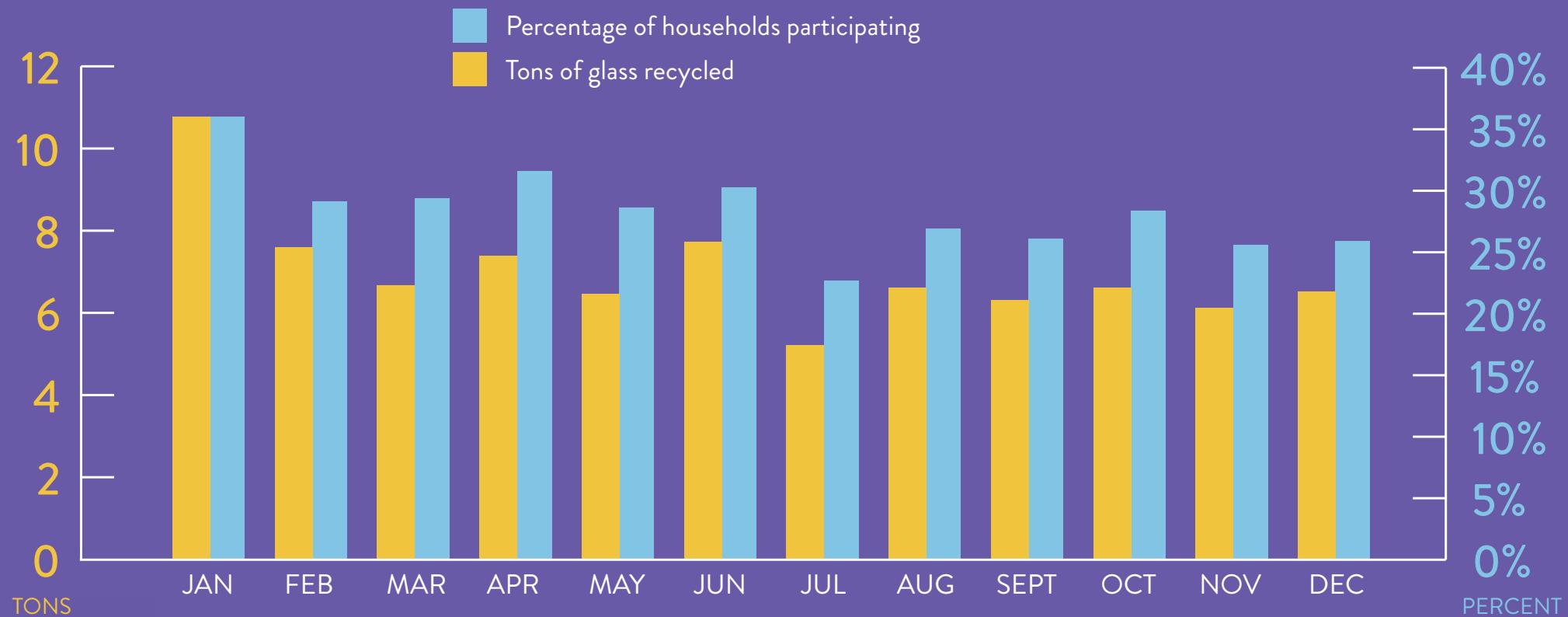


OTHER RESPONSES

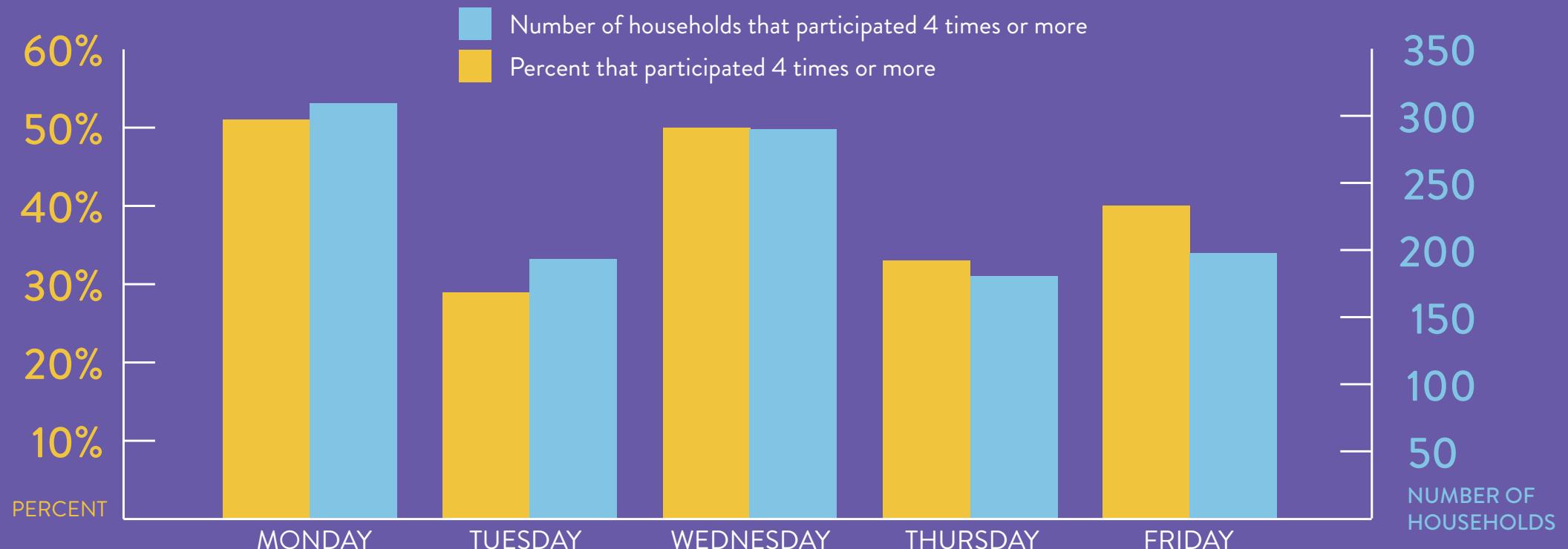
Eight (8) of the 20 respondents to the survey provided some “other” response to the question:

- 1. Didn't realize it had started back up until the last couple rounds.**
- 2. If recycling was viable, I would be paid for recycled glass**
- 3. We set out the tub on need basis. About once a month**
- 4. There is glass all over the neighborhood on sidewalks **EVERY TIME** there is glass pick up. We have dogs and emergency vet care is expensive. So, we don't want broken glass in front of our house like there is elsewhere (saw some today!)**
- 5. Once per month is not enough**
- 6. I just forget to put it out, but we do use it!**
- 7. The amount of glass my household generates is so minimal that I take it to a recycle bin by Aldi.**
- 8. Did not want this service and the cost associated with it**

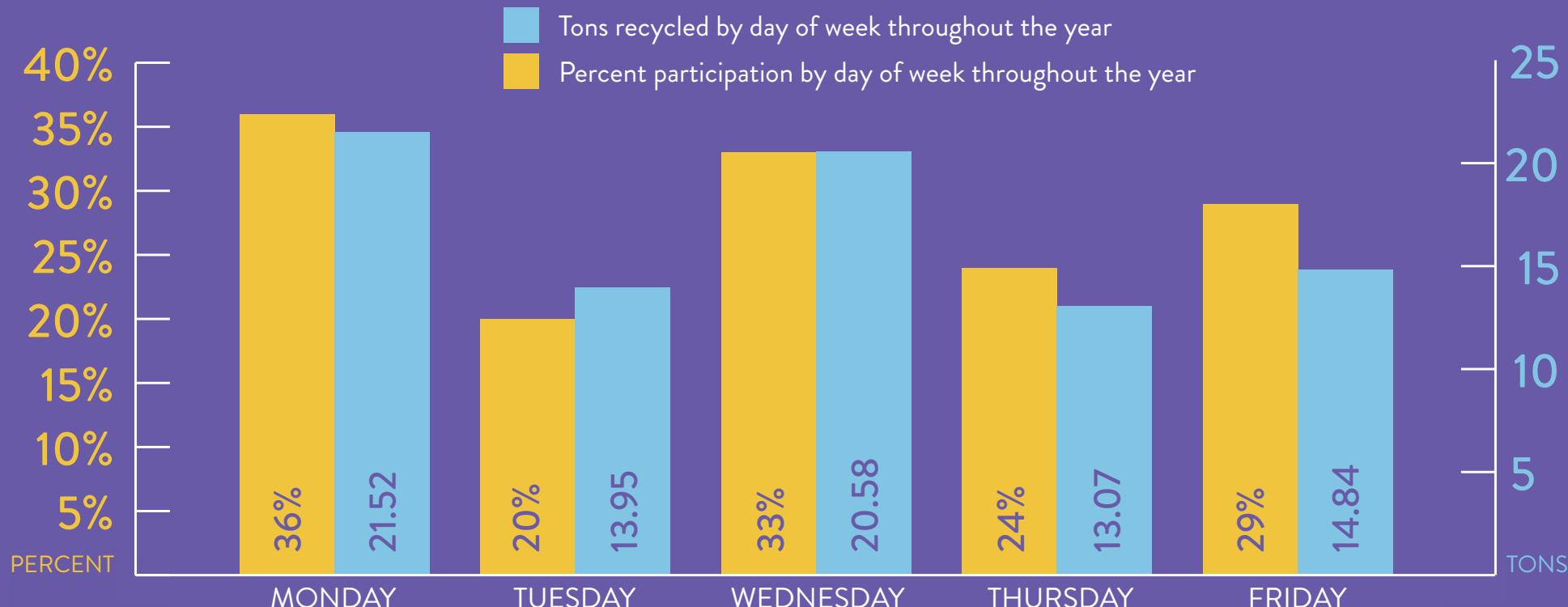
PARTICIPATION BY MONTH



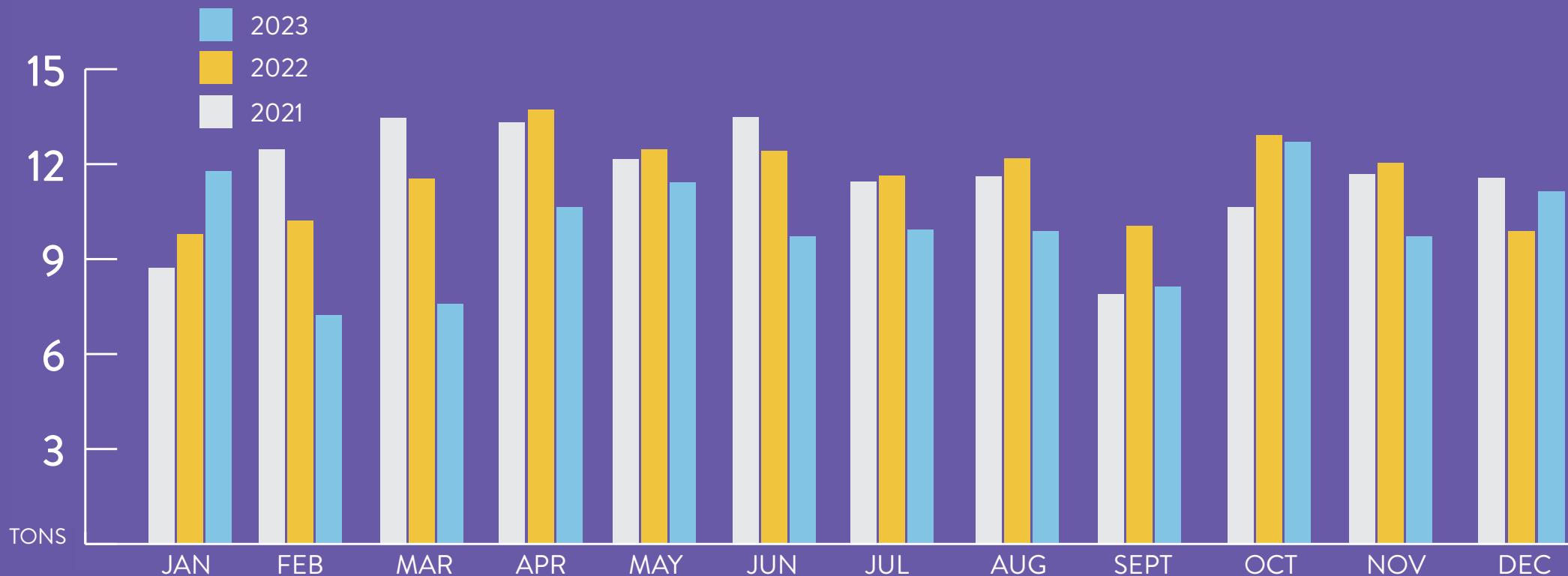
PARTICIPATION BY DAY



PARTICIPATION BY DAY



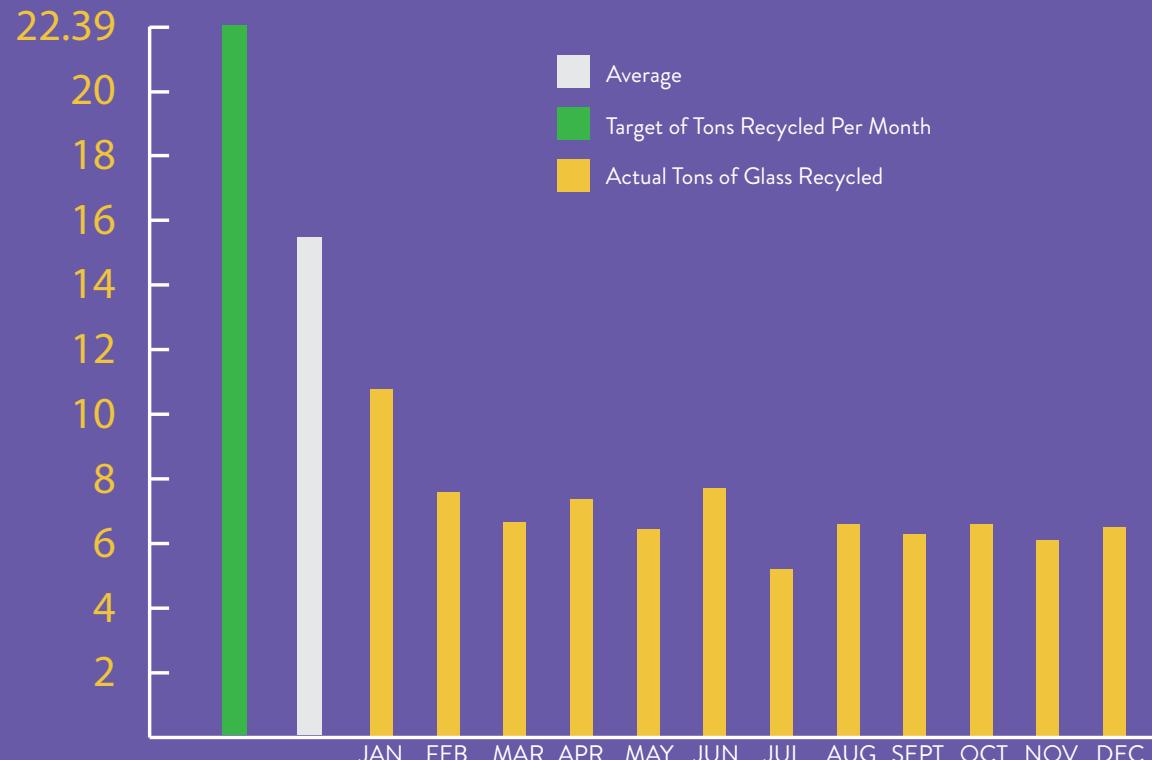
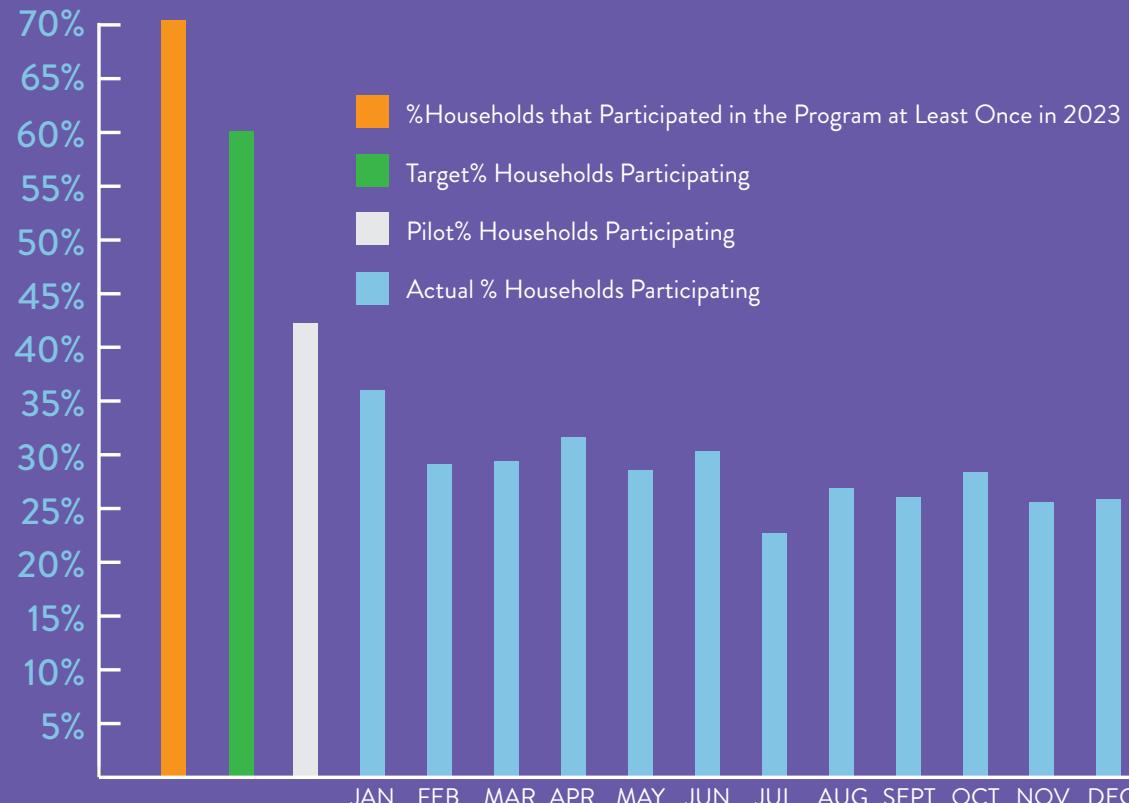
DROP OFF COMPARISON – ALDI BIN BY YEAR



ALDI BIN vs. CURBSIDE 2021-2023



TARGETED vs. ACTUAL PARTICIPATION



CARBON EMISSION REDUCTION

CARS ELIMINATED:



TREES PLANTED:

