

Reverse Vending Machine  
Program Update



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*Keep America Beautiful Affiliate*

# 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**

Aluminum Cans  
39.2%



Plastic Bottles  
60.8%

# Activation Report

City of Coral Gables November 15th to December 15th

**1582**

Containers  
Collected

603 Aluminum and 979  
PET containers were  
collected

**276**

Transaction  
Count

Total recycling  
transactions made at  
RVMS

**188**

User Emails  
Collected

Total number of emails  
collected from recycling  
transactions

**78.2%**

Retention  
Rate

Percentage of emails  
that have repeated  
entries

## Demographic Data

**4.8%**

21-25

**8.0%**

26-35

**3.7%**

36-45

**67.5%**

46+

# Activation Report

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

**1295**

**Containers  
Collected**

601 Aluminum and 694  
PET containers were  
collected

**71**

**Transaction  
Count**

Total recycling  
transactions made at  
RVMS

**49**

**User Emails  
Collected**

Total number of emails  
collected from recycling  
transactions

**80%**

**Retention  
Rate**

Percentage of emails  
that have repeated  
entries

## Demographic Data

**2.2%**

**0-18**

**0.0%**

**19-25**

**23.9%**

**26-35**

**36.9%**

**36-45**

**37.0%**

**46+**

# Activation Report

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

**1150**

**Containers  
Collected**

447 Aluminum and 703  
PET containers were  
collected

**79**

**Transaction  
Count**

Total recycling  
transactions made at  
RVMS

**62**

**User Emails  
Collected**

Total number of emails  
collected from recycling  
transactions

**80%**

**Retention  
Rate**

Percentage of emails  
that have repeated  
entries

## Demographic Data

**6.5%**

0-18

**1.6%**

19-25

**25.8%**

26-35

**56.4%**

36-45

**9.7%**

46+

# Activation Report

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

**1021**

**Containers  
Collected**

326 Aluminum and 695  
PET containers were  
collected

**78**

**Transaction  
Count**

Total recycling  
transactions made at  
RVMS

**46**

**User Emails  
Collected**

Total number of emails  
collected from recycling  
transactions

**80%**

**Retention  
Rate**

Percentage of emails  
that have repeated  
entries

## Demographic Data

**8.7%**

0-18

**4.4%**

19-25

**21.7%**

26-35

**58.7%**

36-45

**6.5%**

46+





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Thank You