



## Ann Arbor FAQ Sheet

### WHAT IS RECYCLEBANK?

- RecycleBank is a rewards program that motivates people to take greener actions, like recycling, by rewarding them with points. These points can be redeemed on RecycleBank.com for rewards from local and national retailers, restaurants, grocers, and more.
- RecycleBank currently provides service to more than one million people across the U.S. and the U.K. and has been recognized with a number of business and environmental awards, including being named as a Technology Pioneer by the World Economic Forum and as a Champion of the Earth by the United Nations Environmental Programme.
- For more information, visit [www.RecycleBank.com](http://www.RecycleBank.com), [www.Facebook.com/RecycleBank](http://www.Facebook.com/RecycleBank) and [www.Twitter.com/RecycleBank](http://www.Twitter.com/RecycleBank).
- Ann Arbor is the third city in Michigan to implement RecycleBank, following Rochester Hills and Westland.
- Since 2005, more than 300 participating communities have recycled over 284,291 tons of material, helping to save close to 35 million gallons oil, 4.2 million trees, and a reduction of 866,811 metric tonnes in carbon emissions.
- For more information, visit [www.RecycleBank.com](http://www.RecycleBank.com), [www.Facebook.com/RecycleBank](http://www.Facebook.com/RecycleBank) and [www.Twitter.com/RecycleBank](http://www.Twitter.com/RecycleBank).

### WHY HAS ANN ARBOR PARTNERED WITH RECYCLEBANK?

- Partnering with RecycleBank is a quadruple win—for residents, for local businesses, for Ann Arbor, and the environment.
- RecycleBank is an innovative program that rewards Ann Arbor residents for recycling, helps save the City money from disposal costs, provides a direct stimulus to local businesses, and helps to save natural resources.
- Ann Arbor switched to single-stream recycling in July 2010. Single-stream recycling with rewards makes recycling easier for residents, and gives them an incentive to think twice about throwing things away.
- Higher recycling rates means less money spent on disposal fees and a cleaner Ann Arbor.
- Ann Arbor's RecycleBank program begins September 1, 2010.

### HOW DOES RECYCLEBANK WORK?

- Residents in the RecycleBank program recycle all that they can. Anyone who participates in recycling earns RecycleBank Points. These points can be redeemed on RecycleBank.com for rewards like groceries, merchandise and discounts to local and national retailers.
- On pick-up days, trucks retrofitted with RecycleBank technology identify the cart at pick-up. This is a passive technology and doesn't track what's recycled, just that a household participated in recycling process. Participation data is then used to credit a household with RecycleBank Points. The amount of recyclables of those participating households on a given route is weighed and is converted into RecycleBank Points, which are then deposited into individual RecycleBank.com accounts.
- Communities are rewarded for the amount they recycle. Neighbors should encourage one another to think twice about what can be recycled—they'll get points from RecycleBank and Mother Nature.

### HOW DO YOU REDEEM RECYCLEBANK POINTS FOR REWARDS?

- Redeeming RecycleBank Points is just like shopping online with more than 20 categories to choose from, including Food and Grocery, Sports and Recreation, Entertainment, Restaurants, Health and Beauty, and more.
- Residents can go to RecycleBank.com to sign into their account, view points earned for green actions, choose which rewards to for which to redeem points, and more.
- If residents don't have computer access, they can call RecycleBank Customer Care at 1-888-727-2978 to redeem rewards.
- There is something for everyone in the family. Points can be redeemed for rewards in the form of groceries, gift cards, unique discounts, apparel, school supplies, restaurants, home goods, and much more.
- On average, households can earn \$130-\$200 worth in reward value each year.

## REWARDS/FOR PEOPLE & PLANET

- Members can also track their individual environmental footprint by seeing how many gallons of oil and how many trees their household has saved as a result of their recycling efforts.

#### **WHAT ARE SOME OF THE BUSINESSES OFFERING REWARDS?**

- Local businesses offering rewards include: Ann Arbor Brewing Company, Downtown Home & Garden, Olga's Kitchen, Plum Market, Village Apothecary, Stucchi's, Silvio's Organic Pizza, Zingerman's Deli, Cottage Inn Pizza, People's Food Co-op, and the Recycle Ann Arbor Drop-Off Station.
- There are hundreds of national rewards as well. Brands and retailers include: Whole Foods, Stonyfield, Nature Made, Coca-Cola, Odwalla, Bed Bath & Beyond, Fancy Feast, Seventh Generation, Method, and more.

#### **WHAT IF SOMEONE DOESN'T WANT TO GET REWARDS FOR RECYCLING?**

- If someone doesn't want to get rewards for recycling, they can donate their points to schools locally and across the nation through the RecycleBank Green Schools Program. RecycleBank Points are converted into cash donations to schools for environmental projects and programs.

#### **HOW MANY POINTS DOES SOMEONE GET FOR RECYCLING?**

- 2 pounds of recycled material equals 5 RecycleBank Points.
- Household recycling members can earn up to 450 points a month.
- 10 RecycleBank Points equal up to \$1 in reward value.
- On average, households can earn \$130-\$200 worth in reward value each year.
- In Ann Arbor, residents are awarded RecycleBank Points based on the amount of the participating households on the neighborhood collection route. On pick up days, the amount of recyclables on a given route is weighed and is converted into RecycleBank Points, which are then divided among the participating households and deposited into individual RecycleBank.com accounts.

#### **HOW ARE POINTS CALCULATED?**

- Each time neighborhood recycling is collected, the amount collected is weighed and converted to RecycleBank Points.
- RecycleBank uses passive technology on trucks and carts to record who participated in recycling for that collection. All who recycled get their share of RecycleBank Points allocated to them. This technology doesn't track what's recycled, just that a household participated in the recycling process.
- As long as the resident has registered their account, their points will be automatically deposited into their RecycleBank account.
- Residents who don't register their accounts right away, can still receive up to 6 months of their allocated points as soon as they register.

#### **IF A RESIDENT HAS A NEW RECYCLING CART, ARE THEY AUTOMATICALLY ENROLLED IN THE RECYCLEBANK PROGRAM?**

- No, having a recycling cart doesn't enroll someone in the RecycleBank program—but, they're halfway there. In order to get rewarded for recycling, residents MUST sign up with RecycleBank. They can do so by visiting [www.RecycleBank.com](http://www.RecycleBank.com) or by calling 1-888-727-2978.
- There's an added incentive for signing up—right now, if residents click or call to activate by September 13, they get 25 RecycleBank bonus points.

#### **WHAT ALL CAN BE RECYCLED?**

- With the switch to single-stream recycling, all recyclable materials go into one container—no more sorting!
- Acceptable materials include mixed papers and clean containers:
  - Metal: steel & alum cans, foil scrap metal, metal lids, empty aerosol/paint cans
  - Plastic: all plastic bottles and tubs—except #3 PVC, Styrofoam, and biodegradable packing materials
  - Glass: translucent food and beverage bottles and jars
  - Paper: newspaper, magazines, flattened cardboard boxes, box board (e.g., cereal boxes)
  - Other: milk cartons and juice boxes
- Materials not accepted include:

- Batteries, plastic bags, Styrofoam, #3 PVC plastics, any non-marked plastic, hazardous waste, trash, syringes, plastic lids, light bulbs, ceramics

**DOES REWARDING RESIDENTS FOR THE AMOUNT THEY RECYCLE ENCOURAGE CONSUMERISM?**

- RecycleBank has found that rewarding people for the amount they recycle doesn't encourage consumerism, rather, it encourages people to think twice about throwing an item away.
- Each year, millions of tons of refuse is landfilled or incinerated that can be recycled instead. By rewarding residents for recycling, RecycleBank helps to motivate people to take greener actions.
- According to a 2008 U.S. Environmental Protection Agency report, 72.2 percent of total materials discarded in the municipal solid waste stream fell under 10 categories that can be recycled (which include paper, glass, metal and plastics). The remaining 27.4 percent included compostable yard trimmings and fruit and vegetable scraps—and remaining food and other inorganic materials. The takeaway here is that the majority of our waste is recyclable—and Ann Arbor and RecycleBank are working to make it easier for residents to do so.
- RecycleBank provides ongoing information on recycling tonnages to each community via the RecycleBank website. In addition the City of Ann Arbor provides annual data on the amount of materials recycled, composted, and landfilled citywide in the State of the Environment report, posted online at [www.a2gov.org/soe](http://www.a2gov.org/soe). RecycleBank brings additional tracking and incentives to the city's waste-reduction goals, and Ann Arbor is better positioned to encourage residents and businesses to know how we are doing to reduce, reuse, recycle and compost before discarding materials into the trash.

**BY REWARDING PEOPLE FOR RECYCLING, DO PEOPLE CHEAT THE SYSTEM?**

- RecycleBank operates in more than 300 communities across the United States and the United Kingdom, and has found time and time again that people do not cheat the system. Rewarding people with points for recycling only encourages them to rethink everything they put in the trash container—can it be recycled?
- Recycle Ann Arbor drivers picking up the recycling are able to flag a cart if there is obvious contamination—items in the recycling bin that cannot be recycled in Ann Arbor's municipal program—such as cement blocks. In these rare cases, drivers will leave a quality control notice on the cart explaining what can/cannot be recycled.

**WHAT ALL DOES RECYCLEBANK TRACK WITH THE RFID TECHNOLOGY? DO THEY KNOW WHAT YOU'RE RECYCLING?**

- Quite simply, no, RecycleBank doesn't know what you're recycling. The RFID technology on the recycling carts and trucks merely registers that a household recycled.
- Knowing that a household recycled is important to how RecycleBank works. RecycleBank Points are awarded to households participating in the recycling effort. When the truck picks up the recycling container, the RFID technology simply records that that house and RecycleBank account participated by recycling. After the entire route is picked up, the amount recycled is weighed, recorded, and then participating RecycleBank households are awarded points for their recycling efforts.

**WHERE CAN ONE FIND THE RECYCLEBANK PRIVACY POLICY?**

- RecycleBank believes in transparency and makes accessing its privacy policy easy. The RecycleBank privacy policy is linked to at the bottom of each page on RecycleBank.com under "Agreements." For a direct link, just visit <http://www.recyclebank.com/agreements>.
- Members can always contact RecycleBank Customer Care at <http://www.recyclebank.com/contact/support> or by calling 1-888-727-2978 should they have any questions.