

Response to City of Lawrence Request for Proposal Number R1109

Purpose of RFP: Create additional glass recycling drop-off locations for residents and businesses in the City of Lawrence

Submission date: October 17, 2011

Submitted to: City of Lawrence
Attn: Kathy Richardson
Waste Reduction and Recycling Division
320 NE Industrial Lane
Lawrence, KS 66044
krichardson@lawrenceks.org

Submitted by: Ripple Glass, LLC

Mailing address: P.O. Box 414197
Kansas City, MO 64141

Physical address: 1642 Crystal Avenue
Kansas City, MO 64126

Phone: (816) 221-4527

Principal: Mike Utz, Manager
(816) 701-7211
mike@rippleglass.com

Overview

A variety of compelling economic and environmental benefits flow from using old glass to make new glass: enormous energy savings, the elimination of mining waste, dramatic reductions in air and water emissions, substantial savings in disposal costs, and significant lengthening of landfill life.

Ripple Glass, LLC ("Ripple") was formed in 2009 in an effort to address the problem of low glass recycling rates in Greater Kansas City and the surrounding region. Despite strong demand for processed recycled glass, known as cullet, and large local and regional supplies – hundreds of thousands of tons of empty glass containers ending up in area landfills – glass recycling in the region has lagged far below the national average, due primarily to the absence of a nearby processor. Ripple was created to serve as a bridge between this vast supply and the substantial regional demand, constructing a \$6 million state-of-the-art processing facility and simultaneously building a robust metro-wide collection network.

In less than two years, the glass recycling rate in Greater Kansas City has grown from less than 5% to approximately 15%, and continues to gain momentum. Ripple Glass has also served as a

solution for other communities, processing substantial quantities of glass from cities and towns in a five-state region, and assisting in the creation of Ripple-branded collection networks.

Most of the furnace-ready cullet produced by Ripple is used by the local Owens Corning plant in Kansas City, Kansas, where it is melted and spun into fiberglass insulation used to create more energy-efficient homes and businesses. A second significant customer is Verallia, which operates a glass container manufacturing facility in Sapulpa, Oklahoma, converting amber cullet into new glass bottles.

Scope of Work

Ripple proposes to purchase four (4) purple Ripple Glass-branded 30-cubic yard collection bins, with an approximate cost of \$6,000 each (*see attachment A*), to be placed in Lawrence for the duration of the agreement. The delivery and placement fee of \$300 each will also be borne by Ripple. The collection bins accommodate approximately five tons of glass. All glass food and beverage containers will be accepted. No color sorting of glass is required.

Ripple will work with City staff to identify host locations to be strategically placed throughout the city. Locations will be selected based upon factors including geography, visibility, accessibility, convenience, and the commitment level of potential hosts. At each location, Ripple will establish an ongoing relationship with the host business to ensure their understanding and promotion of the program, working with them to further community awareness through education of their customer base.

City staff will be responsible for regular monitoring and routine maintenance of the collection bins. This will require brief but regular visits to each location to check on the fill level and, as a bin nears capacity, redistribute mounded glass away from doors with a metal rake or similar instrument; to clean up any broken glass or trash around the bin; and to notify the appropriate City-designated individual or department when a bin is full and ready to be emptied.

Full bins will be picked up by the City and hauled to and emptied in a City-owned consolidation bunker, to be constructed by the City on City-owned property at 11th and Haskell, or such other site within Lawrence as the City may deem appropriate. Empty bins will then be returned to the host location. It is anticipated that each bin will fill at least two times per month.

When at least 25 tons of glass have been accumulated in the consolidation bunker, City staff will notify Ripple, and Ripple will arrange for a truck with end-dump trailer to be dispatched to the consolidation point. Upon arrival, City staff will load the end-dump trailer with glass from the bunker. Ripple will coordinate with City staff to schedule the truck when required equipment and personnel are available. Ripple will bear all costs of transportation from the consolidation point to Ripple's processing facility.

Public Outreach and Education

Ripple Glass has established outstanding brand recognition through its purple collection bins, "flying bottle" logo, website, and social media and marketing outreach, allowing for fast, easy identification of glass recycling locations. The four Lawrence bins will be fully "Ripple-branded." The City may also wish to include its logo on each bin, with decals produced and installed by Ripple. All promotional materials will also feature these branded elements.

News releases, flyers, and other informational materials will be developed and distributed through the City, host businesses, and the local media. Ripple will participate in the creation and share in the cost of these materials, designed to educate residents and businesses as to the benefits of glass recycling and the location of drop-off containers. In addition, Lawrence locations will be identified on Ripple's website, featuring easy-to-use interactive maps.

Upon request, Ripple will provide technical assistance to help the City identify the amount of waste glass currently being generated and landfilled, and to set goals for collection. To track the City's progress, a monthly report will be provided indicating the amount of glass collected and recycled. Every six months, Ripple proposes to meet with City staff to review the performance of the program and of each drop-off location, and to weigh potential benefits of additional sites.

Ripple Glass will communicate with the Lawrence City Council, the Waste Reduction & Recycling Division, and the Solid Waste Task Force to create and maintain a rewarding and growing partnership. As Lawrence enhances its solid waste and recycling programs, Ripple will help preserve the value of revenue-generating commodities by keeping glass separate from those other materials, thus reducing contamination. We will also aggressively seek additional opportunities help the City achieve its diversion goals, including but not limited to the future creation of a commercial glass collection program.

Qualifications

Ripple Glass performs all services in a legal, safe, and environmentally sound manner. Ripple has secured long-term agreements with its customers to use all cullet generated by the plant, and has been recognized by those customers as producing the highest quality cullet in the industry. Substantial effort and resources have been invested to achieve this end, including:

- State-of-the-art computer-driven optical sorting equipment that allows for removal of virtually all non-glass contaminants. This technology not only produces pure furnace-ready cullet, but also results in recovery of nearly 95% of the material we process, an exceptionally high rate for the glass recycling industry.
- Adaptions to existing grinding technology that enable us to produce a fine grind, 3-mix, furnace-ready cullet sought after by fiberglass manufacturers, and additional optical sorting machinery that can segregate colors for the glass container industry.
- Widespread use of automation to maximize safety and reduce the risks associated with glass processing. We operate well within the air quality requirements of Kansas City, Missouri and the Missouri Department of Natural Resources.

Moreover, Ripple has a demonstrated ability to create, maintain, and grow glass collection programs, not only in Greater Kansas City, but also in communities such as Jefferson City, MO.

The experience, knowledge, and expertise of Ripple Glass staff are demonstrated in the following resumes:

- Mike Utz, Principal (*see Attachment B*)
- Stacia Stelk, Executive Director (*see Attachment C*)
- Donna Utter, Director of Business Development (*see Attachment D*)

Customer References

References and letters of experience are provided by the following municipalities currently working with Ripple Glass to collect glass for recycling:

- Lauren Hershey, Jefferson City, MO (*see Attachment E*)
- Tony Fiala Council Bluffs, IA (*see Attachment F*)
- Gary Gray, Eureka Springs, AR (*hard copy mailed directly to City of Lawrence*)

We appreciate the opportunity to respond to this RFP, and look forward to further dialogue with the City of Lawrence. Please contact me with any questions or concerns.

Respectfully,



Michael A. Utz, Manager



Attachment A

Attachment B

Michael Utz
3724 Jefferson
Kansas City, Missouri 64111
816-701-7211

EXPERIENCE

Ripple Glass, Principal & Co-Founder

2008 – Present

- Following years of analysis, identified the need for a sustainable glass recycling system in the Kansas City region
- Researched successful recycling models throughout the United States and Europe to determine best practices
- Developed business plan and operating model; identified equipment partners and secured relationships
- Managed business start-up and ramp-up to current levels
- Evaluate growth opportunities and formulate business strategy

Boulevard Brewing Company, Director of Engineering

1998 – Present

- Responsible for the technical direction of the company
- Managed production growth of 600% since 1998, employee growth from 25 to 100
- Evolved systems and processes from highly manual to highly automated, becoming one of the most technologically advanced breweries in the US
- Managed over \$40 million in capital expenditures

EDUCATION

BS, Electrical Engineering, University of Kansas
Nuclear Power Plant Engineering & Operations, United States Navy

COMMUNITY ACTIVITIES

Board Member, Kansas City Industrial Council
Member, Mid-America Regional Council Citizen Advisory Board

Attachment C

Stacia B. Stelk

5310 Clark Drive, Shawnee Mission, Kansas 66205

Mobile: 816-804-2097

Work Experience:

Ripple Glass, Executive Director

February 2009 - Present

- With team and marketing firm, responsible for facilitating the process of creating a brand and image for Ripple Glass.
- Worked with team and public relations company to successfully launch the Ripple Glass program.
- Recruited more than 90 businesses and organizations to “host” Ripple Glass recycling bins. These hosts promote glass recycling, tidy up around bins, and call for service.
- Responsible for the ongoing marketing and promotion of glass recycling. This includes keeping 8,000 Facebook fans enthusiastic, managing the website, working with print and broadcast media, and finding opportunities to recruit new glass recyclers.
- With Deffenbaugh Industries, piloted the region’s first glass recycling program for bars and restaurants. This successful program is expanding in the fall of 2011.
- Successfully increased the metro’s glass recycling rates by more than 400%.

Bridging The Gap, Director of Programs and Development

1993 – 2003

- Responsible for the creation and implementation of all Bridging The Gap programs and projects.
- Facilitated the organization’s strategic planning with board and staff participation.
- Highly successful projects included the Environmental Excellence Business Network, Bi-Product Synergy, the Environmental Excellence Campaign, Keep Kansas City Beautiful, and the Community Recycling Centers.
- Managed all grant applications as well as individual solicitations to underwrite the organization and maintain a budget of \$1.5 million.

Education:

MPA, University of Missouri, Kansas City

BS, Ecology and Evolutionary Biology, University of Kansas

Community Activities:

Board Member, Westwood View Educational Enhancement Fund

Donna A Utter

PROFESSIONAL HIGHLIGHTS

Experienced Operations and Account Manager in environmental and sustainable program industries with the ability to lead employees towards the achievement of organizational goals. Proven business development skills in securing new sales while increasing volume of existing accounts. Strong organizational and business skills ensure multiple operational activities are executed efficiently and profitably. Able to build cohesive, highly productive teams and develop profitable business model.

- P&L management
- Budgeting and forecasting
- Team building and staff development
- Public speaking and presentations
- Develop financial models
- Winning proposals and grant applications
- Writing capital requests
- OSHA regulatory compliance
- Leadership on industry association boards and committees
- Safety and DOT training and documentation
- Process mapping and improvement
- Marketing and Sales management
- Governmental affairs / Municipal relationships
- Project management and execution
- New market development

PROFESSIONAL EXPERIENCE

Director of Business Development—Ripple Glass, Kansas City, MO **2011-present**
Work with regional recyclers and municipalities to collect and recycle glass containers.

Area Manager—AbitibiBowater Recycling, Kansas City, KS **2001-2010**

- Oversaw all operational activities including customer service, sales and logistics
- Ranked in top 3 divisions for profitability for 6 consecutive years
- Responsible for Profit and Loss, the development of budgets and forecasts and internal audits
- Successfully secured \$150,000 in grants to increase service territory while saving capital
- Trained, developed and managed performance of 10 employees within division
- Customer training to increase efficiencies and success
- Prescreened, interviewed and hired employees for all positions within the division
- Established and maintained efficient routing to enhance productivity, safety, customer satisfaction and costs
- Penetrated new market, building accounts from 0-1,500 in the first 4 years through effective cold calling and networking
- Built and maintained strong relationships with government and business leaders to encourage retention and acquire leads for potential new accounts.
- Consulted existing accounts in implementing marketing campaigns to increase volume and encourage retention
- Won Flagship Award in 2003 and 2004 for exceeding goals and achieving one of the best performing divisions nationwide
- Ensured compliance with federal and state regulations including DOT and OSHA (Front Load, Roll-Off & Trailer)
- Led Safety and DOT training, tailgates and safety alerts
- Project leadership and management

District Director—Region D Solid Waste District, Maysville, MO **1990-2001**

- Led the development and successful securing of community waste collection contracts for rural counties with no waste management program
- Oversaw a five county recycling program consisting of drop-off and curbside programs
- Planned and organized special waste collections which required special compliance with federal and state regulations

Nature Center Manager—Missouri Conservation Department, Kansas City, MO **1986-1990**
Information Specialist—EPA Dioxin Clean Up site, St Louis, MO **1984-1986**

EDUCATION

B.S Degree in Biology, Conservation and Ecology – Northwest Missouri State University
Project Management Certificate – working to earn PMP Certificate through PMI

City of Jefferson

Department of Planning & Protective Services
320 E. McCarty Street
Jefferson City, MO 65101



Eric J. Struempf, Mayor

Janice McMillan, AICP, Director
Phone: 573-634-6410
Fax: 573-634-6457

City of Lawrence
RFP # R1109 Additional Glass Recycling Drop-off Locations
Reference Letter for Ripple Glass Proposal

Attn: Kathy Richardson, Recycling Operations Supervisor
krichardson@lawrenceks.org
Waste Reduction & Recycling Division
PO Box 708
320 NE Industrial Lane
Lawrence KS 66044

Dear Ms. Richardson;

The City of Jefferson City, Missouri has been working with Ripple Glass over the past year to design and build a drop-off glass recycling program for the City. Starting with two (2) locations and growing to four (4,) we are collecting glass bottles and jars from residents and business through the Ripple Glass Purple Bin program. The City of Jefferson City provides the transportation to haul the collected glass to a City bunker and Ripple Glass arranges the transportation to the Ripple Glass Plant for processing into cullet.

Our experience has been wonderful. Ripple Glass has been so helpful throughout the entire process. We would recommend other municipalities to partner with Ripple Glass to begin or grow existing glass recycling programs. Knowing the glass is processed into high quality cullet in Kansas City and used to manufacture new fiberglass insulation by a nearby company gives the City confidence and pride the recovered material is used regionally keeping jobs in our area and minimizing the environmental footprint of our program.

Please feel free to contact me if you have any questions. 573.634.6410

Best Regards and good luck in your glass recycling venture,

A handwritten signature in black ink, reading "Lauren Hershey". The signature is fluid and cursive, with the first name "Lauren" being larger and more prominent than the last name "Hershey".

Lauren Hershey
Recycling Coordinator



PUBLIC HEALTH DEPARTMENT
SOLID WASTE MANAGEMENT DIVISION
712-328-4985

October 13, 2011

City of Lawrence
RFP # R1109 Additional Glass Recycling Drop-off Locations
Reference Letter for Ripple Glass Proposal

Recycling Operations Supervisor, Kathy Richardson
Lawrence Waste Reduction & Recycling Division
PO Box 708
320 NE Industrial Lane
Lawrence, KS 66044
krichardson@lawrenceks.org

The City of Council Bluffs has been working with Ripple Glass for about one year to recycle our collected glass. We collect glass bottles and jars from residents and business and consolidate it at our facility without sorting by color or grinding the glass. Ripple Glass arranges the transportation to the Ripple Glass Plant and then processes our glass.

We would recommend other cities partner with Ripple Glass to begin or grow existing glass recycling programs. Knowing we can count on Ripple Glass to transport and responsibly process and our 3-mix whole bottle glass gives us confidence to continue growing our program.

Respectfully,

A handwritten signature in black ink, appearing to read 'T. Fiala', is located below the 'Respectfully,' text.

Tony Fiala
Solid Waste Management Supervisor
City of Council Bluffs