Wasting less, made easy.

Ridwell

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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
How Ridwell Works for Members

2. Fill the bags.
3. Put bags in the bin.
4. Opt into your pickup.

Repeat steps 2-4 every two weeks.
Memberships

Low monthly fees fund our service

<table>
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<th>Cost</th>
<th>Membership Benefits</th>
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| • Typically between $12 and $16 per month, depending on length of commitment.  
• Scholarship programs help ensure cost not a barrier. | • 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 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)

(Light bulbs)

(Plastic film)

(Batteries)

(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

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.
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?