



DATE: April 22, 2020

TO: Waste Management Authority Board

FROM: Robin Plutchok, Program Manager

SUBJECT: Launch of *RE:Source* search tool

SUMMARY

Over the past year staff has been developing a new online application to replace the current *RecycleWhere?* search tool. The new application has been developed in-house with features focused on the needs of Alameda County. At the April 22 meeting, in celebration of the 50th Anniversary of Earth Day, staff will unveil the new online search tool and share its features and capabilities.

DISCUSSION

StopWaste is always striving 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 the public to make it easy to access information on proper disposal for items and maximize the benefits of compost, reuse, repair and recycling while minimizing contamination from items going in the wrong bin. As such, the new tool is being branded as StopWaste's *RE:Source*, as it provides information and serves as a directory to the "RE" services of reuse, repair, recycling and beyond.

Over the years, public inquires and customer service have shifted from our phone-based hotline to electronic self-service, with digital searches increasingly moving from desktop computers to smartphones and tablets. *RecycleWhere?* replaced our first online "Recycling Wizard" six years ago and processes more than 30,000 searches a year from Alameda County. Our new *RE:Source* tool builds on the features of *RecycleWhere?* and includes a number of enhancements:

- Easier search, with streamlined results and more customization on how results are displayed
- Improved promotion of curbside options, including city-specific pages
- Addition of reuse and repair service options
- Inclusion of landfill results to minimize contamination in the era of diminishing markets
- Additional information on commonly confusing items
- Easier back end for managing extensive data sets needed for accurate search results
- Web and app versions

RE:Source is being built with the current industry standard of "agility" and will continually improve in functionality and results. With our in-house staff, we have the ability to quickly update the tool

and data to meet needs of individual member agencies and the changing landscape of the reuse, repair, and recycling sectors. When the shelter-in-place is lifted and services are once again available, we will more broadly promote the tool and app in coordination with member agencies and their haulers.

RECOMMENDATION

This item is for information only.