



Beyond the Bag Ban

What We've Learned Building Reusable Bag Recovery in New Jersey

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How many extra reusable bags are sitting in your house right now?



Policy changed behavior.

No system came with it.

Reusables require materials management.



A circular product in a linear system

A bin is not a reuse program - collection is where the work begins.



Built. Proven. Working.



Collection



Cleaning



Quality control



Redistribute



Report

Circularity you can see.



How municipal programs can scale across New Jersey

City / town

Single municipality

- Recurring service
- One or more collection sites
- Full GOATOTE processing

County / regional

Multiple towns, one program

- Multiple collection sites
- Coordinated routing
- Regional impact reporting

Events / drives

Temporary collection

- Clean Communities events
- Recycling days & festivals
- Holiday / seasonal drives

Municipal programs start around \$1,000 per quarter.

County, multi-municipality, and event-based programs are priced by locations and service requirements.

The goal: a connected recovery network across New Jersey, permanent municipal access points, county coordination, and special collection events in every county.

Reuse is infrastructure

- ✓ Collection locations
- ✓ Vehicles & logistics
- ✓ Processing & washing
- ✓ People
- ✓ Warehousing
- ✓ Technology & data
- ✓ Redistribution partners
- ✓ Tailored to your city/town/county



Governments are funding reuse infrastructure

Hawai'i

*Federal funding supporting
reuse infrastructure*

Arizona

*Public funding for washing /
reuse-service infrastructure*

Massachusetts

*State investment in
commercial reuse systems*

Local governments

*Municipal & regional dollars
supporting implementation*

The shift: from asking people to reuse, to investing in the systems that make reuse possible.

What is a municipality actually buying?

NOT

~~A bag pickup~~



A managed reusable bag recovery program

- Collection servicing
- Transportation
- Processing
- Cleaning / sanitization
- Quality assurance
- Redistribution
- Responsible recycling
- Data & reporting
- Program support

This already fits into the work you're doing

- ✓ Clean Communities alignment
- ✓ Recycling alignment
- ✓ Litter prevention
- ✓ Recycling & diversion reporting
- ✓ Solid waste planning
- ✓ Resident services

New Jersey led the transition to reusable bags.

Now we can lead on what happens next.

A reusable product deserves a reusable system.

You don't have to build the system

Municipality provides

- Need
- Location
- Approval



GOATOTE provides

- Collection + logistics
- Cleaning + redistribution
- Reporting

What should this look like for a resident?



Recovery should be as normal as reuse.

The next chapter of reuse is recovery

New Jersey already changed the front end. Now we build the back end.



Thank you!



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