DATE: July 11, 2019

TO: Programs and Administration Committee
Planning Committee/Recycling Board

FROM: Jeff Becerra, Communications Manager

SUBJECT: Recycling App Working Demo

SUMMARY

Staff is developing a new recycling application that will replace the current RecycleWhere? online search tool. The new app will be available at the end of the calendar year. At the July 11 Planning Committee/Recycling Board meeting, staff will provide a demonstration of the new app’s functionality to share progress with the board and gather input on the tool’s development.

DISCUSSION

RecycleWhere? replaced the agency’s “Recycling Wizard” as an improved public-facing, online searchable database in 2012. The tool helps residents and businesses understand how to properly recycle, reuse, or dispose of an item. After six years in use, RecycleWhere? is in need of an update.

Over the years, public inquires have shifted primarily from our phone-based “hotline” to electronic self-service. RecycleWhere? processes approximately 65,000 searches a year, about a third of which are identified from Alameda County. Digital searches are increasingly moving from desktop devices to smartphones and tablets. StopWaste has always strived to provide a high level of customer service and interaction, and the new tool will help us provide easy access to information in a way that meets modern expectation for customer service. The demonstration at the July 11 will show prototype interactions as a way to understand how the app will function when rolled out later in the year.

RECOMMENDATION

This item is for information only.