

The Curbside Recycling Program is Being Under-Utilized, and Not Enough People Know About it.

Alayah Clark
Austin Cupp
Brodie Lane
Trent Forman



Possible Solutions

Reverse Vending Machines

Free Month Trial


Pros <ol style="list-style-type: none">1. They will convince more people to recycle.2. They are innovative and they will not cost people any money to recycle.	Cons <ol style="list-style-type: none">1. Loss of money due to excessive use of machine.2. People might not care at first.	Pros <ol style="list-style-type: none">1. Great advertisement2. It is free	Cons <ol style="list-style-type: none">1. People might use free trial once, and not pay for it.2. People could get second free month trials from friends and then the city would lose money.
--	--	--	--



How Our Solution Works

- **Our Solution: District Competition**

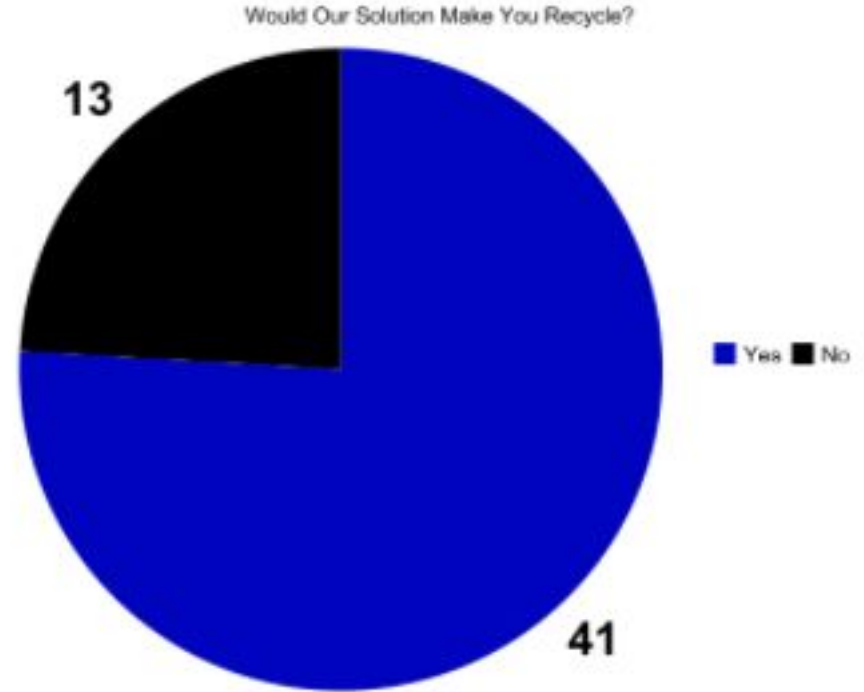
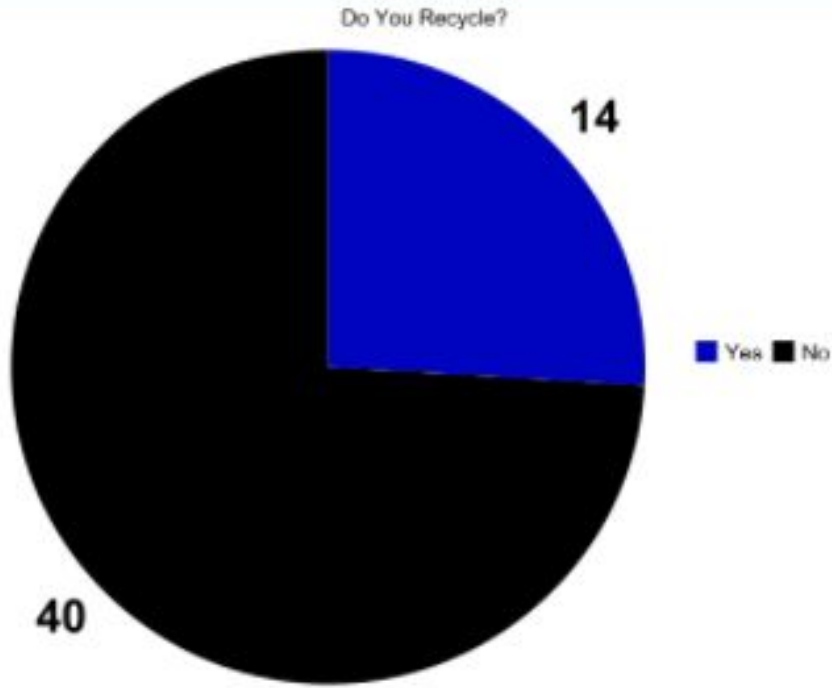
- Competition between the three middle schools (including feeder elementaries)
- Each school tries to meet a goal of 50 new household sign-ups for curbside recycling service
- The school(s) that meets the goal of 50 gets a reward-determined by principal
- The school that has the most new sign-ups will receive recognition from the City Council and reward determined by principal of winning school.
- We will have forms available at schools for parents to sign up
- For new sign-ups, they will receive a 10% discount on trash bill for that month (if they sign up using the school)



How to Educate the Schools about this program


- We will create a PSA-type video to inform elementary and middle school students about curbside recycling and play the video for all schools (post video on school website, play video in advisory classes, etc.)

Data Collected



What Would Make You Recycle?

- Making it Free to Recycle
- Making it Easier to Recycle
- Pay less for the Curbside Recycling Service



What are some of the obstacles we will have to overcome if doing this solution?

- We might not get enough people to know about the competition
 - We plan to address by posting this on school websites and sending home flyers with students