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**DATE:** May 11, 2023

**TO:** Programs & Administration Committee  
Planning Committee/Recycling Board

**FROM:** Robin Plutchok, Program Manager

**SUBJECT:** Update on RE:Source Guide

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**SUMMARY**

At the April 2020 WMA meeting in celebration of the 50<sup>th</sup> Anniversary of Earth Day, StopWaste staff introduced the new online search guide and app, RE:Source. The guide was developed in-house with features focused on giving Alameda County residents easy, searchable options for unwanted things through reuse, repair, recycling, and safe disposal.

**DISCUSSION**

The RE:Source guide is part of StopWaste’s suite of resources and tools that help residents, businesses, and schools in Alameda County prevent waste and become better stewards of the environment. The guide allows users to search by location nearly 3,000 vendor options for reuse, repair, recycling, and safe disposal for items. RE:Source also serves as an educational tool featuring alerts and material facts sheets that maximize the highest and best use of materials while minimizing contamination from items going in the wrong bin. Since its launch, RE:Source has undergone continual improvements in functionality and results, including:

- Updating curbside services information for all Alameda County jurisdictions
- Creating messaging guide for Member Agencies to promote the tool
- Integrating list of [Food Recovery Organizations and Services](#) to meet SB 1383 requirements
- Integrating information on illegal dumping reporting as part of curbside services
- Partnering with California Product Stewardship Council (CPSC) to update textile repair options
- Launching a targeted media advertising campaign promoting RE:Source
- More than doubling monthly users, sessions, pageviews and session lengths in the past year
- Updating the user interface based on results of usability studies conducted by staff
- Ongoing ADA accessibility improvements
- New advertising creative focused on top searched materials of textiles and electronics, showing both donation, repair, and recycling options
- Promoting RE:Source via email in partnership with Waste Management to 80,000 Oakland customers

At the May 11 meetings, staff will provide an overview of the new ad campaign creative and recent enhancements to RE:Source, and discuss opportunities for Member Agency partnership and promotion.

**RECOMMENDATION**

This item is for information only.