



**DATE:** July 11, 2019

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

**FROM:** Jeff Becerra, Communications Manager

**SUBJECT:** Recycling App Working Demo

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## **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 inquiries 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.