



CITY OF ANN ARBOR, MICHIGAN

301 E. Huron St., P.O. Box 8647 • Ann Arbor, Michigan 48107-8647

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PRESS RELEASE

For Immediate Release

CONTACT: Tom McMurtrie,
Solid Waste Coordinator, Systems Planning
734.794.6430 x43707
tmcmurtrie@a2gov.org

FALL 2011 RESIDENTIAL RECYCLING SURVEY RESULTS

ANN ARBOR, Mich., January 17, 2012 — In the fall of 2011 Ann Arbor residents were invited to respond to a survey about the new single stream recycling expansion and the Recyclebank recycling incentives program. This “Residential Recycling Survey” was promoted through the “WasteWatcher” city publication, press releases, and online.

Residents could complete the survey online, fax, drop-off at City Hall, or by mail until November 30, 2011. A total of 1012 valid survey responses were received. The full results of the surveys can be seen online at www.a2gov.org/recycle under the “Press Releases” tab. (or specifically at <http://www.a2gov.org/government/publicservices/fieldoperations/solidwasteunit/Pages/References.aspx>).

Some highlights from the survey include responses to the launch of Ann Arbor’s single-stream recycling program starting mid-2010 and the city’s subsequent partnership with the Recyclebank recycling rewards incentives later that year:

- 67% of single family respondents recycle more with single stream recycling
- 72% of single family respondents have signed up for RecycleBank
- Of those that haven’t signed up for RecycleBank, the main reason: don’t need incentives to recycle (78%)
- 17% of respondents are recycling more as the result of RecycleBank.
- 63% of respondents have not used any of their RecycleBank points (the main reason: not seeing any rewards that appeal to them)

City staff will be working with RecycleBank to develop rewards that were suggested as being more appealing to these residents. More information on Recyclebank is available on

www.recyclebank.com. For 24-hour information on the city’s solid waste services, please call

734.994.7336 (99-GREEN) or consult the city’s web site at www.a2gov.org/recycle.

Ann Arbor has 114,000 residents, spans 27.7 square miles, and is frequently recognized as a foremost place to live, learn, work, thrive and visit (www.a2gov.org/news). To keep up with City of Ann Arbor information, subscribe for e-mail updates (www.a2gov.org/subscribe), follow us on Twitter (<http://twitter.com/a2gov>) or become a city fan on Facebook (www.facebook.com/thecityofannarbor). The city’s mission statement reads: The city of Ann Arbor is committed to providing excellent municipal services that enhance the quality of life for all through the intelligent use of resources while valuing an open environment that fosters fair, sensitive and respectful treatment of all employees and the community we serve. #####