



Trash Scan

**Running A Green Valet Trash Program**

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Annually, several millions of [metric tons of plastic](#)<sup>i</sup> waste enter our planet's ocean. Our daily consumer practices are wreaking havoc on our environment. The detrimental effects of the amount of waste produced from the harvesting of natural resources, the manufacturing of goods, the consumption of citizens and the discard of the non-consumable parts are cause for concern for every global citizen. As such, municipalities are taking an active approach to achieve a zero waste community. [Zero waste](#)<sup>ii</sup> is “the conservation of all resources by means of responsible production, consumption, reuse, and recovery of all products, packaging, and materials, without burning them, and without discharges to land, water, or air that threaten the environment or human health”. Across the nation and the globe, cities are thrust into creating change due to the negative impact trash is having on the [health and welfare](#)<sup>iii</sup> of their constituents and the dwindling resources.

The movement towards environmentally mindful business practices is no longer a “nice” quality to have but quickly becoming a requirement. Private companies or communities and regional ordinances, alike, are in the process of ensuring all companies are fully integrated and active partners in the goal towards zero waste. The goal will be to [reach diversion rates of 90%](#)<sup>iv</sup> or better – typically within a 10-15 year timeframe. This is especially true of multifamily dwellings (MFD). It is estimated by 2050 70% of the global population will be living in an urban context. As a result, effective *waste management solutions* will be critical to ensure cities are meeting zero waste targets. Regional ordinances will include [specific requirements](#)<sup>v</sup> for properties of multifamily dwellings such as:

- Waste collection companies of MFDs required to offer recycling services
- MFD management required to offer recycling services to residents
- New building code requirements for new MFD developments to include recycling provisions
- Provide incentives for residents, building management, and/or waste haulers of MFDs for recycling services.

With specific ordinances already being discussed and implemented in several cities, private haulers, such as valet trash companies, will be expected to follow suit and incorporate recycling services into their business model. As a result, valet trash businesses will be an integral part in assisting property managers meet local and/or state compliance AND ensure the success of the recycling program by creating convenience for the residents of the property.

Adding another service to a one's business model may not have been in the cards for many valet trash companies, however, this soon to be sought after service comes with several benefits. To begin, there is an additional source of revenue in recycle management. Recycling, much like any other venture, is [a business](#)<sup>vi</sup>. Recycling is a growing industry. One that creates jobs and has positive results for the local economy. By adding an additional service to your *valet trash services*, you can charge for additional services and or receive payment for the recycled goods that are picked up. There are several [commonly disposed](#)<sup>vii</sup> of items which are purchased back. For example, aluminum, card board, receipts, and junk mail are commonly discarded items that can earn monetary returns by recycling. Additionally, when marketing for increased customer acquisition, property managers will be more inclined to create a partnership with your valet trash

company because you provide waste AND recycling services. Your brand helps properties reach increased diversion rates to keep them compliant with government requirements. Why stop with the property managers? By incorporating a solid recycling program within your business model, partnerships with entire municipalities can be established which will reach most if not all of the multifamily dwelling properties in your region. Overall, the possibilities to increase your revenue stream are plenty, simply by adding an additional service to your brand.

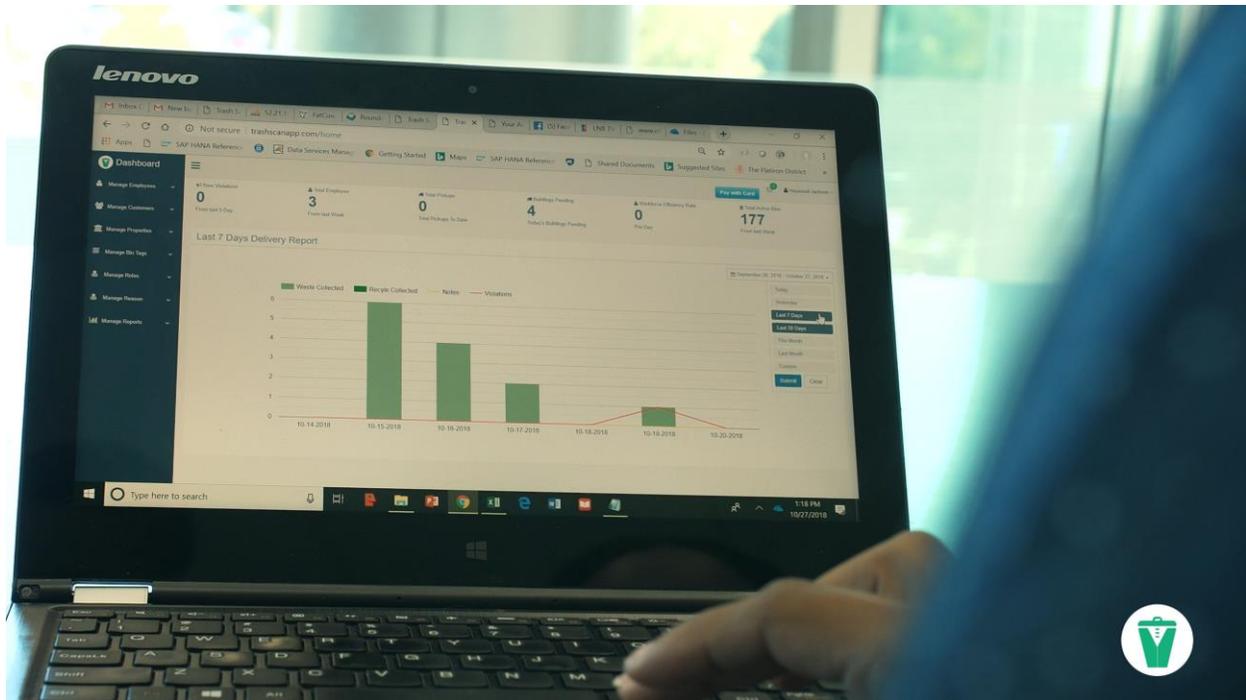
Recycling is more than just taking away the recycled goods from someone's door. A successful program involves everyone to ensure those discarded items are not simply placed in a separate bin just to be, ultimately, combined with the waste. This happens often when there is a lack of education about recycling and/or a poor plan in place for where recyclable items should be returned. In order to implement a successful recycling service, research, planning, and teamwork will be key components. Some features to assist in starting a recycling program include:

- Knowing and understanding local ordinances to ensure compliance
- Establishing specific goals with properties
- Educating residents about how and what to recycle and the community's goals
- Provide residents with necessary bins or bags
- Tracking *recycle analytics* and continuously educate through communication

All aspects of a successful recycling program are needed to ensure compliance and meet the goals established by the property and any mandates. The largest obstacle is to stay engaged with the residents and continuously educate especially in multifamily dwellings since there is generally a consistent turnover rate.

Once a valet trash recycling program is established the best way to continue education, increase your diversion rates, and create more efficiency is to track the amount of recycled items collected. Insert technology. Technology has [permeated all aspects of the waste](#)<sup>viii</sup> industry ultimately leading to greener and more streamlined operations with increased accountability. With *service tracking software*, valet trash companies will have the ability to:

- Understand recycling trends per property – Conduct an initial assessment of the most commonly discarded types of recyclables generated on the property.
- Gather raw data – Capture metrics about the various aspects of the recycling program to improve efficiency, make adjustments to new trends, and meet customer demands.
- Use raw data as educational and marketing tools – Through generated reports properties will be able to identify opportunities for improving their diversion rate. Additionally, these metrics can be utilized as [marketing tools to showcase](#)<sup>ix</sup> the success of your brand's *tracking of recycling behavior* implemented at various properties.



## The Leading Mobile App for Valet trash

Today, growing companies now have access to cutting edge technology that will allow for the additional service of *recycle management*. [Trash Scan App](#) has *geo-fencing technology*, real time reporting, and confirmation of services all visible through a user friendly dashboard. The raw data gathered for waste can also be used to gather metrics about *recycling behavior*. This *valet trash reporting software* is a great way to market, streamline operations, become more sustainable, and add value to their business by using it to seamlessly incorporate *multifamily recycling* services in to your brand. Trash Scan App is the digital platform available for all valet trash companies. It is customizable to fit all unique business models. Residents and property managers can see the quality, efficiency, and accountability of your *waste collection management* and recycling solutions while adding profitability and enhanced operations to your valet trash business.

## About Us

Mangro Ventures LLC is a technology services provider committed to delivering innovative software solutions that drive efficiency and create competitive advantage for our customers. Our technology consulting and development teams are well versed across several platforms including Web, IOS, and Android. We look forward to partnering with you on your technology journey.

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<sup>i</sup> Ocean Conservancy. 2019. Fighting for Trash Free Seas. [ONLINE] Available at: <https://oceanconservancy.org/trash-free-seas/plastics-in-the-ocean/>. [Accessed 12 June 2019].

<sup>ii</sup> Biodegradable Products Institute. 2019. Zero Waste. [ONLINE] Available at: <https://bpiworld.org/Zero-Waste>. [Accessed 12 June 2019].

<sup>iii</sup> Ecology Center. 2019. Zero Waste Communities. [ONLINE] Available at: <https://www.ecocenter.org/zero-waste-communities>. [Accessed 12 June 2019].

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<sup>iv</sup> Environmental Protection Agency. 2019. Managing and Transforming Waste Streams – A Tool for Communities. [ONLINE] Available at: <https://www.epa.gov/transforming-waste-tool/how-communities-have-defined-zero-waste>. [Accessed 12 June 2019].

<sup>v</sup> Environmental Protection Agency. 2001. Recycling in Multifamily Dwellings: A Model for Local Government Recycling and Waste Reduction. [ONLINE] Available at: <https://archive.epa.gov/region4/rcra/mgtoolkit/web/pdf/multi.pdf>. [Accessed 12 June 2019].

<sup>vi</sup> Baldhoff, Cindy. 2013. Earth 911. 6 Steps to Starting a Community Recycling Program. [ONLINE] Available at: <https://earth911.com/inspire/programs-initiatives/start-a-community-recycling-program/>. [Accessed 12 June 2019].

<sup>vii</sup> Earth 911. 5 Ways to Make Money Recycling. [ONLINE] Available at: <https://earth911.com/inspire/make-money-recycling/>. [Accessed 12 June 2019].

<sup>viii</sup> Kanellos, Michael. 2010. Green Tech Media. Will RFID Finally Makes Sense With Recycling? [ONLINE] Available at: <https://www.greentechmedia.com/articles/read/will-rfid-finally-make-sense-wity-recycling#gs.jwp7ne>. [Accessed 12 June 2019].

<sup>ix</sup> Greenwalt, Megan. 2017. Waste 360. How RFID Technology is Evolving in the Waste and Recycling Industry. [ONLINE] Available at: <https://www.waste360.com/fleets-technology/how-rfid-technology-evolving-waste-and-recycling-industry>. [Accessed 12 June 2019].