



# Curbside Glass Recycling Program

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City Councilmember

Mike Gladbach  
Public Works Director

Date: March 2<sup>nd</sup>, 2021



*Moving Communities Towards Zero Waste*

# PRESENTATION OUTLINE

- **Glass Processing + Benefits**
- **Curbside Program Performance**
  - **Costs + Projections**
  - **Expanding the Program**
- **Public Art + Recycling**



# How is Glass Recycled?



# Momentum Recycling: Utah's Only Processing Facility





# How is Glass Recycled?



Broken



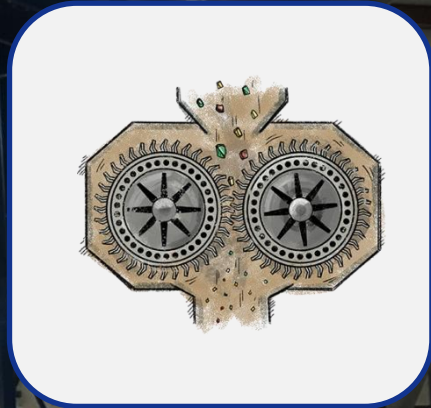
Screened



Cleaned



Sorted



Pulverized



# Uses for Recycled Glass



**Fiberglass Insulation**



**Sandblasting Media**



**Bottle Making**

# Glass Recycling is Good for Utah!



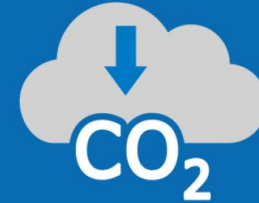
Creates  
Local Jobs



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



1. Program Statistics
2. Financials + Projections
3. Expanding the Program

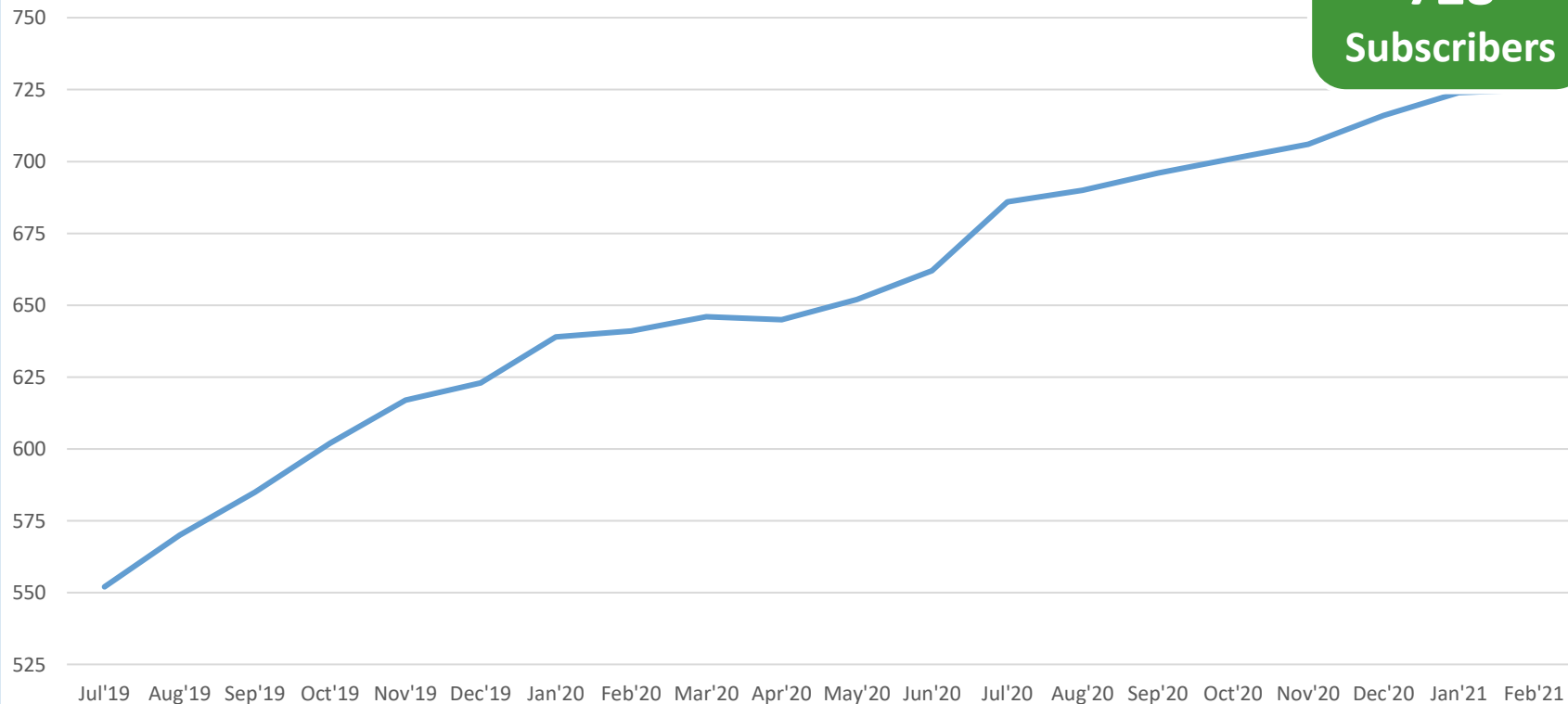




# Program Statistics – Subscribers

July 2019 – February 2021  
(as of February 22<sup>nd</sup>, 2021)

Total Subscribers MoM



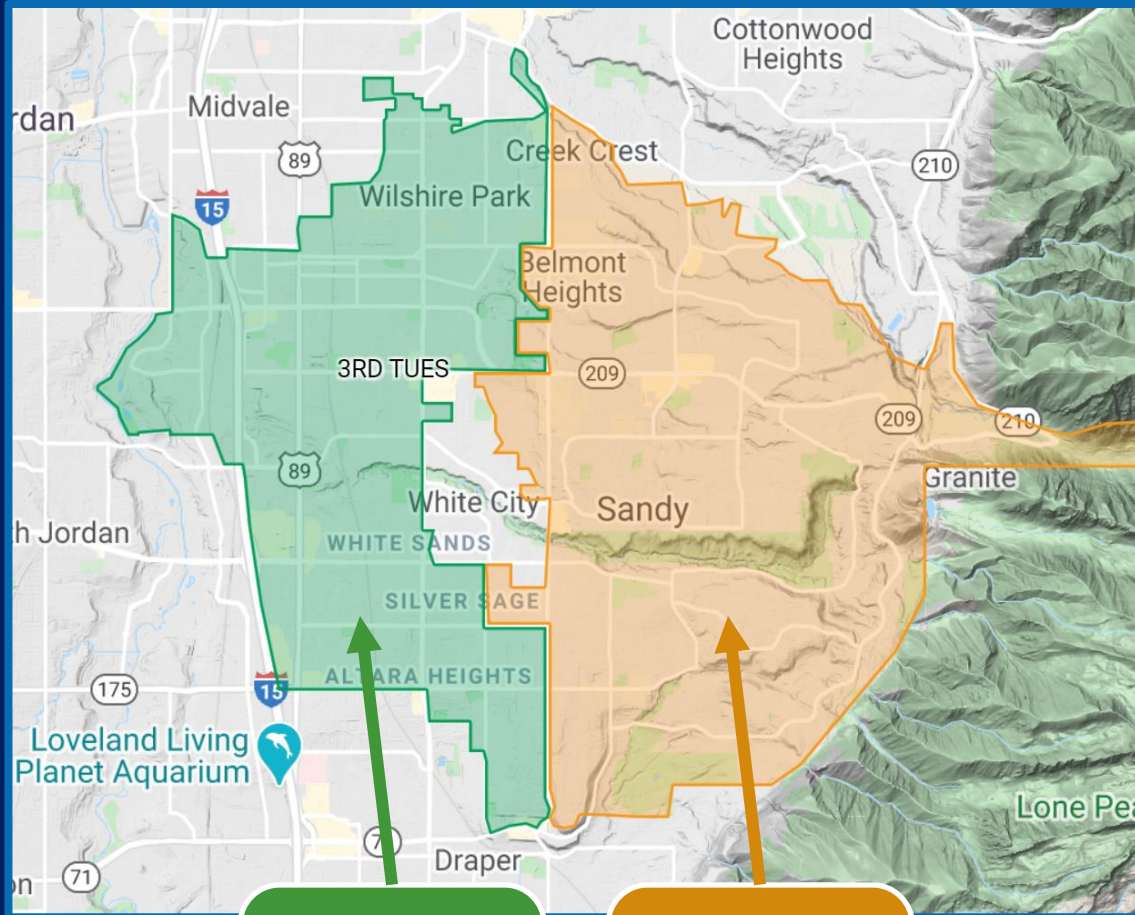
## City Overview

Households:	~28,300
Subscribers:	728
Participation Rate:	2.57%

Steady growth largely thanks to the City's support in promoting the program to residents.

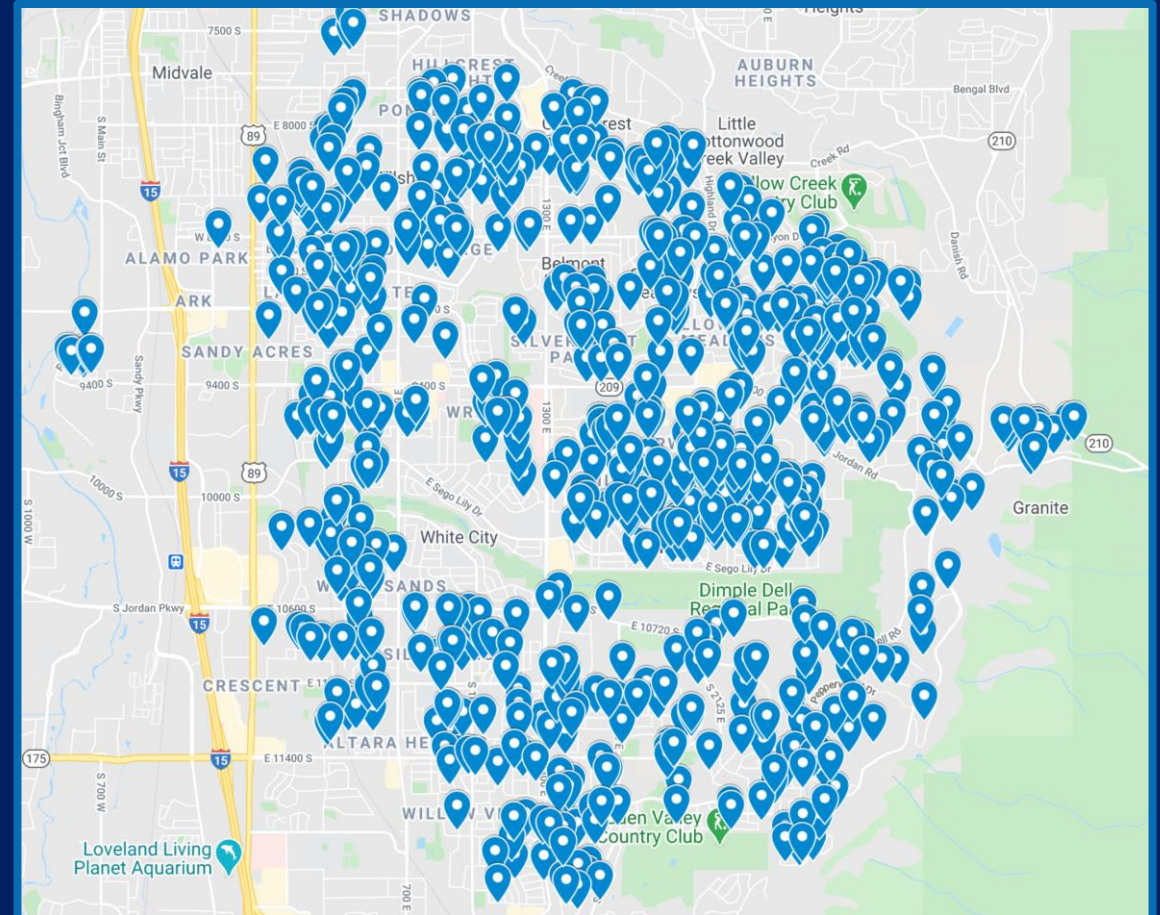


# Program Statistics – Subscribers



**235**  
Subscribers

**493**  
Subscribers



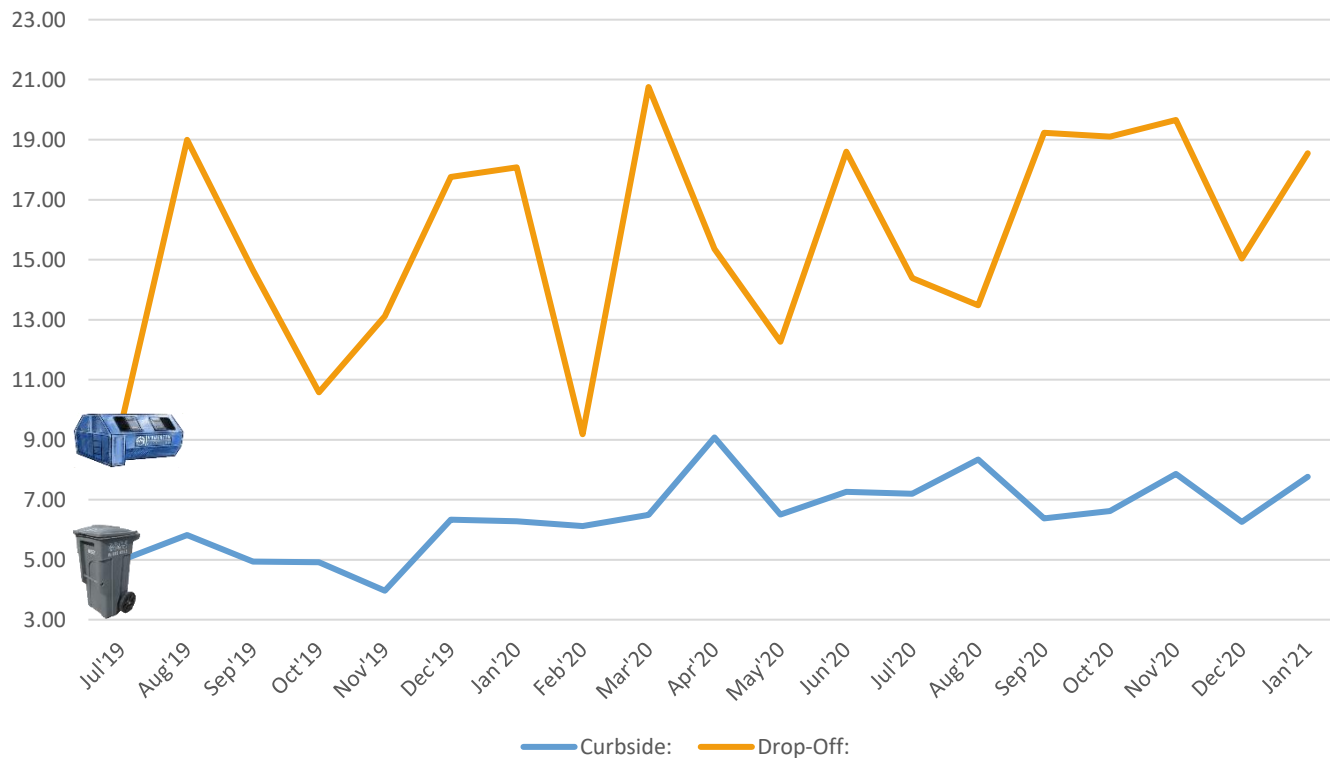


# Program Statistics – Glass Tonnage



July 2019 – February 2021  
(as of February 22<sup>nd</sup>, 2021)

Glass Tonnage by Program



Program	Tons	Avg/Mo.
Curbside:	123.16	6.48
Drop-Off:	298.31	15.70
<b>TOTAL:</b>	<b>421.47</b>	<b>22.18</b>

## Environmental Impact

Here's what Sandy has accomplished since Jul. 2019:

**Glass recycling efforts have conserved 126.44 metric tons of CO<sub>2</sub>\***

That's equivalent to conserving the CO<sub>2</sub> emissions from any one of the following:



**16,122,745** smartphones charged.



**138,200** lbs. of coal burned.



**15.17** home's energy use for 1-year.



**14,287** gal of gas consumed.  
**309,148** miles driven.

\*Based on the EPA's Waste Reduction Model (WARM) Tool. [Learn more](#) about how we calculate these metrics.



# Program Statistics – Financials

July 2019 – February 2021  
(as of February 22<sup>nd</sup>, 2021)

Fee Type	Resident Fees	City Revenue	Notes:
Activation Fees:	\$20,075.00	\$1,606.00	803 occurrences: \$25.00 / Resident with \$2.00/ea. for City.
Service Fees:	\$104,648.00	\$3,270.25	13,081 occurrences: \$8.00 / mo. / Resident with \$0.25/ea. for City.
TOTAL:	\$119,846.75	\$4,876.25	



# Program Statistics – Projections

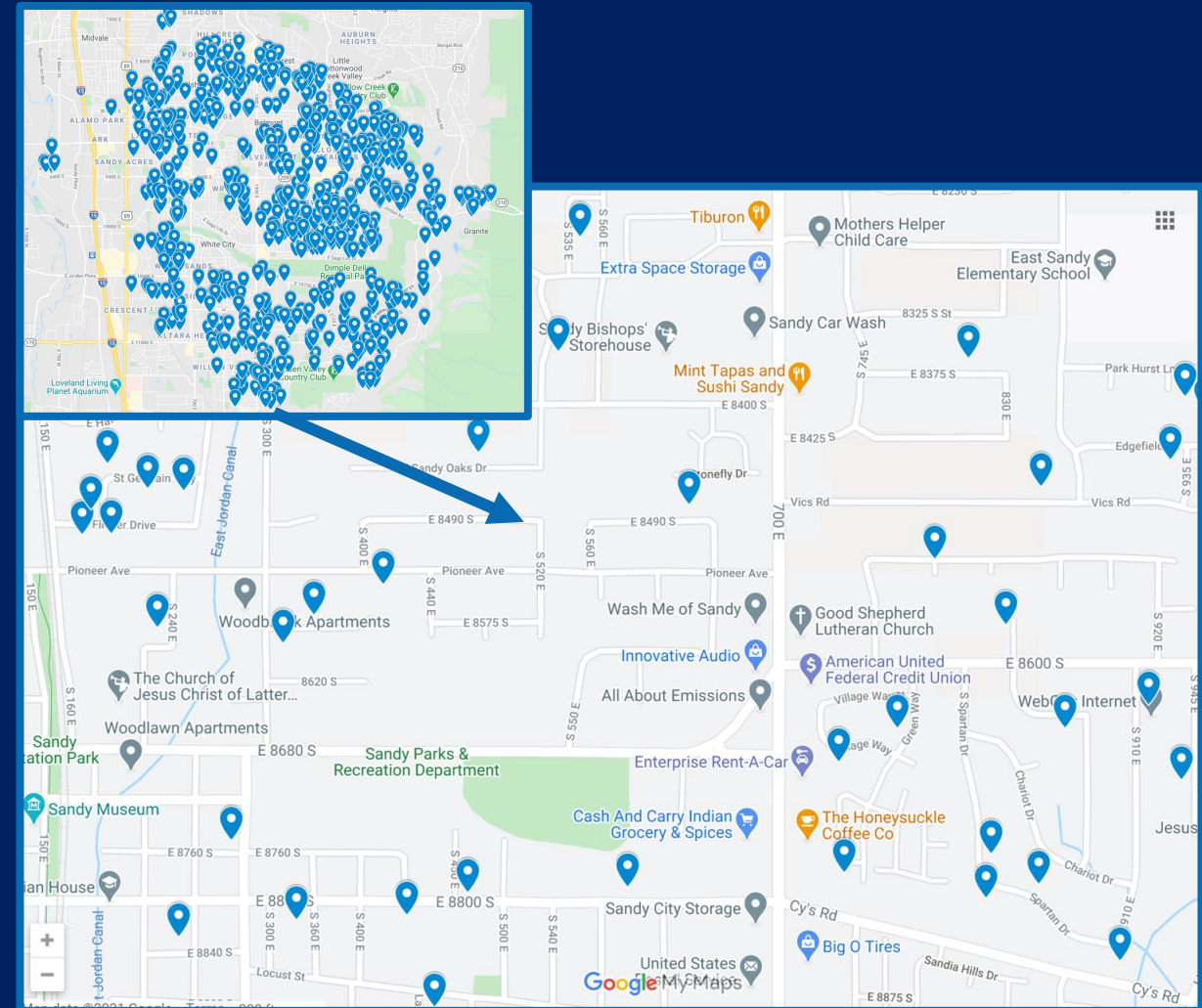
Fee Type	Q2 Apr-Jun	Q3 Jul-Sept	Q4 Oct-Dec	Total	Notes:
<b>Net New Subscribers:</b>	<b>+ 30</b>	<b>+ 60</b>	<b>+ 30</b>	<b>120</b>	~8 new / mo. in FY 2020 = ~96 in 2020.
<b>Activation Fees:</b>	<b>\$750</b>	<b>\$1,500</b>	<b>\$750</b>	<b>\$3,000</b>	\$25.00 / Subscriber
<b>Service Fees (Est.):</b>	<b>\$18,240</b>	<b>\$19,440</b>	<b>\$20,400</b>	-	Forecast to end Q1 with ~740 subscribers.
<b>Total:</b>	<b>\$18,990</b>	<b>\$20,940</b>	<b>\$21,150</b>	<b>Stretch Goal of 900+ Subscribers by EOY</b>	



# Expanding the Program – Community Outreach

## Outreach Goals:

- ↑ Increase Program Awareness
- ↑ Increase Route Density
- ↑ Increase Drop-Off Awareness
- ↑ Glass Diversion



Existing subscribers are sparsely distributed.

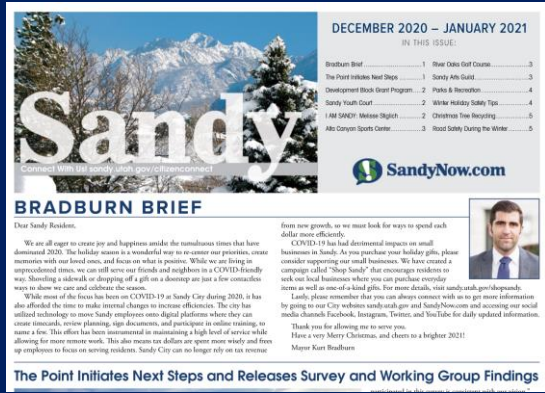


# Expanding the Program – Community Outreach

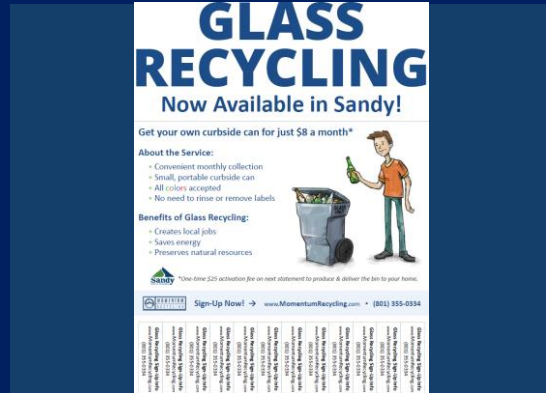
## Outreach Efforts → Multipronged Approach



Canvassing



Newsletter



Tear-Off Flyers



Bin Tags



Email Marketing



Drop Off Signage



Special Events



Paid Advertising



# Public Art + Recycling

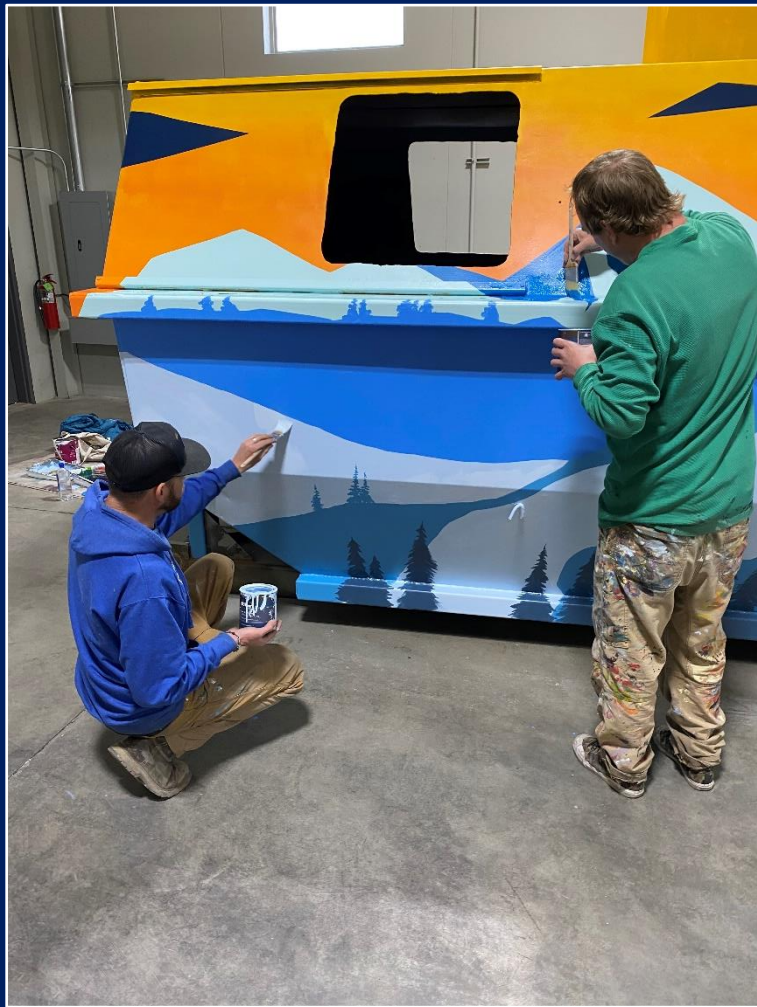


Liberty Park





# Public Art + Recycling



## Why are we painting the dumpsters?

- (1) Support local artists + create public art.
  - (2) Attract attention to otherwise plain-looking dumpsters.
  - (3) Raise awareness about local glass recycling.
  - (4) Make communities proud to host a drop-off location.
  - (5) Reduce occurrence of graffiti.
  - (6) Connect recycling to preserving Utah's natural beauty.
- ...etc.



# Public Art + Recycling



# THANK YOU!

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