

How to Fund Municipal Recycling Programs



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Discussion Outline

1. Michigan Statewide Goals
2. Key Drivers for Increasing Recovery
3. Impediments to Progress
4. Methods to Fund Municipal or Private Hauler Recycling Programs
5. Thinking Outside the Cart
6. Financials
7. Statewide Goal Achieved



How to Fund Municipal Recycling Programs

- Michigan's Statewide Goal

- Increase Recovery to 30%
- We are we today?
 - 15%
 - 325,000 recycle carts in the street

- Recycling 30% of Michigan's solid waste would create:
 - 7,000-13,000 new jobs
 - \$300 million in new income
 - \$3.9 billion in receipts
 - \$22 million in additional state tax revenue

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- Key Drivers for Increasing Recovery Rates
 - More Carts
 - Hauler Capabilities
 - Coordination with Community



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Impediments to Progress

- New Thinking
- Money
- Private Public Coordination

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A pink piggy bank is the central focus, positioned on a large, messy pile of US dollar bills. The piggy bank is a classic, rounded shape with a small coin slot on its back. The dollar bills are scattered around it, some overlapping, creating a sense of abundance and financial focus. The background is a plain, light color, making the piggy bank and the money stand out.

- Methods to Fund Recycling Programs
 - Charge Homeowners for Carts
 - Just Raise Taxes
 - Mandate Service through Private Haulers

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Moline, IL

- Garbage truck wraps
- Worth \$19,800/year

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A man in a red t-shirt is standing next to a row of blue Divvy bikes in a city square. He is holding a plastic bag and appears to be recycling. In the foreground, there is a recycling bin with a blue lid. The background shows a city street with buildings and trees. A sign on a bike rack in the background reads "Cityfront Plaza Dr & North Water St".

Chicago, IL

- Divvy Bikes sponsored by Blue Cross Blue Shield
- Worth \$2.5 million/year

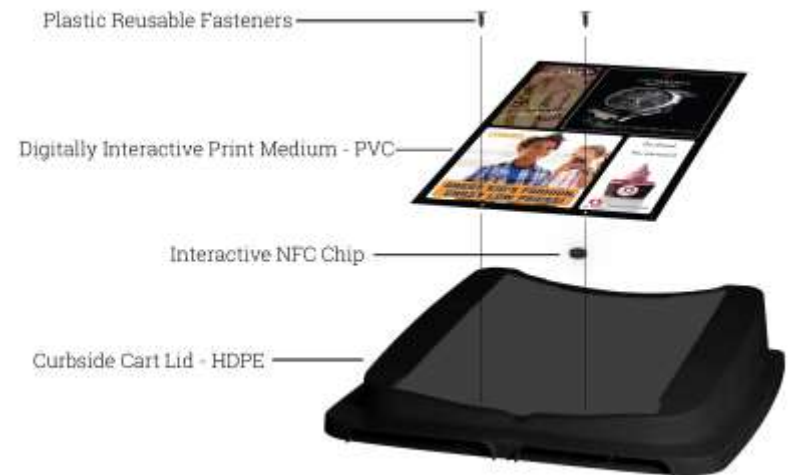
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Lafayette, IN

- Sponsored advertising on curbside cart lids
- Worth approx. \$125,000/year

How to Fund Municipal Recycling Programs

- Thinking Outside the Cart
 - Rethink the cart and use it as a revenue tool
 - Use the revenue to support cart purchases
 - Use the cart to support community commerce and community outreach



How to Fund Municipal Recycling Programs

- Financials – How the funds can work
 - A program can provide 10 years of revenue
 - Cart cost is offset by the donation to the municipality

Number of Carts	Cost per Cart		Total Cost
25,000	\$45		1,125,000
Number of Carts	Donation per Cart	Length of Term (years)	Total Donation
25,000	\$5	10	1,250,000

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Statewide Goal Achieved

- Double carts to 650,000
- Recovery rate increases to 30%

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