

ReusePass Program Report

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A report for tracking program impact, consumer engagement, and inventory levels.

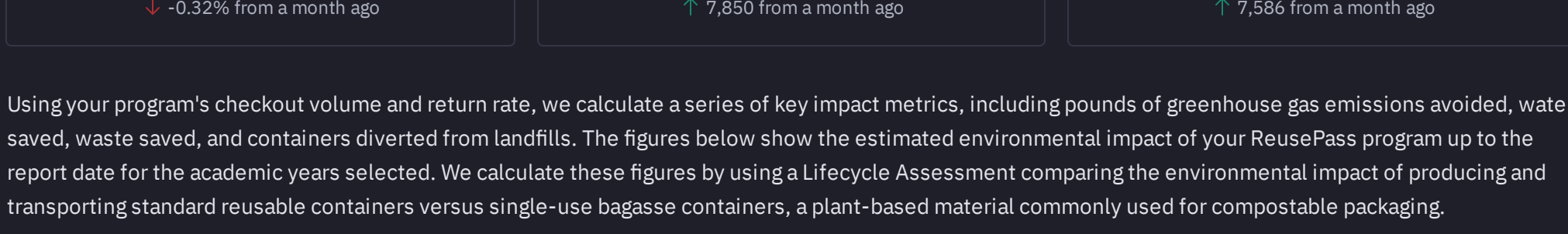
Think of this report as a complementary sidekick to the Topanga.io dashboard—not a replacement. Be sure to regularly check the dashboard for the most up-to-date metrics to keep your program running smoothly. Visit the Topanga dashboard here: <https://dash.topanga.io/dashboard/overview/>.

Report last refreshed at (EST): 2026-05-05 08:01

Client Short Name: Academic Year
 umaine 2025-2026

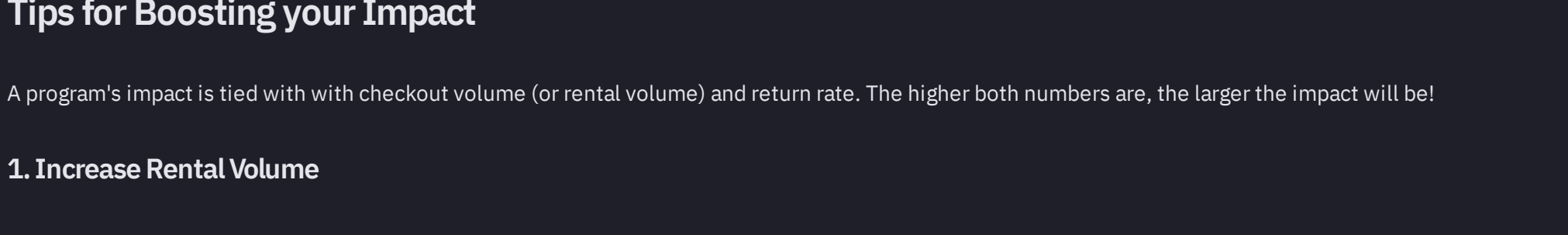
Important: This report reflects the impact and participant data for the academic years specified by your filter above: ['2025-2026']. Please note, the inventory data is based on all available time data since program launch. For this report, the academic year is defined as running from August to August. The data in this report may be 3 days behind the real-time data in the Topanga Dashboard.

Program Impact



Using your program's checkout volume and return rate, we calculate a series of key impact metrics, including pounds of greenhouse gas emissions avoided, water saved, waste saved, and containers diverted from landfills. The figures below show the estimated environmental impact of your ReusePass program up to the report date for the academic years selected. We calculate these figures by using a Lifecycle Assessment comparing the environmental impact of producing and transporting standard reusable containers versus single-use bagasse containers, a plant-based material commonly used for compostable packaging.

Important: Please note that the impact values are based on checkouts that have been out at least 3 days.



Tips for Boosting your Impact

A program's impact is tied with with checkout volume (or rental volume) and return rate. The higher both numbers are, the larger the impact will be!

1. Increase Rental Volume

Here are our top suggestions for expanding the impact and ROI of your ReusePass program by increasing the rental volume:

- Expand to new ReusePass locations.
- Make reusables mandatory for to-go orders at your top locations.
- Introduce a single-use surcharge or a discount for reusables where ReusePass is optional.
- Add more reusable options, like coffee cups, to cover a broader range of menu items.

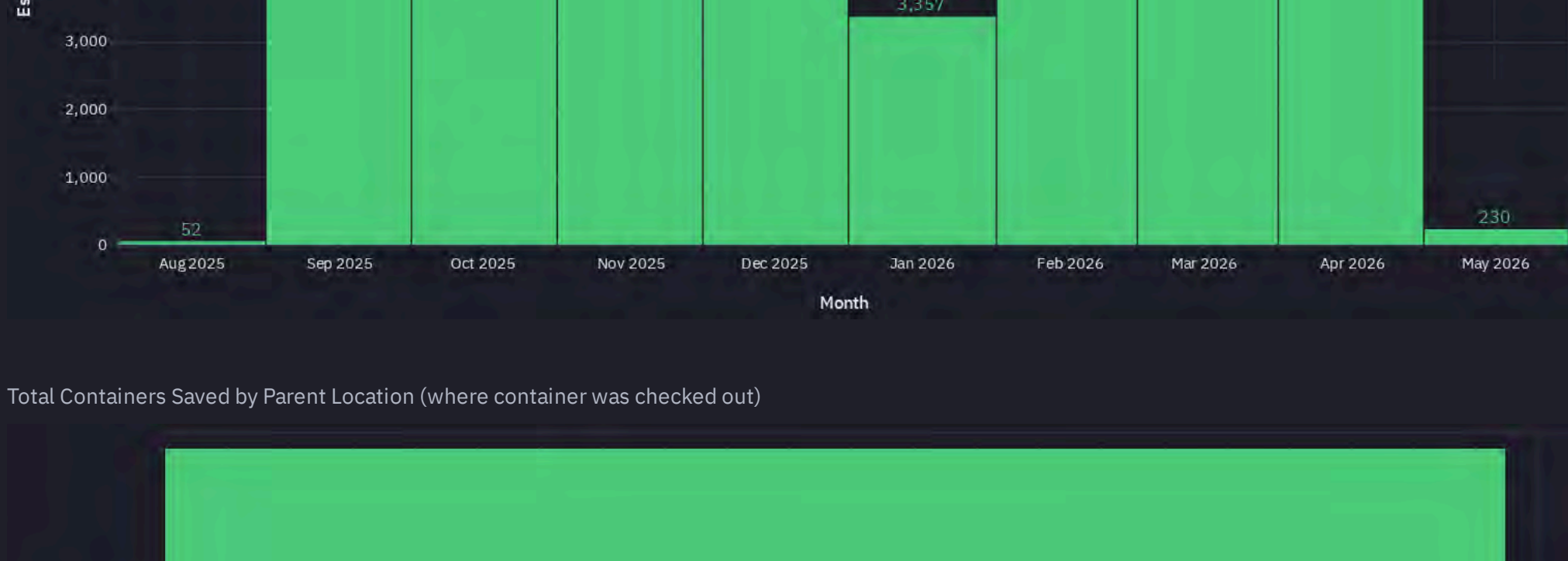
2. Improve Return Rate

There are a few ways to boost your program's return rate. Start by identifying any challenges, such as operator compliance, student buy-in, limited return locations, or the need for greater program awareness.

Many clients have improved their return rates with these optimizations:

- Increase return locations to make it easier for diners.
- Add RFID readers at dishwashers and back-of-house check-ins to reduce labor and enhance the diner experience.
- Launch a ReusePass Campus Ambassador program to drive student engagement.

Total Containers Saved by Month



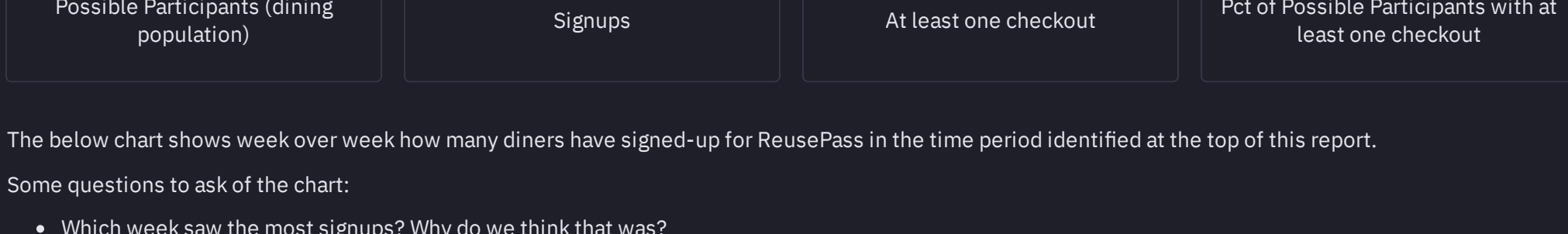
Total Containers Saved by Parent Location (where container was checked out)



Participant Engagement

The figures below show how many new participants have signed up and tried the program for the academic years selected. The percentage of possible participants with at least one loop reflects all time data. At Topanga, we often use the undergraduate population as a proxy for the total number of potential ReusePass users at colleges and universities. Here are some questions to consider:

- Is the percentage of participants with at least one checkout the upper limit, or can we increase it?
- How can we enhance program awareness and availability? Is ReusePass active in our most popular take-out spots?
- What steps would be needed to transition from an optional program to a mandatory one? Are there more to-go transactions we can capture at participating locations?

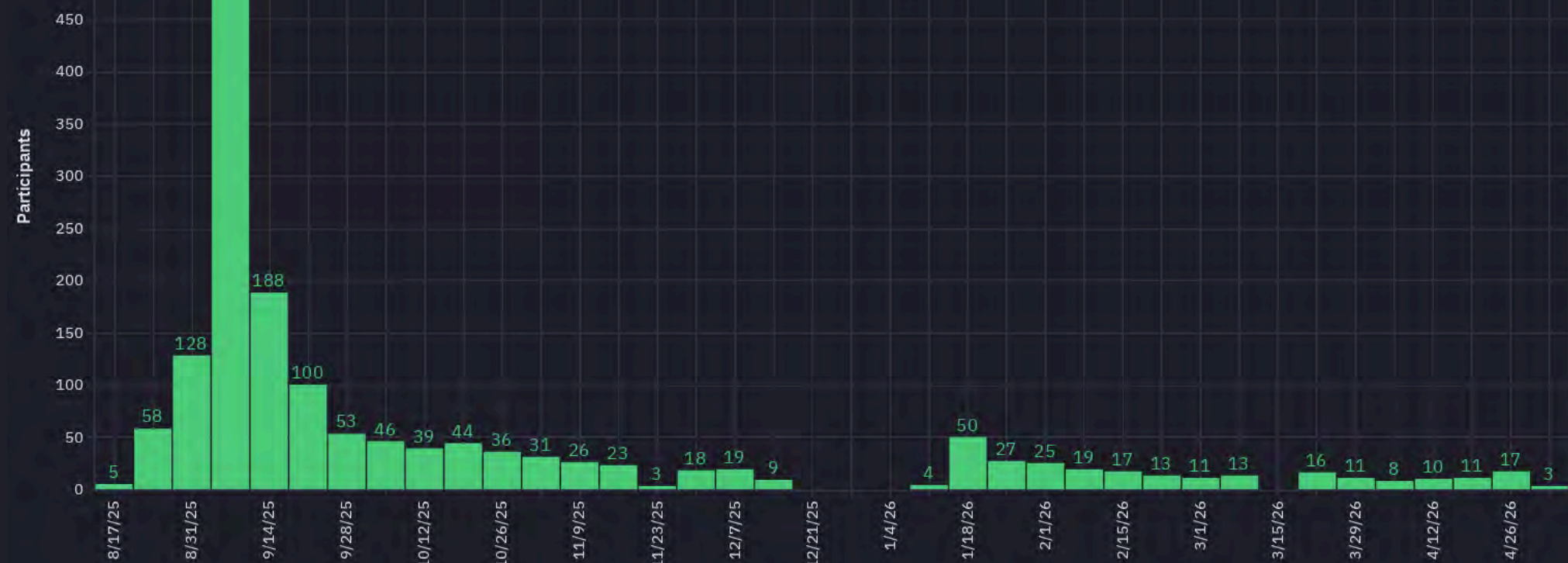


The below chart shows week over week how many diners have signed-up for ReusePass in the time period identified at the top of this report.

Some questions to ask of the chart:

- Which week saw the most signups? Why do we think that was?
- Which tactics worked best to get more signups?

Participant Signups By Week

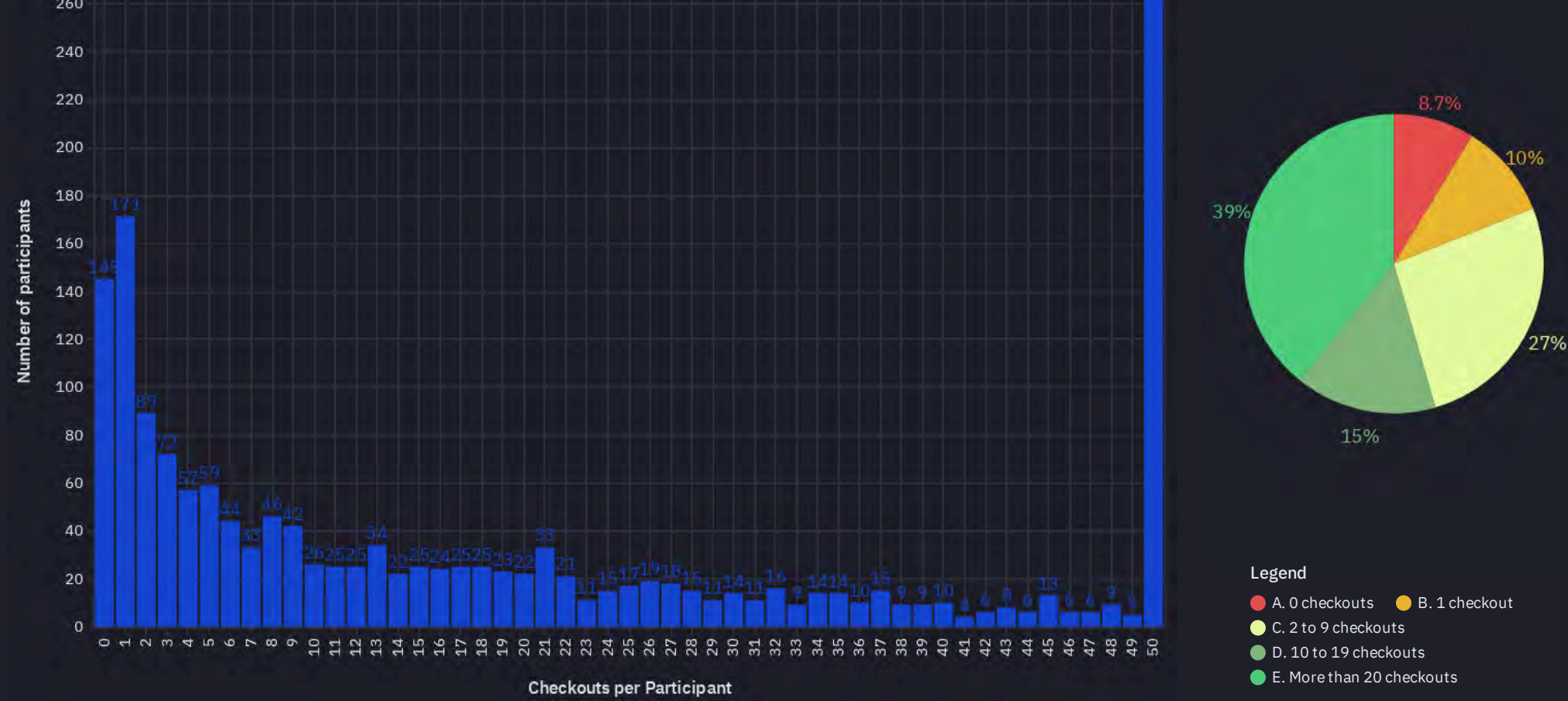


The below chart shows the number of participants who have used the program from 0 to 50+ times. Participants who have used it more than 50 times are grouped into the value of 50+.

A few questions to consider as you look to increase usage:

- What tactics can we try to get the participants who have signed up but used the program zero times to try it?
- What tactics can we try with participants who used the program once and are yet to come back and give it a second go?

Uses per Participant



The chart below displays the number of participants based on how many times they have failed to return their rentals. A failed rental means that the correct container type was checked-in before the end of the rental period. If you charge a late fees, a failed rentals means a student is eligible for a late fee charge. Participants who have failed to return their containers more than 50 times are grouped under a value of 50.



Operations and Inventory

The Topanga dashboard displays topline asset usage numbers, while this report provides a more in-depth look. The [Topanga.io dashboard](#) is the best place to look for a summary of your asset performance and see insights such as average checkouts per asset and reuse rates per asset.

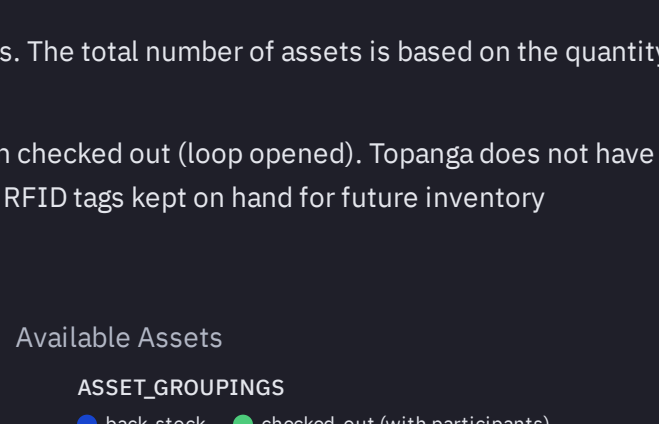
The results shown in this report reflect all-time data since the program launch. Note that in this report, we've removed "Dormant" assets from the available asset count, as there is a low likelihood that they will be used again. In the dashboard, "Dormant" assets are still included in the "In circulation" count. We plan to update the dashboard asset usage section in the future to align with this report.

Available Inventory

Asset usage is informed by the rental and activity data captured through Topanga's ScanApp and RFID readers. The total number of assets is based on the quantity of QR and/or RFID tags programmed for your organization.

"Back-stock" refers to QR and/or RFID tags that we've programmed for your organization but have never been checked out (loop opened). Topanga does not have insights into whether or not a program's "back-stock" is tied with tagged inventory or related to extra QR and RFID tags kept on hand for future inventory purchases.

AVAILABLE_ASSET_CATEGORY	back-stock	in circulation
ASSET_GROUPINGS	# ASSETS_SUM	# ASSETS_SUM
back-stock	4380.0	0.0
checked-out (with participants)	0.0	659.0
recently returned (last 30 days)	0.0	721.0
returned (sitting 1 to 6 months)	0.0	230.0



Historical data shows that recently returned assets are highly likely to stay in circulation. If you see that many of your returned assets have been in >30 days, you likely have more inventory in circulation than needed based on your weekly rental volume. We recommend practicing "first-in-first-out" inventory cycling to maximize program ROI and impact.

Assets Removed from Circulation

Assets are considered to be removed from circulation if marked as "Retired" through the ScanApp or were returned more than six months ago and have yet to be checked out again.

For accurate inventory management, we recommend always using the ScanApp to formally "Retire" broken assets before discarding them.

Need help retiring assets? Learn more at [this resource from ReusePass Academy](#).

AVAILABLE_ASSET_CATEGORY	removed from circulation
ASSET_GROUPINGS	# ASSETS_SUM
dormant (unlikely to be checked out ag...	277.0
retired	304.0

Assets typically go dormant when broken containers are not "Retired" with the ScanApp. If the program has implemented an atypical return model, like consumer-led returns, assets listed as dormant may have been stolen.

Lost Assets

In addition, assets are considered "lost" if they were checked out (loop opened) 30+ days ago and have yet to be scanned in and marked as returned. Loss is correlated with rental volume and is statistically expected, even with programs with a high return rate.

Want to understand expected loss? Learn more about ROI and statistics with [this Topanga.io blog post](#).

Below, we compare the net available assets to the lost assets, month over month. Net loss is the difference between total assets found (returned, no longer lost) and total assets that became lost (checked out 30+ days ago, have yet to be returned). Net available assets do not include assets removed from circulation (i.e., Retired or Dormant assets).

Net Available Assets

