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PHILADELPHIA SOLID WASTE MANAGEMENT

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Solid Waste Asset Management: RFID Tags Organize Recycling Operations in Philly

CHALLENGE

The city of Philadelphia wanted to increase homeowner participation in its recycling operation. An incentive-based pilot program, RecycleBank™, was developed. The city needed a partner to provide program tracking and recording capability.

SOLUTION

The Solid Waste Services Group of Cascade Engineering provided the solution: 35- and 64-gallon universal containers with molded-in RFID (Radio Frequency Identification) tags. The programmable tags provided for automated data collection and transfer, allowing the city to track the amount of recyclable material per household as well as the status and location of its containers. The information was recorded by RecycleBank, which, in turn, rewarded customers with discount coupons from participating area businesses.

RESULTS

Early returns indicate overall homeowner participation rates of over 50%, with rates as high as 80% in some neighborhoods. The RFID tags simplify data collection and program management. The city continues to gain valuable information about recycling rates and homeowner interest in incentive-based programs.

For additional information about this project or other Cascade Engineering case histories, visit our web site at cascadeng.com or call 800.968.2278.

