Reverse Vending Machine Program Update

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Acknowledgments







Reverse Vending
Machine at the War
Memorial Youth
Center





Program Summary November 2022 - March 2023

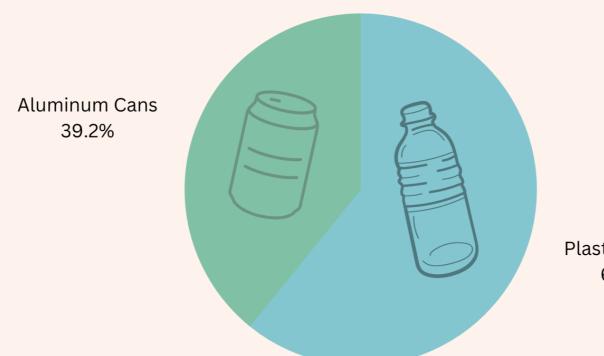


One Year Goal: 25k



80% Retention Rate

Total Containers 5,048



Plastic Bottles 60.8%

City of Coral Gables November 15th to December 15th

1582

276

188

78.2%

Containers Collected

603 Aluminum and 979 PET containers were collected Transaction Count

Total recycling transactions made at RVMS User Emails
Collected

Total number of emails collected from recycling transactions Retention Rate

Percentage of emails that have repeated entries

Demographic Data

4.8%

8.0%

3.7%

67.5%

21-25

26-35

36-45

City of Coral Gables December 15th to January 15th 2023

1295

71

49

80%

Containers Collected

601 Aluminum and 694 PET containers were collected

Transaction Count

Total recycling transactions made at **RVMS**

User Emails Collected

Total number of emails collected from recycling transactions

Retention Rate

Percentage of emails that have repeated entries

Demographic Data

2.2%

0.0%

23.9%

36.9% 37.0%

0-18

19-25

26-35

36-45

City of Coral Gables January 15th to February 15th 2023

1150

79

62

80%

Containers Collected

447 Aluminum and 703 PET containers were collected

Transaction Count

Total recycling transactions made at **RVMS**

User Emails Collected

Total number of emails collected from recycling transactions

Retention Rate

Percentage of emails that have repeated entries

Demographic Data

6.5%

1.6%

25.8%

56.4% 9.7%

0-18

19-25

26-35

36-45

City of Coral Gables February 15th to March 15th 2023

1021

78

46

80%

Containers Collected

326 Aluminum and 695 PET containers were collected Transaction Count

Total recycling transactions made at RVMS

User Emails Collected

Total number of emails collected from recycling transactions

Retention Rate

Percentage of emails that have repeated entries

Demographic Data

8.7%

4.4%

21.7%

58.7%

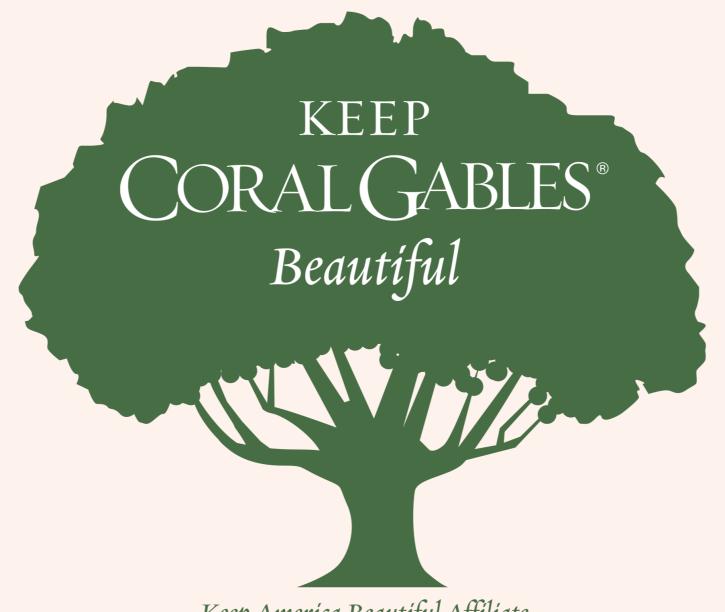
6.5%

0-18

19-25

26-35

36-45



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Thank You