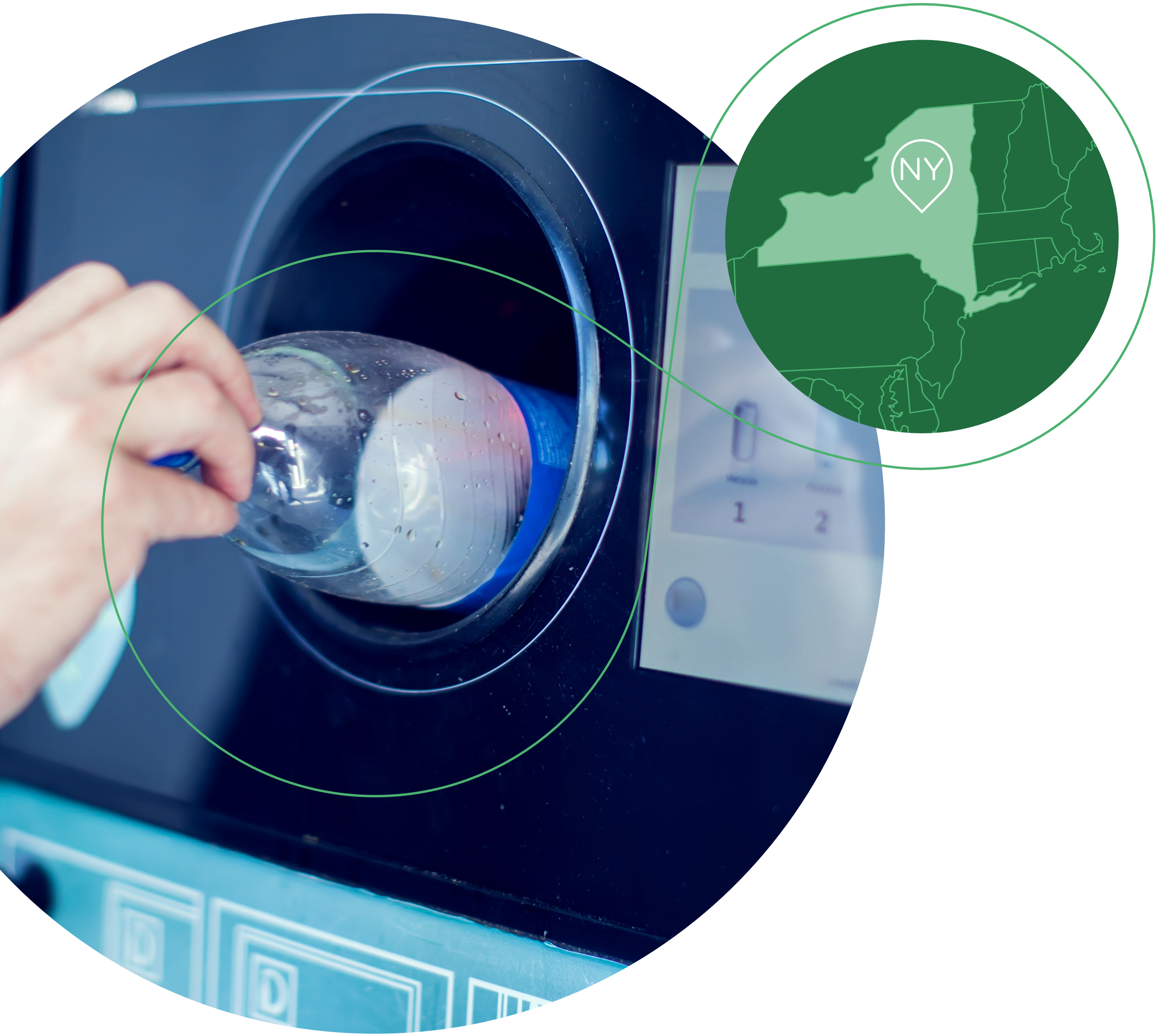


Modernizing New York’s Bottle Bill



When New York enacted the New York State Returnable Container Act (known as the “Bottle Bill”) in 1982, it was one of the first in the country. Today, the Empire State has an opportunity to address severe environmental challenges more effectively by adopting an even better and truly modern bottle bill. Implementing ten high-performance principles for modernizing deposit return systems (DRS) would go further.

BENEFITS DELIVERED BY MODERNIZED DRS

- ENVIRONMENTAL
- ECONOMIC
- SOCIAL
- + SAVES MILLIONS FOR NY TAXPAYERS & CITIES/TOWNS

NEW RESEARCH ON NEW YORK SHOWS THE IMPACT:

331,900
METRIC TONS
OF CO₂

reduced annually in reduced greenhouse gas emissions—the equivalent of 72,000 cars off New York roads each year¹

5.4
BILLION

additional beverage containers recycled each year, yielding 258,000 more tons of high-value material annually, with 167,000 tons in New York City alone

\$70.9+
MILLION
IN SAVINGS

for New York cities and towns by redirecting recyclables away from costly curbside collection systems

\$852
MILLION

added to New York’s economy annually in Gross Value Added (GVA)³

85%
LITTER
REDUCTION

of beverage containers², creating far more livable communities—rural, urban, and suburban— in the Empire State

10,000
TOTAL JOBS

that bring additional economic benefits through taxes and spending by these workers

HOW SHOULD A MODERN DEPOSIT RETURN SYSTEM WORK?

Accessible & Accountable

Increases access for consumers
with 13,648 projected locations (7,462 in NYC alone) to return containers so redemption becomes part of a New Yorker’s daily routine

Includes more beverages containers
so would remove a significant proportion of glass and other containers from curbside recycling that are costly and difficult to manage

64% to 90% jump
in redemption rate for containers included in New York’s deposit return system

Industry Financed

Funded by producers
so New York consumers or their cities and towns do not pay for the management of these materials

Creates efficiencies
by establishing clear standards, oversight, and enforcement that optimize performance and reduce fraud

Producers will pay
\$454 million annually - not New York municipalities and consumers, as they do now

Well Managed & Regulated

Government plays an oversight and enforcement role
to ensure performance standards are met by producers and retailers and enforce a 90% collection target in New York

1 Calculated at: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>
2 “National Litter Study”, Keep America Beautiful. 2021 <https://kab.org/litter-study/>.
3 Gross value added (GVA) is an economic productivity metric that measures the contribution of the DRS to the state.