



DATE: December 18, 2019

TO: Waste Management Authority Board

FROM: Robin Plutchok, Program Manager

SUBJECT: Launch of *RightPlace* 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 December 18 meeting, staff will give an overview of the newly launched *RightPlace* tool, review its features, and provide a timeline for its broader release.

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 making it easy to access information on proper disposal for items that people no longer use or need. Our goal is to make sure that these items are put in the “right place” to maximize the benefits of reuse, repair and recycling while minimizing contamination from items going in the wrong bin.

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 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 (including city specific pages), reuse and repair options
- More data on what should be landfilled rather than recycled to minimize contamination in the era of National Sword
- Additional information on commonly confused items
- Easier back end for managing extensive data sets needed for accurate search results
- Web and app versions

RECOMMENDATION

This item is for information only.