



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.