



DATE: February 14, 2019

TO: Planning Committee/Recycling Board

FROM: Jeff Becerra, Communications Manager

SUBJECT: *RecycleWhere?* Search Tool Update

SUMMARY

RecycleWhere? is an online search tool that StopWaste provides to help residents and businesses understand how to properly recycle, reuse, or dispose of an item. The tool's development has been a shared project with San Francisco Environment, Contra Costa County and the City of Palo Alto. At the February 14 Planning Committee/Recycling Board meeting, staff will provide an overview of *RecycleWhere?*'s use to date and our plans to update it moving forward.

DISCUSSION

RecycleWhere? replaced the agency's "Recycling Wizard" as an improved public-facing, online searchable database in 2012. The goal of *RecycleWhere?* is to reduce waste by providing accurate information about recycling, reuse, and proper disposal options for residents and businesses without regard to traditional municipal boundaries. The public can access the tool via the www.StopWaste.org home page, member agency websites, or directly at www.RecycleWhere.org.

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. This compares to approximately 150 phone and email requests we receive a month for help with proper disposal.

After six years in use, *RecycleWhere?* is in need of an update. At the February 14 meeting, staff will share what we've learned from its use, including top searched items, and benefits/drawbacks of a partnership approach. Staff will also discuss plans for replacing the tool, which will be available in online and app versions.

RECOMMENDATION

This item is for information only.