



**DATE:** May 12, 2022

**TO:** Planning Committee/Recycling Board

**FROM:** Robin Plutchok, Program Manager

**SUBJECT:** *RE:Source* update and campaign launch

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## SUMMARY

In April 2020, StopWaste's new online search guide *RE:Source* was unveiled at the WMA meeting, in celebration of the 50<sup>th</sup> Anniversary of Earth Day. The *RE:Source* guide was developed in-house with features focused on the needs of Alameda County. At the May 12 Planning Committee/Recycling Board meeting, staff will share *RE:Source*'s many recent updates and enhancements that support Member Agency programs, and a preview of the upcoming advertising campaign.

## DISCUSSION

StopWaste strives to provide a high level of customer service and interaction with residents, businesses and schools in Alameda County. This includes serving as a resource to community members to make it easy to access information on proper disposal of items and to maximize the benefits of compost, reuse, repair and recycling while minimizing contamination from items going in the wrong bin.

*RE:Source* is built with the current industry standard of "agility" and with our in-house staff we are able to quickly update the tool and data. Since its launch, *RE:Source* has undergone continual improvements in functionality and results, including:

- Updating curbside services information for all Alameda County jurisdictions
- Continual updating of the nearly 3000 service vendors
- Integrating jurisdictional curbside data and vendors from former *RecycleWhere?* partners City of Palo Alto and Contra Costa County
- Creating messaging guide for Member Agencies to integrate the tool onto jurisdiction websites and promote in newsletters and communications
- Compiling and integrating list of [Food Recovery Organizations and Services](#) to meet SB1383 requirements
- Integrating information on illegal dumping reporting as part of curbside services
- Partnering with California Product Stewardship Council (CPSC) to update textile services vendors and add information (in progress)
- Doubling monthly users, sessions and pageviews in the past year

- Creating additional Materials Fact Sheets and tools for external and internal use

This May, StopWaste is launching a targeted data-driven media advertising campaign to promote the *RE:Source* guide and app. At the May 12 meeting, staff will provide an overview of the ad campaign and recent enhancements to *RE:Source*. Staff will also provide sample social media and e-newsletter content to help Board Members promote the *RE:Source* guide in your communities.

**RECOMMENDATION**

This item is for information only.