



# Curbside Glass Recycling Program

Prepared For: Natalie Pinkney

Date: January 13<sup>th</sup>, 2020



*Moving Communities Towards Zero Waste*





Family-owned business founded in 2008 in Salt Lake City, Utah.



Started initially as only a recycling hauler.







Built Utah's *only* glass recycling plant in response to community need.



# What Happens To The Glass?

## Transported



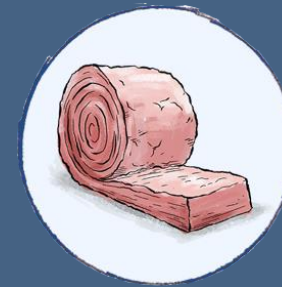
We bring the glass to our Salt Lake City glass recycling facility.

## Processed



Glass is processed into “cullet” to be used by local industries.

## Multiple End Uses



Most of the recycled glass is sent to southern Utah to be made into fiberglass insulation. The rest is used for abrasives or bottle-making.



**Come by for a tour!**

See the process up close: we are located just south of the airport.





Serve 500+ Commercial and 8,700+ Residential Customers.

# Glass Recycling is Good for Utah!



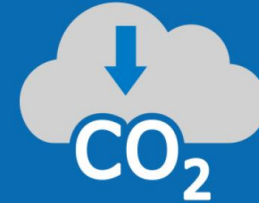
Creates  
Local Jobs



Cuts Waste  
Disposal Costs



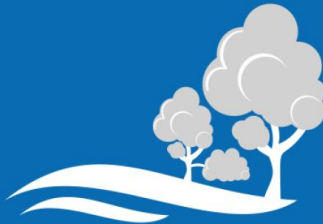
Saves  
Energy



Reduces CO<sub>2</sub>  
Emissions



Glass Is Endlessly  
Recyclable



Stretches Tax \$ By  
Extending Landfill Life



Conserves  
Raw Materials



# Curbside Glass Recycling Program Overview



1. How Does It Work?
2. Program Modeling
3. Cost Analysis
4. Next Steps



# How Does The Program Work?

## Sign Up Online



The screenshot shows the 'Sandy Glass Recycling Sign Up Form' on a website. At the top, there's a navigation bar with links: COMMERCIAL, RESIDENTIAL, GLASS RECYCLING, ABOUT, RESOURCES, CONTACT, and MY ACCOUNT. The main heading is 'Sandy Glass Recycling Sign Up Form'. Below it, a note says 'Sign up before July 1st to receive a \$20 rebate!'. A sub-note states 'Please Note: your glass cans will be delivered on July 1st and your first service will occur in July.' The form has fields for First Name, Last Name, Email, Phone, Address, and City (with 'Salt Lake City' selected in a dropdown). At the bottom, it says 'Per City Request: Please call 311 to 10110'.

Residents sign up on Momentum's website.  
(Opt-In Service)

## Select Reminder



Download the mobile app, or set a phone, text or email reminder.

## Receive Bin



Bin is delivered to the resident's home within 7-10 days.

## Monthly Service

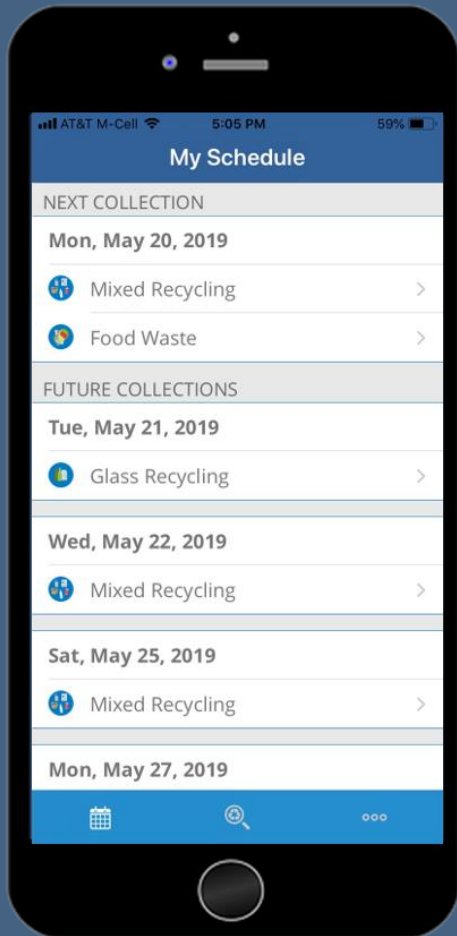


Momentum collects their glass on a monthly basis.

**Month-to-Month:** No Contract  
**Convenient:** Billed via City's System



# Mobile App + Waste Wizard



## Access On-The-Go

Customers can download our **mobile app** for both Apple + Android devices to view their collection schedule:

<https://utah.momentumrecycling.com/mobileapp>

The mobile app also includes our **Waste Wizard** that helps take the guesswork out of recycling and tells residents what can go in the bin:

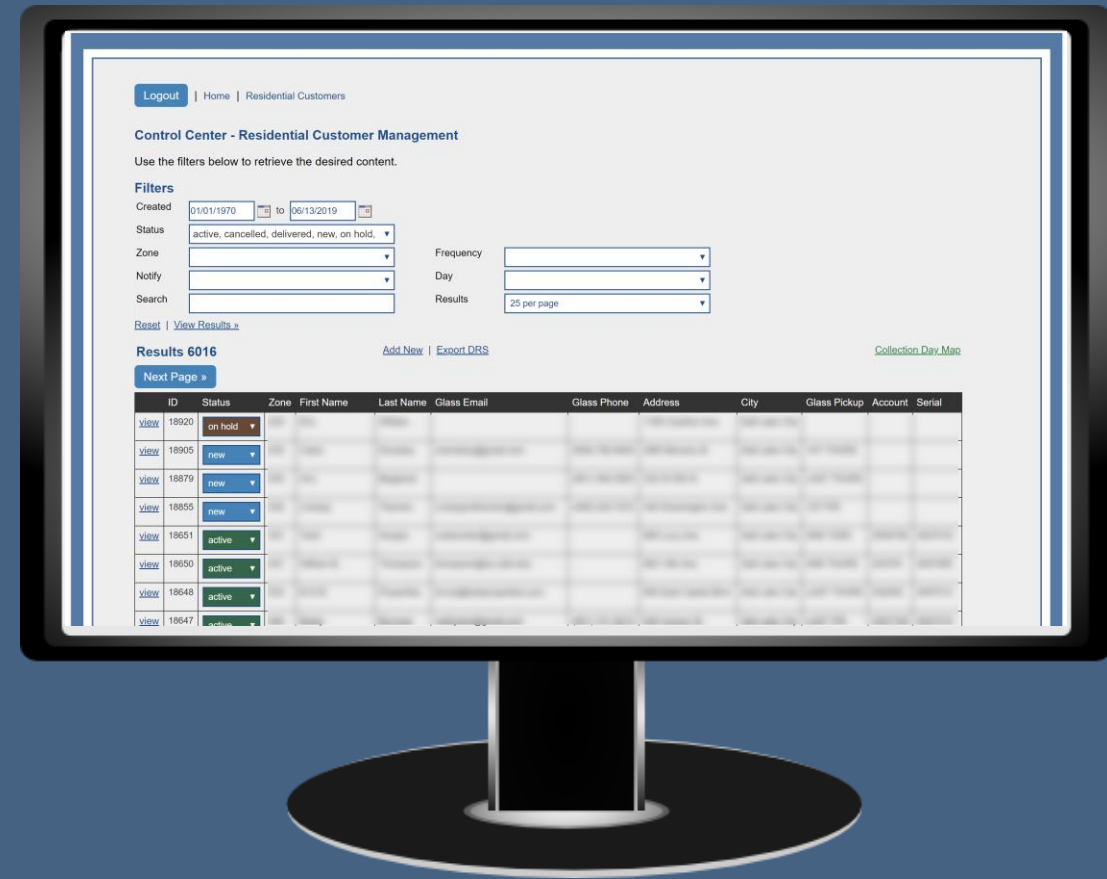
<https://utah.momentumrecycling.com/wastewizard>





# Program Oversight Accessible Online











- **View Subscriber Data** – Momentum provides a proprietary online portal for City staff to access and view subscriber data 24/7. See where new subscribers are at in the onboarding process, or help a resident update their contact information or know when their next pickup day is – or perform any number of functions quickly & easily.




















# Existing Program Comparison



	Est. 2012	Est. 2015
<b>Monthly Fee:</b>	<b>\$7.00</b>	<b>\$8.00</b>
<b>Activation Fee</b> (bin):	-	\$45.00
<b>Households</b> (serviceable):	39,839	42,684
<b>Subscribers</b> (as of 10-16-19):	<b>6,149</b>	<b>1,597</b>
<b>Participation Rate:</b>	15.43%	3.74%
<b>Route Performance:</b>		
<b>Billing:</b>		
<b>Bin Maintenance:</b>		
<b>Customer Service:</b>	 	 

# Existing Program Comparison



	Est. 2012	Est. 2015	Est. July 1 <sup>st</sup> , 2019
<b>Monthly Fee:</b>	<b>\$7.00</b>	<b>\$8.00</b>	<b>\$8.00</b>
<b>Activation Fee (bin):</b>	-	\$45.00	\$25.00
<b>Households (serviceable):</b>	39,839	42,684	28,300
<b>Subscribers (as of 10-16-19):</b>	<b>6,149</b>	<b>1,597</b>	<b>636</b>
<b>Participation Rate:</b>	15.43%	3.74%	2.25%
<b>Route Performance:</b>			
<b>Billing:</b>			
<b>Bin Maintenance:</b>			
<b>Customer Service:</b>	 	 	 



# Sandy Program – First 3-Months



**Tonnage by Curbside Program YTD (3-months): 16.90 tons**

























(as of October 22<sup>nd</sup>, 2019)

Tonnage by Drop Off	Jul '18	Aug '18	Sept '18
Sandy City Public Works		1.17	6.10
Sandy Senior Center	13.66	9.66	6.24
<b>Total:</b>	<b>13.66</b>	<b>10.83</b>	<b>12.34</b>

Tonnage by Drop Off	Jul '19	Aug '19	Sept '19
Sandy City Public Works		1.96	
Sandy Senior Center	9.52	17.04	14.64
<b>Total:</b>	<b>9.52</b>	<b>19.00</b>	<b>14.64</b>

\* Addition of curbside program has so far had the *opposite effect* on drop off tonnages: the additional awareness about glass recycling has actually *increased* drop off volumes as well.

# Existing Program Comparison

				
	Est. 2012	Est. 2015	Est. July 1 <sup>st</sup> , 2019	New Program
<b>Monthly Fee:</b>	\$7.00	\$8.00	\$8.00	\$8.00
<b>Activation Fee (bin):</b>	-	\$45.00	\$25.00	\$25.00
<b>Households (serviceable):</b>	39,839	42,684	28,300	8,554
<b>Subscribers (as of 10-16-19):</b>	6,149	1,597	636	50*
<b>Participation Rate:</b>	15.43%	3.74%	2.25%	0.58%
<b>Route Performance:</b>				
<b>Billing:</b>				
<b>Bin Maintenance:</b>				
<b>Customer Service:</b>	 	 	 	 

\* We typically require a minimum # of subscribers prior to launching for the program to be viable/efficient; however, that is not necessary for South Salt Lake since we already service the surrounding areas. **Leads: 20**



# Steady YoY Growth in Existing Programs

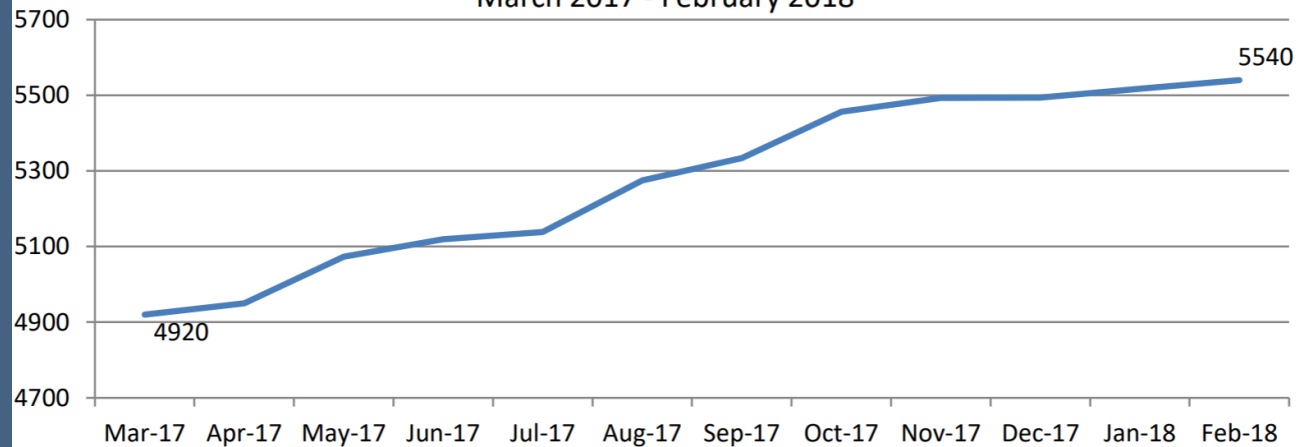
## 8,700+ Subscribers

(as of January 8<sup>th</sup>, 2020)



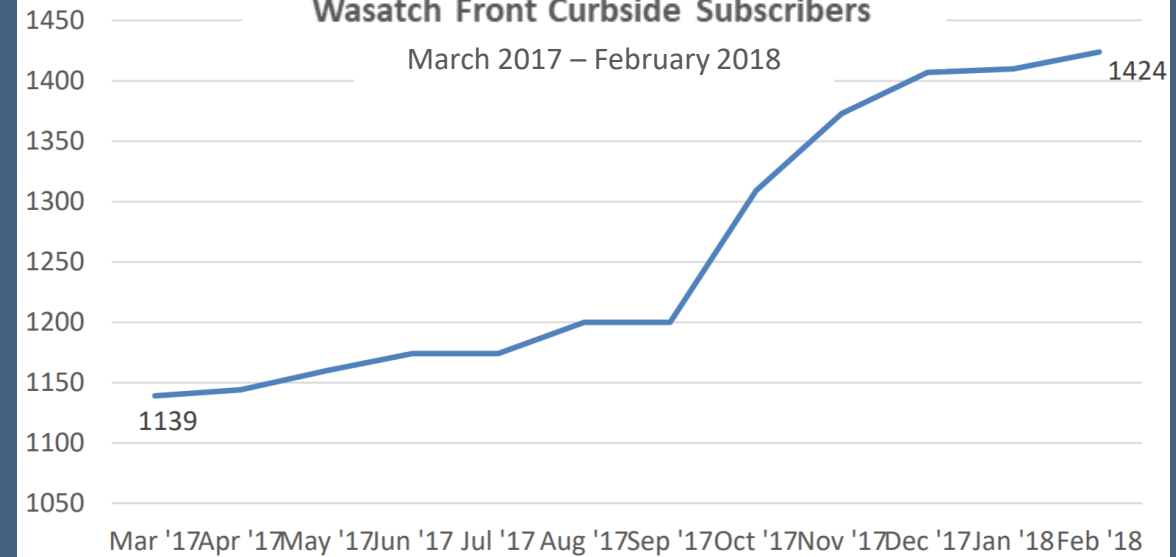
### Curbside Subscriptions

March 2017 - February 2018



### Wasatch Front Curbside Subscribers

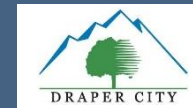
March 2017 – February 2018



Launched January 2019



Launched July 2019



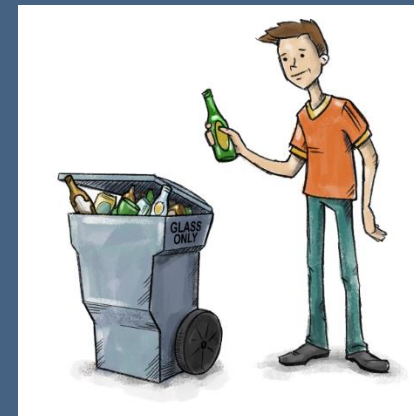
Launching in 2020!

# Cost Analysis

**Costs associated** with a curbside glass recycling program are typical of other residential services →

**Fee structure** in existing programs is a straightforward flat cost-per-subscriber billed to the City on a monthly basis. City collects \$0.25/subscriber/mo.

Cost	Description
Route Performance:	Labor, Fuel, Maintenance, Insurance
Billing:	Processing, General Inquiries
Bin Maintenance:	Delivery, Removal & Replacement
Customer Service:	Missed Pickups, Misc. Inquiries



Resident Fee: \$8.00  
Momentum Fee: \$7.75  
City Revenue: \$0.25



# Cost Analysis



## Bin Cost

Resident Cost: \$25.00

Wholesale Cost: \$39.80 (\$37.25 + \$2.55 tax)

Momentum Investment per Subscriber: **\$14.80** per bin

➤ **\$25 Activation Fee Offsets Delivery/Maintenance:**

The labor involved in building bins as well as to deliver/remove them is lessened by this fee structure.

➤ **City Collects \$2 / Activation Fee:**

Momentum invoices City just \$23 / Activation Fee to help the City cover administrative overhead to setup account.

# Other Considerations



## Residents Love It!

The curbside service's fan base is now widespread in the valley.

## ↑ Population = ↑ Glass

SSL's population is increasing, which increases waste volumes.

23,600 people x 70 lbs glass/yr = 826 tons/yr (1,652,000 lbs)

## Drop-Offs Do Not Cannibalize Curbside

Data shows the presence of both increases overall glass volume.

## Indirect Cost Savings

The City should realize some cost savings via reduced tipping fees along with helping extend landfill life.



# Next Steps...



## Tour Our Facility

See firsthand how the glass is recycled right in Salt Lake City.



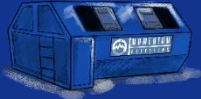
## Analyze Demand

We helped Summit County & Sandy City successfully survey residents recently.



## Feasibility + Timeline

Meet with administration, assess feasibility and timeline for roll-out.



# Public Drop-Off Locations – “Glass Pod”



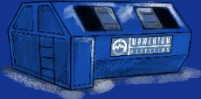
## “Glass Pod” (optional)

Four (4) 64G carts secured to steel platform with 360° signage.

Placed at City-owned or commercially-hosted locations.

Serviceable by Momentum Recycling trucks that perform residential service.





# Public Drop-Off Locations – “Glass Pod”

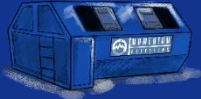


## City Sponsored Service

One-time setup fee of \$600 / glass pod.

Service fee of \$8 / cart / pickup.

Flexible service frequency.



# Public Drop-Off Locations – None in SSL Currently



Draper City Hall



## Glass Tonnage per Year

2016 = 42.14

2017 = 85.68

2018 = 118.99

2019 = 108.27 (YTD)

## Host a Location

Service Fee = \$150 / haul

Glass Rebate = \$5 / ton



# Thanks For Your Time!

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