

**To the Mayor and Members of the City Council****October 11, 2016**

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**SUBJECT: UPDATE ON RECYCLEBANK PROGRAM**

This Informal Report is to update the City Council on the status of the City's Recyclebank program which is administered by the Code Compliance Department, Solid Waste Services Division through Waste Management.

The Recyclebank rewards program is an incentive program offering residents points for discount coupons for products and services based on their recycling activity. Residents also earn points through quizzes, pledges and other interactive features on the Recyclebank website.

The program will be changing on December 31, 2016. As part of the 2017 budget, the City will no longer provide points based on curbside recycling; however, residents will be able to remain with the program and continue to be rewarded for green activity by Recyclebank as a "Digital Member".

Currently 38,000 households have signed up for the program (out of approximately 215,000 households). On average, only 3,800 – 4,000 residents log-on monthly.

As identified within the Draft 20-year Comprehensive Solid Waste Management Plan, re-directing the funding of the Recyclebank program will assist the Solid Waste Services Division to improve targeted residential participation, recycling improvements, contamination reductions and advance commercial recycling efforts. The city is introducing a recognition program that rewards those who "recycle right and recycle more".

In late October, the division will launch the Recycling Star program as a pilot program within various areas with the city. Everyone deserves a pat on the back for a job well done. Recycling Stars is an innovative program to recognize residents who are recycling right and encouraging them to recycle more.

The program has four goals:



- Increase the overall residential recycling rate by encouraging residents to recycle more
- Minimize the amount of recyclable materials going to the landfill through their trash cart
- Decrease the amount of non-recyclable materials being placed in the blue recycling carts (contamination)
- Encourage neighborhood engagement through the placement of the official Recycling Star on individual residential blue carts.

For more information, please contact Robert Smouse, Assistant Director, at (817) 392-5153.

**David Cooke**  
**City Manager**