

Ridwell

Wasting less, made easy

May 2022

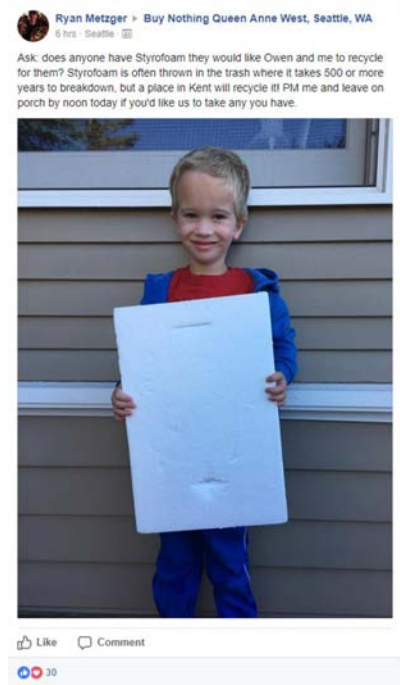


What Is Ridwell?



Our Story: A Father and Son Project

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



It caught on - and the idea for Ridwell was born



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

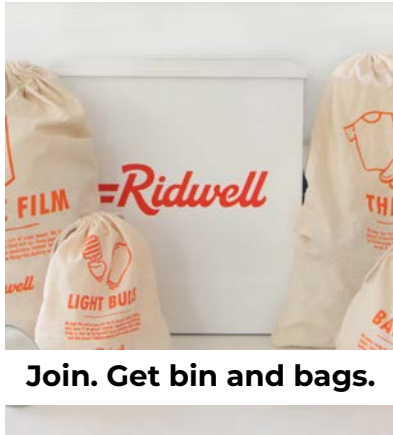
Father and son turn recycling into a neighborhood event

This father-son bonding time serves a bigger purpose.

Ridwell.

How Ridwell Works for Members

1.



2.



3.



4.



Repeat steps 2-4 every two weeks.

Memberships

Low monthly fees fund our service

Cost

- Typically between \$12 and \$16 per month, depending on length of commitment.
- Scholarship programs help ensure cost not a barrier.

Membership Benefits

- Steel bin and reusable cloth bags.
- Opportunity for biweekly pickups.
- Access to our robust Help@Ridwell customer service team to help with almost any reduce, reuse, recycle question.
- Special waste reduction and reuse opportunities.
- Online dashboard with information about future categories.

Our Categories: Items NOT in Curbside Programs

Zero overlap with existing services

Ridwell does not pick up any of these

Recycle More. Recycle Right.

- ✓ Keep clean and dry
- ✓ Avoid bagging
- ✓ Keep cart lid closed



PAPER  Magazines Newspaper Office Paper Cardboard Mail Cartons	PLASTIC  Deli Containers Clamshell Packaging Containers #1-#7 Bottles (all) Dairy Tub Jugs
GLASS  Bottles (remove caps) Jars (remove lids)	METAL  Aluminum cans/pans Empty aerosol cans Pots & pans Steel tin cans

Learn More:
www.cityofmadison.com/recycling

TURN OVER FOR MORE DETAILS →

Do Not Place These Items Into Your Recycling Cart

Please use the Disposal & Recycling Guide at the back of this book or contact the Streets Division for help. As noted on page 7, any cart containing inappropriate material will not be emptied.

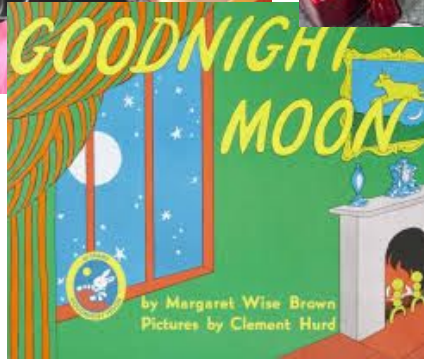
- » Electronics (page 14)
- » Diapers
- » Extension cords, holiday lights, etc. (page 14)
- » Fluorescent bulbs/tubes
- » Trash (page 5)
- » Hoses
- » Plastic bags (page 7)
- » Rope
- » Batteries (page 14)
- » Scrap wood
- » Propane tanks (any size)
- » Styrofoam
- » Clothes
- » Water filters
- » And many other items

Use the guide on page 10 to learn what can go into the recycling cart.

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

Our categories: Reuse

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



Our categories: Hard to Recycle

Materials that can be recycled, but NOT in municipal curbside bins



(In appropriate jurisdictions)



(In appropriate jurisdictions)

Pre-Identified Partners (OR)

Local wherever possible, but regional or national when necessary



Focus on Community (MN)

Identifying local organizations' needs, making it easy for households to donate for reuse

Loaves & Fishes



Bridging



Neighborhood House



Pickups

Offered bi-weekly, must opt in

Core



+

Rotating Featured Category



+

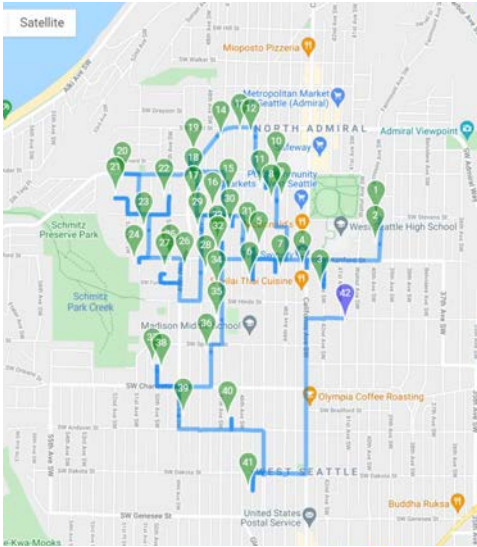
Add-Ons (Add'l Fee)



Transportation

Efficient pickups

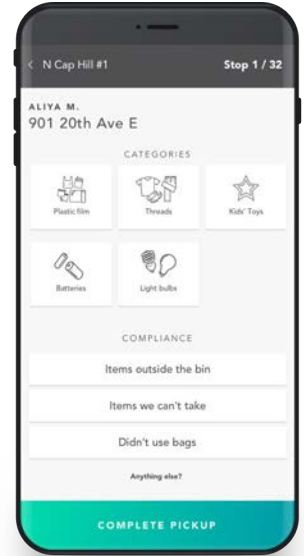
Routing software



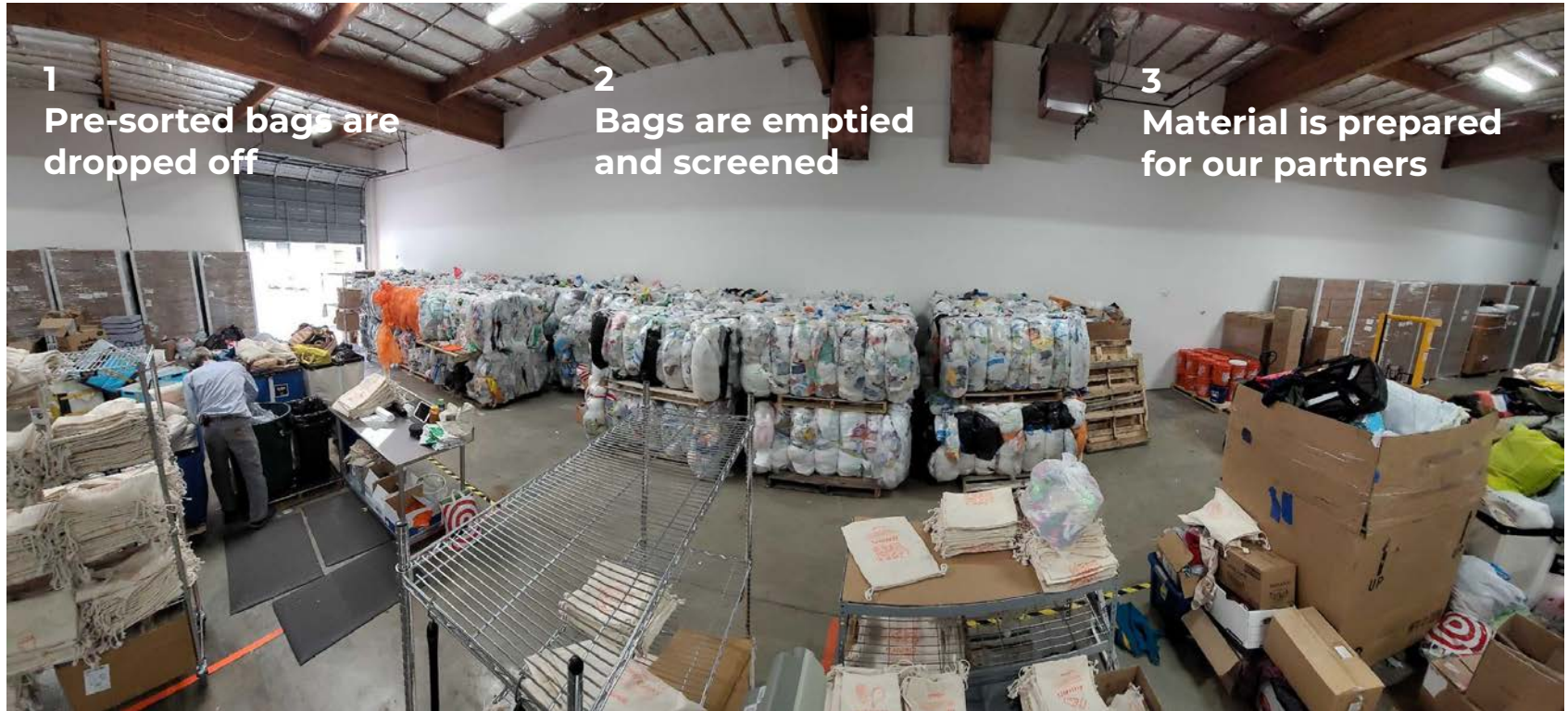
Dedicated Vehicles



Online Tracking / Verification



Warehouse

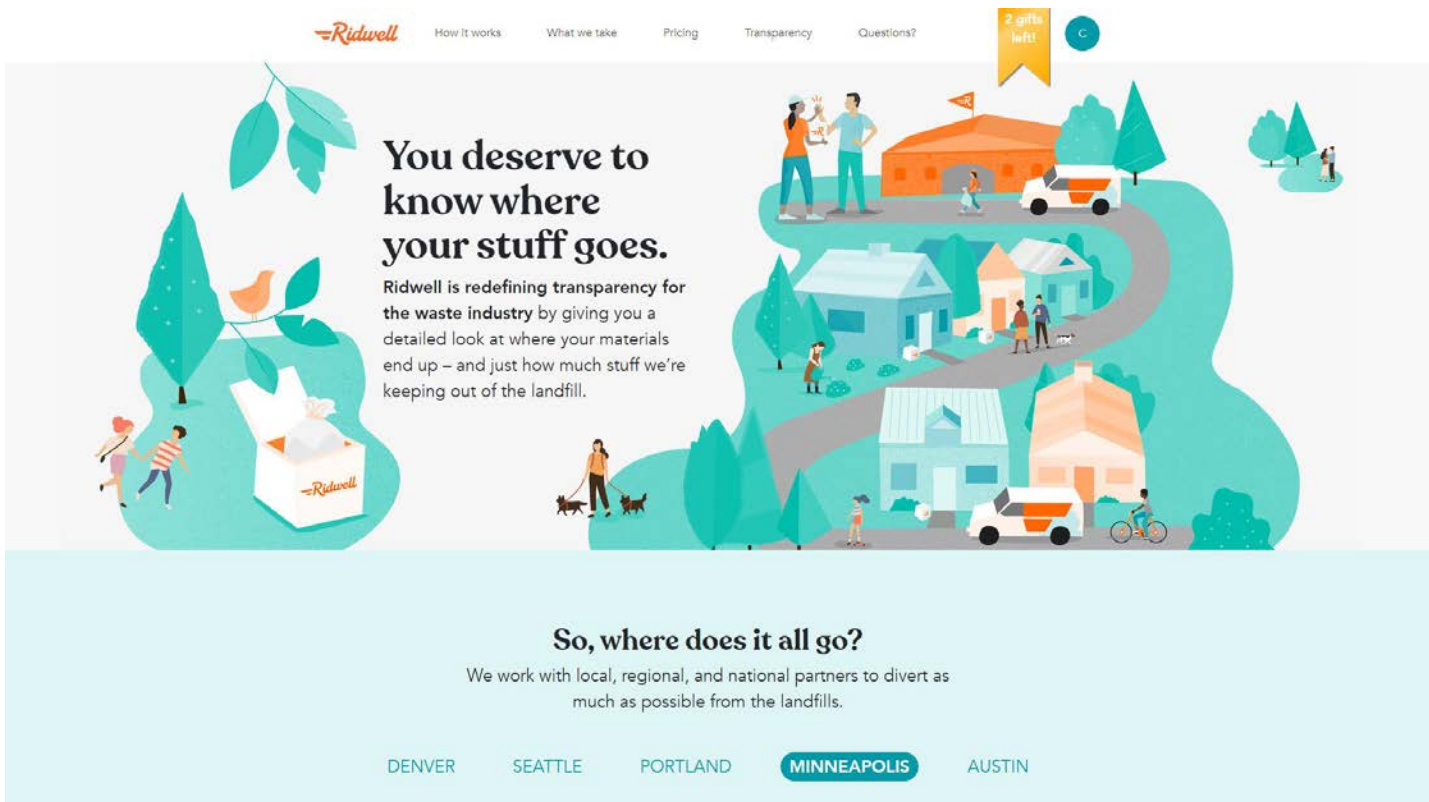


1
Pre-sorted bags are
dropped off

2
Bags are emptied
and screened

3
Material is prepared
for our partners

Fully transparent on partners and contamination



The image shows a screenshot of the Ridwell website. At the top, there is a navigation bar with the Ridwell logo and links for 'How it works', 'What we take', 'Pricing', 'Transparency', and 'Questions?'. A yellow banner on the right says '2 gifts left!' and a blue circle contains the letter 'C'. The main content area features a large illustration of a neighborhood with houses, trees, and people. A winding path leads from a house to a recycling center. A white recycling truck is shown at the center. The text 'You deserve to know where your stuff goes.' is prominently displayed. Below it, a paragraph explains that Ridwell is redefining transparency in the waste industry. At the bottom, there is a section titled 'So, where does it all go?' with a sub-headline about working with partners to divert materials from landfills. A list of cities is shown at the very bottom, with 'MINNEAPOLIS' highlighted in a blue pill-shaped button.

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 **MINNEAPOLIS** AUSTIN

Environmentally-Conscious Cities Have Welcomed Us

We are helping over 50 Oregon, Washington, Colorado, Minnesota and Texas 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



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



Questions?