

# Ridwell

Wasting less, made easy

January 2022



# Hard to Recycle Items: A Long-Term Problem

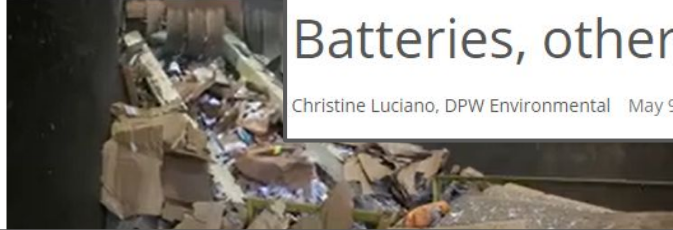
EAST HARTFORD COMMUNITY

Stray plastic bags and other contaminants ruining truckloads of recyclables, hiking costs to East Hartford, other Connecticut towns

By JESSE LEAVENWORTH  
HARTFORD COURANT | JAN

Plastic bags a headache for recyclers

By ALEXIA ELEJALDE-RUIZ  
CHICAGO TRIBUNE | JUL 30, 2015 AT 6:51 PM



Batteries, other items cause fires at Recycle Center

Christine Luciano, DPW Environmental | May 9, 2019

ENVIRONMENT

**Recycling contamination up 40% in Marion County as Hoosiers make more waste at home**

London Gibson and Sarah Bowman | Indianapolis Star  
Published 6:00 a.m. ET May 28, 2020 | Updated 7:53 a.m. ET May 28, 2020

MIND AND BODY · Published March 7, 2011 · Last Update October 26, 2015

**The Danger Lurking in Compact Fluorescent Light Bulbs**

NEWS

**80% of products thrown into Odessa recycling bins end up contaminated**

*Ridwell*

# 2010's: A Sense of Helplessness Emerges

The Washington Post  
January 20, 2016

Morning Mix

## By 2050, there will be more plastic than fish in the world's oceans, study says



A September 2008 photo released by the Ocean Conservancy on March 10, 2009, shows a trash-covered beach in Manila, Philippines. (Tamara Thoreson Pierce/Ocean Conservancy)

By Sarah Kaplan  
Jan. 20, 2016 at 2:48 a.m. PST

The New York Times

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## Your Recycling Gets Recycled, Right? Maybe, or Maybe Not

Plastics and papers from dozens of American cities and towns are being dumped in landfills after China stopped recycling most "foreign garbage."



Bales of recyclable waste in Seattle. American waste managers are struggling to find plants to process their recyclables. Wigan Ang for The New York Times

By Livia Albeck-Ripka

OPB APRIL 12, 2021

In The News Big government Variant vaccines Attendance challenges FEMA conspiracies Colleges and vaccines

SCIENCE ENVIRONMENT

## This Is Why A Lot Of Our Recycling Is Going To Landfills

By Cassandra Profita (OPB)  
June 12, 2018 2:55 p.m.

Over the past year, more than 10,000 tons of Oregon's recycling have been dumped in landfills because there was nowhere else for them to go.

It's one of the consequences of new restrictions on shipping recyclables to China.

Across the Northwest, more and more places are [raising recycling fees](#), reducing and even [canceling curbside collection](#) and sending formerly recyclable material to the dump.

Last year, the world's biggest buyer of recyclables announced a [tough new set of rules](#) for how clean its recycling imports need to be as part of a policy called National Sword, which aims to reduce pollution.

# One Family's Response to this Challenge

Each week, they took items not collected curbside and carpoled them with neighbors

**Ryan Metzger** · Buy Nothing Queen Anne West, Seattle, WA  
6 hrs · Seattle · 📍

Ask: does anyone have Styrofoam they would like Owen and me to recycle for them? Styrofoam is often thrown in the trash where it takes 500 or more years to breakdown, but a place in Kent will recycle it! PM me and leave on porch by noon today if you'd like us to take any you have.



👍 Like    💬 Comment

👤 30

**Ryan Metzger**  
11 hrs

Ask: does anyone have any light bulbs or tubes they would like Owen and me to recycle for them? We found a great place in S. Seattle that takes CFL, halogen, LED, and incandescent. Recycling keeps harmful mercury out of landfills and they turn the glass and metals into other things. PM me by 6pm today w/address and we'll pick them up



👍 Like    💬 Comment

👤 35

**Ryan Metzger**  
Yesterday at 12:57pm

Ask: does anyone have any plastic film they would like Owen and me to recycle for them?

Plastic bags, produce bags, plastic wrap, Ziploc bags, shrink wrap, dry cleaning bags, and 'air pillows' from Amazon boxes are all recyclable but not curbside!

People often put these into their bin and they cause major problems in recycling centers. We are making a run tomorrow so PM me by 4pm Sunday and we'll pick yours up on the way.

Every bit helps and no # of bags are too small. Must be clean of food residue. More info on what's accepted here -> <http://bit.ly/2rraQph>



👍 Like    💬 Comment

👤 24

**Ryan Metzger**  
13 hrs

Ask: do you have any electronics you would like Owen and me to recycle for you?

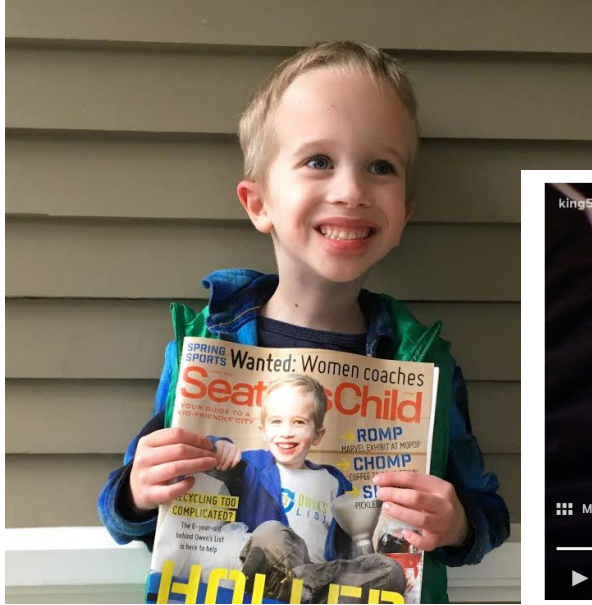
We found a great place in Renton that takes many things and processes everything locally in WA state! Laptops, speakers, cables, CDs, phones, modems, keyboards, and mice are just a few of the things they accept. Recycling keeps hazardous materials out of our landfills and it was important to find one that does not just ship products overseas.

PM us by 5pm tonight (Sunday) for pickup.

List of items accepted here -> <http://bit.ly/2xU8lID> pending car space



# It caught on - thousands joined 'Owen's List'



May 03, 2018

## This 6-Year-Old Wants to Help You Recycle More

Because it shouldn't be this hard to be green.



PHOTOGRAPHY BY: COURTESY OF RYAN METZGER



LOCAL

## Father and son turn recycling into a neighborhood event

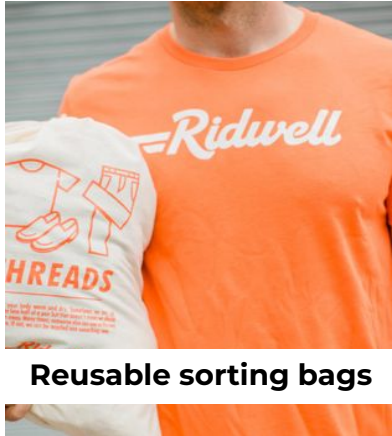
This father-son bonding time serves a bigger purpose.

**Ridwell.**

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# Ridwell Founded to Help Even More Families

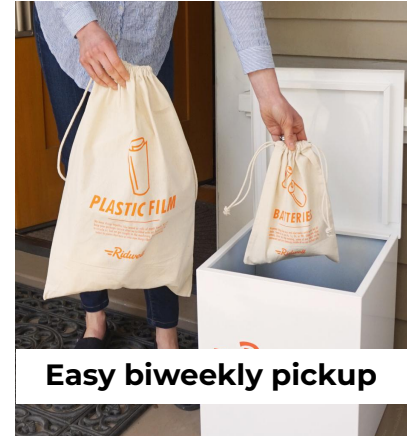
Goal: Make It Easy for Households to Waste Less



**Reusable sorting bags**



**Simple instructions**



**Easy biweekly pickup**

# Our categories: mix of reuse & specialized recycling

Categories are reused whenever possible.  
Reuse makes up 80% of categories



The remaining categories are recycled  
with US-based partners



# Our Categories: Items NOT in Curbside Programs

Zero overlap with existing services

Ridwell focuses on items here that could be reused or recycled (but not through curbside bins)

<p><b>In your Garbage Container</b></p> <p><b>Frozen food boxes</b></p> <p><b>Glassware, ceramics and light bulbs</b></p> <p><b>Plastic bags and plastic wrap</b></p> <p><b>Take-out containers and cups</b> Paper, plastic and Styrofoam™</p> <p><b>Plastic berry, pastry and produce containers</b></p> <p>Also garbage: Styrofoam™, bubble wrap envelopes, food-soiled paper, wires, hoses, clothing, compostable plastics, pet waste, diapers and lumber. <i>Some items can be recycled at drop-off locations.</i></p>	<p><b>In your Recycling Container</b></p> <p><b>Plastic bottles, jugs and round containers</b> 6 ounces or larger, no lids</p> <p><b>Paper, cardboard, cartons, etc.</b></p> <p><b>Metal</b></p> <p>Empty and rinse all containers. Flatten cardboard. When in doubt, throw it in the garbage.</p>	<p><b>In your Glass Container</b></p> <p><b>Glass bottles and jars</b> Empty and rinse containers, no lids</p> <p><b>In your Yard Debris Cart</b> Available in urban areas</p> <p><b>Leaves, flowers, grass, weeds, tree and shrub trimmings</b></p> <p>Less than four inches in diameter and 36 inches in length. No lumber.</p> <p>* Lake Oswego, Milwaukie, and Wilsonville residents may include food scraps.</p> <p><b>On the Side</b></p> <p><b>MOTOR OIL</b> Put <b>used motor oil</b> in a marked, capped, screw-top container and set next to glass bin. <i>Residential only.</i></p>
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Ridwell does not pick up any of these

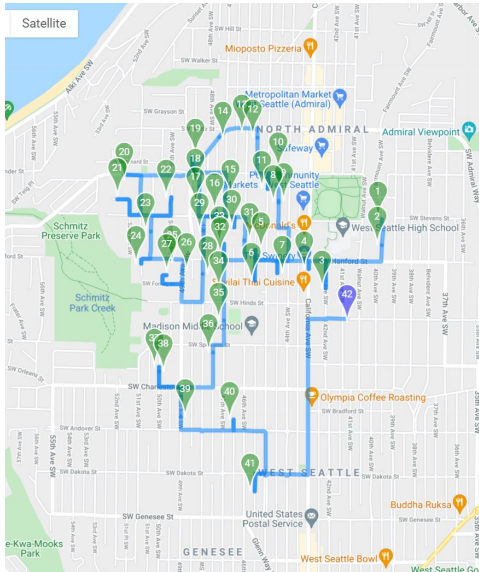




# Efficient and reliable pickup and transportation

We've developed systems to efficiently complete all stops and make sure nothing is missed

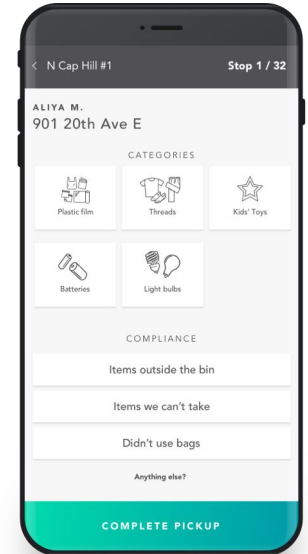
## 1. Routing software



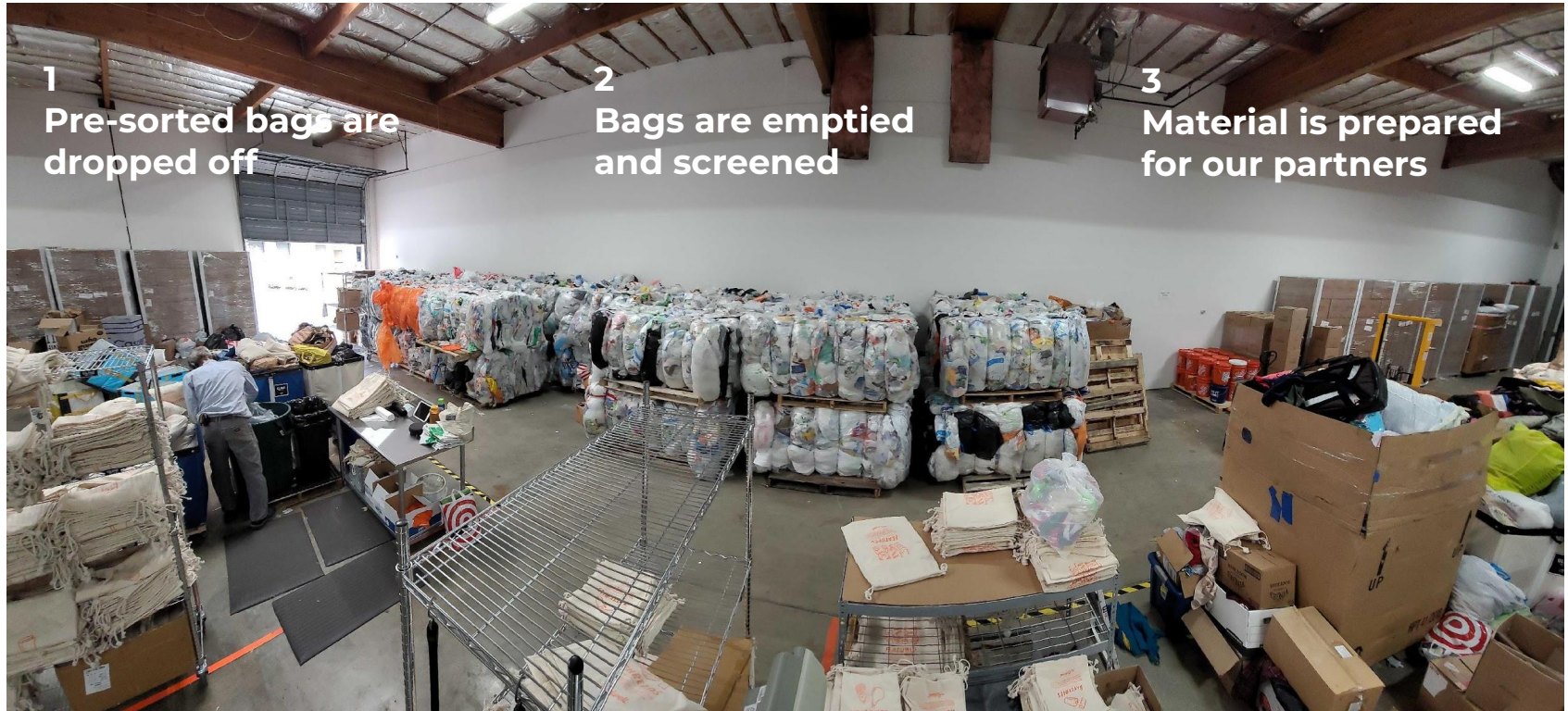
## 2. Our vehicles



## 3. App to gather data and catch any issues



# Our Warehouse



# We Find Local, Regional and National Partners

Local wherever possible, but regional or national when necessary



# Focus on Community

Reuse: moving items (like books, kitchenware) sitting idly so they can help community groups.  
Plastic film collection: so young people can recycle things not possible curbside.



160 boxes of books donated to Children's Book Bank of Portland



6,300 lbs. of kitchenware donated to Community Warehouse



Huge amount of plastic film covering Girl Scout cookies being recycled

# Fully transparent on partners and contamination



[How It works](#)

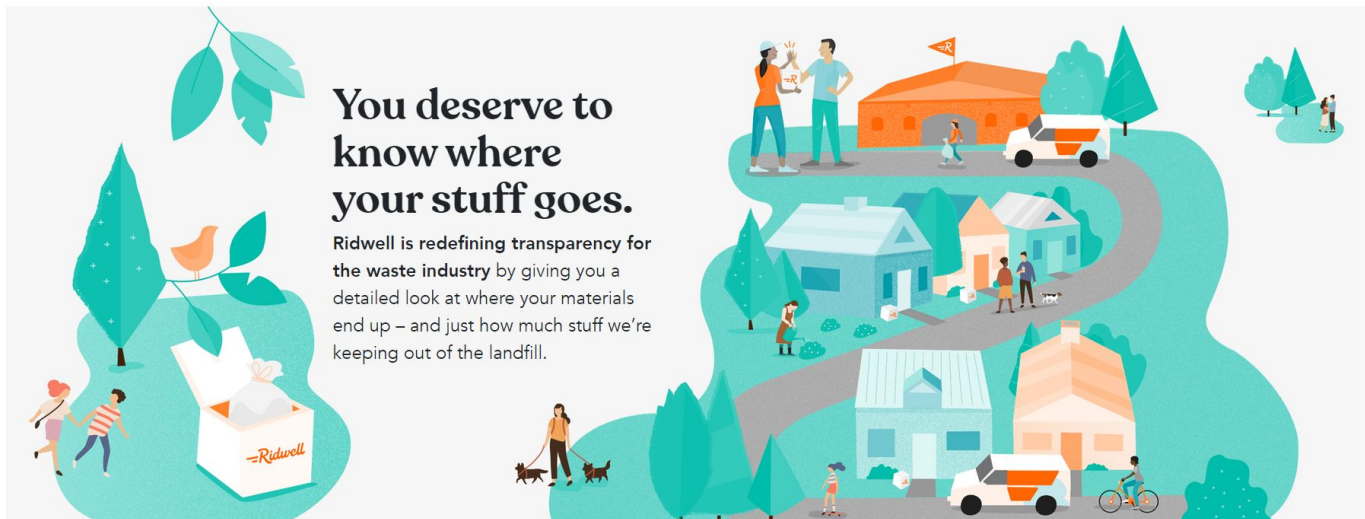
[What we take](#)

[Pricing](#)

[Transparency](#)

[Questions?](#)

[SHARE](#)



## You deserve to know where your stuff goes.

Ridwell is redefining transparency for the waste industry by giving you a detailed look at where your materials end up – and just how much stuff we’re keeping out of the landfill.

## So, where does it all go?

We work with local, regional, and national partners to divert as much as possible from the landfills.

[DENVER](#)

[SEATTLE](#)

[PORTLAND](#)

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# Committed to regulatory compliance

Seeking partnerships with local governments and traditional garbage haulers

## *Challenges*

- Business model often does not fit easily into existing code.
- Old interpretations of code undermine waste reduction and recycling goals.
- Perceived as threat by some in waste industry.

## *Actions*

- Pre-launch engagement with local jurisdictions.
- Permit / license applications completed.
- New policy discussions and proposals to update existing code.
- Partnerships with local government entities.

## *Benefits*

- Progress toward recycling and waste reduction goals.
- Reduced contamination in hauler loads.
- Meet community demand w/o new costs.
- Expanded access to services.

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# Environmentally-Conscious Cities Have Welcomed Us

We are helping over 45 Oregon, Washington and Colorado cities waste less



“There has always been a good vibrant recycling community in Seattle. **We support vendors who are helping folks recycle different commodities.**”

Hans,  
City of Seattle



“It was a pleasure hearing about the Ridwell business model. I do believe **Portland, like Seattle will be a great City for this kind of program.**”

Annette,  
City of Portland



“Ridwell helps our residents achieve important sustainability goals and it’s my belief that **Ridwell strengthens rather than interferes with traditional garbage haulers.**”

Ross,  
City of Mercer Island



“Kirkland would not have any issues with Ridwell operating and **collecting specific items that Waste Management does not.**”

John, City of Kirkland



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# Our members love having Ridwell around



“You’re doing amazing work. **Thank you for what you’re doing to make my daughter’s future better.**” - Melissa

“I’m so very grateful for all of you and the Ridwell organization – **you are one of the reasons I have hope for our community, country, and the world!** Ridwell’s among the top of my thankful list this year.”  
- Maureen

“You provide a service that is **inspirational to those of us who value taking care of the planet** that we inhabit. And you do it with enthusiasm and integrity at a reasonable cost. I hope that you are able to grow and thrive in your efforts.” - Jill



# Final Thoughts – What Motivates Us



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Questions?